



filmi Shakkar

IT'S A BLOCKBUSTER
Sugar Ships



Introducing you to a one in its kind, innovative product:
‘filmi Shakkar’: This is sugar in the form of sugar ships





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- **Filmi Shakkar is a product introduced by The Ugar Sugar Works Ltd. (USW). USW is the flagship organization of the Shirgaokar Group of Companies.**
- **The Ugar Sugar Works Ltd. has set up a 100% Export Oriented Unit (EOU) for manufacturing 'filmi Shakkar' sugar ships.**
- **The plant and machinery for this EOU has been imported from Europe. The product is powered by German technology**
- **This hi-tech unit has been accredited with ISO 22000, which is a universally accepted food standard world wide.**



filmi Shakkhar

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PRODUCTION:

- The filmi shakkhar sugar ships product is manufactured at our 100 % EOU. The plant and machinery has been imported from Europe.
- The manufacturing process consists of a kitchen, depositing & washing area.





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Product Knowledge & Concept

Floats on the Drinks
Floating Time: 15-30
seconds

Ingredients: Refined
Sugar, Liquid
Glucose and Water

Filmi
Shakkhar

Colours: Blue,
Green, Yellow
Brown

Flavours: Rum,
Hazzelnut, Illaichi,
Vanilla, Rose





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Product Concept & Applications

- Sweetener
- Fun & Playful item
- Gift
- Decorations
- Playful candy for Kids with food & milk
- Can be used in festivals as sweets
- Have fun while drinking tea, coffee or any other beverage
- Have your cocktails and drinks with a 'flambe'
- Relieve stress & energize yourself with a plain, colored or flavored 'filmi shakkhar'
- Nutrition in the form of glucose
- Add excitement to a party or a function with this unique product





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Target Customer Segments:

- Malls, Supermarkets, Hypermarkets, Convenience stores, Grocery Stores & Gas Pumps
- Wholesale & Industrial areas
- Café's & Deli's
- Hotel Chains (Restaurants and Bars)
- Cruise Liner Companies
- Exhibitions / Fairs / Conventions
- Aviation Sector
- Corporate's
- Any area where promos are taking place
- Govt. Sector (Air / Navy / Defense etc.)
- Fast Food Chains (McDonalds, Burger King, KFC etc.)
- Private Label



Product Usage & Packaging



Used as:

- Sugar
- Candy
- Gifts
- Decoration
- a fun thing



Used in:

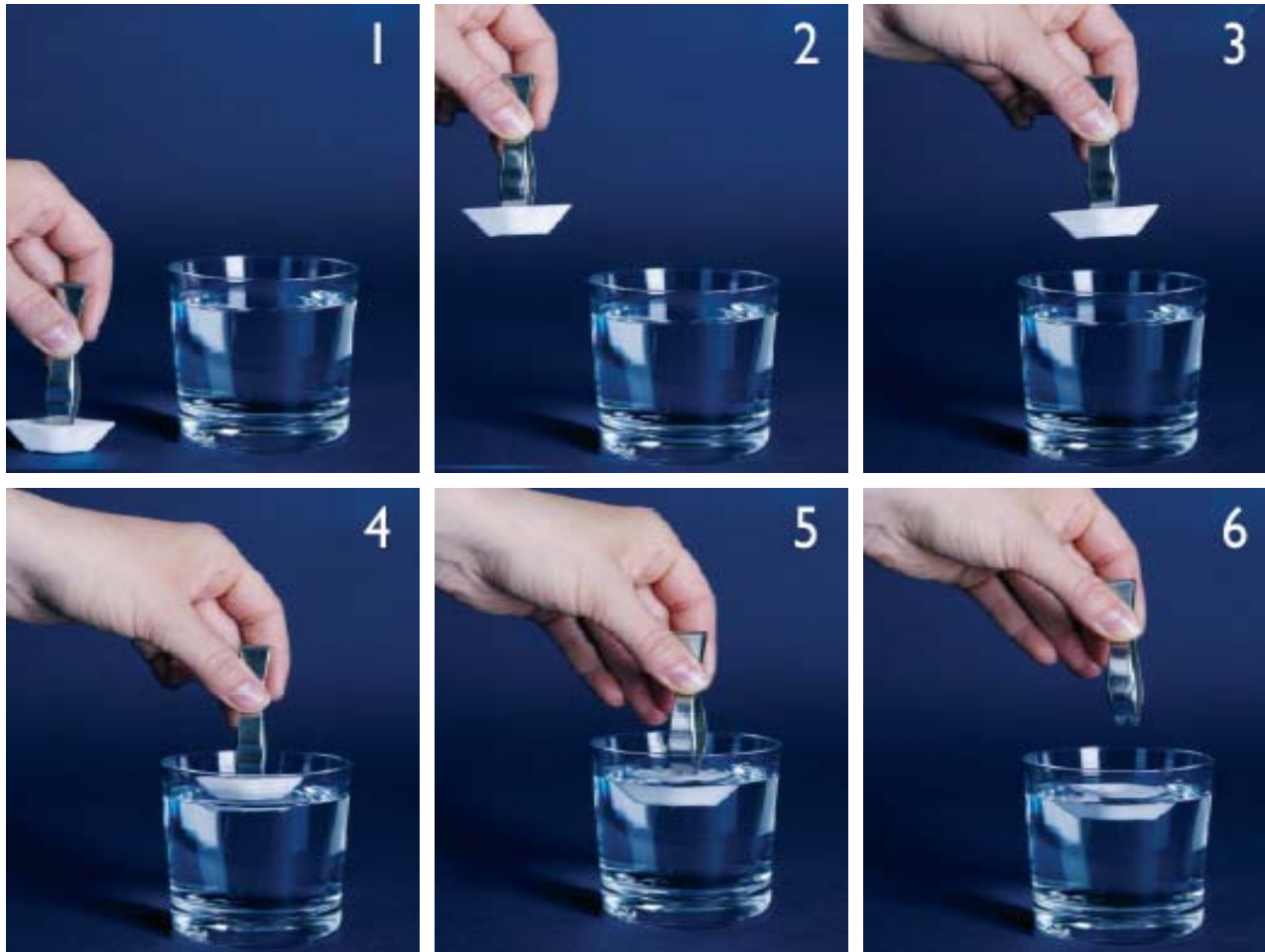
- Tea, Coffee, Bvgs
- Mocktails & Juices
- Milkshakes
- Cocktails & other beverages



Packaged in:

- Bulk Box (350 ships)
- Boat Box (25 & 10 ships)
- Pouch (25 & 10 ships)
- Travel Kit (4 ships)

How to use : with innovative paper tong



How to use : with a table spoon





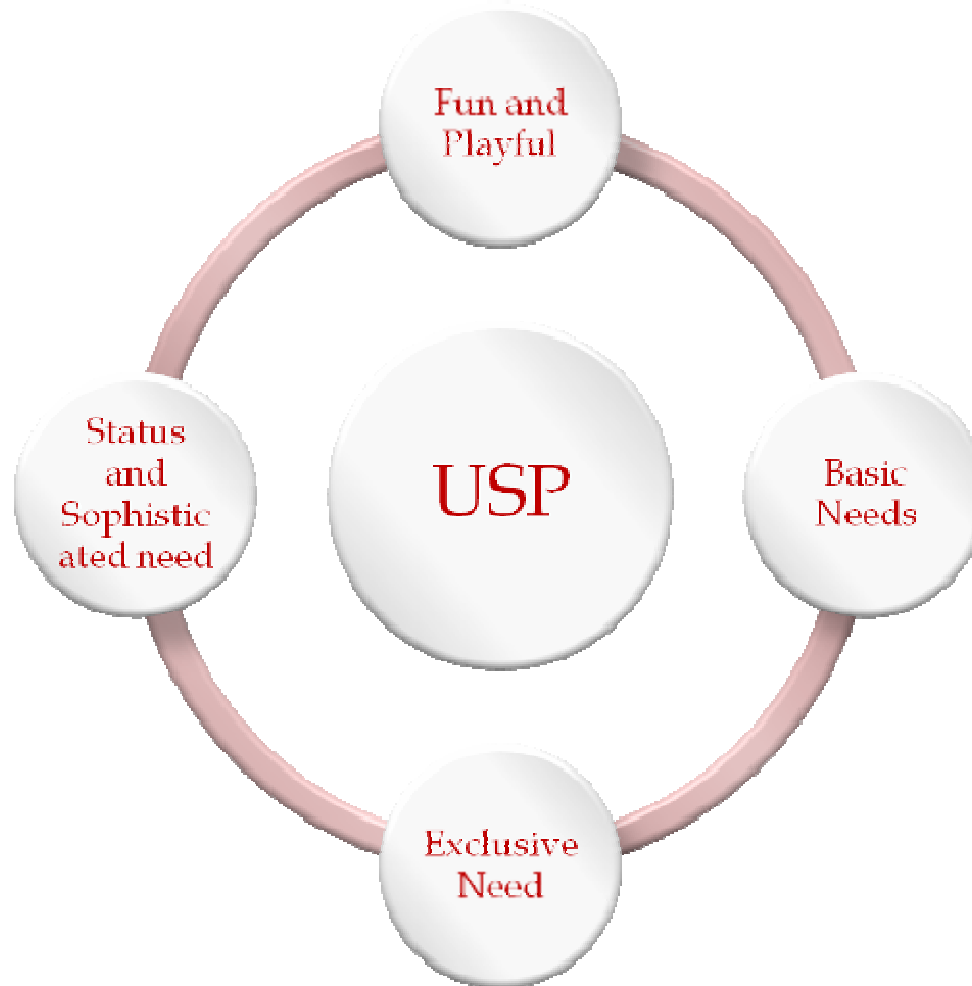
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Product Range: Bulk Pack 350 'filmi Shakkhar' sugar ships



It's a bulk packing of 350 'filmi Shakkhar' sugar ships packed in a unique hexagonal shaped master carton. This carton is supplied with innovative paper tongs for your convenience. It is also a travel friendly pack with its pop up handle.



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Product Range: Boat Box of 25 'filmi Shakkar' sugar ships



This is a totally new concept of packaging. It comprises of 25 'filmi Shakkar' sugar ships packed in a boat shaped box, which can be used as a display pack too. These boxes are provided with innovative paper tongs for your convenience.



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Product Range: Boat Box of 10 'filmi Shakkar' sugar ships



This is a very innovative type of packaging introduced by us. It comprises of 10 'filmi Shakkar' sugar ships packed in a boat shaped box, which can be used as a display pack too. These boxes are provided with innovative paper tongs for your convenience.



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Product Range: Pouch of 25 'filmi Shakkar' sugar ships



This pouch contains 25 'filmi Shakkar' sugar ships, which can be used as a display pack too. These pouches are provided with innovative paper tongs for your convenience.



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Product Range: Pouch of 10 'filmi Shakkar' sugar ships



This pouch contains 10 'filmi Shakkar' sugar ships, which can be used as a display pack too. These pouches are provided with innovative paper tongs for your convenience.



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Thank You !