

CRUNCHY  
&  
MUNCHY



# Journey Of Falcon Group

1986



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

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

1990

Became a Public Limited Company.

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





YEARS  
OF  
FROZEN FOOD  
LEGACY







## About Us

**Just Crave**, a Falcon Group brand, is born out of pure potato passion. Based in Gujarat, India, our state-of-the-art facility produces a premium range of frozen french fries, potato specialties and other ethnic foods like parathas and patties. With a focus on innovation and quality, we deliver smart solutions for our partners and exceptional experiences for consumers.



### 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



# 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.

**French Fries: 15 MT per hour**

**Potato Specialty: 3.5 MT per hour**









## Our Range of French Fries



SKUs: 2.5KG X 4 BAGS & 1KG X 10 BAGS

### French Fries

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

(Available sizes: 6,7,9,10,11mm)



SKUs: 2KG X 6 BAGS & 1KG X 10 BAGS

### Crinkle Fries

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



SKU: 2.5KG X 4 BAGS

### Coated Fries

Premium French fries lightly coated with a natural potato starch-based batter for enhanced crispiness and hold.

(Available sizes: 6,7,9,10,11mm)



SKU: 2.5KG X 4 BAGS

### Skin on Fries

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



SKU: 2.5KG X 4 BAGS

### Flavoury Fries

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

Available  
Flavours:  
Classic, Spicy  
& Lime N Mint  
Wedges



SKU: 2.5KG X 4 BAGS

### Coated Wedges (skin-on)

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



SKU: 2.5KG X 4 BAGS

### Uncoated Wedges (skin-on & skin-off)

Uncoated potato wedges, available in both skin-on and skin-off options, crispy on the outside and soft on the inside





**IRRESISTIBLE  
IN EVERY BITE**



## Our Potato Specialties



SKUs: 2.5KG x 4 BAGS  
1.28KG x 12 (20 PCS TRAY)

### Hash Brown Oval

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



SKUs: 2.5KG x 4 BAGS  
1.28KG x 12 (20 PCS TRAY)  
640G x 24 (10 PCS TRAY)

### Hash Brown Rectangle

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



SKU: 2.5KG X 4 BAGS

### Hash Brown Triangle

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



SKU: 1 KG X 10 BAGS

### Tater Totz™

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



SKU: 1.5 KG X 8 BAGS

### Hash Brown Round

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





## Our Potato Specialties



SKU: 1.5 KG X 8 BAGS

### Classic Patty

Uncoated potato patties seasoned with chilli flakes. Perfectly crisp on the outside and soft inside.



SKU: 1.2 KG X 12 BAGS

### Burger Patty

Coated potato patties packed with vegetables and wrapped in a crispy layer.



SKU: 1.5 KG X 8 BAGS

### Aloo Tikki

Spiced potato patties, crispy on the outside and soft inside, often served with chutneys or as part of chaat.



SKU: 1.5 KG X 8 BAGS

### Chilli Garlic Poppers

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









## Our Ethnic Flat breads



SKUs: 780G X 12 POUCHES  
400G X 25 POUCHES  
1040G X 12 POUCHES

### 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.



SKUs: 780G X 12 POUCHES  
400G X 25 POUCHES  
1040G X 12 POUCHES  
1KG X 12 POUCHES

### Laccha/ Coin Laccha 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.



SKU: 400G x 25 POUCHES

### Pooran Poli/ Hoolige

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



# Your Partner in Sustainable, Delicious Convenience

**Just Crave** brings you a wide range of high-quality frozen vegetarian food—ranging from french fries to potato specialties and other ethnic delights. Designed for global tastes, our products combine flavor, convenience, and consistency.

**BUT WE DON'T JUST STOP AT TASTE.**

**ROOTED IN RESPONSIBLE FARMING:** At Falcon, we believe farmers are the foundation of our success. Through our exclusive Farmer Connect Program, we work closely with over 3,000 contract farmers, supported by our dedicated team of 60+ agronomists. Our commitment to sustainable agriculture goes hand in hand with empowering rural communities. From local sourcing to practicing precision farming, we promote resource efficiency, biodiversity, and long-term productivity.

We also take pride in maintaining one of the most robust seed pipelines in the industry, backed by a specialized team and a network of 200 seed farmers committed to delivering exceptional seed quality year after year.





**JUST CRAVE™**  
IRRESISTIBLE MOMENTS

**Bon  
Vegato**

**FRiZETO**  
SNACK HAPPY. FRY HAPPIER!

FALCON  
**JUST FRIES™**

FALCON'S

**TATER  
TRIBE**

**OUR BRANDS**

## Certifications



## Certifications in pipeline



## 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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