

## Mumbai International Airport launches IKAI Maharashtra to celebrate the unique flavours authentic to Maharashtra

Joins hands with One Click Innovation Private Limited to support the endeavour.

- CSMIA introduces a first-of-its-kind 'IKAI Maharashtra' outlet with the vision to promote the rich taste of Maharashtra.
- One Click Innovation Private Limited has been in the business of aggregating Mithai, Namkeen, Snacks and unique food preparations from across the country. Both entities have come together in introducing the unique concept of IKAI Maharashtra.
- With this launch, passengers can now depart Mumbai carrying preservative-free Maharashtrian flavours.

**Mumbai, 17 May, 2023** – Chhatrapati Shivaji Maharaj International Airport (CSMIA) has announced the launch of IKAI Maharashtra - a premium, luxury mithai and namkeen brand that celebrates the unique flavours authentic to Maharashtra. The core of IKAI Maharashtra lies around a commitment to crafting original and innovative sweet and savoury offerings that showcase the best ingredients the state has to offer. IKAI Maharashtra was brought into existence to cater to the passengers travelling out of Mumbai, and travellers looking to carry all the mouth-watering delicacies from Maharashtra. The cuisine has an inexhaustible variety of flavours and dishes that are state-specific. And with the launch of IKAI Maharashtra, CSMIA has made it possible for travellers flying out of Mumbai to not only savour but also carry along the delectable specialities from Maharashtra all available under one roof.

CSMIA is committed to promote regional cuisine and provide travellers with a taste of the local food culture of Maharashtra. IKAI Maharashtra store located exclusively at Terminal 2, offers a variety of snacks, sweets and everything authentic to the state of Maharashtra. IKAI Maharashtra takes pride in using locally sourced, preservative-free genuine ingredients from various parts of Maharashtra to create distinctive flavours that celebrate the state's rich culinary heritage. With a strong commitment to quality and innovation, IKAI Maharashtra has quickly emerged as a top player in the premium sweets and savoury category. Available only at the CSMIA, the brand aims to offer travellers an unparalleled culinary experience that captures the essence of Maharashtra's traditional delicacies.

The journey of IKAI Maharashtra as premium, luxury Mithai and Namkeen brand, started in early 2022. The team has done extensive research, spending six months, traveling different parts of Maharashtra, identifying the hero ingredients from various cities and districts, innovating recipes and executing extensive product trials before finalising the current offerings.

With the introduction of IKAI Maharashtra, CSMIA will play a significant role in catering to the ever-rising demand for Maharashtrian gastronomical delights for passengers last minute shopping; adding another feather in their cap in offering a heightened transit experience to passengers. Some of the state-specific ingredients used in mithais include Haafus Mango from Ratnagiri, Oranges from Nagpur, Strawberry from Mahabaleshwar, Coconut from the Konkan Belt, Amla from Amravati, and Ice Halwa from Mumbai. Their namkeens feature Ragi from Raigad, Sankeshwari Chilli from Kolhapur, Chickpeas (Chana) from Mahabaleshwar, Pav Bhaji recipe inspired from Mumbai, and Cashews from the Konkan Belt.

IKAI Maharashtra's top 3 must-try products include Haapus Chocolate Katali, Naralachi Wadi and Mahabaleshwar Strawberry Pista Barfi for mithais and Konkni Kaaju chi Bhajji, Raigad Ragi chi Papdi, and Batawada Gaathiya for namkeens. IKAI Maharashtra's products are preservative-free and individually packaged to ensure a shelf life of up to 45 days for mithais and 90 days for namkeens. So, be it for passengers wanting to snack at the airport, or travellers looking to grab and go, there are packet variants available at the IKAI Maharashtra.

Speaking about the launch, CSMIA spokesperson commented, "We, at CSMIA, are supremely happy to launch the IKAI Maharashtra store at the airport. IKAI Maharashtra brings an opportunity for travellers to relish the true and unique flavours of Maharashtra before they depart from the state. As a passenger centric airport, it is CSMIA's constant endeavour to cater to travellers needs and at the end of it all, to make their experience a memorable one. And we believe, IKAI Maharashtra's launch will be a value add to the retail offerings of the airport and create distinctiveness."

Speaking on the occasion, One Click Innovation Private Limited, the company that now owns IKAI Maharashtra said "It brings us immense pride and joy that Mumbai Airport identifies, promotes, and collaborates with start-ups to bring innovation and variety in categories that largely untapped and hold huge potential. IKAI Maharashtra is a unique brand offering that focuses on the state, its rich cultural heritage and its indigenous ingredients. It has taken our teams extensive research to bring IKAI Maharashtra to the forefront so that our travellers can appreciate this offering that truly defines the taste of Maharashtra."

The brand's unwavering focus on responsible sourcing and cooking practices has enabled it to create a range of mithais and namkeens that are not only delicious but also reflective of Maharashtra's unique culinary heritage. This attention to detail ensured that every product was of the highest quality and authenticity, bringing the true essence of Maharashtra to the consumer's palate. The brand's packaging and product offerings also represent the state and its different cities, with Mumbai being the flagbearer of everything Maharashtra. Every unique design carries a communication about the Maharashtra-specific elements on every box - Ganpati Bappa Box, BEST Bus Premium Chakhna Box, The Tower Box (Dabbawala) amongst others are all made of sustainable, free of plastic and biodegradable environment friendly material.

The packaging is leak-proof and air travel safe.

Being located at one of Asia's busiest airports, IKAI Maharashtra's first store opening marks a milestone achievement, creating a unique brand that represents the rich culinary heritage of Maharashtra, and offering travellers a chance to take a piece of the state with them as a cherished memory.

\*\*\*

#### **About Mumbai International Airport Limited (MIAL):**

Mumbai International Airport Limited (MIAL) is managed by Adani Airport Holdings Limited (AAHL), a subsidiary of Adani Enterprises, the flagship company of the globally diversified Adani Group. MIAL is a Public-Private Partnership (PPP) venture between AAHL, holding a majority stake of 74%, and the Airports Authority of India, holding the rest 26%. AAHL aims to converge India's biggest cities in a hub and spoke model through the Group's proven strength in developing and managing complex transport & logistics hubs.

With a strong understanding of modern-day mobility requirements, the Adani Group's vision for MIAL is to reinvent Mumbai International Airport as India's biggest aerotropolis, where the traditional airport nucleus of passenger and cargo infrastructure will be reinforced by interdependent clusters of commercial and residential infrastructure to create the nation's busiest airport ecosystem.

MIAL has been further envisioned as a global air-travel focal point where domestic and international flyers actively engage in business and leisure supported by metropolitan expansion that catalyses aviation-linked businesses and employment opportunities. At MIAL, we intend to create distinctiveness with an experiential offering that puts Mumbai first.

### **About One Click Innovation Private Limited**

The parent company that owns IKAI Maharashtra has been in the business of aggregating Mithai, Namkeen, Snacks and unique food preparations from across the country via an omni-channel e-commerce+Retail medium, the business later, also pivoted to incorporating B2B Gifting and is now venturing into the gourmet Mithai and Namkeen market. One Click Innovations Pvt Ltd owns FoodMemories, an aggregator startup based out of Ahmedabad. While aggregation solves a great problem for an audience that loves and understands food, one major learning was that good control over honest ingredients is limited since the production and product innovation is not in-house. And hence, as a step towards innovation and responsible offerings to the people, IKAI Maharashtra has been developed where unique mithai and Namkeen are made using true and honest ingredients, while localising innovation to a state - for eg. IKAI Maharashtra has upgraded Narlachi Wadi, a traditional Maharashtrian Mithai, by adding a layer of Strawberries sourced from Mahabaleshwar (again, a Maharshtrian city which takes pride in being the Strawberry capital of the country). In this process, we have realised that the state-specific Mithai and Namkeen market which is driven by honest ingredients, unique packaging, grandma-approved cooking practices and innovation did not exist until IKAI Maharashtra was created - which gives the brand and it's partners a unique competitive moat and a headstart.