



UNLOCK

THE FUTURE OF

SMARTER KITCHENS

Say goodbye to kitchen challenges

- ▲ FASTER SERVICE
- ▲ CONSISTENT PRODUCT QUALITY
- ▲ GREATER OPERATIONAL EFFICIENCY
- ▲ REDUCED KITCHEN DEPENDENCY

PIONEERS IN PROFESSIONAL FOOD SOLUTIONS

Since 1980, Joymex Foods has built its expertise around creating high-quality food solutions for professional kitchens. From pioneering Mexican food in India to developing a growing range of global and contemporary products, our focus has remained the same: consistent quality, dependable performance and great taste.

Today, through brands including Rokitos Plus, Joymex partners with chefs, restaurants, hotels and foodservice businesses across India, backed by decades of manufacturing expertise and a deep understanding of professional kitchens.

Media Coverage



Tanuj Gandhi
Founder

A Chef's Playbook for Scalable, Signature Plates



Kahaan Gandhi
Managing Partner

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





SERVING 10,000+ CUSTOMERS

All Across the Globe



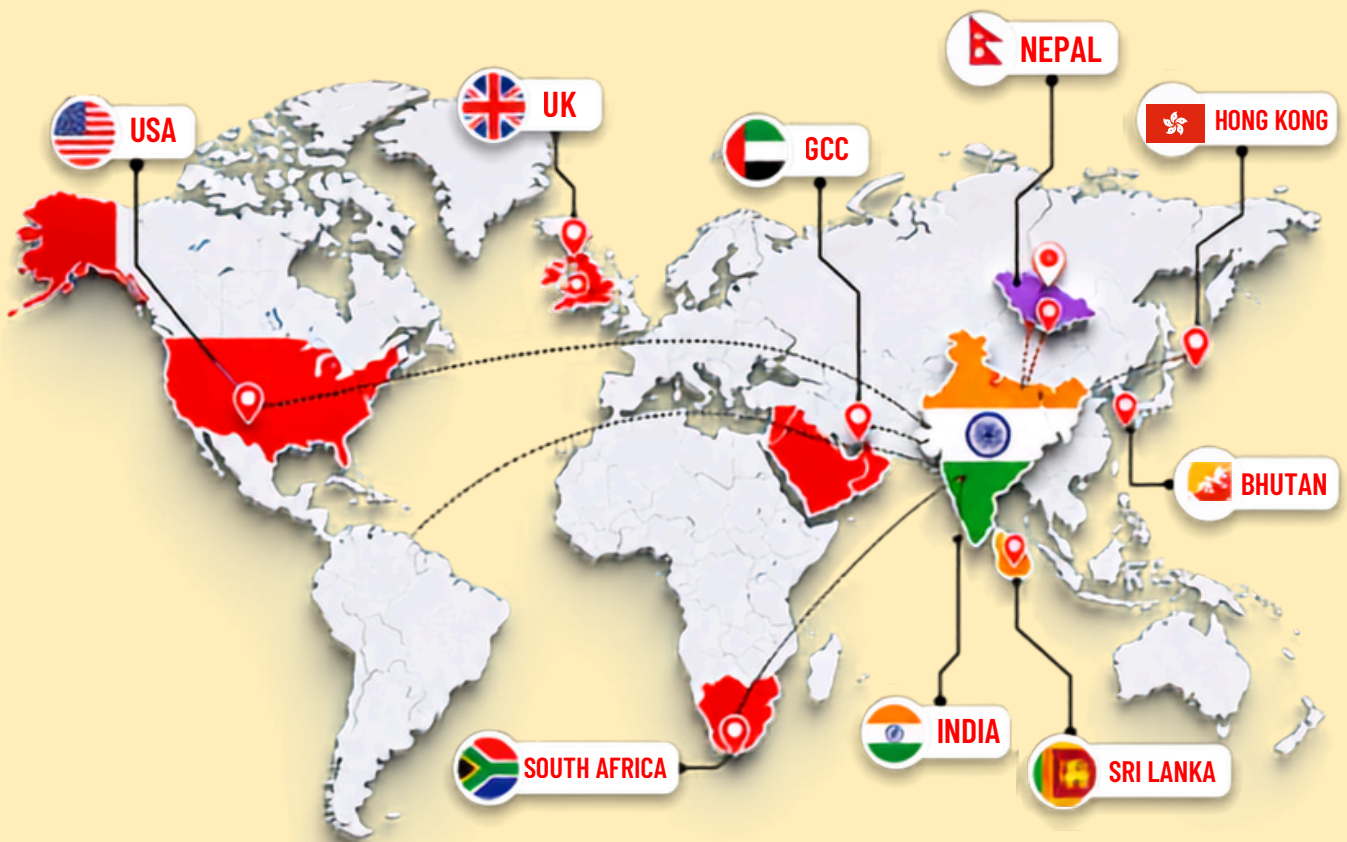
“When I came to India in 1995, few knew about Mexican food. Joy Products quickly understood my needs, helping me open the first Mexican restaurant in a 5-star hotel.”
-Chef Alfie

(Ex-Chef, Casa Mexicana)



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

GLOBAL PRESENCE



UNDERSTANDING THE MODERN CHEF

YOUR PROBLEM. OUR ANSWER.

Every successful kitchen deserves solutions that deliver **speed, consistency, and profitability.**

CHEF CHALLENGES



ROKIT'S PLUS *Solutions*

Consistency across chefs and shifts



Deliver consistent taste, texture and performance – every time

Long preparation times & slow execution



Reduce prep time with ready-to-use formats that help kitchens serve faster

Managing peak-hour pressure



Enable faster, smoother execution when demand is at its highest

Dependence on skilled manpower



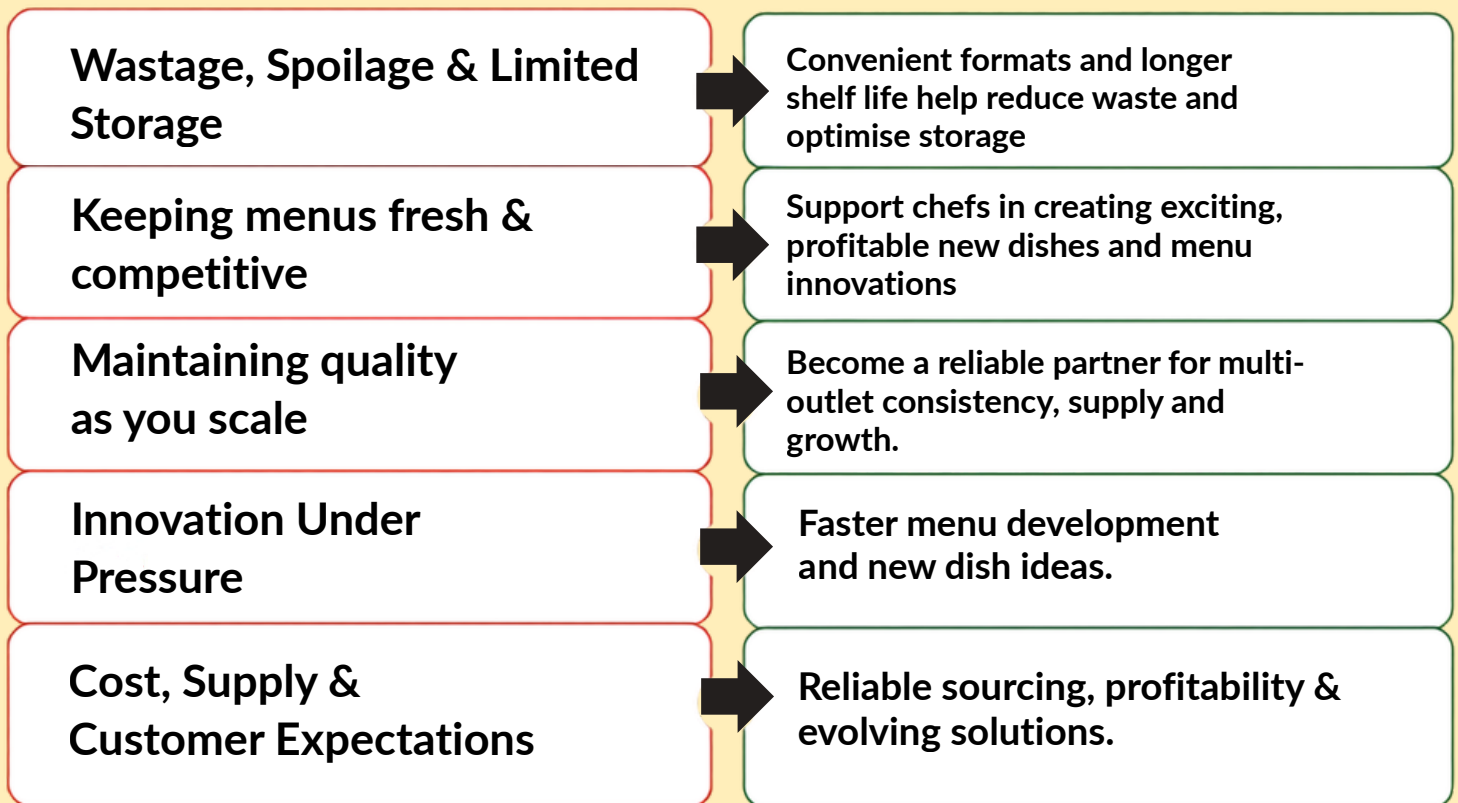
Simplify kitchen operations and reduce the learning curve with easy-to-use solutions

Rising food costs & pressure on margins



Improve portion control, yields and food-cost efficiency – protecting profitability

CHEF CHALLENGES **ROKIT PLUS** *Solutions*



SUCCESS STORIES

What Chefs Struggle With

Difficult to maintain the same quality during peak hours

Inconsistent taste across outlets

Portioning variations affecting food cost

Different preparation methods between chefs

What We Have Solved

95%+

Recipe replication from an approved formulation

98%+

Taste consistency across outlets

25% fewer

Preparation errors across kitchens

60% faster

Chef onboarding with SOP-ready solutions

READY TO SERVE SOLUTIONS



Retort Items



Product Highlights

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

Cheese Sauces



Product Highlights

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

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

SIDES & SNACKS

French Fries



Product Highlights

- ✓ Golden & crispy
- ✓ Premium-quality potatoes
- ✓ Uniform cut size
- ✓ Fast cooking

Corn Strips



Product Highlights

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

Pasta



Product Highlights

- ✓ Made from 100% durum wheat semolina
- ✓ Al dente bite
- ✓ Consistent cooking
- ✓ Better sauce retention
- ✓ Bronze die finish
- ✓ Slow-dried

**EXPLORE OUR COMPLETE RANGE
OF MEXICAN FOOD PRODUCTS**



Scan to view detailed brochure



Scan to view product videos

Product I Packaging I Variant I Size

	Product	Packing size	Variant	Size
1.	Retort Items	1 kg	Black Beans / Pinto Beans / Boiled Chickpeas / Chickpea Paste / Red Kidney Beans	
2.	Cheese Sauce	1 kg	Multipurpose use	
3.	Flour Tortillas / Wraps	12 pieces	Regular/ Spinach/Beetroot/ Charcoal/ Whole Wheat / Protein	4" to 12"
4.	Seasonings	200 g / 250 g	Cheddar Cheese/ Jalapeño / Cheesy Jalapeño/ Salsa/ Peri Peri/ Taco/ Truffle/ No Onion, No Garlic	
5.	French Fries	2.5 kg	Straight Cut	6, 9, 11 mm
6.	Corn Strips	1 kg	Regular / Mix Coloured	Approx. 15 cm x 1 cm
7.	Pasta	500 g	Penne Rigate / Fusilli / Spaghetti	

60 Reasons to Choose Rokitos Plus

Legacy

- ✓ Proudly backed by 45+ years of product expertise
- ✓ HoReCa market leader
- ✓ 50%+ market share
- ✓ Wide hotel network
- ✓ Partners with top hotels chains
- ✓ Innovation awards
- ✓ Import-substitute Mexican ingredients
- ✓ Serving Global Players
- ✓ Pan-India distribution
- ✓ 50+ Pan-India distributors
- ✓ Global presence
- ✓ Strong online presence
- ✓ Pioneers of Mexican cuisine in India
- ✓ Empowering local farmers

Consistency & Quality

- ✓ Measured ingredients
- ✓ Standardized processes
- ✓ Advanced machines used during production
- ✓ Dedicated quality checks
- ✓ Protected recipes
- ✓ Premium ingredients
- ✓ Guaranteed consistency
- ✓ Chef-tailored solutions
- ✓ Strict safety compliance
- ✓ Long-term value

Product Availability & Reliability

- ✓ Large-scale setup
- ✓ Planned inventory stocking
- ✓ Demand-spike readiness
- ✓ Reliable at all volumes
- ✓ Infrastructure advantage
- ✓ Not just a vendor, but a partner

Handling & Packaging

- ✓ Professional packaging
- ✓ Multiple quality checkpoints
- ✓ Safe handling of fragile products
- ✓ Durable and strong
- ✓ Less wastage
- ✓ Reliable supply

Operational Efficiency

- ✓ Time-saving
- ✓ Reduced labor costs
- ✓ Transparent pricing
- ✓ Pre-portioned sizes
- ✓ Multi-use ingredients
- ✓ Faster cooking helps during peak hours
- ✓ Custom solutions based on restaurant format
- ✓ Easy storage

Authenticity & Ingredient Integrity

- ✓ Mexican ingredients that substitute for imported products
- ✓ Crafted by experts
- ✓ Authentic taste every time
- ✓ Original flavours
- ✓ Signature seasoning blends
- ✓ Farm-fresh products

Convenience & Hygiene

- ✓ Ready-to-use products
- ✓ Less food preparation time
- ✓ Space-saving packaging
- ✓ Stackable cartons
- ✓ Hygienic handling options
- ✓ Cleaner kitchen workflow

Service, Support & Trust

- ✓ Fast communication
- ✓ Quick problem solving
- ✓ On-time deliveries
- ✓ Door-to-door service

Which Rokitos Plus Product Fits Your Menu?

	HoReCa Sector	Must-have Products	Recommended Products
1.	Caterers / Banquets	Retort Items (Red Kidney, Boiled Chickpea, Chickpea Paste), Pasta, Flour Tortillas, Cheese Sauce, French Fries	Seasonings, Mexican Range, Corn Strips
2.	Hotels (3-, 4- & 5-Star Hotels)	Retort Items (Red Kidney Beans, Chickpea Paste, Boiled Chickpea), French Fries, Flour Tortillas, Pasta	Cheese Sauce, Seasonings, Mexican Range
3.	Food Trucks / Kiosks / Takeaways	Retort Items (Red Kidney Beans, Chickpea Paste, Boiled Chickpea), Cheese Sauce, French Fries, Seasonings, Flour Tortillas, Pasta	Mexican Range
4.	Fine Dining Restaurants	Cheese Sauce, French Fries, Seasonings, Flour Tortillas, Corn Strips, Pasta, Retort (Black beans and Pinto beans)	Mexican Range
5.	QSRs	Retort Items (Red Kidney Beans, Chickpea Paste, Boiled Chickpea), Cheese Sauce, French Fries, Seasonings, Flour Tortillas, Pasta	Mexican Range
6.	Pizza Parlours	Cheese Sauce, French Fries, Seasonings, Flour Tortillas	Corn Strips
7.	Canteens	Retort Items (Red Kidney Beans, Chickpea Paste, Boiled Chickpea), Cheese Sauce, French Fries, Flour Tortillas, Pasta	Seasonings, Mexican Range
8.	Airlines	Retort Items (Red Kidney Beans, Chickpea Paste, Boiled Chickpea), Flour Tortillas	Seasonings, Cheese Sauce
9.	Theatres	Cheese Sauce, French Fries, Seasonings, Flour Tortillas	Pasta
10.	Cafés	Retort Items (Red Kidney Beans, Chickpea Paste, Boiled Chickpea), Cheese Sauce, French Fries, Seasonings, Flour Tortillas, Pasta	Mexican Range
11.	Pubs / Clubs / Bars	Cheese Sauce, French Fries, Seasonings, Flour Tortillas, Pasta, Retort Items (Red Kidney, Boiled Chickpea, Chickpea Paste	Corn Strips, Mexican Range

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

khayber

Consistent Quality Across Properties

We use their products across multiple properties, and the quality and taste remain absolutely consistent everywhere.

Amol Patil
Executive Head Chef



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 stand-alone restaurants with limited kitchen spaces to produce variety of Foods on their Menus.

Chef Anurag
Head Chef, CPK

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



CALIFORNIA
PIZZA KITCHEN

Reliable Tortilla Sourcing Made Easy

The responsibility was given to me by the team of foreign chefs to source good quality tortillas, which was made easy for me by Joy Products. Since then, we have never looked elsewhere.

Chef Bakul
Ex-Chef, California Pizza and Kitchen



Book Your Product DEMO

Book a LIVE DEMO to get all your queries answered.



Scan For Product Video



+91 84520 09955

+91 91362 17974

+91 79770 87595

Visit our website for more information
www.joymexfoods.com

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Time-saving culinary solutions ✓
A guide to creating new menu possibilities ✓
Healthy solutions ✓



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