



Since 1950

**MADE  
WITH LOVE,  
PACKED  
WITH  
HAPPINESS!**

**25+**

**COUNTRIES WE EXPORT TO**

USA, Canada, Australia, New Zealand, UK, Germany, Norway,  
The Netherlands, Scotland, Sweden, UAE, Qatar, Oman, Bahrain, Singapore,  
Malaysia, Hong Kong, Nigeria, Kenya, Ireland, Japan & South Africa

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**6**

**STATE OF THE ART  
MANUFACTURING UNITS**

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**25+**

**RETAIL STORES IN PUNE**

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**36+**

**CHITALE XPRESS STORES  
ACROSS MAHARSHTRA**

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**300+**

**DISTRIBUTORS CATERING TO CONSUMERS  
ACROSS THE COUNTRY**

# NAMKEEN

## BAKARWADI



Net Weight: 250g / 500g  
Shelf Life: 12 months

## SPECIAL CHIVDA



Net Weight: 200g  
Shelf Life: 9 months

## POTATO CHIVDA



Net Weight: 200g  
Shelf Life: 9 months

## CORNFLAKES CHIVDA



Net Weight: 200g  
Shelf Life: 9 months

## LITE CHIVDA



Net Weight: 200g  
Shelf Life: 9 months

## SHEV



Net Weight: 200g  
Shelf Life: 9 months

## MASALA SHEV



Net Weight: 200g  
Shelf Life: 9 months

## NAMKEEN MIXTURE



Net Weight: 200g  
Shelf Life: 9 months

## MUNG DAL



Net Weight: 200g  
Shelf Life: 9 months

## KHARI BUNDI



Net Weight: 200g  
Shelf Life: 9 months

## SHANKARPALI



Net Weight: 200g  
Shelf Life: 9 months

## CHAKLI



Net Weight: 150g  
Shelf Life: 9 months



COMING SOON

### ALOO BHUJIYA



Net Weight: 200g  
Shelf Life: 9 months

### LEHSUNI SHEV



Net Weight: 200g  
Shelf Life: 9 months

### BIKANERI SHEV



Net Weight: 200g  
Shelf Life: 9 months

### KHATTA MITHA MIXTURE



Net Weight: 200g  
Shelf Life: 9 months

### TEJ MIXTURE



Net Weight: 200g  
Shelf Life: 9 months

### BANANA CHIPS REGULAR SALTY



Net Weight: 200g  
Shelf Life: 9 months

### BANANA CHIPS TWISTED MASALA



Net Weight: 200g  
Shelf Life: 9 months

### BANANA CHIPS SALT AND PEPPER



Net Weight: 200g  
Shelf Life: 9 months

### BANANA CHIPS SPICY MASALA



Net Weight: 200g  
Shelf Life: 9 months

### CHANA CHAAT SAMOSA



Net Weight: 200g  
Shelf Life: 9 months



## SOANPAPDI

### BLUEBERRY SOAN PAPDI



Net Weight: 200g  
Shelf Life: 9 months

### CRANBERRY SOAN PAPDI



Net Weight: 200g  
Shelf Life: 9 months

### ORANGE SOAN PAPDI



Net Weight: 200g  
Shelf Life: 9 months

### SOAN PAPDI



Net Weight: 200g  
Shelf Life: 9 months

### MANGO SOAN PAPDI



Net Weight: 200g  
Shelf Life: 9 months

### ROYAL ANJEER SOAN PAPDI



Net Weight: 200g  
Shelf Life: 9 months



## SWEETS WITH KHOYA & GHEE

### MANGO BURFI



Net Weight: 250g  
Shelf Life: 75 days

### PEDHA



Net Weight: 200g  
Shelf Life: 75 days

### KAJU BADAM ROLL



Net Weight: 250g  
Shelf Life: 75 days

### AMBA MODAK



Net Quantity: 21 Pcs  
Shelf Life: 60 days

### MAWA MODAK



Net Quantity: 21 Pcs  
Shelf Life: 60 days

### KAJU MODAK



Net Quantity: 21 Pcs  
Shelf Life: 60 days

### KAJU KATLI



Net Weight: 250g  
Shelf Life: 75 days

### KESAR KAJU KATLI



Net Weight: 250g  
Shelf Life: 75 days

### ROSE FLAVOURED KAJU KATLI



Net Weight: 250g  
Shelf Life: 75 days

### PURAN POLI WITHOUT GHEE



Net Weight: 170g  
Shelf Life: 60 days



### DINK LADOO



Net Weight: 250g  
Shelf Life: 60 days

### NUTRICH LADOO



Net Weight: 250g  
Shelf Life: 60 days

### MOTICHOOR LADOO



Net Weight: 250g  
Shelf Life: 75 days

### GULABJAM



Net Weight: 500g  
Shelf Life: 9 months

## SWEETS WITHOUT KHOYA & GHEE

### KAJU AMBA BURFI



Net Weight: 250g  
Shelf Life: 75 days

### KAJU ELAICHI MODAK



Net Quantity: 21 Pcs  
Shelf Life: 60 days

### KAJU AMBA MODAK



Net Quantity: 21 Pcs  
Shelf Life: 60 days

### MOTICHOOR LADOO



Net Weight: 250g  
Shelf Life: 75 days

### KAJU BADAM DELIGHT



Net Weight: 250g  
Shelf Life: 75 days

### KAJU ELAICHI KATLI



Net Weight: 250g  
Shelf Life: 75 days

### KESAR KAJU KATLI



Net Weight: 250g  
Shelf Life: 75 days

## Instant Mixes & Dairy

### KHAMAN MIX



Net Weight: 200g / 400g  
Shelf Life: 12 months

### GULAB JAMUN MIX



Net Weight: 200g / 400g  
Shelf Life: 12 months

### KHEER MIX



Net Weight: 100g / 200g  
Shelf Life: 12 months

### IDLI MIX



Net Weight: 200g / 400g  
Shelf Life: 12 months

### DOSA MIX



Net Weight: 200g / 400g  
Shelf Life: 12 months

### BASUNDI MIX



Net Weight: 100g / 200g  
Shelf Life: 12 months

### MEDU WADA MIX



Net Weight: 200g / 400g  
Shelf Life: 12 months

### COW GHEE



Net Volume: 500ml / 1000ml  
Shelf Life: 9 months

# BINGEBAR.™



## CHANGE THE WAY YOU SNACK!

### BINGEBAR LEMON BHEL



Net Weight: 12g per pc  
Shelf Life: 90days

### BINGEBAR LITE CHIVDA



Net Weight: 16g per pc  
Shelf Life: 90 days

### BINGEBAR BHEL



Net Weight: 12g per pc  
Shelf Life: 90 days

**COMING SOON**

**Rasgulla, Gajar Halwa, Moong Dal Halwa, Pineapple Sheera, Upma, Sabudana Khichadi  
Chitale M2 Smart Cookies**

**Ready To Cook: Millet Upma, Millet Sheera, Millet Pohe, Millet Khichadi**

**Chitale Ready To Eat Range: Potato Rassa + Rice, Katachi Amti + Rice, Alu Bhaji + Masala Rice**

## About Us

A foundation strongly engraved in the ethos of quality, excellence and superior customer service has enabled the company to expand to international markets. The company currently exports its range of products to countries across the European Union, USA, South East Asia and Australia.

The far-reaching appeal is evidenced through the increasing demand for its products in the international markets.

Automation has always been a core principle at any of our manufacturing units, with almost 80% of our products are produced in an automated environment.

The reliance on automation makes the plant more machine intensive rather than labor intensive and hence reducing the chances of contamination during cross handling by a great degree as well as minimalizes the chance of human errors.

Through all these endeavours, we are working round the clock to ensure that the customers can enjoy our product's without any hesitation on the safety front.



# BRAND LEGACY

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The veins of the rich Chitale legacy trace back as early as the 1930s, when the visionary Late Shri Bhaskar Ganesh Chitale started a humble milk distribution business at Bhilawadi in Sangli district, the beginning of the first evey entrepreneurial dairying revolution in India.

This worthy lineage was ably carried forward by his sons Bhausahab, Rajabhau, Nanasaheb and Kakasaheb Chitale, who got affiliated with the business upon completion of their education.

The beginning of the 1950s was also marked by yet another significant milestone: the establishment of Chitale Bandhu Mithaiwale by Raghunath Chitale, affectionately known as Bhausahab. In his younger brother Rajabhau (the Late Narsinha Chitale), he found an able ally to take the brand from the nascent stages to greater glory.

Meanwhile, Nanasaheb and Kakasaheb, the second generation Chitale stalwarts, played the role offormidable anchors by deciding to settle in Bhilawadi to look after the dairy business. The responsibility of fledging milk retailing network in Pune was shouldered by Bhausahab and Rajabhau. This phase overlapped with the steady growth of the confectionary wing, marked by the establishment of manufacturing and retail outlets for mithai and snacks as well.

The third generation members of the family - Madhav, Shrikrishna, Govind, Shripad, Vishwas, Anant, Girish, Makarand - carried the mantle forth by introducing modern, innovative ideas to keep the Chitale brand pace ahead of the competition in the new millennia.

Kedar and Indraneel, the family's young scions, are now at the helm of the gourp's activities and are guided by the experience and wisdom of the family veterans.

Over the years, Chitale has built a strong network of distributors spread across the country with 300+ in Maharashtra itself.

With 25+ physical stores in Pune, the brand is rapidly spreading its wings to other cities and states. The products are exported to Austrailia, America, Dubai as well as in various countries across Europe.

The brand has multiple offerings that cater to different sets of consumers.

A venture by the name of Chitale Xpress is the newest home to the packed food items manufactured by the Chitale Group and guarantees a new shopping experience to the customers. Chitale's Bingebar redefines the way we look at quick bites and is craving a niche in the segment. Mouthwatering products, easy-to-eat and easy-on-the-pocket are helping the barand reach far and wide. Chitale M2 (pronounced as M-Square) is a noble initiative to serve products with 'No Added Sugar' and 'High Fibre'.

With a legacy built over 8 decades, the Chitale Bandhu Mithaiwale has been successful in being a preferred choice for generations of loyal consumers. The brand has held high standards in terms of quality, technology and customer service.

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Since 1950

**BINGEBAR**<sup>TM</sup> 



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