

We aim to start dairy processing by April 2025



Ashish Khandelwal, Managing Director, B.L. Agro Industries, Bareilly

Based in Bareilly, Uttar Pradesh, B.L. Agro Industries Ltd began as a mustard trading house in the 1950s. Currently, it is among the top FMCG companies known for its flagship product, Bail Kolhu. B.L. Agro also offers an entire range of food products typically used in an Indian kitchen under the brand name 'Nourish.' Bail Kolhu, was with the promise of delivering pure and quality edible mustard oil. Today, it is a well-recognised trade name, almost synonymous with mustard oils. NUFFOODS Spectrum spoke to Ashish Khandelwal, Managing Director, B.L. Agro on the recent developments in the company and future plans. Edited excerpt;

What is the size of the edible oil market in India and how much share does B.L. Agro enjoy in this market?

The edible oil market in India is 22.5 million tonnes out of which B.L. Agro has 135,000 metric tonnes. What was the annual turnover of FY 2023 and what do you expect in FY 2024? How much did the edible oil business and Nourish food products contribute to FY2023 turnover? Our combined annual turnover for Bail Kolhu and Nourish in the financial year 2023-24 was Rs 3,800 crore and we expect it to go up to Rs 4,500 crore in FY 2024-25. 80 per cent of our turnover is from our signature brand, Bail Kolhu and 20 per cent from the food products brand, Nourish.