



PRODUCT CATALOGUE

READY TO SCALE | BUILT TO DELIGHT | DESIGNED TO SUCCEED

30

FRIED
PRODUCTS

40+

ROASTED
VARIANTS

10

BAKED
PRODUCTS

30+

MILLET
PRODUCTS

35

MAKHANA
FLAVOURS

30+

PROTEIN
SNACKS

About Us

Launch My Brand is an initiative of **LMB International Pvt. Ltd.**, a leading food manufacturing company dedicated to helping entrepreneurs, retailers, and brands create world-class snack products under their own label.

With state-of-the-art FSSAI-certified facilities, an expert R&D team, and end-to-end manufacturing capabilities, we bring your snack vision to life — from a raw idea to a shelf-ready product.

We specialise in private label manufacturing across six core categories: **Fried, Roasted, Baked, Millet-Based, Makhana, and Protein Snacks** — covering traditional Indian flavours, health-focused products, and modern lifestyle snacks.

Our philosophy is simple: **"We Launch, You Lead."** We handle the complexity of food production so you can focus on building your brand.

Why Choose Us?

- ▶ **End-to-End Solutions** — From recipe development to packaging, we handle it all.
- ▶ **Flexible MOQs** — Start small or scale big, we adapt to your needs.
- ▶ **Quality Assured** — FSSAI & ISO 22000-certified manufacturing with stringent quality controls.
- ▶ **Fast Turnaround** — 30–40 day brand launch to get your products market-ready quickly.
- ▶ **Custom Formulations** — Your unique recipes, our expert execution.
- ▶ **Regional Expertise** — We understand Indian tastes and create authentic flavours.
- ▶ **Pan-India & Quick Commerce Ready** — Built for Amazon, Flipkart and modern retail distribution.

About Our Catalogue

This catalogue presents our complete product portfolio, thoughtfully organised by cooking method so you can quickly find the right product range for your brand.

Each section lists all available product groups and their variants. All products are available for private label manufacturing under your brand name.

● Fried ● Roasted ● Baked ● Millet-Based ● Makhana ● Protein Snacks

We can also develop any snack product or custom flavour as per your specific requirement — regional recipes, diet-specific formulations, or entirely new concepts.

Fried

Deep-fried traditional & modern snacks

Banana Chips

Banana Chips (G9, Fried)

Crinkle / Plain Banana Chips

Banana Farali

Traditional Fried Snacks

Bikaneri Bhujia

Aloo Sev

Ratlami Sev

Longi

Moong Dal

Tasty Coated Peanut

Corn Stick

Chakli

Muruku Stick

Multiple Type Mixtures

Methi Mathri

Malai Mathri

Masala Mathri

Triconi Mathri

Mini Samosa

Mini Kachori

Bhakarwadi

Aloo Farali

Gathiya Papdi

Dal Biji

Corn Jeera Papad

Boondi Mix

Other Chips

Khakhra / Mini Khakhra

Popcorn

Butterfly Popcorn

Mushroom Popcorn

Popcorn DIY Kit (RTC) — multiple flavours

* We also create regional flavours and traditional snacks as per requirement.

Roasted

Dry-roasted, oil-free & light-oil snacks

Roasted Dry Fruits — Classic & Salted

- Almonds — Classic Salted
- Cashews — Classic Salted
- Pistachios — Light Salted
- Walnuts — Mild Salted
- Mixed Dry Fruits — Classic Salted Mix

Roasted Dry Fruits — Spicy Masala

- Almonds — Peri Peri Masala
- Cashews — Tandoori Masala
- Pistachios — Chat Masala
- Mixed Dry Fruits — Indian Masala Mix
- Almond-Cashew Mix — Mint Masala

Roasted Dry Fruits — Sweet & Glazed

- Honey Roasted Almonds
- Honey Glazed Cashews
- Caramel Almond Mix
- Coconut Coated Cashew Crunch
- Jaggery Roasted Mixed Nuts (Til-Gur Mix)

Roasted Dry Fruits — Fusion & Continental

- Almonds — Cheese & Herb
- Cashews — Cream & Onion
- Pistachios — Garlic Pepper
- Almonds — Italian Herb Blend
- Mixed Nuts — BBQ Smoke Flavour

Roasted Dry Fruits — Protein & Health

- Whey Boosted Almond Crunch
- Spirulina Coated Mixed Nuts
- Chia & Flaxseed Dry Fruit Mix
- Whey Protein Honey Nut Blend
- Energy Dry Fruit Trail (Dates + Almond + Pumpkin Seed + Raisin)

Roasted Chana (15 Flavours)

- Classic Salted
- Masala Chaat
- Peri Peri
- Tandoori Masala
- Jeera Tadka
- Lemon Chili
- Mint Masala
- Schezwan Spice
- Cheese Masala
- Honey Roasted
- Black Pepper & Salt
- Garlic Herb
- Smoked BBQ
- Kachha Aam Masala
- Protein Booster Mix

Roasted Peanuts (12 Flavours)

- Classic Salted
- Masala Chaat
- Peri Peri
- Tandoori Masala
- Lemon Chili
- Honey Roasted
- Mint Masala
- Cheese Masala
- BBQ Smoke
- Kachha Aam Masala
- Garlic Herb
- Black Pepper & Salt

Other Roasted Snacks

- Navratan Mixture
- Wheat Puff Mix
- Soyastick
- Millet Stick
- Millet Bhujia

Premium Gift Range

- Royal Mixed Nut Box (Almond, Cashew, Pista, Walnut, Raisin)
- Exotic Nut Medley (Honey + Chocolate Coated)
- Roasted Dry Fruit & Seed Jar
- Dry Fruit Trail with Berries (Cranberry + Raisin + Nut)
- Festive Gold Mix (Salted + Honey + Spicy Assorted)

Makhana

Roasted fox nuts — 35 signature flavours

Indian Classics

Achari Makhana Chat Makhana Tikka Seasoning Makhana Biryani Seasoning Nimbu Pudina
Pudina Makhana Chatpatta Masala Makhana Onion Masala Lemon Chilly Hot Chilly

Indo-Chinese & Asian

Chinese Noodle Manchurian Seasoning Schezwan Makhana Korean Masala Kimchi Masala
Thai Sweet Chilly Periperi Seasoning

Global & Continental

Barbeque Makhana Italian Makhana Pizza Makhana Salsa Makhana Chipotle Makhana
Truffle Seasoning Makhana Tomato & Oregano Makhana Jalapeno Makhana Magic Seasoning

Creamy, Cheesy & Tangy

Cheese & Herb Chilly Cheese Chilly Garlic Cream n Onion Butter Tomato Makhana Pink Salt Makhana
Salt & Vinegar Makhana Lemon Mint Beetroot Chocolate Makhana

** All 35 Makhana flavours available in flexible pack sizes. Custom flavour development on request.*

Protein Snacks

High-protein bars, ladoos & peanut-based snacks

Protein Bars (13 Variants)

Classic Whey Protein Bar Chocolate Almond Bar Dates & Seeds Energy Bar Millet Protein Bar
Makhana Protein Bar Coconut Choco Bar Peanut Crunch Bar Ragi Protein Bar Dry Fruit Power Bar
Choco Coffee Protein Bar Quinoa Crunch Bar Jowar Protein Bar Bajra Trail Bar

Ladoos — Chocolate Whey Crunch (10 Variants)

Protein Power Ladoo Dates & Nuts Ladoo Ragi Peanut Ladoo Oats Almond Ladoo Coconut Jaggery Ladoo
Makhana Protein Ladoo Sattu Energy Ladoo Dry Fruit Mix Ladoo Millet Power Ladoo Choco Protein Ladoo

Peanut Butter & Chikki

Creamy Peanut Butter Crunchy Peanut Butter Other Flavour Variants Peanut Chikki Peanut Katli
Peanut Cookies Coated Peanuts (Chocolate)

** Custom protein blends and flavour formulations available on request.*

Baked

Oven-baked snacks, bakery & confections

Bakery Products

Creamy Roll

Khari

Cookies

Millet Cookies

Cookies Can with Deep Sauce (Chocolate, Honey, Peanut Butter & more)

Health Baked Snacks

Super Nut Mix

Millet Energy Cookies

Whey Protein Trail Mix

Roasted Seeds Combo

Peanut Cookies

** Custom flavour and formulation development available.*

Millet-Based

Jowar, bajra, ragi, quinoa & ancient grains

Millet Fried Chips

Jowar Protein Chips Ragi Multigrain Chips Quinoa Millet Chips Bajra Protein Crispies Millet Masala Chips
Soya Millet Chips Mixed Grain Fryums Protein Ribbon Chips Bajra Chips (Desi Style) Jowar Chips
Sattu Chips Mix Millet Chakli Chips

Millet Puffs — Roasted

Jowar Protein Puff (Whey Boosted) Ragi Puff (Whey Boosted) Multigrain Power Puff Bajra Puff (Desi Style)

Millet Bhelpuri — Roasted

Jowar Puff Bhelpuri Bajra Puff Bhelpuri Millet Puff Bhelpuri

Kurmura Mixture — Roasted

Bajra Kurmura Jowar Kurmura Millet Kurmura Wheat Kurmura

Millet Snacks & Health Bars

Millet Protein Bar Jowar Protein Bar Bajra Trail Bar Millet Energy Cookies Millet Power Ladoo
Millet Mix Munch Millet Stick Millet Bhujia Power Puff Mix Soya Nut Crunch Protein Sev / Bhujia

Nut / Grain Based Snacks

Super Nut Mix Whey Protein Trail Mix Roasted Seeds Combo Power Puff Mix Soya Nut Crunch
Protein Puff (Jowar/Bajra) Desi Mix Trail Gur Peanut Bites Roasted Chana Mix Soya Crunch Balls

** All millet products available in both fried and roasted variants. Custom grain blends on request.*



Ready to Build Your Snack Empire?

Let's turn your vision into a product your customers will love.

**FSSAI & ISO 22000
Certified**

**Custom
Formulations**

**Flexible
MOQ**

**30-40 Day
Brand Launch**

**Pan-India & Quick
Commerce Ready**

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