



# BAKE O' WELL

*Premium Quality*

*Crafted for the Chef in you!*

# BAKE O'WELL AT A GLANCE

Founded in 2003, Bake O'well has been a pioneer in the bakery premix manufacturing industry in India. With a commitment to innovation, quality, and customer success, we provide high-performance baking solutions that help businesses enhance their products and increase sales.

**Our Mission** is to deliver innovative, high-quality bakery premixes that address market challenges while enabling our customers to create superior products effortlessly.

**Our Vision** is to be India's most trusted bakery premix manufacturer, recognised for our cutting-edge solutions, ethical business practices, and outstanding customer service.





# OUR JOURNEY

2003

## Launched Bake O'Well

Started with Introducing and Marketing Zeelandia (Netherlands) Products in India

2010

## In-House Manufacturing

Started 100% In-House Manufacturing in India

2022

## New Product Line

First Step towards B2C and introduced No-Sugar and No-Wheat Products

# WHAT WE OFFER



**Cakes & Muffin Premixes**



**Brownie & Lava Premixes**



**Cookies & Biscuit Premixes**



**Bread & Bun Premixes**



**Waffle & Pancake Premixes**

## MARKET SIZE

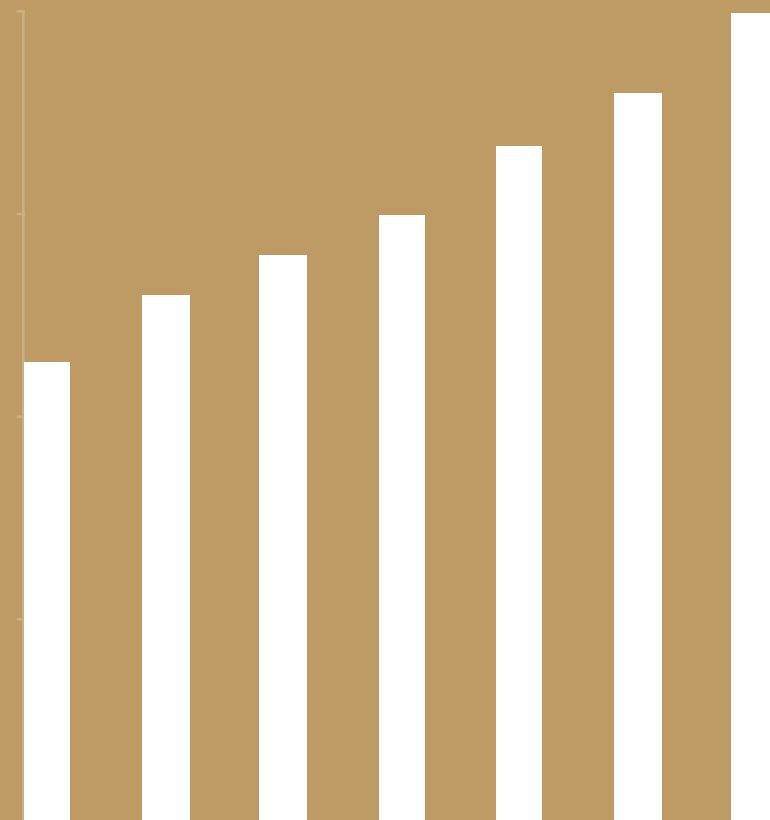
The Indian bakery premix market was valued at around USD 340-350 million in recent years (2020-2021).

The market is expected to grow at a CAGR of 7-8%, reaching approximately USD 600 million by 2026.

## SALES VOLUME

In terms of volume, India's bakery premix market was estimated to be selling over 100,000 metric tons of premixes annually (across cake, bread, cookies, and other baked products).

### INDIA BAKERY PREMIX MARKET OUTLOOK



In USD Millions

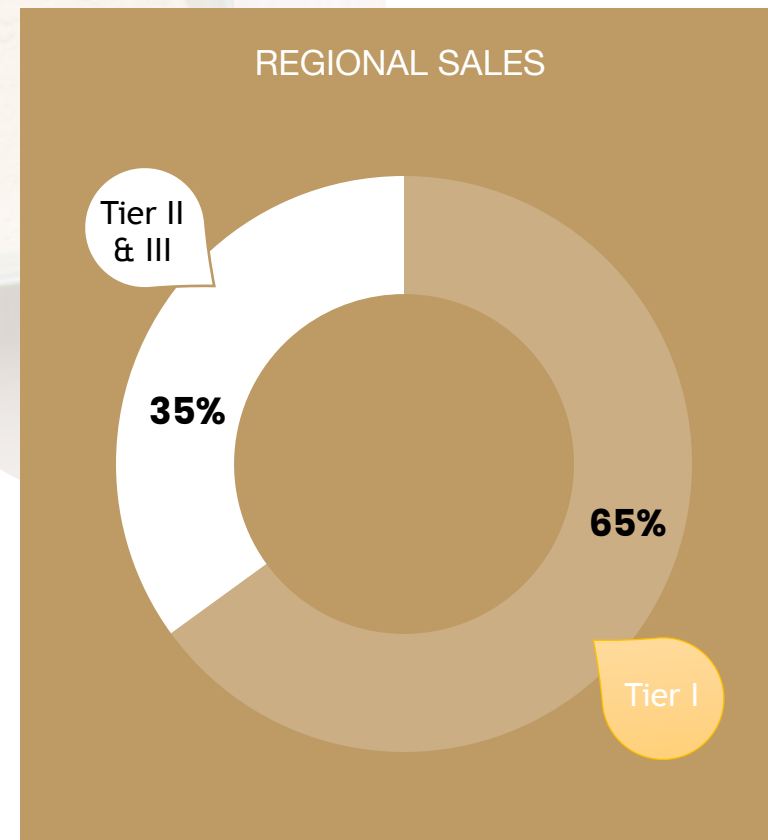


# MARKET INSIGHTS

Metro and Tier I cities: Account for about 60-65% of the total sales, given the higher concentration of urban, health-conscious consumers and professional bakeries.

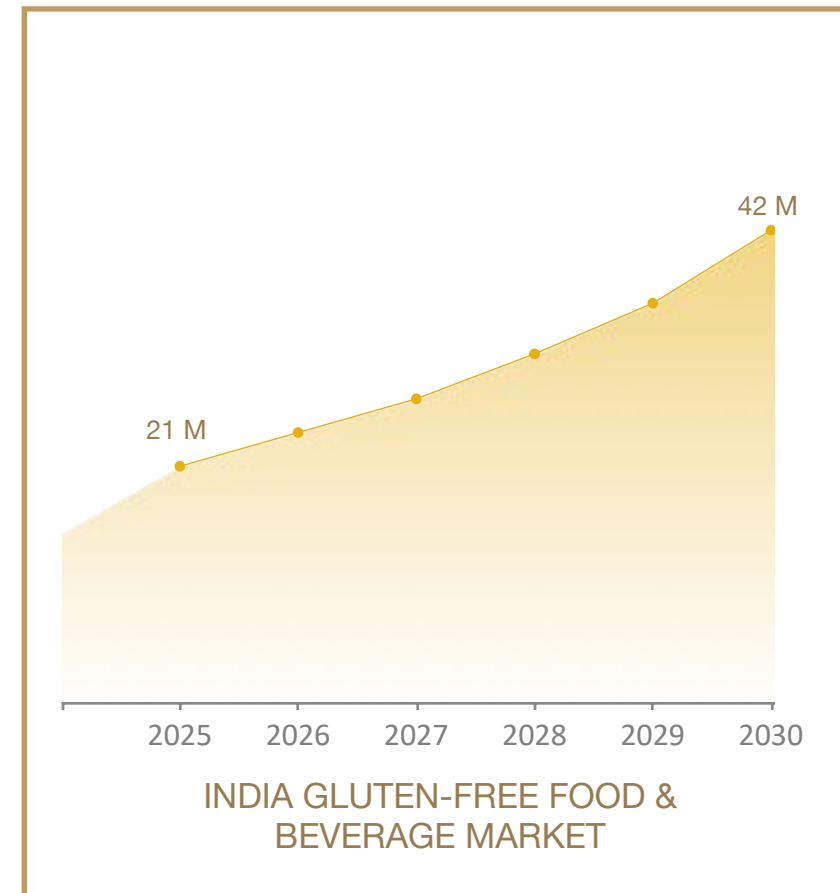
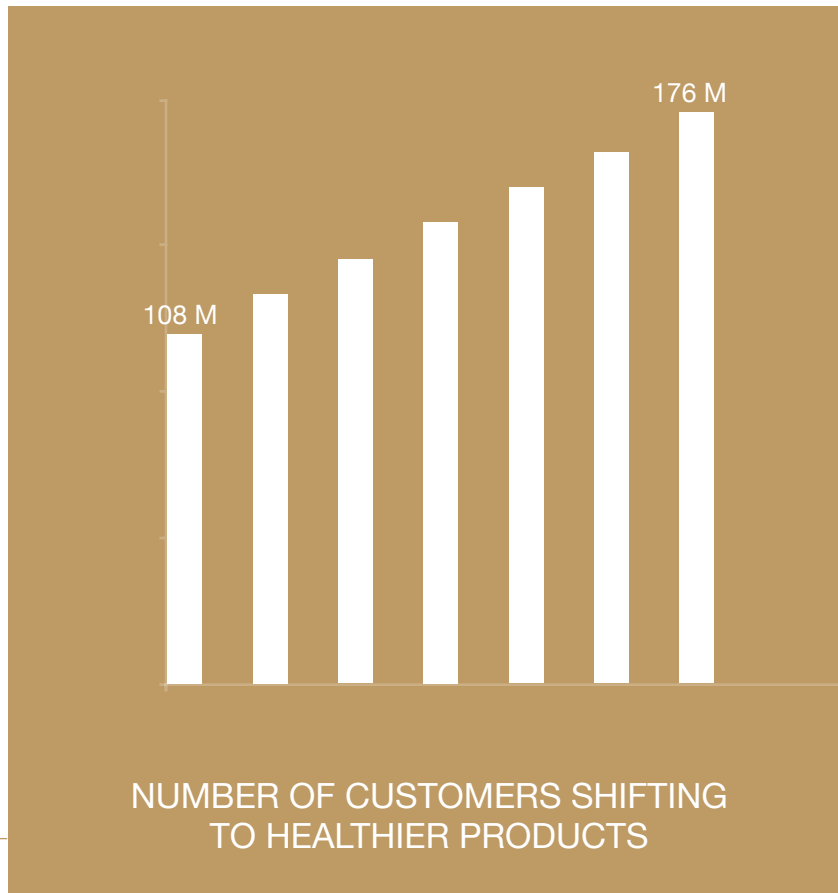
Tier II and III cities: Growing rapidly, contributing to 35-40% of the sales as awareness around bakery premixes spreads to smaller markets.

These numbers indicate a strong and expanding market for bakery premixes in India, fueled by convenience, growing consumer awareness, and the rise of at-home baking.



# CHANGING FOOD TRENDS IN INDIA

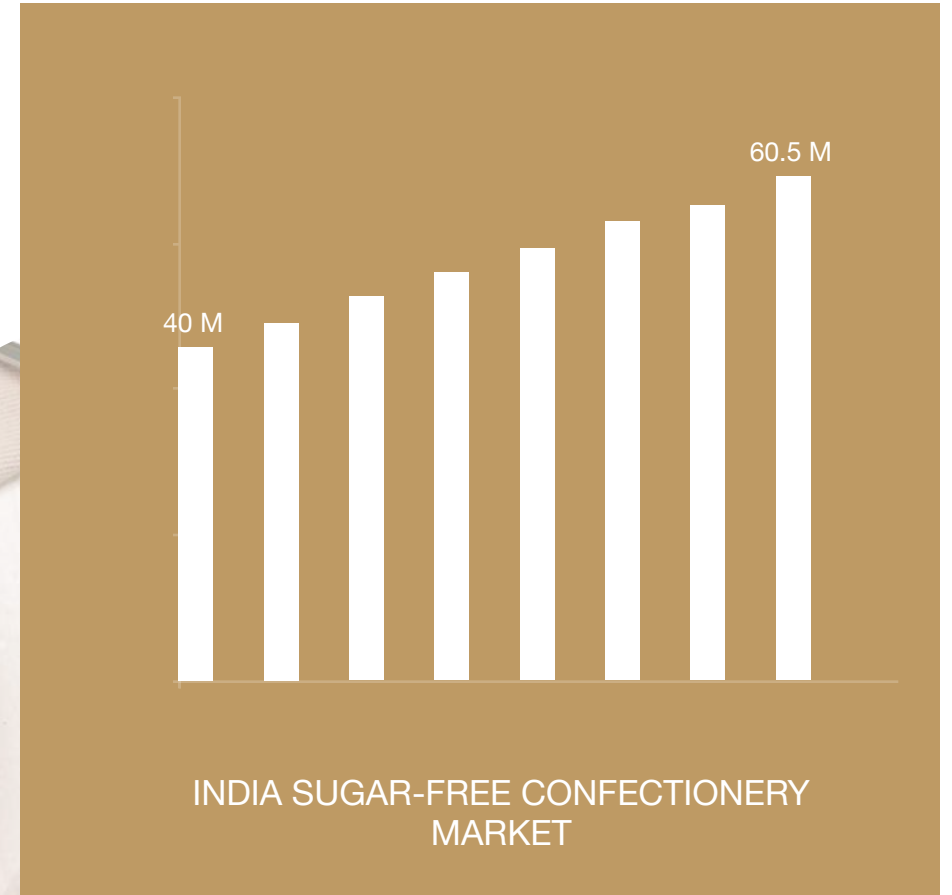
India's consumption for gluten free products through local and international imports have constantly been on the rise, dominated by the products from the bakery industry



# INCREASE IN DEMAND FOR NO-ADDED SUGAR PRODUCT

With an increasing number of health-conscious and calorie-aware consumers, the demand for no added sugar products has been steadily rising. People are becoming more mindful of their dietary choices, actively seeking healthier alternatives without compromising on taste. Among various food categories, bakery products are known for their high sugar content, making them a key area for innovation in the health and wellness segment.

As a result, this segment holds immense potential for growth, appealing to consumers who seek guilt-free indulgence without sacrificing flavor or texture.



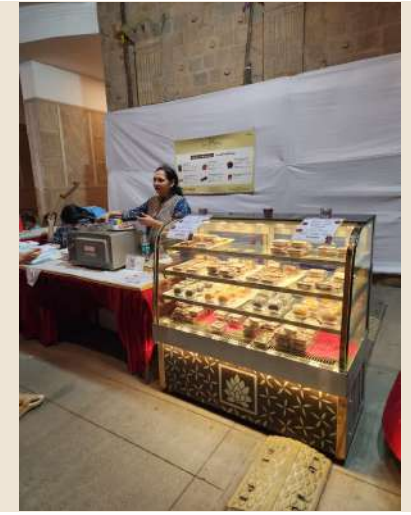




## PRODUCT OFFERINGS

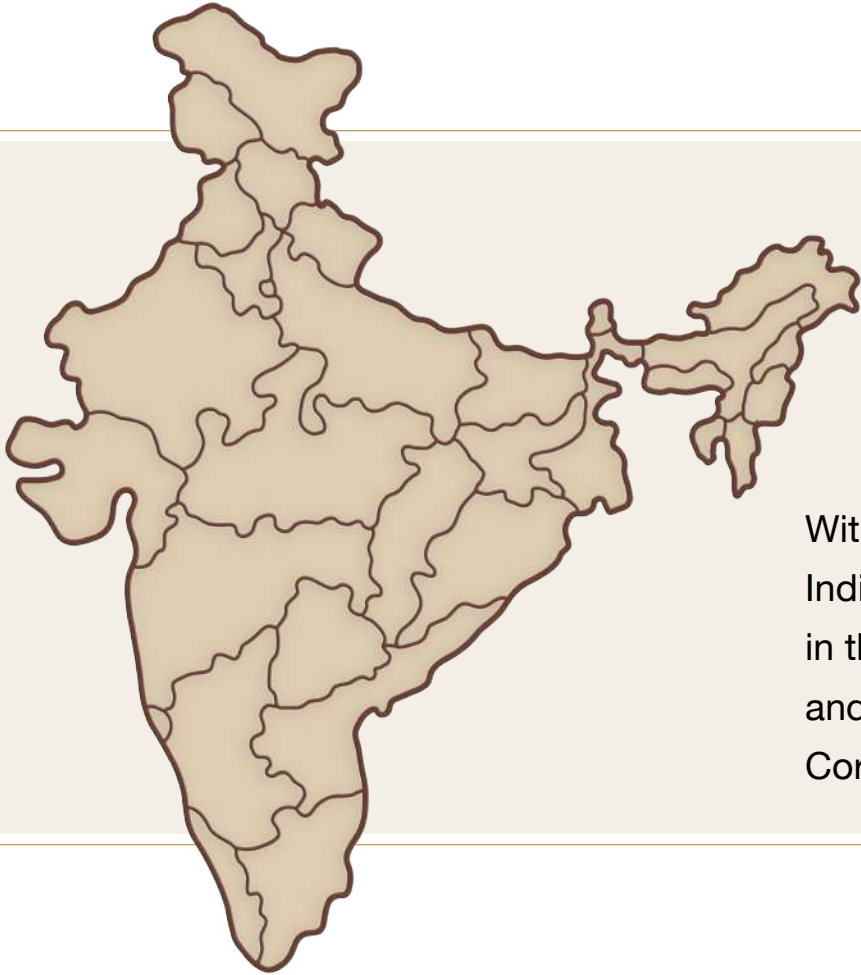
- Standard Legacy Premixes 
- No-Added Sugar Premixes 
- No-Wheat Premixes 
- No-Added Sugar & No-Wheat Premixes 

# ENGAGEMENT HIGHLIGHTS





# PAN INDIA PRESENCE



With a robust supply chain network, we have been successfully catering to clients across India for over 20 years. Our esteemed clientele includes some of the most reputed names in the industry, such as – Taj Hotels, Taj Sats, Starbucks, Sumul Dairy, Kabhi B, Ribbons and Balloons, Marriot Hotels, Hangout Cakes, Real Bakers Anand, Kquality Bread, Hotel Corporation of India (Chef Air) and many more.

# OUR EXPERTISE & CREDIBILITY

- A cutting-edge Research & Development lab dedicated to innovation & Quality control
- A microbiology lab dedicated to ensuring thorough monitoring of all incoming ingredients and outgoing products.
- AN ISO 9001:2015, 45001:2018 & ISO 22000 CERTIFIED COMPANY





# THANK YOU

A Brand by  
**JOSTARS**  
For Speciality Products