



We Understand
Our Responsibilities...

www.goodrichcereals.com

INTRODUCTION



Goodrich Group is dedicated to excellence and innovation and has a long history of producing high-quality goods in various industries. Our group, which includes three vibrant companies—Goodrich Cereals Ltd, Goodrich Foodtech Ltd, and Goodrich Carbohydrates Ltd, is a beacon of entrepreneurial zeal and a symbol of unshakable devotion to provide supertech products and services.

We recognize our responsibility to the environment and are committed to sourcing inputs that are eco-friendly and ethically produced. By choosing us, you, not only invest in quality but also contribute to a more sustainable future. Goodrich proudly operates its state-of-the-art production facilities in Karnal, Haryana, Ahmednagar & Maharashtra, strategically positioned to harness the agricultural richness of India.

Our commitment to excellence is reflected not only in our manufacturing processes but also in our global reach, with offices established across various international markets. This extensive network enables us to effectively serve a diverse clientele, ensuring that our premium vegetable products are accessible to customers worldwide, while fostering strong relationships and understanding local market dynamics.



OUR STRENGTHS & CORE COMPETENCIES

- Our manufacturing campus of more than 45 acre
- Our in house cold ware housing for raw materials
- Advanced potato processing and stringent quality standards
- Long lasting relationships with local farmers





THE CLASSIC FROZEN FRIES

At the heart of every great meal is a side that satisfies – and our Classic Salted Flavored Frozen French Fries deliver just that, every time. As producers of high-quality frozen potato products, we've crafted these fries to meet the highest standards of the food service industry, offering a product that's not only delicious but also dependable, efficient, and versatile.

Made from carefully selected, high-grade potatoes and seasoned with just the right touch of salt, these fries are designed to offer the perfect balance of crispiness on the outside and soft, fluffy texture on the inside. Whether oven-baked, deep-fried, or air-fried, they deliver consistent results that your customers will love – hot, golden, and packed with comforting flavor. The Perfect Solution for Restaurants, Cafés & Food Service Operators We understand the pressures of busy kitchens, where speed, consistency, and taste are non-negotiable. That's why our Classic Salted Fries come ready to cook – no prep, no waste, and no compromise. They're ideal for a wide range of applications: as a classic side dish, a loaded fry base, or a combo meal essential. With their universal appeal and fast cook time, they help you serve more customers, faster.

Why you'll love them:

- ▶▶ Why Food Businesses Choose Our Fries.
- ▶▶ Consistent Quality: Every batch is uniform in size, flavor, and texture.
- ▶▶ Time-Saving: No peeling, cutting, or seasoning required.
- ▶▶ Cost-Efficient: Long shelf life and minimal product loss.
- ▶▶ Versatile: Pairs with any cuisine – perfect for casual dining, QSRs, cafés, and catering.
- ▶▶ Scalable: Available in bulk packaging for high-volume operations.







Bold color. Earthy flavor. Crunchy bite.

Go bold with Beetroot Fries—vibrant, crunchy, and totally unique. These deep magenta beauties are made from real beetroot, sliced into fries and cooked until crispy. Slightly earthy, naturally sweet, and packed with nutrients, they're a conversation-starting snack that tastes as good as it looks.

Why you'll love them:

- ▶▶ Made from fresh beetroot.
- ▶▶ Deep color, rich flavor.
- ▶▶ Crispy exterior with soft bite.
- ▶▶ Perfect for Insta-worthy plates & clean eating menus.







Colorful crunch with a healthy twist.

When it comes to fries, you can add some orange magic to your fry game! Our Carrot Fries are cut from real carrots and lightly seasoned before being crisped to perfection. They're sweet, savory, and a fantastic alternative to regular fries—great for health-focused menus, kids' meals, or colorful sharing platters.

Why you'll love them:

- ▶▶ Made with real carrots.
- ▶▶ Crisp texture with natural sweetness.
- ▶▶ Adds color and nutrition to the plate.
- ▶▶ Perfect for healthy or vegetarian menus.







Golden crunch. Homestyle flavor. Always satisfying.

Our classic Hash Browns are a breakfast icon—but we say eat them anytime. Made from shredded potatoes and pan-fried till perfectly crisp, they're golden on the outside, tender on the inside, and seasoned just right. Pair them with eggs, bacon, or wrap them into a breakfast sandwich—comfort never tasted so good.

Why you'll love them:

- ▶▶ Breakfast essential or all-day snack.
- ▶▶ Crispy edges, soft and hearty inside.
- ▶▶ Shredded potato goodness.
- ▶▶ Great for cafés, diners, or frozen meal kits.





HASH BROWN TRIANGLES



Same hash brown flavor, new shape to crave.

Triangle-shaped and triangle-loved! These Hash Brown Triangles are made from seasoned shredded potatoes, pressed into a fun shape, and fried until beautifully golden. They're crispy, easy to plate, and perfect for portioning—great for restaurants, hotels, or just a fancier take on your morning plate.

Why you'll love them:

- ▶▶ Eye-catching triangle shape.
- ▶▶ Made from seasoned shredded potatoes.
- ▶▶ Perfect for breakfast menus & combos.
- ▶▶ Cooks fast and stays crispy.







Crispy. Cylindrical. Completely addictive.

Say hello to the ultimate pop-and-munch snack! Our Tater Tots are made from finely grated potatoes, shaped into mini cylindrical bites and deep-fried to golden perfection. Each bite delivers a crunchy outside and a soft, savory inside that melts in your mouth. Serve them as a side, pack them in lunchboxes, or throw them into party platters—Tater Tots bring bite-sized joy to any occasion.

Why you'll love them:

- ▶▶ Made from grated premium potatoes.
- ▶▶ Fun shape, perfect crunch.
- ▶▶ Ideal for snacking, kids' meals & cafés.
- ▶▶ Great base for loaded toppings or dips.







Golden Crunch Outside. Goey Cheese Inside.

Bite into pure indulgence with our Cheese Sticks—crispy on the outside, rich and goey on the inside. Coated in a golden batter that crunches beautifully, these sticks are loaded with stretchy, melty cheese that pulls apart in the most satisfying way. A must-have for cheese fans and snack lovers alike. Serve with dips or sauces, and you've got a menu favorite—or a midnight snack worth dreaming about. Packed with rich, melty mozzarella-style cheese and wrapped in a crispy, golden batter, our Cheese Sticks are made to impress. Each bite delivers the perfect contrast of crunch and stretch — making them an irresistible choice for appetizers, platters, and snack menus. Serve with dips for a crowd-favorite combo or plate them solo for a premium indulgent snack. Their consistent performance and consumer appeal make them a trusted pick for restaurants and quick-service menus alike.

Why you'll love them:

- ▶▶ Loaded with stretchy, mozzarella-style cheese
- ▶▶ Crispy golden coating with an indulgent bite
- ▶▶ Quick-prep, freezer-to-fryer format
- ▶▶ Ideal for dine-in, takeout, or late-night menus
- ▶▶ Strong consumer appeal and repeat value







Crispy Outside. Goopy Inside. Total Bliss.

Cheese lovers, your dream snack is here! These Potato Cheese Shots feature a golden, crispy potato shell that hides a molten, cheesy center. Each bite oozes with creamy, savory goodness wrapped in a crunch you can hear. Whether you're serving them at parties, including them in a combo meal, or just craving something cheesy after a long day—these shots never disappoint.

Why you'll love them:

- ▶▶ Creamy cheese filling.
- ▶▶ Crispy potato coating.
- ▶▶ Party starter and snack-time winner.
- ▶▶ Cooks fast, disappears faster.







Rustic charm. Gourmet crunch.

Inspired by the classic Swiss rösti, our Rosti Rounds are handcrafted from grated potatoes and lightly seasoned for a naturally rich taste. Pan-crisped to golden perfection, they're crunchy on the outside with a soft, savory interior. Serve them as a breakfast side, burger base, or elegant canapé—they add a rustic yet refined twist to any plate. Every bite brings that homestyle comfort, elevated.

Why you'll love them:

- ▶▶ Swiss-inspired snack.
- ▶▶ Made from grated potatoes.
- ▶▶ Crispy edge, soft centre.
- ▶▶ Perfect for gourmet plating and café menus.







Snack. Learn. Repeat.

Bring education to the plate with our Alphabet Potato Snacks! Crafted from mashed potatoes and shaped into letters A to Z, these crispy delights are not just fun—they're also super tasty. Great for kids learning their ABCs or anyone who likes to play with their food, Alphabets turn any meal into an activity. Fry them golden and spell out your snack game—delicious, creative, and 100% fun.

Why you'll love them:

- ▶▶ Made from smooth mashed potatoes.
- ▶▶ Fun way to learn and snack.
- ▶▶ Crispy outside, soft and fluffy inside.
- ▶▶ A hit at home, school events, and parties.







Spiral-Cut. Seasoned Right. Made to Stand Out.

Say hello to the fun side of fries! Our Curly Fries aren't just delicious—they're a whole experience. Made from seasoned potatoes and cut into spirals, they're crispy, golden, and bursting with flavor in every bite. Great for sharing (or not), they're a sure-fire way to upgrade your snack game. Restaurants love them, kids can't get enough, and they look as good as they taste. Want to stand out on your menu? You just found the fry for that. Bring a twist to your menu with Curly Fries, spiral-cut from seasoned potatoes for a signature crunch and bold flavor in every bite. Their eye-catching shape and savory seasoning offer not just great taste, but strong plate appeal. Whether served as a standalone snack, loaded starter, or a side to burgers and wraps, they're a guaranteed crowd favorite. Trusted by restaurants for both taste and consistency, they're the fry that delivers more than just crunch.

Why you'll love them:

- ▶▶ Spiral-cut for visual appeal and crisp texture
- ▶▶ Coated with a perfectly seasoned batter
- ▶▶ Versatile for sides, loaded platters, or bar menus
- ▶▶ Quick-prep format, ideal for high-volume kitchens
- ▶▶ Restaurant-grade quality with strong consumer demand







Crispy. Golden, Always in Demand.

Bite into the bold with our perfectly crafted Onion Rings. Made from real, thick-cut onion slices, each ring is coated in a golden, crunchy batter that delivers that satisfying crunch every single time. Whether you're serving them as a side, stacking them in a burger, or offering them as a snack platter—they're always a hit. The balance of sweet onion and crispy coating makes every bite irresistible. One ring, and you're hooked! Made from thick-cut, real onion slices and coated in a golden, crunchy batter, our Onion Rings offer the perfect balance of sweet flavor and satisfying texture. Designed to perform across menus, they're an ideal fit for burgers, sides, and snack platters — delivering consistent quality, visual appeal, and bold flavor in every bite. Whether served alone or as an add-on, they guarantee repeat orders and customer satisfaction.

Why you'll love them:

- ▶▶ Made with 100% real, thick-cut onion rings
- ▶▶ Consistent crunch with a golden-brown finish
- ▶▶ Versatile across QSRs, cafés, and casual dining menus
- ▶▶ Ready-to-cook — perfect for fryers, ovens, or air fryers
- ▶▶ Long freezer shelf life with excellent plate presentation







Golden Bites of Joy.

Made from high-quality mashed potatoes and shaped into perfect bite-sized balls, these golden delights are crispy on the outside and soft on the inside. Whether you're serving them at a party, tossing them on a plate as a side, or just munching straight from the tray, they're fun, fast, and flavor-packed. Loved by kids and adults alike, these poppable potato treats bring that satisfying crunch to every occasion. Noisettes are crafted from premium mashed potatoes and formed into golden, bite-sized spheres with a crispy exterior and creamy center. Their delicious texture and ease of preparation make them a go-to option across dining settings from catering trays to quick snacks at home. Loved by all age groups, these versatile potato treats fit seamlessly into any menu or retail shelf.

Why you'll love them:

- ▶▶ Made with high-quality, farm-fresh potatoes
- ▶▶ Consistent shape and texture for perfect plating
- ▶▶ Air fryer, oven, or deep-fryer friendly
- ▶▶ No added preservatives or artificial flavors
- ▶▶ Loved by kids and adults, ideal for any gathering
- ▶▶ Long shelf life with excellent freezer stability



OUR GLOBAL PRESENCE



OUR CERTIFICATIONS





This emphasizes the journey
from farm to table with purity and taste

No More Boiling, Peeling, Mashing Potatoes

GOODRICH CEREALS LTD.

An-ISO 2200 : 2018 Certified Company

Office : - Lower Ground, Best Business Square, Plot No-26, Sector 20,
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