



# FOOD & BEVERAGE PRODUCT BROCHURE





Sanjay Ghodawat Group (SGG) is a prominent Indian business conglomerate that has a presence in various high-value business verticals. Aviation (Star Air), Consumer Products (Star/Coolberg/TBH), Education (Sanjay Ghodawat University), Energy, Mining, Realty, Retail (Star Localmart) and Textiles are some of its key business domains. SGG was founded in 1993 and since then it has witnessed impressive growth under the splendid stewardship of its Founder and Chairman - Mr. Sanjay Ghodawat. It has a strong base of millions of customers globally, an employee strength of over 10,000 and a student base of over 21,000. SGG is moving ahead with great vigour and bringing significant changes in people's lives with its wide range of high-quality products and services.



## OUR CORE PURPOSE

Enhancing Lives Globally

## OUR VISION

Dream Big. Be Bold. Go Beyond.

## OUR MISSION

We aspire to build resilient, diversified businesses that shall be among the most preferred in their sectors. Through innovation, uncompromising quality & digital-first approach, we will offer exceptional experiences to our stakeholders. Each action of ours shall factor in our commitment to sustainability and lasting social impact.



**Mr. Sanjay Ghodawat**  
Founder & Chairman



Ghodawat Consumer Limited (GCL), the USD 160 million FMCG arm of the Sanjay Ghodawat Group, is one of India's fastest-growing consumer companies. Our portfolio spans premium daily essentials like wheat flour, edible oil, rice, and salt under the Star brand, along with innovative, better-for-you products offerings from to Be Honest (TBH) and non- alcoholic beverage from Coolberg (non-alcoholic beer). Backed by the Ghodawat Analytical and Research Centre, fully compliant with FSSR and Indian standards, we ensure world-class quality, safety, and competitive pricing as we expand our global presence.



**\$160 m**

Revenue 2025-26

**250+**

City Presence

**1500+**

Distributors

**1500+**

Manpower

## CERTIFICATIONS & REGISTRATIONS



# PREMIUM BEVERAGE





# coolberg

NON-ALCOHOLIC BEER

## A NEW WAY TO REFRESH



- MALT
- CRANBERRY
- MINT
- GINGER
- APPLE
- STRAWBERRY
- PEACH
- HAWAII
- LEMON & GINGER



# coolberg MALT BEVERAGE



PEACH



MALT



CRANBERRY



APPLE



MINT



STRAWBERRY



HAWAII



GINGER



LEMON GINGER

# SAME BEER NEW EXPERIENCE



- PEACH
- CRANBERRY
- MALT
- LEMON & GINGER



## PACK OF SIX BOTTLE & CANS



AVAILABLE IN ALL FLAVOURS

 coolberg

# TROPICAL EDITION



AVAILABLE IN 330 ML AND IN 4 FAVOURS

LYCHEE, PIÑA COLADA, MOJITO AND MIX FRUIT WITH A BLEND OF COCONUT!



# coolberg® Diet

ZERO SUGAR | ZERO GUILT | 100% CHILL



## COMPARISON CHART

		<b>REGULAR FIZZY DRINK</b> 
 Sugar	0g	 Sugar 30g+
 Calories	~5kcal	 Calories 130 kcal+
 Total carbs	~1g	 Total carbs 30g+
 Caffeine	0mg	 Caffeine 25mg+

Net Qty: 330ml

Available in: Strawberry & Peach flavours



# COCONUT WATER



**200ml**

# PREMIUM FOOD





**HIGH NUTRIENT  
CONTENT**



**NO ADDED  
PRESERVATIVES**



**GLUTEN FREE**



**VEGAN FRIENDLY**



**LOW FAT**

## **SWEET POTATO CRUNCHIES RANGE**



**SWEET POTATO  
PERI PERI**

45 gms

SHELF LIFE: 12 MONTHS



**SWEET POTATO  
CLASSIC SALTED**

45 gms

SHELF LIFE: 12 MONTHS



**SWEET POTATO  
LEMON CHILLI**

45 gms

SHELF LIFE: 12 MONTHS



**SWEET POTATO  
RED MOROCCAN**

45 gms

SHELF LIFE: 12 MONTHS

# FRUIT & VEGGIE CRUNCHIES RANGE



**MIX VEGGIE CHIPS**

60 gms

SHELF LIFE: 12 MONTHS



**GOLDEN SWEET POTATO**

35 gms | 110 gms

SHELF LIFE: 12 MONTHS



**PURPLE SWEET POTATO**

35 gms | 110 gms

SHELF LIFE: 12 MONTHS



**SPICED OKRA**

25 gms | 70 gms

SHELF LIFE: 12 MONTHS



**SWEET RIPE BANANA**

40 gms | 120 gms

SHELF LIFE: 12 MONTHS



**MIXED SWEET POTATO**

35 gms | 110 gms

SHELF LIFE: 12 MONTHS



**RIPE JACKFRUIT**

35 gms | 90 gms

SHELF LIFE: 12 MONTHS



**TANGY CHICKPEA**

100 gms | 180 gms

SHELF LIFE: 12 MONTHS



**CRISPY BEETROOT**

30 gms | 70 gms

SHELF LIFE: 12 MONTHS

# STAR<sup>555</sup><sup>®</sup>

## NEW PRODUCTS



**KHAPLI ATTA**



**SOYA CHUNKS**



**COLD PRESSED OIL**



**HIMALAYAN ROCK SALT**

SOON TO BE LAUNCHED PRODUCTS - JAGGERY, KACCHI GHANI MUSTARD OIL

# STAR<sup>555</sup><sup>®</sup>

## BASMATI RICE



Available in 5 kg, 10 kg & 30 kg



# NON BASMATI RICE



JEERA RICE  
(GOLD)



KOLAM RICE  
(ROYAL)



SONA MASOORI RICE  
(PRIME)



JEERA RICE  
(SILVER)



INDRAYANI RICE  
(CLASSIC)



SONA MASOORI RICE  
(DAILY)

Available in 5 kg, 10 kg & 30 kg

# STAR<sup>555</sup><sup>®</sup>

## PREMIUM CHAKKI FRESH ATTA (WHEAT FLOUR)



Available in 1 kg, 5 kg & 10 kg

## RAWA, MAIDA, SUJI & BESAN



RAWA



MAIDA



SUJI



BESAN

Available in 500 g

# STAR<sup>555</sup><sup>®</sup>

## REFINED OIL



REFINED SUNFLOWER OIL



REFINED SOYABEAN OIL



REFINED COTTONSEED OIL



REFINED SUNFLOWER OIL



REFINED SOYABEAN OIL



REFINED COTTONSEED OIL



REFINED SUNFLOWER OIL



REFINED SOYABEAN OIL



REFINED COTTONSEED OIL

Available in 1 L Pouch, 5 L Jar, 10 L Jar, 13 kg & 15 L Tin

# LOGISTICS CHART

PACKING 24 BOTTLES PER CARTON	
COOLBERG BOTTLE	
Product Qty	330 ML
Type	Glass Bottle
Gross Wt	15 KG
Shelf Life	12 months
Dimensions (Millimeter)	387 x 254 x 241 (L) x (W) x (H)
20ft Load	1200 Cartons
40ft Load	1800 Cartons



PACKING 24 CANS PER CARTON	
COOLBERG CAN	
Product Qty	300 ML
Type	Tin Can
Gross Wt	8 KG
Shelf Life	12 months
Dimensions (Millimeter)	341 x 235 x 148 (L) x (W) x (H)
20ft Load	2400 Cartons
40ft Load	3400 Cartons

PACKING 70 SMALL PACKETS PER CARTON	
TBH PACKETS	
Product Qty	70 UNITS
Type	Pouch
Gross Wt	4 KG
Dimensions (Millimeter)	600 x 320 x 320 (L) x (W) x (H)
20ft Load	460 Cartons
40ft Load	950 Cartons



PACKING 30 BIG PACKETS PER CARTON	
TBH PACKETS	
Product Qty	30 UNITS
Type	Pouch
Gross Wt	5 KG
Dimensions (Millimeter)	600 x 320 x 320 (L) x (W) x (H)
20ft Load	460 Cartons
40ft Load	950 Cartons

## AWARDS & RECOGNITION



Best Beverage Brand of the Year (Non-Alcoholic) 2025



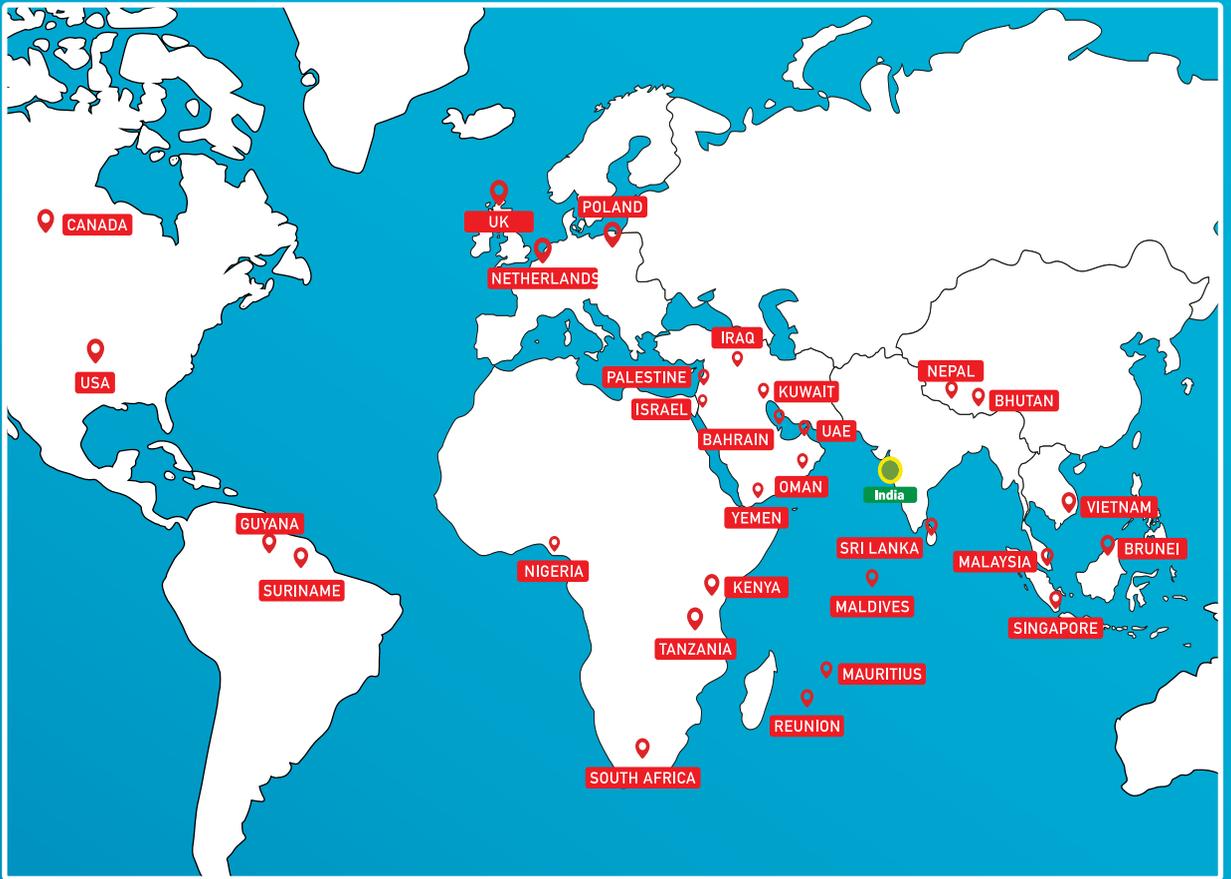
India's Rising Star 2025



Best Procurement Transformation Award by UBS Forums 2024



Times Now Sustainable Organisations 2024



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