

the SINDHIAN

सिनधियन

سینڈین

FOOD TO FUEL,
SUSTAINABLY

Vik Khatwani

RESTAURANT

Whiz Kid

Shaan Gidwani

SETTING THE
MOOD WITH

Food

Lakhan
Jethani

REGENERATING
THE INDIAN

Palate

Sannat Ahuja

**SCALING NEW
HEIGHTS IN THE
CATERING
BUSINESS**

Sanjay Vazirani

Designed

FOR DINING

Nikhil Rochlani

Extraordinary

TURN OF EVENTS

Ronak Rochlani

CRUNCHY TIME

BINDU GOPAL RAO SPEAKS TO SAVITA NAGPAL, FOUNDER, FOUR THIRTY, TO DELVE INTO HOW SNACKING CAN BE ALL THINGS HEALTHY

Snacking in the evening, especially when it is 4:30 is something most people can relate to. However, the snacking options available are all largely unhealthy. Therefore, Savita Nagpal started FourThirty, a home-run start-up based in Mumbai to give people options for healthy bites including exotic flavoured *makhanas*, delicious crackers baked in gluten-free flour, trail mixes and more.



FourThirty has a delicious product portfolio that includes savoury munchies, *jowar* pops, amaranth crackers, lavash, *bhel*, trail mixes and biscotti. Founded by Savita Nagpal, the venture is supported by her daughters Yatika and Jhalak.

“Mom had said no to potatoes, wheat crackers, salted items, fried stuff and sweets to both of us and instead worked on alternatives to come up with unique recipes and combinations for healthier and happier snacks. While my mother handles the entire operations and logistics, I work on the business development and accounting,” says Yatika. The brand started in late 2017 when Savita started making snacks in small batches, and received much appreciation from family and friends.

Egged on, she decided to launch FourThirty formally as a brand that believes in healthy snacking options that work well for the post afternoon snacking cravings. “My mother was always a little more conscious of what she bought and was always someone who read labels. Then she just started experimenting with different snacks. In November 2020, we launched our site.”

As of now 90% of the sales is through the website, and the balance, through WhatsApp and corporate orders. As a clean and healthy snacking brand, FourThirty does not use sugar or preservatives and is a homemade product, made in small batches. The seasoning and *masala* that goes into the snacks are also made by Savita.

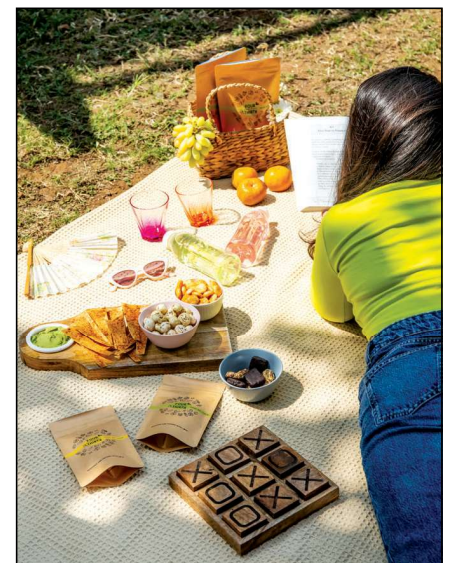
Post January, the setup moved out of their home to a slightly bigger facility in the same building and now has a commercial kitchen to produce these products. The family has ensured that the quality of the products is not compromised by being personally involved in the kitchen.

In the two years between 2018 and 2022, the team worked on building the product portfolio and worked on product research and development to come up with

a sustainable catalogue. As a branch that launched in the pandemic, Yatika says that it worked in their favour as people were at home, and having a prominent online presence helped too. “Our products have a personal story and come with good packaging. Nutritionists also recommend our brand. What differentiates us from other brands is the exclusion of three specific ingredients (which you may or may not understand) in their products because it has come from a facility that is automated.”

Looking ahead, the team wants to scale up the business by getting into the retail space. Yatika admits that they have also had enquiries for investment, but the focus is on keeping the quality intact. The team receives about 350 orders each month and packs around 10 to 12 orders daily. The customers are pan India, with a majority being from Mumbai, Delhi and other metro cities.

“We source our ingredients from the same vendors and do not experiment. We have hired a third-party lab for quality check and certification. Shelf-life testing is also done there. While the shelf life is currently six months, as we use only dry ingredients, we hope to be able to extend it to one year,” says Yatika. As a team that is making snacking healthy, FourThirty is making new inroads in that space, and this is something that needs to be encouraged.



Perfect for a picnic