



AIDM

ALL INDIA DISTRIBUTOR MEET - 2025

Empowering Partnerships, Fueling Success



The All India Distributor Meet was a strategic event organized by Sankalp Packaged Foods, a division of Sankalp Recreation Private Limited, to engage with its network of distributors. These gatherings serve as platforms to strengthen partnerships, communicate the company's vision, and explore collaborative growth opportunities.

EVENT HIGHLIGHTS



DAY 01

The event commenced with a traditional Ganesh Stuti, invoking blessings for prosperity and success. Distributors were warmly welcomed, acknowledging their pivotal role in Sankalp's expansive growth across hospitality, packaged foods channel and hoteliering. A visual presentation showcased Sankalp's evolution from its inception in 1980 as a specialty restaurant in Ahmedabad to a global enterprise with over 250 restaurants, and expanding the products across worldwide. Our Chairman and Managing Director, Dr. Kailash Goenka, shared strategic insights on business development, emphasizing how the company supports distributors in achieving mutual growth and success. The event also introduced the dynamic leadership team: Dr. Kailash Goenka, Shivalik Goenka, and Snazzy Goenka, whose collective vision continues to drive Sankalp's innovation and expansion.

The evening concluded with a delightful musical performance, celebrating the collaborative spirit and shared achievements of the Sankalp family. This Distributor Meet day 1 is not only honored our partners' contributions but also reinforced our commitment to shared success and future endeavors.



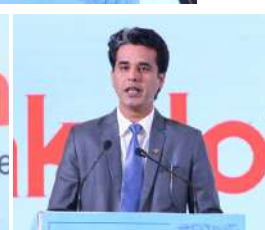
DAY 02

The day 2 commenced with a keynote address by Ms. Akshara Bisht, Director of the Food Division, who highlighted the remarkable expansion of Sankalp Packaged Foods since its inception in 2015. She emphasized the company's commitment to delivering preservative-free, authentic Indian cuisines, and outlined strategic plans for further growth in both domestic and international markets.

The session progressed with presentations from key vertical leaders. Mr. Pranab Mishra traced the evolution of Sankalp Packaged Foods from 2008, showcasing the expansion to over 200 SKUs and a robust distribution network across India. Zonal Managers from various regions, including West India, East India, North India, and South India, shared their regional growth stories, strategies to boost HoReCa sales, and plans extending to 2028.

Mr. Jayesh Raithatha, Sales Head of Sankalp Property, discussed the journey and future strategies of the real estate division. Mr. Nimesh Sheravia, GM of Exports & International Franchise, and Ms. Nikki Kurmi, Franchise and Business Development Head, provided insights into the global expansion and franchise development plans.

Attendees then witnessed 'The Product Experience' where they explored the extensive product range, learned about preparation methods & understood the competitive advantages of Sankalp's offerings. The day concluded with 'The Networking Feast' fostering connections among distributors, and the 'Award Night' celebrating top-performing distributors for their exceptional contributions & sales growth.



KEY TAKEAWAYS FROM OUR CMD SIR'S POWERFUL ADDRESS

Our CMD Sir delivered the company's vision & future plans. He emphasized the group's commitment to excellence and a unified approach to growth, stating, "The strength of Sankalp lies in its commitment to excellence and a unified approach to growth."

Dr. Goenka shared the group's ambitious roadmap for global expansion, aiming to increase its presence in key international markets. He introduced the latest menu innovations, Technology & product launches, including New product manufacturing unit in the Vrindavan for Sankalp Packaged Food division, Also shared the insight on the new Ready-to-Eat and Instant Mix products catering to the growing demand for convenient, high-quality Indian meals globally.



Dr. Kailash Goenka

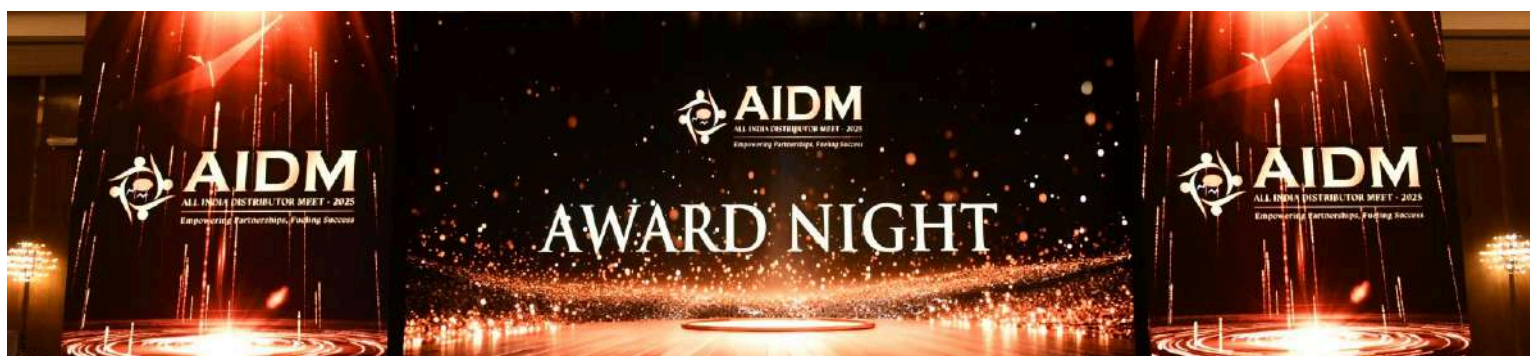
KEY TAKEAWAYS FROM DIRECTOR - FOOD DIVISION

Ms. Akshara Bisht's address at the All India Distributor Meet 2025 was a powerful reaffirmation of Sankalp Packaged Foods' commitment to innovation, partnership, and shared growth. With over 15 years of dedication, she reflected on the journey from a dream to a dynamic force in the food service industry, built on trust, quality, and perseverance. She emphasized the immense potential of Sankalp's 250+ product range, the company's aggressive expansion plans—including a new factory in Vrindavan—and the exciting milestone of going public with an IPO. At its core, her speech celebrated the unwavering support of the distributors, recognizing them as the true ambassadors of Sankalp across India. Her closing words echoed a bold vision: to lead the market, redefine excellence, and grow together fearlessly and relentlessly.



Ms. Akshara Bisht

AWARDS & RECOGNITIONS



CONGRATULATIONS TO ALL THE WINNERS

NO	Award Category	Winner
1	Brilliant Beginner	Ram Purustottam, Mukesh Bhaduria
2	Rising Star	Deepak Goel, Kalpit Chauhan
3	Good initiator	Suban Sharma, Ashish Kumawat Deepak Sharma, Nishkarsh Tiwari
4	Outstanding Customer Service	Manmeet Singh, Chetan Rajput Babulal Naiya, Himanshu Patel
5	Star Performer	Yash Mehta
6	Goal Achiever 2025	Pradeep Majila, Vishal Parekh Jayesh Ayer, Mandeep Bhola
7	Product Innovator 2025	Chef Surendra Bhandari
8	Master of Multitasking	Iwa Pancholi
9	Unmatched Dedication	Avani Jain
10	Customer Loyalty Excellence	Shri Modheswari Enterprise, Vishnu Industries
11	New Market Expansion Excellence	Shree Shyam Enterprise
12	Strategic Partner	Kabsons
13	Ultimate Supply Chain Management	Aditi Enterprise
14	Legacy Distributor Honor	Sankalp Enterprise
15	Top Emerging Distributor	Singh Traders
16	Customer Service Excellence	Freshville Frozen & Groceries Pvt Ltd Savera Foods
17	YOY highest Growth Achiever	Kumkum Trading company, Dsetination Gourmet Sonam Industries, Alekos Technologies India Pvt Ltd
18	National Distributor of the Year	TJUK Trade Networks Pvt Ltd

UNFORGETTABLE ENTERTAINMENT

A NIGHT OF JOY, MUSIC, AND DANCE



The event saw a spectacular talent showcase, filled with joy, music, and magic that left everyone spellbound. From mesmerizing performances by talented artists to heartwarming musical acts, the entertainment kept the energy high and spirits soaring.



Thank you for being a part of the Sankalp journey. Together, we are building a global brand that embodies excellence. Let's continue growing and innovating for a brighter future.