

**BIKAJI-
FROM BIKANER
TO YOUR KITCHEN**

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ABSTRACT

A need to research the management and organisation of their Indian counterparts has arisen as a result of the tremendous expansion of Western corporations' factories and offices in India. It has become necessary to comprehend how business is conducted in that region of the world as a result of India's recent rise to economic prominence. Understanding how companies are established and structured in India is very crucial. Even today, some of the largest companies listed on the Indian stock exchange are still partially held by families. Many Indian corporations were founded as family businesses.

Background:

Our nation has a long history of cooking and hospitality. There are a huge variety of foods, snacks, and sweets available in this country of many different cultures. Every region of the nation has its own special dishes and cooking techniques. Food with distinctive flavours, a wide array of spices, and different tastes is challenging to resist. Snacks come in a huge variety, the list of which is unlimited. India's most popular snacks include samosas, kachoris, pavbhajis, papadi chaat, and bhujia namkeen. In the year 1986 when Shri Shivratn Agarwal, also known as Fanna Babu, chose to follow his path and forge a new identity for himself in Bikaner, Rajasthan in the 1960s, he did it in keeping with the tradition of Indian cooking. Brand Bikaji takes its name from "Bika Rao," the man who founded Bikaner City and was renowned for his warm hospitality. "Ji" was added as a sign of respect to Bika Rao's name. Entrepreneur Mr. Aggarwal has a unique perspective. He is the grandson of Mr. Gangabishan Aggarwal, the founder of Haldiram's. He first sold the goods under the name Shivdeep Industries Limited until changing the name of the business to "Bikaji" in 1993. Giving the globe a taste of India's culinary beauty was his simple but profound inspiration. He went to Australia to study more about the machinery and technology that might be used in the production of bhujias in order to enable mass production. He aimed to spread genuine Indian flavours that reflected India's culture and traditions to every consumer. Through the years, Bikaji has used the power of ethnic eating to win over hearts all around the world. With a wide range of goods and creative packaging, Bikaji has strengthened its commitment to bringing true Indian flavour to the rest of the globe. Mr. Aggarwal claims that his strength rests in his ability to comprehend the individuals he works with as well as the needs of his clients in terms of taste preferences. He continuously evaluates the company's strengths and shortcomings and has a distinct vision for Biakji. The city's diverse culture and delectable cuisine gave it an exquisite touch. When there was no technology available

to create Bhujia on a wide scale, Shri Agarwal was able to successfully lay the groundwork for his dream business. Modernization and cutting-edge facilities, such as a specialised lab and printing and packaging facilities, were added as the business grew. Their food is based on genuinely original recipes from their place of origin, and culinary secrets have been guarded and passed down through the years. Innovation and the application of new technology have been key components of Bikaji's growth into India's leading processed food firm. Every Bikaji product will, in fact, always uphold the region's reputation for unparalleled quality, purity, and taste.

Global In Taste Foods:

Mr. Aggarwal travelled the globe to discover and co-invent the best technology for making bhujia, but he also succeeded in coming up with a catchy name for the company that would appeal to customers. With a vast variety of packaged goods and recipes, traditional Indian cuisine has become synonymous with its global presence, which only serves to increase customer demand. Nearly all kitchens in the United States, Canada, the United Kingdom, Germany, Australia, New Zealand, the Middle East, Japan, and South East Asian nations now feature the brand. In a variety of snacks they create, including bhujia, namkeen, papad, chips, and a few packaged sweets, the company's culinary skill combines years of strict quality, tradition, and taste.

Infrastructure:

One of the biggest producers of ethnic snacks, Bikaji Foods has four cutting-edge manufacturing facilities with a combined manufacturing capacity of 400 TPD. These facilities produce 300 products, including a variety of bhujia, Namkeen's, sweets, papad, Western Snacks, cookies, RTE, and frozen foods. All of the production facilities are set up in the centre of the ethnic foods market, staffed by workers with a combined 40+ years of experience. 18 production halls make up the

manufacturing facilities, which are physically segregated to assure the highest levels of sanitation, homogeneity, and product authenticity. These halls are used to create various product categories in various manufacturing configurations. 20 frying lines, 6 roasting lines, and 140 packing machines are all fully functioning in these manufacturing halls.

Business Model:

The company operates six production plants in India, with four of them in Bikaner (Rajasthan), one each in Guwahati (Assam), Tumkuru (Karnataka), and Kolkata (West Bengal). The brand exports its goods to around 35 nations outside of India, including those in North America, Europe, the Middle East, Africa, Australia, and the Asia Pacific. The business boasts of having a wide reach over the entire nation and the globe. They operate in 22 states as well as the three federally recognised territories. In Bikaji, the Avendus Future Leaders Fund has invested 40 crores of rupees. With an estimated 300 crore in annual revenue, the company is one of the top F.M.C.G. brands in the nation. Within a year of founding Bikaji, the Company transformed the way bhujia was packaged and marketed – it was the first to develop pouch and zipper bhujia packaging, which was previously distributed in sacks. The firm's 2019 brand ambassador is Mr. Amitabh Bacchaan. Even though the company uses technology to create their snacks, papad production nevertheless adheres to traditional methods. By giving them jobs in their handcrafted papad manufacturing facilities, the company has emancipated more than 5,000 Bikaneri women. Changing people's lives for the better and helping the less fortunate continue to be two of Bikaji's main areas of attention.

Competitive Strength:

The well-known brand with recognition throughout India. Large-scale, highly advanced production facilities with exacting quality

standards that are strategically positioned. large pan-Indian and international distribution networks, agreements with reputable retail chains, and expanding eCommerce and exports channels. strategic partnerships with Indian and international retail companies. significant export sales of multiple products.

Reference:

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Annexure: Source: Bikaji.com

