



# The Taste of the Nation





## About The Company

**Eff N Bee Marketing Limited**, under its flagship brand Chaigram, has been a trailblazer in the FMCG and food service sectors since its inception in March 2020. Starting with a robust portfolio of 25 variants of instant beverages, Chaigram quickly established itself as a trusted name in households and businesses alike. Our diverse product line includes Danedar Gawa Ghee, Poogly Instant Noodles, Snacks, Fryums and more.

In October 2021, we expanded into the food and beverage **QSR** sector with the launch of several popular brands: Chaigram Canteen, Thali Bowl, The Calcutta Street Food, Republic of Calcutta, The Bengal Biryani, Truly Asia, Mr and Mrs Coconut, Himalaya and The 99 Thali Shop. With multiple outlets across Kolkata, we've brought a variety of dining experiences to our customers, from authentic Bengali thalis to street food and sports lounge dining.

Our **FMCG** division caters to both the distribution and HORECA segments. Operating under the brands Chaigram and Poogly, we supply a range of products including Tea, Coffee, Hot Chocolate, Desi Ghee, Instant Noodles, Cakes, Fryums, Snacks and Namkeen. Our HORECA clientele spans West Bengal and Maharashtra, while our distribution network extends to West Bengal, Maharashtra, and Jharkhand. With over 30 super stockists and 200+ distributors, we ensure our products reach retail outlets efficiently, offering the best of quality and taste to customers nationwide.

To support our growing operations, we have built a robust production facility in Kolkata for diversified product manufacturing. We are now investing to triple our production capacity to strengthen supply capabilities and meet the rising demand for our FMCG products.

At **Eff N Bee Marketing Limited**, we believe in innovation and continuous growth. Our upcoming product launches include different range of Cakes like Swisse Roll, Marbal Cake, Healthy Snacks and many more, reflecting our commitment to diversifying our offerings and meeting the dynamic preferences of consumers.

As we continue our journey, we're proud to collaborate with our partners, expand our footprint, and deliver quality products to our customers. Stay tuned for exciting new developments as we shape the future of **FMCG** and **QSR** industries.







# Chaigram Instant Beverages

Discover the convenience and rich flavor of **Chaigram** Instant Beverages, the perfect solution for those who crave an instant, high-quality beverage. Ready in just 30 seconds, our instant beverages offer a unique blend of tradition and innovation, ensuring you never have to compromise on taste for speed. With 25 diverse variants of tea, coffee, and beverages, there's a **Chaigram** flavor to satisfy every craving and suit every mood!

## All Products

 <p><b>Tandoori Chai (With Milk)</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 150/-</b></p>	 <p><b>Masala Milk Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 140/-</b></p>	 <p><b>Rose Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 160/-</b></p>	 <p><b>Kadak Chai</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 150/-</b></p>
 <p><b>Lemon Ice Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 120/-</b></p>	 <p><b>Cardamon Milk Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 130/-</b></p>	 <p><b>Lemongrass Milk Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 140/-</b></p>	 <p><b>Vanilla Milk Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 160/-</b></p>
 <p><b>Diet Tandoori Milk Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 160/-</b></p>	 <p><b>Chocolate Milk Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 150/-</b></p>	 <p><b>Kesar Milk Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 180/-</b></p>	 <p><b>Plain Milk Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 120/-</b></p>

# Chaigram Instant Beverages

 <p><b>Lemon Tea (Hot)</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 120/-</b></p>	 <p><b>Hot Chocolate</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 180/-</b></p>	 <p><b>Honey Lemon Ginger Tea (Without Mil)</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 150/-</b></p>	 <p><b>Strawberry Milk Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 160/-</b></p>
 <p><b>Diet Masala Milk Tea</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 160/-</b></p>	 <p><b>Vanilla Coffee</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 160/-</b></p>	 <p><b>Mocha Coffee</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 210/-</b></p>	 <p><b>Premium Coffee</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 150/-</b></p>
 <p><b>Mix and Match Sachet Pet Jar (12 Pcs)</b> Ready in 30 Seconds</p> <p><b>Net Content:</b> 10 X Sachets (140 gm Box)</p> <p><b>M.R.P.: 180/-</b></p>			

# Chaigram Instant Beverages



## Instructions



### Step 1

Pour the contents of the chaigram sachet into a cup



### Step 2

Mix 80-90 ml of hot water/milk (measuring cup included in every pack) and stir with love for 30 seconds



### Step 3

Start taking Sip.



# Healthy Living Starts Here



## Danedar Gawa Ghee

Experience the richness of **Chaigram Danedar Desi Gawa Ghee** – a blend of tradition and purity. Made from 100% organic cow milk, our ghee is handcrafted to perfection, preserving its natural aroma and flavor. Indulge in the finest quality ghee for a culinary journey like no other.



500 ml



250 ml



100 ml

## Danedar Gawa Ghee Now in Sachet

Indulge in the rich aroma and authentic taste of **Chaigram Danedar Desi Gawa Ghee**. Crafted with care from 100% pure and organic ingredients, our ghee promises unparalleled quality and goodness. Sourced from grass-fed desi cows, it's the epitome of traditional flavor and health benefits. Experience the best in ghee with Chaigram.



12+(Extra 3) ml



**Instant  
Noodles,  
Instant  
Happiness**



# Poogly Noodles

**Poogly Instant Noodles** Savor the convenience and deliciousness in just 2 minutes! With its quick preparation time, Poogly offers a mouthwatering blend of flavors in every bite. Perfect for those on-the-go or craving a tasty meal in a flash. Indulge in a satisfying culinary experience with Poogly Instant Noodles.



**Poogly Noodles**  
**50 g**



**Poogly Noodles**  
**25 g**



# PLAYFUL CRUNCH PURE FUN



# Poogly Fryums

**Delicious Fryums for Kids** Introducing our specially crafted Fryums – the perfect snack for kids that combines fun shapes, irresistible crunch, and delightful flavors! Designed to bring smiles to every child's face, these Fryums come in exciting shapes like Animal Planet, Katori, and Rings, making snack time both tasty and playful.



Crunchy & Crispy  
**Animal Fryum**  
18 g

**Rings:** Classic and timeless, Ring Fryums are a favorite among kids. Their unique round shape and spicy-tasty seasoning make them a snack that's as fun to play with as it is to eat!



Tomato Twist  
**Rings Fryum**  
18 g



Masala Chatpata  
**Pasta Fryums**  
18 g

**Animal Planet:** Dive into a world of adventure with fryums shaped like animals! Let your little ones munch on lions, elephants, and more while enjoying the mild, spicy, and savory flavors they love.

**Pasta:** A fun and crunchy snack shaped like pasta with bold masala flavors that bring instant joy. Perfect for movie time, office breaks or evening adda, Poogly Pasta Fryums adds a delicious crunchy twist to every moment. One bite and the craving begins again.

### Why Choose Our Fryums?

**Kid-Friendly Flavors:** Crafted with just the right amount of spice to keep the taste buds happy.

**Fun Shapes:** Engages kids during snack time with creative and playful designs.

**Safe & Hygienic:** Made from high-quality ingredients in a clean and controlled environment.

Perfect for lunchbox treats, party snacks, or anytime munching, our Fryums bring joy and taste together in every pack!



# SPICY CRUNCH, HEALTHY CHOICES



## Kolkata Jhal Muri

A perfect blend of crunchy puffed rice, savory spices, fresh veggies, and a hint of tanginess, our **Kolkata Jhal Muri** is a tasty treat that captures the authentic street food experience. Every bite is packed with flavor, making it the perfect snack for any occasion. Enjoy the taste of Kolkata, right at your fingertips.



**Kolkata Jhal Muri**  
With Coconut Slice  
**35 g**

## Diet Chiwda



**Diet Chiwda**  
Crispy & Crunchy  
**40 g**

**Diet Chiwda** is a deliciously light and crunchy snack, perfect for satisfying your cravings in a healthy way. Made with wholesome ingredients and a blend of spices, it offers a tasty, guilt-free treat that you can enjoy anytime. Whether you're on the go or just in the mood for a quick bite, this snack provides the perfect balance of flavor and nutrition. Snack smart, snack tasty!

✓ Zero Sugar ✓ Zero Cholesterol



*Taste the Snacks  
with a Tangy Twist*



# Snacks

**Poogly Snacks** brings you the perfect blend of taste and tradition with its irresistible range of snacks, crafted to satisfy every craving! From the crunchy delight of Green Matar and the spicy kick of Jhal Chanachur to the tangy-sweet harmony of Khatta Meetha, each bite is a burst of flavor. Relish the classic crunch of Moong Dal or indulge in the timeless appeal of Salted Peanuts—perfect for every occasion, from tea-time treats to party munchies. Made with the finest ingredients and packed to preserve freshness, Poogly Snacks is your go-to companion for flavorful moments. Experience the joy of snacking, the Poogly way—where every handful tells a delicious story!



**Salted Peanuts**  
Plain Salted  
18 g



**Green Matar**  
Fried Green Peas  
18 g



**Bhujia**  
Tasty & Spicy  
18 g



**Moong Dal**  
Salted Fried Dal  
15 g



**Salted Peanuts**  
Plain Salted  
35g



**Green Matar**  
Fried Green Peas  
40g



**Bhujia**  
Tasty & Spicy  
40g



**Moong Dal**  
Salted Fried Dal  
35g

# Snacks



**Khatta Meetha Chanachur**  
Sweet and Sour  
**40 g**



**Jhal Chanachur**  
Hot and Spicy  
**40 g**



**Khatta Meetha Chanachur**  
Sweet and Sour  
**180 g**



**Salted Chanachur**  
Taste the Twist  
**120 g**



**Jhal Chanachur**  
Hot and Spicy  
**180 g**



WHERE EVERY BITE IS A  
SMALL CELEBRATION



# Poogly Cakes

Indulge in the delightful flavors of **Poogly Cup cake!** Our cupcakes come in a variety of **Delicious Flavors, Including Rich Chocolate, Creamy Vanilla, Zesty Orange, Red Velvet and Fruity Delights.** Each bite offers a perfect blend of taste and texture, making them a tasty treat for any occasion. Enjoy the scrumptious goodness of Poogly Cupcake and satisfy your sweet cravings effortlessly!



**Orange**  
Cream Filled  
Cup Cake  
**17 g**



**Red Velvet**  
Cream Filled  
Cup Cake  
**17 g**



**Chocolate**  
Cream Filled  
Cup Cake  
**17 g**



**Vanilla**  
Cream Filled  
Cup Cake  
**17 g**



**Mixed Fruit**  
Sliced Cake  
**30g**



**Chocolate**  
Sliced Cake  
**30g**

# Poogly Cakes



Vanilla  
Luv Cake  
30g



Chocolate  
Luv Cake  
30g



Red Velvet  
Swiss Roll  
60g



Chocolate  
Swiss Roll  
60g



Marble  
Slice Cake  
100g



Mixed Fruit  
Slice Cake  
60g



Mawa Mix  
Slice Cake  
30g



Chocolate  
Slice Cake  
60g

# Celebration Cakes

Celebrate Christmas with a rich mixed fruit cake that brings together fruity goodness and festive charm in every bite. The soft texture and warm flavours make it perfect for holiday gatherings and joyful celebrations. Whether shared with family or enjoyed during quiet festive moments this delightful cake adds a touch of sweetness to the magical season. It captures the true spirit of Christmas with its vibrant ingredients and comforting taste creating memories filled with love happiness and togetherness.



▲ **Christmas  
Rich Fruit Cake**



▲ **Christmas  
Fruit Cake**

# Donut Cake

**NEW**  
**ARRIVAL**



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# Healthy Snacks

Get ready to indulge in a whole new range of spicy and tasty snacks, crafted to satisfy your cravings with healthy twists and bold flavors! From the crunchy goodness of Beetroot Chips, seasoned with a spicy kick, to the light, crispy Soya Sticks with savory spices, we've got your snack cravings covered. Try the wholesome Ragi Chips, offering a zesty flavor and guilt-free munching, or savor the protein-packed Soya Chips, delivering a bold, spicy punch. Perfect for any snack time, these healthy treats combine flavor and nutrition, keeping your taste buds delighted with every bite!

**COMING  
SOON**



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Russell Street

Acropolis

Ranikuthi

Kamalgazi

Ganguly Bagan

Sulekha



Dalhousie

Netaji Nagar

Garia

Dhalai Bridge

Gachala

Garfa

# QSR



Gariahat

Naktala

Shalimar Railway Station

Rashbihari

Kasba

Smart Bazar



Avani Riverside Mall

Avani Riverside Mall

Avani Riverside Mall

Avani Riverside Mall

Sonarpur



Chaigram Food Park

Sonarpur

Chaigram Food Park

Sonarpur

Chaigram Food Park



Discover Kolkata's finest culinary experience at **Chaigram Canteen**, with locations in **Jadavpur, Gariahat, Ganguly Bagan, Kamalgazi, Howrah, Garfa, and Rashbihari**. Renowned for exceptional food and service, enjoy signature dishes like Biryani, Chicken Cutlet, Mughlai Paratha, Chicken Roll, Fish Fry, and more. Dine in or order online via Zomato for a true taste of Kolkata!

## THE CALCUTTA STREET FOOD

Experience the best of Kolkata's street food at **The Calcutta Street Food** in **Avani Riverside Mall, Howrah**. Relish spicy, flavorful delights like Fuchka, Churmur, Luchi Kosha Mangsho, and Papdi Chat, each capturing the essence of Kolkata's food culture. With unbeatable service and authentic flavors, we're your go-to destination for satisfying your cravings!

## THE 99 THALI SHOP

Experience the authentic flavors of Kolkata at **The 99 Thali Shop**, located at **VIP Road, Russel Street, and Avani Riverside Mall, Howrah**. Offering exceptional Bengali and Chinese Thalis at unbeatable prices, we cater to all your cravings. Enjoy a delicious meal in-store or order online through Zomato and Swiggy for a quick taste of Kolkata's finest!

## Calcutta Kathi Roll™

Craving authentic Kolkata flavors? Visit **Chaigram Food Park** in **Sonarpur** for delicious **Kathi Rolls** with perfectly spiced fillings in warm parathas. Enjoy a variety of snacks and meals, perfect for any craving. Come experience the best of Kolkata's street food today!

## The Bengal Biryani™

Indulge in the authentic **Bengal Biryani** at **Chaigram Food Park, Sonarpur!** From classic Chicken and Mutton Biryani to the unique Fish and Prawn Biryani, each dish offers a perfect blend of fragrant rice, spices, and tender ingredients. Visit us for the ultimate biryani experience and savor the true taste of Bengal in every bite!



At **Bhajabhujji Sathe Cha** in **Chaigram Food Park, Sonarpur**, and **Sulekha Jadavpur**, enjoy the perfect mix of tea, coffee, and snacks. Savor aromatic tea, rich coffee, and crispy bhajis in a cozy atmosphere. Unwind and enjoy every sip and bite!



Located in **Avani Riverside Mall, Howrah, Republic of Calcutta** is your go-to destination for food, drinks, and entertainment. Enjoy delicious food, refreshing mocktails, and crafted cocktails, all set to great music. With top-notch service and a lively atmosphere, it's perfect for unwinding. Order online via **Zomato & Swiggy** for a memorable experience every time!

## Himalaya™

♥ Pure Veg Cuisine

**Himalaya** at **Chaigram Food Park, Sonarpur**, offers a variety of pure vegetarian delights. Enjoy North Indian thalis, flavorful Bengali dishes, and more, all made with fresh ingredients and authentic flavors. A perfect spot for delicious meals and snacks!

## MR and MRS COCONUT™

Pure South Indian Food

**Mr. and Mrs. Coconut** at **Chaigram Food Park, Sonarpur**, is a paradise for South Indian food lovers. Enjoy crispy Dosas, fluffy Idlis, aromatic Sambar, and tangy Chutneys, alongside a diverse menu perfect for any craving. Visit us today!

## Truly Asia™

Experience authentic Chinese flavors at **Truly Asia, Chaigram Food Park, Sonarpur**. From hot Momos to savory Noodles, every bite promises a culinary journey. Whether it's a snack or meal, our dishes offer the perfect balance of spices. Visit today!

## Creamy affairs™

Treat yourself to sweet bliss at **Creamy Affairs** in **Chaigram Food Park, Sonarpur**! From creamy scoops to indulgent sundaes and refreshing treats, every bite is crafted to delight. Explore classic and adventurous flavors—your perfect sweet escape awaits!



# The Bake Store™



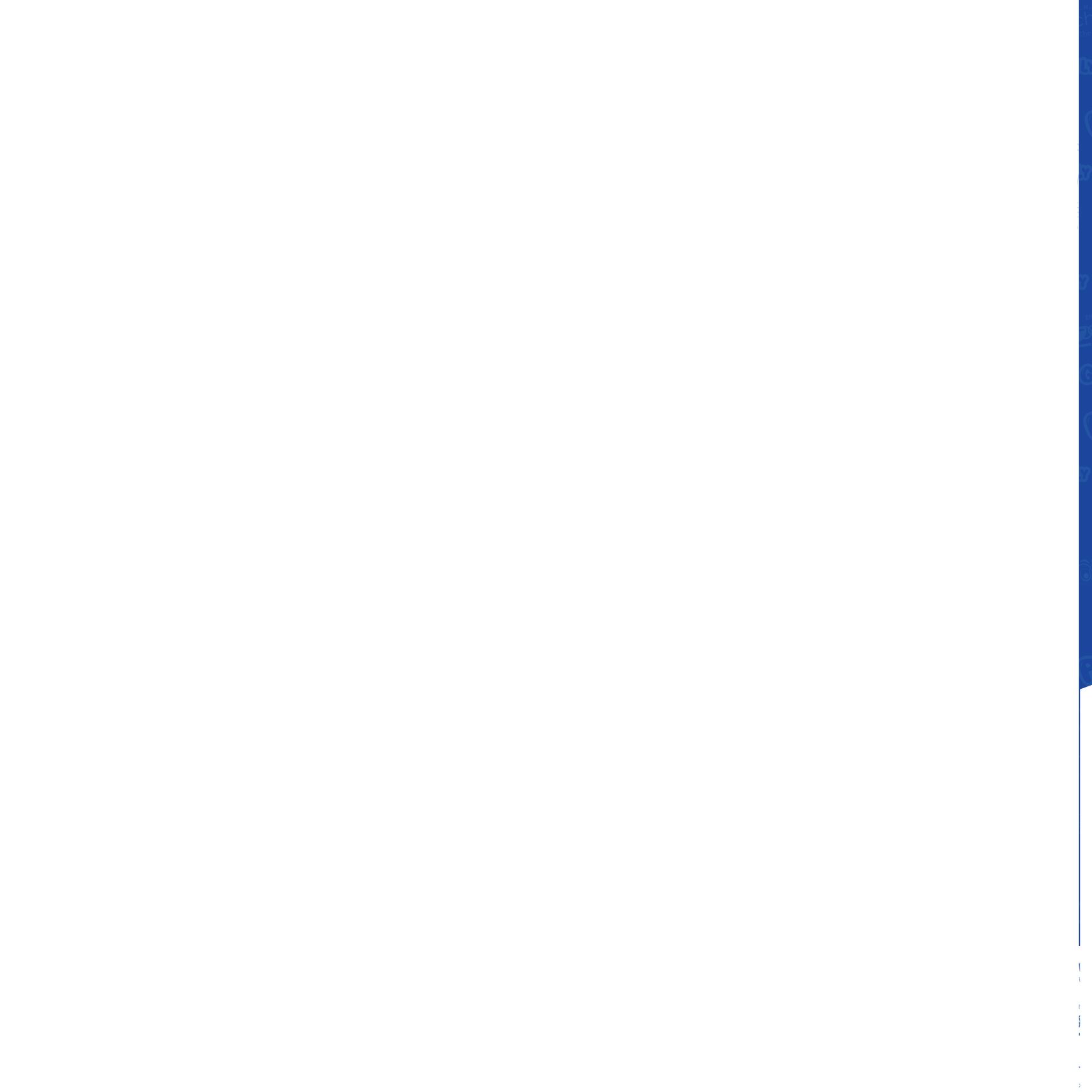
The Bake Store, a new unit of Chaigram, specializes in premium quality cakes and confectionery bakery products, crafted using superior ingredients, refined techniques, and consistent quality standards. Designed to deliver excellence in taste, presentation, and freshness, The Bake Store represents premium confectionery creations complemented by an elegant and inviting ambiance.



Franchise Enquiries

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✉ : info@thebakestore.in



Packed and Marketed by

## EFF N BEE MARKETING LIMITED

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