



# **HALDIRAM SNACKS PVT. LTD.**

C-31, Sector-62, NOIDA - 201 307 (U.P.)

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CIN :- U 7 4 8 9 9 D L 1 9 8 9 P T C 0 3 7 7 3 2

## **PLEDGE**

The food companies have a vital role to play in helping enable healthier lives. The companies are committed to continuous product improvement and innovation, with the goal of making available food choices that help people eat a healthy, balanced diet.

As part of our endeavour to ensure and provide safe and nutritious food to the consumer to balance their diets, we pledge to continuously work towards evaluating our portfolio and reformulating our products to reduce Sugar, fat and sodium, as applicable.

On this day of 10th July 2018, Haldiram Snacks Pvt. Ltd. Pledges:

“We will go for a reduction plan of added sugar in sweets in the overall interest of public keeping in mind the taste habits of consumers”.

### **HALDIRAM SNACKS PVT. LTD.**

#### **PROPOSED REDUCTION PLANS FOR ADDED SUGAR:**

	2020	2021	2022	2023	2025
<b>SWEETS</b>					
<b>GHEE ITEMS (Laddu)</b>					
Added Sugar %	53	52	51	50	48
<b>Kaju Items</b>					
Added Sugar %	53	52	51	50	48
<b>Khoya Items</b>					
Added Sugar %	35	34	33	32	30

If Stevia is declared shown in natural sweetener (which is at present shown in FSSAI in artificial sweetener), it will help us to reduce added sugar as above.

For HALDIRAM SNACKS PVT. LTD.,

  
(Dr. A.K. TYAGI)  
EXECUTIVE DIRECTOR

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