



*Your Drinks Partner*

COMPANY PROFILE



## ABOUT US

Our Journey Was Started When "**CROWN PAIRRII**" Was Launched By Jai Durga Maa Products Private Limited In 2015 With An Aim To Provide Export Quality Products In Indian Market. We Are Engaged In Manufacturing, Exporting, Trading Of Food And Beverages Products. **In 2015 We Have** Started With Just 5 Flavours Of Mocktail Syrups, 3 Flavours Of Fruit Crush, 2 Flavours Of Concentrates.

**Today** We Are Manufacturing More Than 90+ Flavours Of Mocktail Syrups, 10+ Flavours Of Fruit Crush, 6+ Flavours Of Concentrates, More Than 50 Flavours Of Milkshake Premix/Lassi Premix, Carbonated Soda Water, Instant Mocktails Drink And The Efforts Are Going On. Our Specialized Team Of R&d Department Has An Manufacturing Experience Of More Than 20 years And Is Committed To Provide The Worlds Best Quality Products At The Affordable Prices.

We Have 3 Production Units M/s Singh Foods, Mohali Punjab, Flamingo Foods Private Limited Delhi/Ncr, M/s Atlanta Industries Uttrakhand Which Have State Of The Art Manufacturing Equipments That Ensures The Optimum Production With Quality Assurance.

In The Beginning Of 2021 The Brand Name Has Now Converted In An Full Fledged Organization Named As (Crown Pairrii Foods And Beverages Private Limited). This New Beginning Will Boost Our Aim And Will Create A Complete Ecosystem Which Will Help All Of Us.

We Aimed To Make Our Products More Preferential. We Also Believe In Sanctity Of Manufacturing & Marketing. We Thus Firmly Believe In Modernization & Upgradation Of The Facilities & Strive To Deliver Best Of The Best To Our Consumers. Crown Pairrii Is Evidently A Suitable Opportunity For Ambitious, Aggressive & Progressive Businessman.

We Believe In 4 P's Theories:

- 1. People** Our Team Is Dedicated, Devoted & Determined.
- 2. Products** We Produce Unique Quality, Test & Rejoice Products.
- 3. Price** Our Prices Are Sensitive & Affordable To The Consumers.
- 4. Promotion** Internal & External Promotion Has Been Designed.



## OUR VISION



Our Vision Is To Provide High Quality, Price Sensitive And Consumer Friendly Products And Service To The Consumer Through Innovative Marketing Ideas And Through Our Products.

At Crown Pairrii We See To Create A Powerful Impact On The Food And Beverage Market By Creating Value For The Customer Through Delightful And Imaginative High Quality Products. We Are Devoted To Innovate And Develop Meaningful Products Consistently For The Ever Demanding Customer.



## OUR MISSION

- \* To Sharpen Consumers Inside To Understand And Meet Their Needs With Value Added Differentiate Products Which Are Safe , Effective And Nutritious.
- \* To Integrate Our Dealers Distributors Retailers And Suppliers Into The Crown Pairrii Family, There By Strengthen Their Ties With Company.
- \* To Recruit, Develop And Motivate The Best Talented In The Industry And Provide Them With An Environment Which Is Demanding And Challenging.
- \* To Upholds The Principles Of Corporate Governance And Move Towards Decentralization To Generate Long Term Maximum Returns For All.
- \* To Contribute whole heartedly Towards Environment And Society And To Emerge As A Model Citizen.
- \* Our Mission Is To Provide The Best Quality Products At Affordable Prices To Our Consumers.



## QUALITY ASSURANCE

We At Crown Pairrii, Always Prefer Quality Over Price. To Maintain Our Commitment We Strive To Give That Products To Our Consumers Which Are Naturally Prepared And Are Good For Health. We Do This Task With The Help Of Our Research And Development Team. Our Team Consist The Members Who Are Highly Qualified And Have The Experience Of Over 20 Years In The Field Of Manufacturing Food And Beverage Products.

Our Research And Development Department Is Committed To Produce High Quality And Innovative Products With The Help Of State Of The Art Equipments In Our Factory. We Adopt **Good Manufacturing Practices (GMP) And Hazard Analysis Of Critical Control Points (HACCP)** Method In Our Manufacturing Plant To Produce Consistent Quality Of Each Product. Our Raw Materials Are Only Purchased From Certified Companies And We Ensure A Check On Specification Of Raw Materials, Production Equipment And Quality Standards In Our Lab Whether It Is Suitable For Our Products Or Not.

We Also Ensure A Check On Maintenance Of Equipments And Machines Once In A Week.

We Have The Sophisticated Packaging Machines In Our Manufacturing Setups And Ensures A Hygienic, Safe And Stable Work Environment And Check Each Batch So That Every Single Product Delights The Consumer With Its Taste And Freshness But Even Then We Will Constantly Try To Maintain The High Standards Of Our Products Which Will Help Us To Dominate The Market.

### OUR 3 STAGE QUALITY CONTROL SYSTEM





## OUR PACKAGING & PACKING

We Have Several Exclusive And Unique Categories In Our Product Basket. We Know That Packaging Play A Vital Role In The Brand Building To Position Itself In The Consumers Mental Self Inside And His Perceptual Map Of Outside As The Brand Identification.

Hence Our Packaging Is Innovative, Customer Specific And Hygienic, Resulting Our Each Brand Differentiate Its Packaging & Designing Because Of Our Sincere And Hard Efforts On Deep Research.

We Always Keep Our Target Group In Our Mind At The Time Of Branding, Packaging And Designing Of The Product And Understand The Liking, Choice And Needs Of The Customers.

Our Product comes In Different Formats Like Mono, Pouches, Pet Bottles, Jars, Economy And Family Pack For The Convenience Of Consumers With This Thought That Each Type Of Consumer Enjoy The Taste Of Our Products.

We Constantly Strive To Improve Our Designs And Packaging Of Each Product To Match The International Standards.



## MARKETING STRATEGIES

We Are Aware That Food And Beverage Industry Has A Wide Scope, There Are Number Of Other Industries Which Are Providing Many Types Of Products To The Consumer That's Why The Food And Beverage Industry Has A High Level Of Competition.

As We Have The Motto To Provide Quality Products, We Want To Create A Impact On Our Consumers That's Why In Our Company We Always Strive To Make Those Marketing Strategies That Can Promote Our Products Distinctly And Differently In The Market.

We Will Focus On Quick And Prompt Supply Of The Orders Of Our Valuable Distribution Network.

- We Will Focus On Equal Distribution Of Each Product.
- To Ensure The Maximum Coverage Of Each Urban And Rural Areas And Service Them Timely And Regularly.
- To Ensure The Focus On Secondary Sales.
- To Service Each And Every Outlets Of The Town.
- To Ensure Maximum Jar Space In Every Outlet On Eye Catching Level.
- To Ensure The Range Selling In Every Outlet Of The Town.
- To Ensure The Coverage Of Remote Areas.

Crown Pairrii Is All Set To Be The Most Preferred and Fastest Growing Company. Our Publicity And Advertising Strategy Has Been Designed To Tandem With The Market Needs To Further Boost Our Sales As Well As Brand Image In The Market.



## OUR CORE VALUES

Our Values Always Promote Us To Serve The Mankind With The Help Of Our Expertise & Products.

### “Our Values Are Our Backbone”

**Product:-** It Aims To Always Provide The Best Of The Best Products As Compared To Global Brands To Our Consumers.

**Price:-** We Manufacture And Provide Our All Products At The Affordable Prices As Compared To Foreign Companies. We Are Always Committed To Provide The Highest Quality Products To Our Consumers.

**People:-** We Are Making A Team Of Highly Experienced Peoples In Their Respective Fields. Our All Team Members Are Committed Towards Our Core Values And Are Engaged In Fulfilling The Aim.

**Community:-** We Are Committed To Serve Our Community. For That We Strive To Use Eco Friendly Packaging.



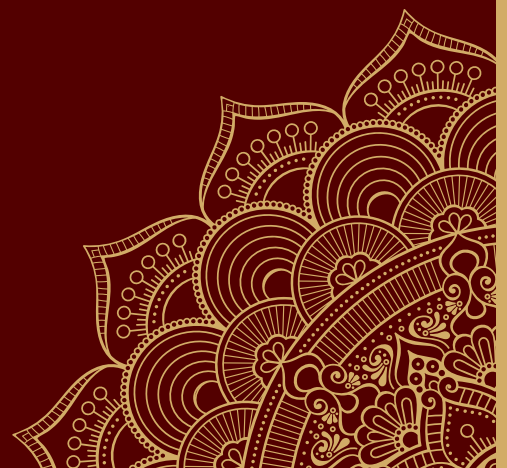


## OUR PRODUCTS

# MOCKTAIL SYRUPS

**CROWN PAIRRI IS INDIA'S 1st BRAND PROVIDING 90+ EXCLUSIVE FLAVOURS OF MOCKTAIL SYRUPS.**

**Our Passion For Concentrating Flavour Means We Take The Finest Ingredients And Craft Unique Recipes Into Flavours That Are As Close To The Real Thing As Possible.**





## OUR PRODUCTS

# FRUIT CRUSHES



**CROWN PAIRRI Fruit Crushes Are Made Of Natural Fruits And Comes In Many Flavours.**

**CROWN PAIRRI Fruit Crush Are Made With 45% Fruit Pulp And Have Natural Colour And Flavour.**





## OUR PRODUCTS

# MILKSHAKE PREMIX

**CROWN PAIRRII** Is India's 1st Brand Providing 50+ Exclusive Flavours Of Frappe Powders. **CROWN PAIRRII** Frappe Gives The Exact Thickness & Flavour To Your Shake.





## OUR PRODUCTS

# FLAVOURED LASSI PREMIX



**CROWN PAIRRII Is India's 1st Brand Providing 50+ Exclusive Flavours Of Lassi Powders.**

**CROWN PAIRRII Lassi Powder Gives The Exact Thickness & Flavour To Your Lassi.**



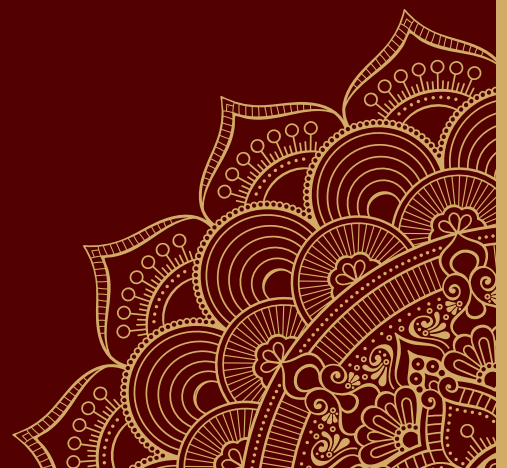


## OUR PRODUCTS

# CARBONATED SODA

**CROWN PAIRRII Premium Sparkling Soda Is The Perfect Partner Of Your Drink That Will Give You The Feel Of Refreshment.**

**Our CROWN PAIRRII Flavoured Soda Is A Combination Of Flavour & Thundersness. It Comes In More Than 8 Flavour**





## OUR PRODUCTS

# INSTANT MOKTAIL DRINK



Now Quench Your Thirst With **CROWN PAIRRII** Instant Mocktail Drink In All Seasons. It Is A Blasting Combination Of Flavour And Fizz.  
It Comes In More Than 8 Flavour.





## OUR PRODUCTS

# CONCENTRATES & SYRUPS

**A Pure Rich Flavour Gives You The Feel Of Premium Chocolate. Our Chocolate Syrup Is Made From The Finest Chosen Coco.**

**Our Fruit Concentrates Helps You To Make Natural Fruit Juice In Any Season. Our Concentrates Are Made With Natural Fruit Pulp.**





## Crown Pairrii Foods and Beverages Private Limited

**Reg Office:- G Block, Mohan Garden, Uttam Nagar, New Delhi, India**

**Factory/Sales Office :- Vill. Haripur Hinduan, Derabassi, Mohali, Punjab, India.**

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