



# JLC Product Presentation

# About the Company

JLC General Trading LLC has the International rights for the products of the Mahak Group of Industry.

Mahak Group has been operating successfully for more than 30 years and boasts well known brands in the portfolio such as Jelly Belly, Choc-On, Woosh Detergent MR Makhana and Spyke candy.

The distribution network is all across India & International markets with over 1,000 dealers.



# Our Mission & Vision

## **Mission**

- To provide a wide range of quality products with exotic flavors for the International Market

## **Vision**

- To have a global presence in the market
- Make our brand a well known and recognizable to the masses with wider availability and competitive prices



# Spyke Candy



- Spyke candies were developed with a lot of thought that there were only straight flavors such as mango, orange, caramel etc in the market without anything different so we went back to the drawing board and then came Spyke!!

- If you look at the experience life cycle of any other candy in the market, it is usually constant throughout, but Spyke is an innovative value-added candy, the experience of eating which peaks later as you reach the powder filling is an experience unlike any other in the market and the burst of flavors makes it even more enjoyable.

- Spyke is a visibly large candy with a size of 4 grams per drop unlike others which are usually around 2.5 - 3 grams.

- It is a hard boiled candy with a taste which suits the Indian sub-continent taste as well as with a flavour of the middle east with the spices because such flavors have been widely appreciated and successful in India.

# About the Product

- High quality - Food Safety & Standards Authority of India (FSSAI) approved & Dubai Municipality Registered
- It has been prepared after years of Research and Development by our team to cater to the empty market of premium candy.
- Eye catching packaging to stand out & *Choose at first sight* color theme.
- The flavors popular among all age groups especially kids.
- Hard Boiled Sugar Candy. Presently in 3 Flavors – Tangy Green Mango, Fizzy Cola & Tangy Tamarind.
- Pack size 400 Grams (4 Gram Drops x 100).
- It's a premium Candy which has unique mix of flavors in one candy which makes it different from the other candies.
- Suitable for Vegetarians





# Mr Makhana Super Snacks

- Makhana a super food also known as Foxnut
- Mr Makhana is a Healthy Super Snack
- Roasted in Olive Oil
- Rich in Calcium & Antioxidants
- MSG & Additive Free
- Gluten free
- High Quality Vaccum Packaging





## 5 Exotic International Flavors for Mr Makhana -

- Pudina (Mint) Party
- Piri Piri Paradise
- Cream & Onion
- Butter Tomato
- Lime & Chilli

# Business Plan

Launch the product in the UAE Market and expand in MENA Region.

Appoint a Distributor having wide reach in the UAE market

Target Supermarkets, Multi Retail outlet Chains & Grocer stores through the distributors to have a wide reach to the customer.

Promote the Product in Store on the basis of the unique taste to Build Brand Awareness



Thank You

**So Be Part of the Unique Spyke Candy & Mr Makhana  
Super Snacks Success**



**International marketing rights of the Spyke products  
with JLC General Trading LLC, Dubai, UAE**