

# JUST CRAVE™

IRRESISTIBLE MOMENTS



## CRUNCHY & MUNCHY



Creative Visualization



**FALCON**  
AGRIFRIZ FOODS

# Journey Of Falcon Group

1986

Establishment of Falcon Marine Exports Ltd. Facility at Balasore, Launch of branded retail outlets and branded retail products.



1990

Became a Public Limited Company.

Ultra modern individual quick freezing (IQF) processing plant at Chandaka Industrial Estate, Patia.

2004

Acquisition of plant at Paradeep Garh and Jagatsinghpur, Odisha.

1993

Falcon opened a plant at Mancheswar Industrial Estate, Bhubaneswar.

1992

2011

Awarded for the highest performance in the export of marine products by MPEDA, a Central Government undertaking, consecutively for the last 10 years.

2017

Ventured into Feed Business, New production facility at Balasore, launch of branded retail outlets and products.

Falcon Group signed an MOU to invest INR 1050 Cr With Gujarat Govt.

2023

A foundation stone was laid for the construction of two new processing plants at Nellore in Andhra Pradesh and Daman Seafood Park in Odisha.

2022

2024

BORN OUT OF POTATO PASSION

**JUST CRAVE™**

IRRESISTIBLE MOMENTS



**FALCON**  
**GROUP**



**YEARS**  
**OF**  
**FROZEN FOOD**  
**LEGACY**



**FALCON**  
**AGRIFRIZ FOODS**



**JUST CRAVE**<sup>TM</sup>

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## About Us

**Just Crave**, a part of the Falcon Group, is born out of pure potato passion. Our cutting-edge, state-of-the-art facility for potato product processing in Gujarat, India, specializes in producing frozen French fries, potato wedges, and potato specialty products like hash browns, patties, and nuggets. With a commitment to innovation, we strive to deliver exceptional solutions and create an unparalleled experience for our customers.



## Vision

To become the most valued food company by market capitalization



## Mission

Delivering customer delight through great taste and convenience of hygienic eating to customer, while ensuring the highest value creation for farmers



## Values

- Integrity
- Professionalism
- Accountability

# Your Partner in Sustainable, Delicious Convenience

Just Crave, part of the Falcon Group, specializes in high-quality frozen vegetarian delights, ranging from Classic French Fries to innovative potato specialties like Hash Browns, Patties, and Nuggets. We also offer tempting Indian Flatbreads such as Malabar Paratha and Lachha Paratha, all crafted with consumers' tastes in mind.

Sustainability is central to our operations. We utilize innovative methods to reduce our carbon footprint and ensure responsible sourcing, guaranteeing top-quality ingredients for a more sustainable future.

## WHY PARTNER WITH JUST CRAVE?

- ◆ **Enhance Customer Appeal:** Meet the growing demand for delicious vegetarian options with our diverse frozen food selection that keeps customers coming back for more.
- ◆ **Sustainability Matters:** Align your business with eco-conscious practices by partnering with a company committed to minimizing environmental impact.
- ◆ **Streamlined Operations:** Our frozen delights have a long shelf life and require minimal preparation, ensuring efficient inventory management and reduced waste, which translates to less food spoilage.



# JUST CRAVE™

IRRESISTIBLE MOMENTS

## From Seed to Shelf



### Traceability at Its Core

At Just Crave, we prioritize transparency and quality through our sustainable sourcing practices, enabling us to trace our products not only to the crop level but all the way back to the seed.



### Seed Development Program

We take pride in our seed development program, which allows us not only to maintain the highest standards of quality but also ensuring complete traceability, right down to the seed level.



### Plant Capacity

Our state-of-the-art, fully automated processing facility is designed to efficiently produce high-quality frozen products.

**Frozen French Fries: 15 Tons per Hour**

**Potato Specialties: 3.5 Tons per Hour**

FALCON  
AGRI-FRIZ FOODS



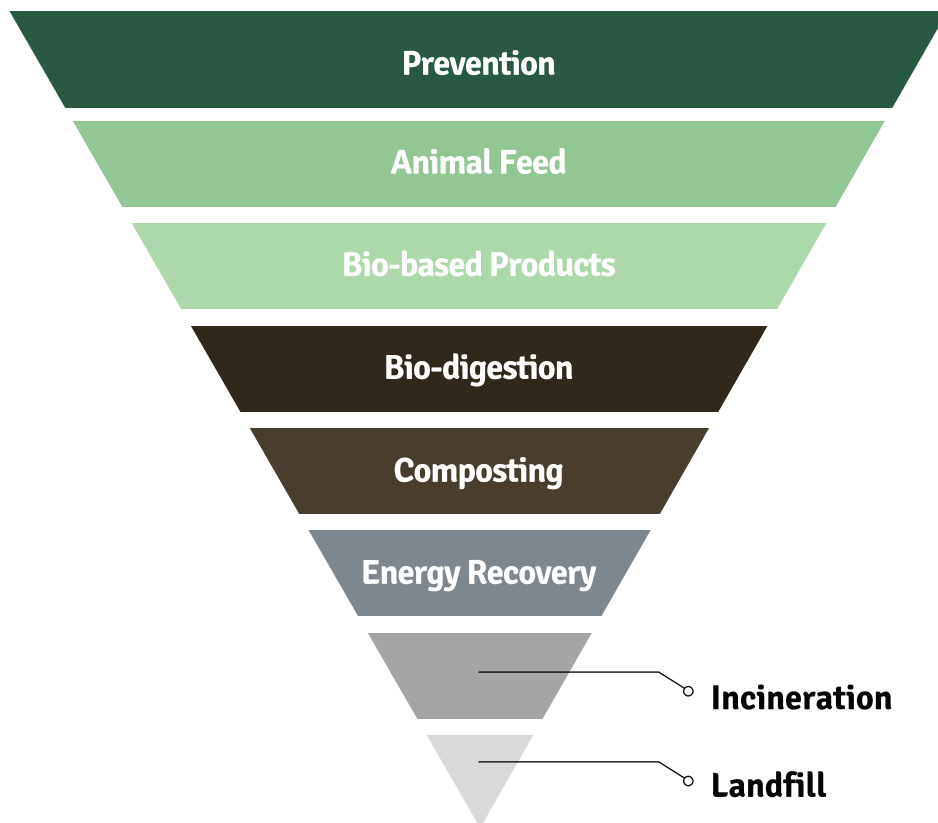
## From Waste to Resources Our Sustainable Vision

At Just Crave, we transform agricultural waste into eco-friendly briquettes, promoting sustainability and offering various ecological benefits:

- ◇ **Reduced Landfill Waste:** Converting waste into briquettes reduces methane emissions and carbon footprints.
- ◇ **Resource Conservation:** Using waste for briquettes reduces the need for firewood, aiding forest preservation.
- ◇ **Clean Burning:** Our briquettes burn cleaner than traditional fuels, reducing air pollution.
- ◇ **Renewable Fuel Source:** Made from renewable resources, our briquettes offer a sustainable energy solution.



## Zero Waste Commitment with Moerman's Ladder



Our zero-waste goal is achieved by following Moerman's Ladder, prioritizing waste prevention and maximizing the use of all by-products:

- **Prevention:** Minimizing waste with products like skin-on wedges.
- **Animal Feed:** Processing peels into animal feed.
- **Bio-based Products:** Creating valuable products from waste.
- **Bio-digestion:** Producing biogas from waste.
- **Composting:** Returning nutrients to the soil.
- **Energy Recovery:** Harnessing energy from waste.
- **Incineration:** Safely disposing of waste.
- **Landfill:** Using landfill as a last resort, minimizing its use.



# JUST CRAVE™

For  
Our Range of French Fries



## French Fries

Classic, crispy, golden sticks made from fresh potatoes, perfect as a snack or side dish. Enjoy with your favorite dips.

(Available sizes - 6,9,11 & 13mm)



## Crinkle Fries

Wavy, crispy potato fries with extra surface area for maximum crunch and flavor, ideal for dipping.



## Flavoury Fries

Crispy French fries seasoned with a variety of flavors like garlic, chili, or cheese, offering a delicious twist on the classic snack.



## Skin on Fries

Rustic French fries with the potato skin left on, providing extra flavor and a satisfying crunch.



## Wedges Skin on

Thick potato wedges with the skin left on, seasoned and crispy on the outside, soft on the inside.



## Wedges Skin off

Thick potato wedges with the skin removed, seasoned and crispy on the outside, tender on the inside.



# JUST CRAVE™

For  
Our Potato Specialties



## Hash Brown Oval

Oval-shaped hash brown patties, golden and crispy on the outside, soft and tender on the inside.



## Hash Brown Rectangle

Rectangular hash brown patties with a crispy exterior and soft, shredded potato interior.



## Hash Brown Triangle

Triangular hash brown patties with a crispy exterior and soft, flavorful inside, perfect for breakfast.



## Tato Totz™

Small, cylindrical potato bites, crispy on the outside and soft inside, perfect as a snack or side dish.



## Hash Brown Round

Round-shaped hash brown patties, golden and crispy on the outside, soft and tender on the inside.



## Hash Brown Coin

Coin-shaped tato totz, crispy on the outside and soft inside, perfect for snacking or as a side dish.



Veg



Mins



180°C

# JUST CRAVE™

For  
Our Potato Speciality



## Aloo Tikki

Traditional potato patties, crispy on the outside and soft inside, seasoned with simple spices.



## Patties Herb King

Potato patties infused with a mix of aromatic herbs, provide a flavorful and crispy snack.



## Burger Patty

Perfect mix of fresh veggies and mashed potatoes, coated in crispy breadcrumbs and packed with flavorful spices.



## Veggie Stix

Crispy, vegetable sticks made from a mix of veggies, offering a healthy and crunchy snack option.



## Chilli Garlic Poppers

Spicy, crispy bites filled with a blend of chili and garlic flavors, perfect for a fiery snack.



## Cheese Chilli Poppers

Golden, crispy poppers filled with melted cheese and a kick of chili, offering a deliciously spicy treat.



## Potato Cheese Balls

Golden, crispy balls filled with melted cheese and seasoned potato, a delectable and indulgent snack.



# JUST CRAVE™

For  
Our Ethnic Flat breads



## Malabar Paratha

It is characterized by its flakiness and puffiness, combining a crispy exterior with a soft interior. It stands out distinctly from South Indian cuisine.



## Lachha Paratha

Crispy Indian bread with a flaky texture and buttery taste. Made by rolling out dough and folding it multiple times, it stands out due to its unique preparation and distinct layers.



## Pooran Poli/ Hoolige

Sweet flatbread stuffed with a mixture of jaggery and chana dal, a festive Indian delicacy.

**DESIGNING A SUSTAINABLE  
POTATO FUTURE:**  
Cherishing Farmers, Sustaining Communities



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## Proposed Certifications



## Advantages



Evaluation and exacting test of the quality of raw material



Experienced and qualified team on board



Modern storage facilities



Continuous interaction with crew to improve performance at the facility



Outstanding handling and packing conveniences



Strong traceability system



Testing and monitoring at every stage to get quality finished products



BEGINNING OF  
IRRESISTIBLE  
MOMENTS...



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