



*Your
Idea
Today*



DON'T BUILD A FACTORY. BUILD A BRAND.

You bring the idea.

**We take care of
the manufacturing.**



*A Brand
Tomorrow*

- ▲ | CUSTOMISATION
- ▲ | CONSISTENCY
- ▲ | SCALABILITY
- ▲ | CONFIDENTIALITY
- ▲ | RELIABILITY

EXPERIENCE THAT BUILDS TRUST

45+ years of food manufacturing expertise.

Since 1980, Joymex Foods has been helping businesses bring quality food products to market. From product development to commercial manufacturing, our expertise is built around consistency, reliability, and great taste. Backed by strong R&D, manufacturing capabilities, and expert support, we help brands turn food ideas into products they can confidently scale.

Media Coverage



Tanuj Gandhi
Founder

A Chef's Playbook for Scalable, Signature Plates



Kahaan Gandhi
Managing Partner

- ✓ 45 Years+ Expertise
- ✓ Certified Quality Standards
- ✓ Serving 10,000+ Customers
- ✓ Trusted By Top Chefs





SERVING 10,000+ CUSTOMERS

All Across the Globe



CONTRACT MANUFACTURING PARTNERS



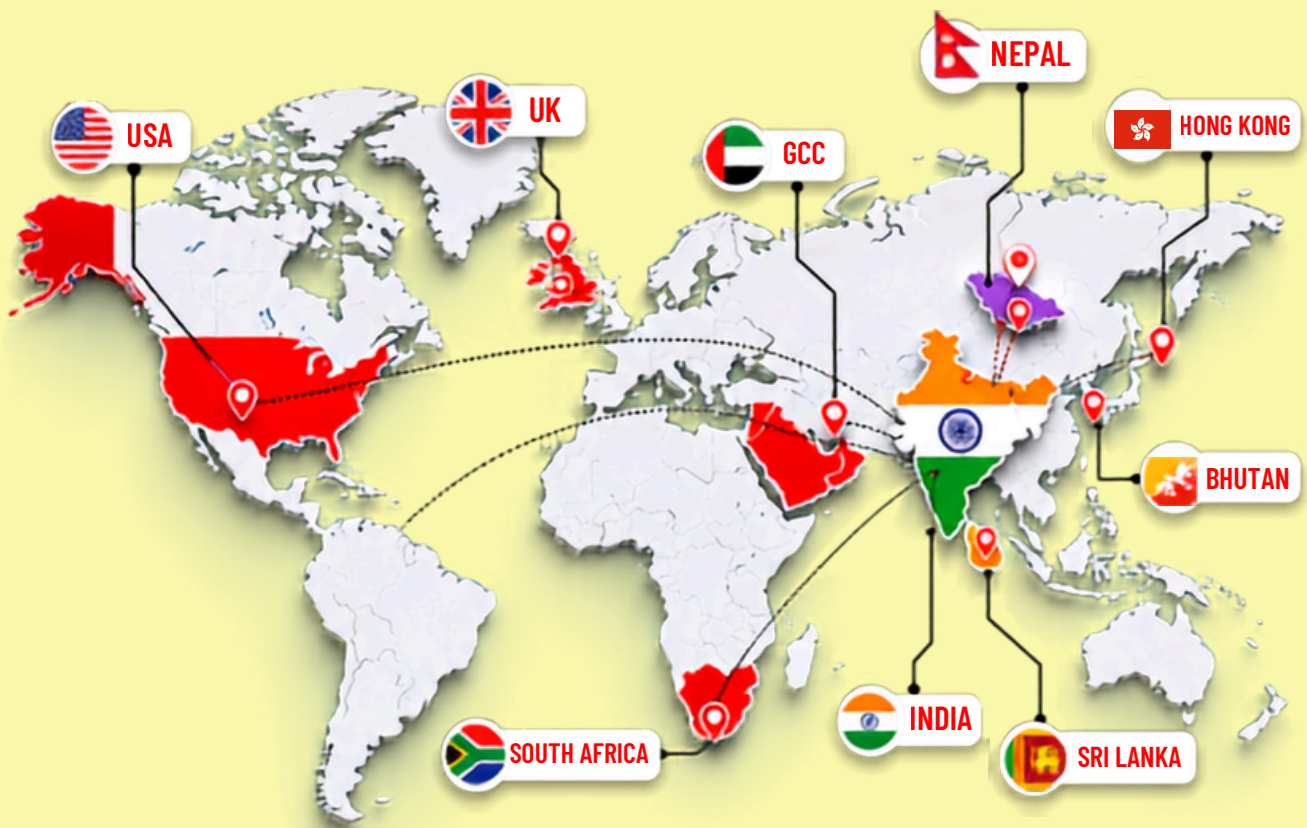
“When I came to India in 1995, few knew about Mexican food. Joy Products quickly understood my needs, helping me open the first Mexican restaurant in a 5-star hotel.”
-Chef Alfie

(Ex-Chef, Casa Mexicana)



“We use their products across multiple properties, and the quality and taste remain absolutely consistent Everywhere.”
-Chef Cyrus

GLOBAL PRESENCE



THE DREAM IS SIMPLE.

“I want to create a food product people will love.”

Turning that idea into a business can get complicated.

You may be thinking:



Where do I manufacture?



Do I need my own factory?



Can the product stay consistent?



Can I customise it?



What happens when demand grows?



BEHIND EVERY **GREAT FOOD BRAND** IS A GREAT **MANUFACTURING** **SYSTEM.**

A recipe is only the beginning.



REPEATABLE



CONSISTENT



COMMERCIAL



SCALABLE



RELIABLE

WHAT COULD GO WRONG WITHOUT THE RIGHT PARTNER?

Your first batch is great. The next one isn't.

What works in a kitchen may not work commercially.

Inefficient production can hurt your margins.

Machinery, manpower, quality, packing and supply become your problem.

Your brand grows faster than your manufacturing setup.



SUCCESS STORIES

What Brands Struggle With

What We Deliver

Finding the right manufacturing partner

75%+

Custom formulations developed

Developing products within tight timelines

7 to 10 days

Pilot batches for faster product validation

Maintaining consistent taste and quality at scale

98.6%

Flavour match across production batches

Managing high MOQs and production commitments

20 Kg

Low MOQ starting point per SKU

Replicating the same formulation across batches

45+ years of

food manufacturing expertise

Coordinating product development, production and packaging

End-to-End Support

From product development to commercial production

GLUTEN FREE SOLUTIONS

NACHOS



PRODUCT HIGHLIGHTS

- ✓ More servings per pack
- ✓ Large chip size – usable even when broken
- ✓ Authentic, 100% corn, gluten-free
- ✓ Ideal for loaded toppings
- ✓ Great for social media

Corn Strips



PRODUCT HIGHLIGHTS

- ✓ 100% corn & gluten-free
- ✓ Light, crispy & multipurpose use
- ✓ Consistent size & shape
- ✓ Ready to fry

READY TO SERVE

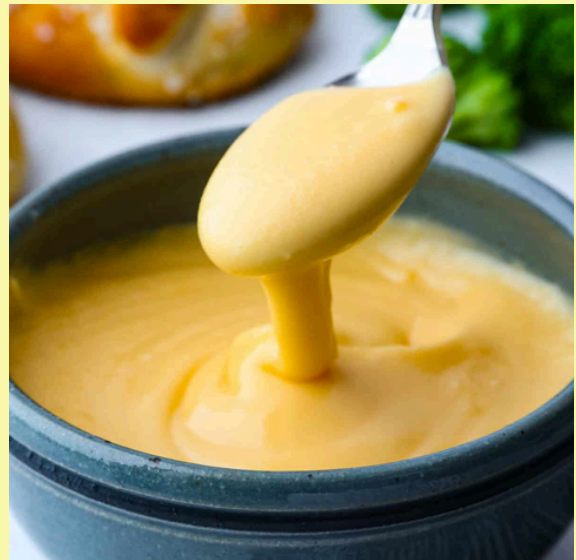
RETORT PRODUCTS



PRODUCT HIGHLIGHTS

- ✓ Ready-to-use convenience
- ✓ Long Shelf Life
- ✓ Authentic Taste & Quality
- ✓ No added preservatives
- ✓ Time-saving kitchen solution

CHEESE SAUCE



PRODUCT HIGHLIGHTS

- ✓ Rich, creamy texture
- ✓ 100% dairy-based, not mayonnaise-based
- ✓ Smooth pouring consistency
- ✓ Suitable for multiple cuisines
- ✓ Premium cheese blend

HEALTHY FOOD INNOVATION

MILLET SOLUTIONS



PRODUCT HIGHLIGHTS

- ✓ Made with Millet-Based Ingredients
- ✓ Wholesome & Nutrient-Rich
- ✓ Snacks & Tortillas
- ✓ Customisable Formulations
- ✓ Built for Modern Food Trends

PROTEIN SOLUTIONS



PRODUCT HIGHLIGHTS

- ✓ Protein-Enriched Formats
- ✓ Snacks & Tortillas
- ✓ Functional & Convenient
- ✓ Customisable Protein Levels
- ✓ Innovation-Ready Solutions

WRAP & SPICE ESSENTIALS

Flour Tortillas / Wraps



PRODUCT HIGHLIGHTS

- ✓ Soft
- ✓ Flexible & crack resistant
- ✓ Suitable for multiple cuisines
- ✓ Authentic taste

Seasonings



PRODUCT HIGHLIGHTS

- ✓ Standardised, authentic flavour
- ✓ Multipurpose kitchen solution
- ✓ Creates signature dishes
- ✓ Instant taste enhancer & faster service

Product I Packaging I Variant I Size

	Product	Packaging size	Variant	Size
1.	Signature Nachos	200 g	Salted / Cheddar Cheese / Jalapeno / Cheesy Jalapeno / Peri Peri / Salsa / No Onion, No Garlic Options	Regular
2.	Gourmet Nachos	200 g	Spinach / Beetroot / Charcoal / Mini Nacho / White Corn / Blue Corn / Red Corn	Regular / Bite Size
3.	Corn Strips	1kg	Regular / Mix Coloured	Approx. 15 cm x 1 cm
4.	Retort Products	1kg	Black Beans / Pinto Beans / Boiled Chickpeas / Chickpea Paste / Red Kidney Beans	
5.	Cheese Sauce	1kg	Multipurpose use	
6.	Flour Tortillas/ Wraps	12 pieces	Regular / Spinach / Beetroot / Charcoal / Whole Wheat	4" to 12"
7.	Seasonings	200 g / 250 g	Cheddar Cheese/ Jalapeño / Cheesy Jalapeño / Salsa/ Peri Peri/ Taco/ Truffle/ No Onion, No Garlic	
8.	Millet Solutions	Customisable	Tortillas / Nachos / Mini Bites / Other Snack Solutions	Customisable
9.	Protein Solutions	Customisable	Tortillas / Nachos / Mini Bites / Other Snack Solutions	Customisable

HAPPY CUSTOMERS

Graciano's

Matches Imported Product Quality

We were initially relying on imported ingredients, but their products give the same authenticity – without the long lead times or higher costs.

Consultant Chef Gracian

TIMEZONE

Top-Selling Nachos Loved Nationwide – Backed by Excellent Support!

Nachos have become a top seller at our entertainment zone – guests love the authentic taste and crispiness. Also the support of the team for Pan India supply is great, Cheers!

Chef Rahul Kulkarni

Pan India Chef, Timezone

What stood out was their ability to turn our product idea into a consistent, production-ready product. The support across development, trials, and manufacturing made the process much easier.

– Neha Kapoor

Co-Founder, a Health & Wellness Brand Supplying to Quick Commerce

chili's

Trusted Partners in Innovation and Quality for Over 6 Years

We've been using Joy products for over 6 years and have immense faith in their products and service. They have a robust understanding of product technicalities and have assisted in new product development for us as well. The white corn chips were one such product which only they could provide us. Definitely recommend Joy products to everyone

Abhijeet Gomare

Ex Area Manager- Culinary, Innovations and SCM Chilis- South and West India,



Inns-Venue

The Original Ethnic Mexican Taste and the real earthy Corn Masa

The Only 1 is with Joy Products, now over around 2 decades been very consistent. The additions of Retort Ready to use products have also been helping the standalone restaurants with limited kitchen spaces to produce variety of Foods on their Menus.

Chef Anurag

From the first trial to final production, the entire process was smooth and well managed. The team understood our requirements and delivered exactly what we needed.

– Ankit Mehra

Founder, a Snack Company Exporting to the Middle East

TWO WAYS TO BUILD YOUR BRAND.

01

YOUR BRAND. OUR PROVEN PRODUCT.

Launch from our existing product range under your own brand.



Proven formats



Faster launch



Lower development complexity



Private-label ready

**02**

YOUR IDEA. YOUR PRODUCT.

Have something specific in mind?
We develop and manufacture
around your requirements.



Concept



Development



Trials



Manufacturing



YOUR IDEA. OUR EXPERTISE. LET'S BUILD IT.

Have a food product idea?

Let's take it from concept to commercial production.



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