



India's Largest Millet Snacks Company

Affordable Nutrition

TROO
GOOD™

www.troogood.com



Little bit of wonder
in everything :o



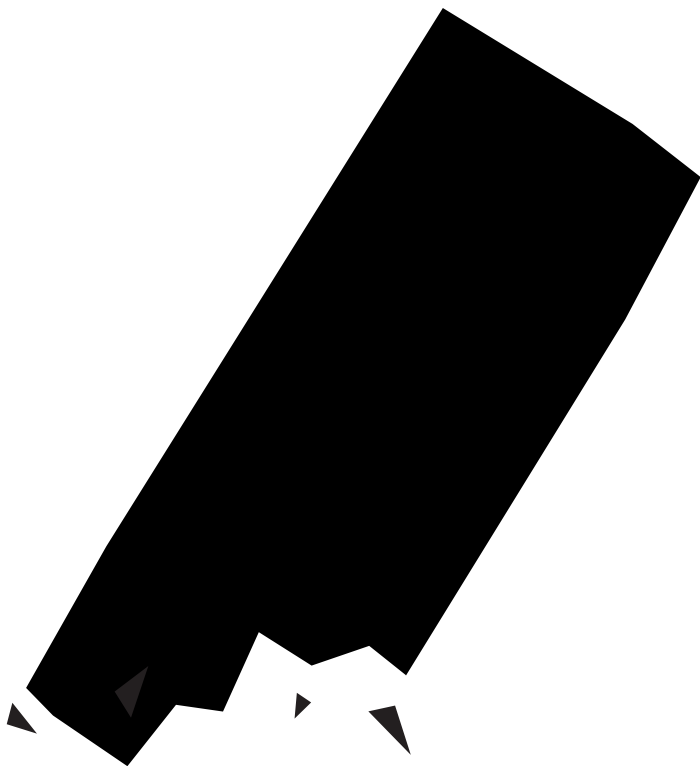
WHY MILLETS ARE SO GOOD

Your mind, body, and soul – all will agree for once. Millets benefit each of them in their own way. They help in weight loss, improve heart health and digestion, and are loaded with nutrients for your brain.

Embrace healthy and tasty journey?

250000000HEA
LTHY PRODUCTS
SOLD**200000000**
JOYFULSNACKERS
PERMONTH**4000**
FARMERS**10000**
SCHOOLS**03**STAT
ES**200**TROOGOOD-
ERS**03**FACTORIES

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MAKING NUTRITION TASTY AGAIN



NUTRITION



TASTE



PRICE

TROOGOOD emerged as an all inclusive FMCG brand that provides Highly Nutritious, Tasty and Low cost Millet based snacks.

OUR HEALTHY & TASTY PRODUCTS

Rs.6



Millet Chikki

Low Fat
Body Detox
Anti Ageing

Rs.6



Peanut Chikki

Protein Rich
Controls Stress
Healthy Skin

Rs.10



Crushed Peanut Bar

Low Fat
Digestion & Cleansing
Calcium Supplement

Rs.25



Dry Fruit Bar

Brain Supplement
Fiber Rich
High Protein

Rs.100



Peri Peri Namkeen

Plant Protein
Iron
Minerals



Product 01/05

Millet Chikki



Small pack. Large benefits.

Your blood sugar levels will find stability, your weighing machine will count lesser KGs, and cholesterol will be afraid of entering you.

Do not underestimate the power of anti-oxidants like zinc and selenium that keep you young.

And oh, did we say it will bring a smile on your face?



Low Fat



Body Detox



Anti Aging



This Millet Chikki offers 30% of Fiber

INGREDIENTS:

Peanuts

Ragi

Jowar & Bajra

Crisps

Jaggery

Sugar

Nutritional Facts / 100g

Energy (Kcal) 490.00

Protein (g) 17.00

Carbohydrate (g) 63.10

Fat (g) 22.62

Fiber 06.15

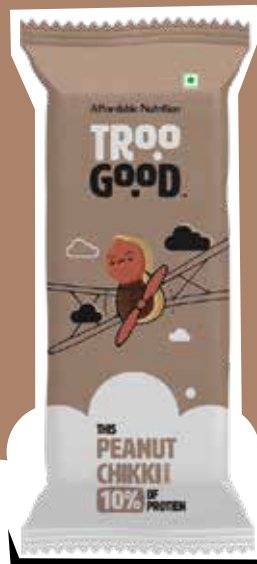


Fig. 00 MILLET CHIKKI



Product 02/05

Peanut Chikki



For taste buds, and for brain.

Peanuts are never out of trend. And when we make them healthy for you, the benefits multiply.

Without a doubt, this is the best way, to stress and anxiety away, and stay protein rich.

Meet our power-packed peanut chikki. Say hello to a healthy heart, and healthier skin.



Protein Rich



Controls Stress



Healthy Skin



This Peanut Chikki offers 10% of Protien

INGREDIENTS:	Nutritional Facts / 100g	
PEANUTS	Energy (Kcal)	488.01
JAGGERY	Protein (g)	12.51
SUGAR	Carbohydrate (g)	57.87
	Fat (g)	23.30
	Fiber	05.00

Fig1.01 PEANUT CHIKKI



MILLE AND MIRAC

TS LES

BOTH START WITH M

AND IT'S NOT A COINCIDENCE



Product 03/05

Crushed Peanut Bar



Meet the health all rounder

Remember captain planet? All good things in one! This Crushed Peanut Bar is the same.

The highly nutritious combo of peanuts and jaggery meets the anti-ageing and cholesterol controlling properties of millets and jowar.



Low Fat



Digestion & Cleansing
Calcium Supplement



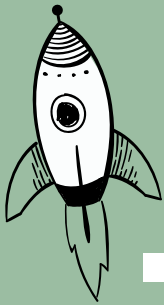
This Crushed Peanut Bar is rich in Protien

INGREDIENTS:	
Peanuts	
Flax Seeds	
Butter	
Jaggery	
Sugar	

Nutritional Facts / 100g	
Energy (Kcal)	488.01
Protein (g)	12.51
Carbohydrate (g)	57.87
Fat (g)	23.30

Fig1.02 CRUSHED PEANUT BAR





Product 04/05

Dry Fruit Bar



Old formula. New avatar.

Remember those few magical nuts in your pockets?
They were the most friendliest way of staying healthy.

Meet them in a new avatar – Dry Fruit Bar including Almonds, Cashews, Jaggery, and Millets.

A wholesome combination of nutrients and health supplements.



Brain Supplement



Fiber Rich
High Protein



This Dry Fruit Bar is rich in Fibre & Iron

INGREDIENTS:

Almonds

Cashews

Pistachio

Dates

Raisins

Pumkin Seeds

Milletts

Jaggery & Taste

Nutritional Facts / 100g

Energy (Kcal) 480.00

Protein (g) 15.00

Carbohydrate (g) 57.49

Fat (g) 22.42



Fig1.03 DRY FRUIT BAR



Product 05/05

Peri Peri Namkeen



Munch on for health

Make this your 4PM snack, or have it while you watch your favourite movies. This snack will replace all your cravings, while nourishing your mind and body.

The goodness of millets is here to improve your brain strength, immunity, and happiness quotient.



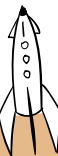
Plant Protein



Iron



Minerals



Pearl Millet Namkeen rich in iron and protien

INGREDIENTS:

Pearl Millet

Rice Flour

Turmeric Powder

Ajwain



Fig1.04 PERI PERI NAMKEEN

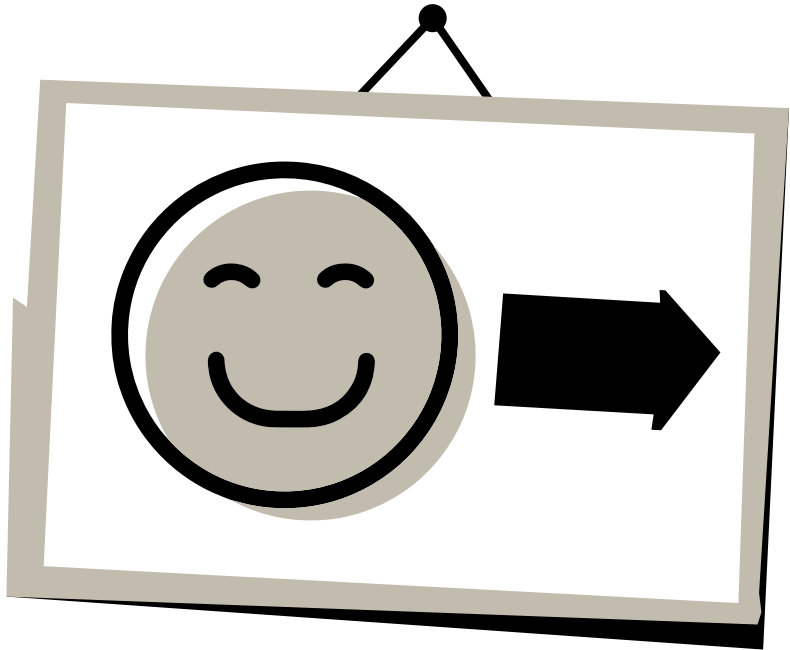




**GIVING BRIGHT
A BRIGHTER FU**

A close-up photograph of two young girls in school uniforms, smiling broadly. The girl in the foreground is wearing a blue shirt and a white scarf, with a small nose ring and a heart-shaped earring. The girl behind her is also smiling. The background is blurred, showing other students in similar uniforms.

SMILES TURE

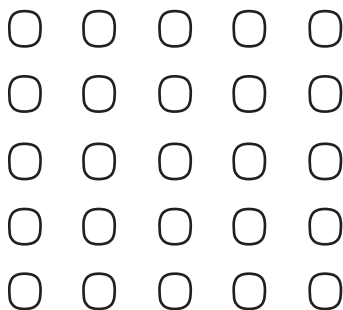


THE WALL OF HAPPINESS

A significant part of our production goes to schools in rural areas where students could consume our nutritious products to stay maintain a fit body and a healthy brain.



Connect 25 points with 8 straight lines
 without lifting the pencil up.



Don't Google the answer.
 It's right inside this brochure.