



PRESS RELEASE

FIL Industries Hosts a Successful Annual F&B Dealers Meet 2024 in Srinagar

24th April 2024

FIL Industries Private Limited, a leading entity in the F&B industry, recently concluded its highly anticipated Dealers Meet 2024 at Sher-i-Kashmir International Conference Centre (SKICC) on 24th April 2024.

Welcoming the esteemed attendees, Mr. S.M. Javeed Bukhari–Vice President FIL Industries Private Limited delivered the opening address.

The annual event witnessed the participation of 100 plus prominent channel partners from Kashmir and Ladakh. The event served as a platform for industry leaders to convene, exchange insights, and explore avenues for future growth.

“I and my team are immensely pleased to have had the opportunity to host our esteemed business partners from Kashmir. Their collaboration is truly invaluable, emphasizing their pivotal role in driving the expansion of our F&B business. The association underscores FIL’s steadfast commitment to fostering excellence and innovation within the vibrant F&B sector, solidifying its position as a beacon of industry leadership and collaborative synergy”, said Mr. Owais Altaf Syed – Director, FIL Industries Private Limited.

The highlight of the event was the launch of FruitFil’s CAN variant with chunks in three exciting flavours. This unveiling contributed to the depth of discussions during the event. The business partners also expressed their optimism and congratulations on FIL’s expanding F&B offerings.



Drawing from FIL Industries rich line of offerings, Mr. Shah Zahir - Deputy General Manager, Sales, shared the company insights and plans, shedding light on the vision driving the organization's success.

FIL Industries diverse F&B portfolio includes FruitFil and Acute Balance which are available in multiple refreshing flavours in tetra-pak, CAN, and PET bottles. Additionally, FIL has also emerged as a leading player in the packaged drinking water sector with its brands, namely 7-Springs and Kohinoor. These are readily available in 250 ml, 500ml, and 1000ml bottles. Being a frontrunner in North India and having strategic collaborations with industry titans like Monarch Beverages from France, have fortified FIL Industries foothold in the competitive F&B landscape.

As the curtains drew on a yet another successful event from FIL Industries, Mr Basharat Ahmad - Assistant Vice President FIL Industries Private Limited extended his gratitude to all participants for their invaluable contributions and unwavering support.

FIL Industries remains committed to fostering collaboration and innovation within the F&B industry and looks forward to continued success and growth in the years to come.
