



# Nestlé Product Folder

#winning  
#everyday

# NURTURE NPD



Store in a cool, dry & hygienic place. For use as reference to provide information to trade. *Intended for restricted circulation only.*  
**Fast.Focused.Flexible**

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# SUGGESTED TELECALLER SKUS



Kitkat 1F - INR 5



Rs 5/-



Rs. 12/- & Rs. 24/-



Rs. 22/-



Rs. 25/-



Rs. 100/-



Rs. 15/-



Kitkat 2F MINI - INR 10



Rs 10/-



Rs. 5/-



20gm @Rs 10



Rs. 5/-



Rs. 10/-



Rs 5/-



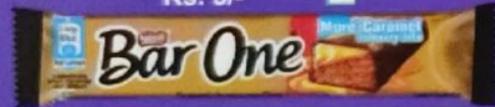
Rs 10/-



POLO Rs 5  
Available in  
Jar and GB



Rs. 5/-



Rs. 10/-



Rs 5/-



Milkybar Éclair Poly  
100 unit



MRP : INR 10/-  
Shelf Life : 12 months



18g @45/-  
Shelf Life : 18 months



25g Jar @75/-  
Shelf Life : 18 months



2g Sachet @ INR 2/-  
Shelf life 10 months



Rs 10/-



Rs. 2/-



MRP : INR 2/-  
Shelf Life : 12 months

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"MRP/Prices mentioned here are subject to change as and when it changes"

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NESTEA

Nestlé  
Good Food, Good Life



Lemon Flavour  
400g @ Rs. 180  
Shelf Life 12 Months



Peach Flavour  
400g @ Rs. 190  
Shelf Life 12 Months



NESTEA POWDER  
Promo Pack  
(Lemon, 400g)



Lemon Flavour  
200ml @ Rs. 25  
Shelf Life: 10 months



Peach Flavour  
200ml @ Rs. 25  
Shelf Life: 10 months



Lemon Flavour  
1 Ltr. @ Rs. 120  
Shelf Life: 9 months

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It all starts with a NESCAFÉ

Nestlé  
Good Food. Good Life

100% Pure Coffee



MRP : INR 2/-  
Shelf Life : 12 months



MRP : INR 10/-  
Shelf Life : 12 months



18g @50/-  
Shelf Life : 18 months



25g Jar @75/-  
Shelf Life : 18 months



50g Jar @155/-  
Shelf Life : 18 months



50g Sachet @140/-  
Shelf Life : 18 months



200g Sachet @490/-  
Shelf Life : 18 months



100g Jar @295/-  
Shelf Life : 18 months



200g Jar @550/-  
Shelf Life : 24 months

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# NESCAFÉ Sunrise – South India



2.2g Sachet @ INR 2/-  
Shelf life 12 months



5.5g Sachet @ INR 5/-  
Shelf life 12 months



11g Sachet @ INR 10/-  
Shelf life 18 months



50g Jar @ INR 90/-  
Shelf life 12 months



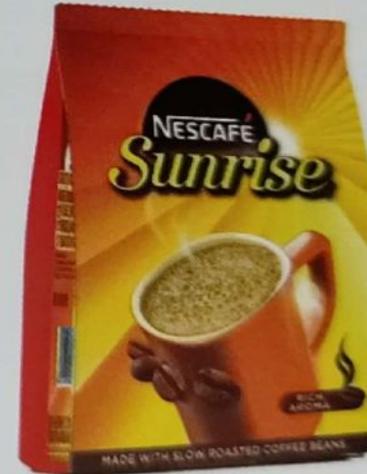
100g Jar @ INR 180/-  
Shelf life 12 months



50g Sachet @ INR 75/-  
Shelf life 12 months



100g Sachet @ INR 160/-  
Shelf life 18 months



200g Sachet @ INR 315/-  
Shelf life 12 months



240 ml @ INR 140/-  
Shelf life 9 months

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# NESCAFÉ

Nestlé  
Good Food, Good Life

## NESCAFÉ Latte



Box of 5 sachets. MRP: INR 120  
Weight: 5\*25g  
Shelf life: 12 months



MRP: INR 25  
Weight: 25g  
Shelf life: 12 months

Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only.

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# NESCAFÉ Sunrise – NEW

Nestlé  
Good Food. Good Life



2g Sachet @ INR 2/-  
Shelf life 10 months



9g Sachet @ INR 10/-  
Shelf life 12 months



50g Sachet @ INR 75/-  
Shelf life 12 months



200g Sachet @ INR 315/-  
Shelf life 12 months

Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only.

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# Nestlé Chocolates

Nestlé  
Good Food, Good Life



Rs. 10/-\* 



Rs. 20/-\* 

**NESTLÉ CLASSIC**  
Shelf Life 9 months

**BAR-ONE**  
Shelf Life 9 months



Rs. 5/- 



Rs. 10/- 



Rs. 20/- 

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KIT KAT



Shelf Life 9 months

Shelf Life 8 months



Kitkat 1F - INR 5



Kitkat 3F - INR 20



Kitkat 2x3F (Rs 40)



Kitkat 2F MINI - INR 10



Kitkat 4F - INR 25



Kitkat 2F Mini Pouch - INR 100

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**KIT KAT**



### **KIT KAT Dessert Delight**

**Shelf Life 12 months**



**Rs. 160/-**



**Rs. 60/-**



**Rs. 55/-**



**Rs. 55/-**

Store in a cool, dry & hygienic place.

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# Eclair's

Try one of life's little pleasures..



Milkybar Eclair Poly  
100 unit



MB Eclair's Jar  
816g

**SHELF LIFE 8 MONTHS**

Store in a cool, dry & hygienic place.

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MB Eclair's Jar  
3 kg.

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# POLO

GET FRESH WITH ME

THE MINT WITH THE HOLE



POLO Rs 2  
Available in  
Jar

SHELF LIFE 11 MONTHS



POLO Rs 5  
Available in  
Jar and GB  
SHELF LIFE 12 MONTHS



POLO Rs 10  
SHELF LIFE 12 MONTHS



POLO Rs 10  
SHELF LIFE 12 MONTHS



POLO Rs 10  
SHELF LIFE 10 MONTHS

\*MRP/Prices mentioned here are subject to change as and when it changes\*

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Shelf Life 9 Months



Rs 10/-



Rs 40/-



Rs 45/-

Shelf Life 8 Months



Rs 60/-



Rs 5/-



Rs 20/-

Store in a cool, dry & hygienic place.

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Rs 5/-



Rs 5/-



Rs 5/-



Shelf Life 9 Months



Rs 10/-



Rs 20/-



Shelf Life 8 Months

Store in a cool, dry & hygienic place.

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# Nestlé Munch

Nestlé  
Good Food, Good Life

MUNCH  
Shelf Life 9 months



Rs 2/-



Rs 5/-



Rs 10/-



Rs 10/-



Rs 10/-



Rs 20/-



Rs 30/-



Rs 60/-



Rs 100/-



Rs 150/-



Store in a cool, dry & hygienic place.

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## Delight In Every Bite

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# The Koko Krunch Range

Nestlé  
Good Food, Good Life



**Koko Krunch**  
350g | Rs. 160  
Shelf Life: 11 Months



**Koko Krunch**  
135g | Rs. 60  
Shelf Life: 11 Months



**Koko Krunch**  
20g | Rs. 10  
Shelf Life: 11 Months



**Koko Krunch**  
25g | Rs. 30  
Shelf Life: 15 Months

Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only

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Shelf Life 9 Months

Dealer Margin 9%



70g  
₹ 15/-



280g | ₹ 58/-

Shelf Life 9 Months | Dealer Margin 9%

Shelf Life 8 Months | Dealer Margin 9%



70g  
₹ 15/-



60.5g  
₹ 15/-



60.5g  
₹ 15/-

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Shelf Life 9 Months

Dealer Margin 9%



32g  
₹ 5/-  
Margin 7%

Only in Select Geographies



70g  
₹ 12/-



140g  
₹ 24/-



90g  
₹ 15/-



280g | ₹ 46/-



420g | ₹ 68/-

560g | ₹ 91/-

Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only.

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### MeM 6g Sachet

Shelf Life 9 Months | Dealer Margin 9%



6g  
₹ 5/-

### Masala-vin-Magic

Shelf Life 9 Months | Dealer Margin 9%



6g  
₹ 5/-

### MeM Sharebag

Shelf Life 9 Months | Dealer Margin 9%



72g ₹ 58/-

### MeM Shahi Masala



10g ₹ 10/-

Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only.

Shelf Life 8 Months

Dealer Margin 10%



72.5g  
₹ 25/-



72.5g  
₹ 22/-



70g  
₹ 45/-



70g  
₹ 45/-



290g ₹ 98/-



290g ₹ 86/-



67g  
₹ 50/-

Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only.

## Tomato Ketchup

Shelf Life 8 Months  
Dealer Margin 9%



90g  
₹ 15/-

## Imli Sauce

Shelf Life 9 Months  
Dealer Margin 9%



90g  
₹ 20/-

## Hot & Sweet (Tomato Chilli Sauce)

Shelf Life 8 Months  
Dealer Margin 9%



90g  
₹ 20/-

## Paneer-ae-Magic Shahi Paneer Masala

Shelf Life 8 Months | Dealer Margin 9%



12g  
₹ 10/-

## Paneer-ae-Magic Kadhai Paneer Masala

Shelf Life 9 Months | Dealer Margin 9%



12g  
₹ 10/-

Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only.

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Shelf Life:  
12 months

## Complete range for every age group

Age Group	Product Name	Price
From 6 to 12 months	WHEAT	₹190
	RICE	₹199
	WHEAT APPLE CARROT	₹205
	WHEAT APPLE	₹199
From 8 to 12 months	RICE VEGETABLES	₹240
	RAGI APPLE	₹245
	KHICHDI WITH VEGETABLE & GHEE	₹240
	WHEAT ORANGE	₹240
	WHEAT APPLE CHERRY	₹229
From 10 to 12 months	WHEAT HONEY DATES	₹254
	WHEAT-RICE MIXED VEG	₹254
	WHEAT-RICE MIXED FRUIT	₹254
From 12 to 24 months	MULTIGRAIN DAL VEG	₹264
	MULTIGRAIN & FRUITS	₹264
From 18 to 24 months	5 GRAINS & VEGETABLES	₹274
	5 GRAINS & FRUITS	₹274



Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only.

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## Hot & Sweet Tomato Chilli

Shelf Life 18 Months  
Dealer Margin 9%



**500g**  
₹ 110/-

**1kg**  
₹ 160/-

**200g**  
₹ 62/-

## Tomato No Onion No Garlic

Shelf Life 12 Months  
Dealer Margin 9%



**500g**  
₹ 105/-

**1kg**  
₹ 155/-

**200g**  
₹ 60/-

## Tomato Ketchup

Shelf Life 12 Months  
Dealer Margin 9%



**500g**  
₹ 100/-

**1kg**  
₹ 147/-

**200g**  
₹ 60/-

Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only.

Shelf Life 9 Months

Dealer Margin 9%

Shelf Life 9 Months

Dealer Margin 9%



70g ₹ 25/-



64g ₹ 25/-



64g ₹ 25/-



65g ₹ 25/-



65g ₹ 25/-



260g ₹ 95/-



140g ₹ 48/-



130g ₹ 48/-



65g ₹ 25/-



260g ₹ 95/-

Shelf Life 8 Months

Dealer Margin 9%

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MOTHER'S MILK IS BEST FOR THE BABY



Trusted for over a 100 years in supporting  
infant's happy growth during the first 2 years of life

Upto 6 months

After 6 months

After 12 months

After 18 months  
Upto 24 months



Shelf Life : Tins - 15 months, BB - 12 months

Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only.

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Nestlé  
**NAN.  
PRO**

Now with  
**DHA & ARA**  
across all stages

Nestlé  
Good Food, Good Life

150 years of Nestlé's scientific expertise in Infant Nutrition

Better\* protein quality for long-term health



Shelf life: Tin - 15 months, BIB - 12 months

Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only.

\*As compared to cow's milk

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**MOTHER'S MILK IS BEST FOR THE BABY**

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MRP - Rs. 35/-  
Weight – 180ml  
Shelf Life – 180 days



MRP - Rs. 55/-  
Weight – 180ml  
Shelf Life – 180 days



MRP - Rs. 35/-  
Weight – 180ml  
Shelf Life – 180 days



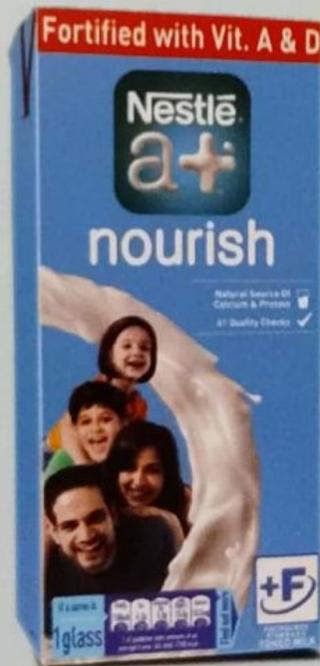
MRP - Rs. 35/-  
Weight – 180ml  
Shelf Life – 180 days



MRP - Rs. 50/-  
Weight – 180ml  
Shelf Life – 180 days



MRP - Rs. 35/-  
Weight – 180ml  
Shelf Life – 180 days



- ✓ No added preservatives
- ✓ Power of Calcium & Protein
- ✓ 61 Quality Checks

1 Litre  
TONED MILK

Shelf Life 6 months



- ✓ 0.2% Fat
- ✓ Goodness of Calcium & Protein
- ✓ 61 quality checks

1 Litre  
SKIMMED MILK

Store in a cool, dry & hygienic place.

For use as reference to provide information to trade. Intended for restricted circulation only.



400gm

Visit [www.milkmaid.in](http://www.milkmaid.in) for delicious dessert recipes

Shelf Life 9 months



20gm @Rs 10

Shelf Life 9 months



100gm

Shelf Life 12 months



200gm

Shelf Life 12 months



400gm

Shelf Life 12 months



1kg

Shelf Life 12 months



Nestlé Everyday Chai Life  
Ginger & Lemongrass  
Pack of 10 sachets

Shelf Life 9 months



Nestlé Everyday Chai Life  
Desi Masala  
Pack of 10 sachets

Shelf Life 9 months

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# RTD OPPORTUNITY



Lemon Flavour  
200ml  
Shelf Life: 10 months



Peach Flavour  
200ml  
Shelf Life: 10 months



Weight – 180ml  
Shelf Life – 180 days



Weight – 180ml  
Shelf Life – 180 days



Weight – 180ml  
Shelf Life – 180 days



Weight – 180ml  
Shelf Life – 180 days



Weight – 180ml  
Shelf Life – 180 days



Weight – 180ml  
Shelf Life – 180 days

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# LEVERAGE OOH OPPORTUNITY IN YOUR AREA



Store in a cool, dry & hygienic place. For use as reference to provide information to trade. Intended for restricted circulation only.

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## Business Group/Brand :

### Nestle Nutrition

- 9%** Cerelac, Lactogen, Nan, Ceregrow, Pre Nan
- 9%** S-26 Gold, Nan Excella Pro, Nan Lo Lac, Nestogen, Nestum
- 12.5%** NHS- Resource, Peptamen
- 12%** Nangrow



### Milks

- 8%** Everyday Dairy Whitener and Ghee
- 9%** Milkmaid
- 6.5%** UHT Milk and Slim Milk
- 12.5%** RTD Cold Coffee, Milo, Nestea
- 10%** Dahi, Yogurt and Raita



### Beverages

- 9%** Nescafe Small packs (Rs 2 and Rs 10)
- 7%** Nescafe Large packs (25 gm jar and above)
- 15%** Nescafe Gold
- 9%** Sunrise premium sachet Rs 10
- 7%** All other Sunrise packs
- 7%** Nestea large pack
- 10%** Nescafe Latte
- 7%** Cappuccino and Mocha



- 10%** Nesplus - All Sku's



### Foods

- 9%** Maggi Noodles Classic
- 7%** Maggi Noodles Rs 5
- 10%** Maggi Noodles Veg atta and Oats
- 10%** Maggi Fusian Noodles
- 9%** Maggi Special Masala Noodles, Chicken
- 9%** Maggi Poha and Upma
- 10%** Maggi cuppa
- 9%** Maggi Gift Packs
- 9%** Maggi Sauces, Pichkoo, Pazzta, Mem
- 9%** Coconut Milk powder, Maggi Cubes



### Chocolate and Confectionery

- 11.5%** Munch all packs and Munch Nuts
- 10%** Munch Home pack and Chotu Munch
- 11.5%** Barone, NMC, Milkybar Mould and Milkybar Choo
- 10%** Kitkat
- 11.5%** Dessert Delight all packs
- 10%** Kitkat Home pack
- 10%** Share Bags
- 10%** Gift Packs
- 14%** Re 1 Eclairs and Polo Jar
- 19%** Re 1 Eclairs poly and Polo



Above margins are subject to change as and when changes occur.

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