COUNTRY: INDIA

INVESTMENT AMOUNT: USD 61.5 MILLION

COMPANY PROFILE: Balaji Wafers Pvt Ltd, based in Rajkot, Gujarat, India, manufactures and distributes potato chips and other grain-based bagged snacks. The company, which started as micro enterprise in 1974, has captured 70% market share in snacks market. Presently, the company has the capacity to manufacture 100 tonnes of potato wafers, along with 500 tonnes of savories per day.

INVESTMENT PLANS IN INDIA: Balaji Wafers is setting up a manufacturing unit at Indore in Madhya Pradesh. The project entails an investment of USD 61.5 million and will be executed in a phased manner. The company has already acquired land for the project and construction will be completed in September 2016. The initial production capacity of the plant will be 1500 kg per hour. The new plant will be able to cater to Madhya Pradesh, Rajasthan, Delhi and surrounding areas.