

Retail chain celebrates its 14th anniv with launch of healthy and innovative products

MagSon, one of the fastest-growing and leading speciality retail chain icons of gourmet and frozen food stores across Gujarat, kicked off its 14th anniversary celebrations with a party which took place at Ambiance Hall, The Grand Bhagwati on July 12. The series of celebrations included marking the completion of 14 years, the successful NSE SME IPO, and the launch of their 'MyFav' products of six types of healthy seeds and seven flavours of roasted *makhana*s. The party included live music, a pop-up dinner and surprises for the guests. The brand also felicitated professionals, investors, and the best performers of the company.



The evening's highlight was the presence of actress Devaki, the brand ambassador of MagSon, who expressed her enthusiasm in her unique way by influencing a wider audience, and sharing her insights and reasons for liking the brand's products. The brand's international delegates and officials including Yerasimos Lazaris, Embassy of Greece, Minister Counsellor for Economic and Commercial Affairs, Konstantin A Malashenkov, Agricultural Counsellor, Embassy of the Russian Federation in the Republic of India, Monique Tran, CAA, Counsellor for Agricultural Affairs SER – Regional Economic Department for India and South Asia, Embassy of France in India, and Amit Lohani, MD and owner, Max Inc, Founder director, Forum of Indian Food Importers (FIFI), were also in attendance.

"The brand was founded as a single store in Vastrapur in 2009 by Rajesh Francis and Manish Pancholi. They started with the support of their mentor Raaj Maganlal, who, for over the last 14 years, has been guiding the brand and promoters to reach a prestigious position within the food industry. With over a decade of understanding customer needs and delivering excellent fresh frozen and gourmet foods to consumers, the brand has experienced remarkable growth in offering high-quality products at the best prices," says the team.

"The brand is more than just a retail-only company that has been rapidly expanding its presence with 26 stores in 10 cities in three states. The Magson Retail and Distribution (MRDL) recently made a successful entry into the public sector with its IPO being subscribed seven times over," the team adds.



Devaki (centre) with the director and partners of the retail chain



(L to R) Konstantin A Malashenkov, Amit Lohani, Yerasimos Lazaris, Monique Tran, Manish Pancholi, Rajesh Francis and Raaj Maganlal

"In a move to enhance its product range further from its associate brands 'RF Gourmet' and 'My Chocolate World', the company launched 13 packaged food products under the brand name 'MyFav'. Customers can now find a range of healthy seeds and roasted *makhana*s made using the finest ingredients. Wholesome healthy seeds come in varieties such as roasted salted chia seeds, roasted salted pumpkin seeds, raw pumpkin

seeds, roasted salted sunflower seeds, roasted salted flax seeds, while the *makhana* flavours include *chaat masala*, tangy tomato, pink salt and pepper, *pudina*, butter, barbeque and peri peri," says the brand.

Rajesh Francis, Managing Director of the brand, said, "We are overwhelmed with love and acceptance from customers, suppliers, trade partners, and investors throughout our 14-year journey. On our anniversary, the company is offering a 14% discount throughout July 2023. I reiterate our commitment to innovation, new experiences and continued growth by expanding and launching new stores globally in the years to come."

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