

American Dry Fruit sets up online stores

INTRODUCES DRY FRUITS IN PET JARS

MEGHANADAN S, MUMBAI

American Dry Fruit Stores, owned by Mumbai-based MH Foods launched 'online stores' through the company's specially designed website www.adfs.in. The company also introduced its premium quality dry fruits in PET containers in order to give prolonged shelf life with same freshness.

According to Sameer Thakkar, director of MH Foods, "The online stores will not only display the virtual tour of its stores located in Mumbai but will also help both Indians as well as global buyers to select their gifts including dry fruit boxes, dry fruit sweets, dry fruit chocolates, sugar free mithais, dryfruit cans and milk masala."

Lot of non-resident Indians (NRIs) send gifts like dry fruit boxes, sweets, and chocolates to their dear ones either on birthdays or anniversaries. In order to cater to their needs and to make its products available to all, the company has started an online store. "Once the user select the items and makes the payments through his credit/debit card we will



deliver the authentic and quality dry-fruits, mithais within few working days anywhere in India," he added.

The company has made special arrangements with organised courier companies to deliver the consignments at the door steps of the buyers.

"As of now, we accept all major credit cards and payment through some major banks as well as with its gateways," he said.

"Within a week of the online store launch, we have received individual orders from far distance places including Australia, the USA and the UK asking for deliveries into Jharkhand, Chandigarh and Kerala wherein we have only helped in facilitating the availability

of our products to all India level," says Thakkar.

The pet jar will have new varieties of roasted and salted cashewnuts, pistachio and mix-dry fruits in polypack containers. The air tight containers have shelf life of nine months and are available in three sizes of 175 g, 100 g and 50 g.

American Dry Fruits was founded and promoted by Hariram Jairam Thakkar in 1932 for distribution of premium dry fruits. The third generation of the Thakkars have not only maintained the quality standard but also added a variety of dry fruits mithais, dry fruits chocolate, sugar free sweets and chocolates, bakery products and milk masala.