

KEVENTERS

SINCE 1925

# About Us



**Hello!**  
***We are Keventers.***

A legacy dating back to 1925, synonymous with delicious dairy products and combining the feeling of nostalgia with our love for the modern.

Being an iconic milkshake brand, our core brand values lies in celebrating our past of making authentic and delicious milkshakes and desserts, while bringing in the flavours of today to the world.

And while we serve them, we let them do all the talking!

Think of us as a bottle full of sweet memories, passing through generations.

KEVENTERS

# Our History & Heritage



## KEVENTERS



1889

Edward Keventer arrived on the Indian shores



1903

He took over the running of the Aligarh Dairy Farm in 1894 and turned it into a profitable business



1904

Edward Keventer soon expanded the business to other cities as well: Darjeeling, Shimla & Calcutta



1911

His nephew, the enterprising Werner Keventer soon arrived India to join his uncle in the business



1925

Mr. Keventer established Edw. Keventers. Ltd. and opened a dairy farm in Delhi's Chanakyapuri



1937

Keventers had become eponymous with pure and good quality dairy products and food. People had come to associate Keventers with butter, cheese and milkshakes



**1940**

After the passing of Edward Keventer, his nephew Werner, after being associated with the prosperous organisation for many years, took over the running of the company



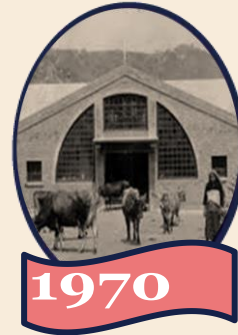
**1946**

Mr. Werner also passed away, leading to the prestigious Keventers Pvt. Ltd. being sold to Mr. R.K. Dalmia



**1960**

Keventers became the supplier of milk powder to the Indian army



**1970**

Government acquired the land from Keventer's that led to the shutdown of the Delhi plant and dissolution of the brand



**2015**

Agastya Dalmia, grandson of R.K. Dalmia, with partners Aman Arora and Sohrab Sitaram, resurrect Keventers in a new avatar. A complete overhaul of the brand image takes place to cater to a younger and wider customer base keeping the brand's essence intact

# Product Overview



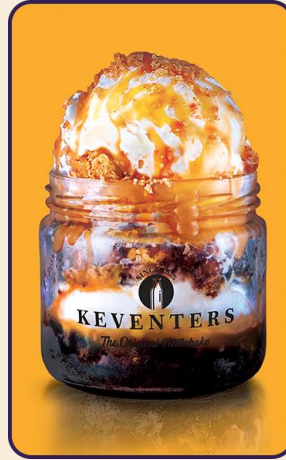
# On The Menu



✧ Milkshakes ✧



✧ Smoothies ✧



✧ Sundaes ✧



✧ Boba Tea ✧



✧ Desserts ✧



✧ Ice Creams ✧

With a variety of flavours to choose from, our menu is primarily focused on milkshakes & desserts, along with a few snack items. The constantly evolving range is created and constantly optimised by our experienced 'New Product Development' team based on consumer feedback and market trends.



# Keventers Ice Creamery



We're expanding our product portfolio with our recently introduced Ice Cream retail packs with seven exciting flavours sealed in sustainable paper packaging. Using a cloud kitchen model we aim to rapidly scale this vertical across multiple channels.



# Brand Partnerships



✦ Oreo ✦



✦ 5-Star ✦



✦ Snickers ✦

We're constantly searching for the right partners to help our brand grow in mutually beneficial ways. With three successful product launches under our belt, we're confident of leveraging more opportunities in the future.

# Around the World

Expanding fast on a global scale



✧ Nepal ✧



✧ Kenya ✧



✧ UAE ✧



✧ India ✧

# Digital Presence & Community





**10 Mn+**  
Impressions  
per month



**100 K+**  
Organic followers  
across channels



**2 Mn+**  
Loyalty  
members



**1 K+**  
Organic mentions,  
tags per month





# #KeventersComics



Our mascot Mr. K is a modern-day embodiment of the visionary who started it all, Edward Keventers. He has a friendly grandpa-esque personality brought to life through our new comic series.

# Brand Love



# Brand Love

← **Sameen Zaka**  
1 review

★★★★★ 2 months ago

Perfect location with fingerlicking ice-cream!

← **ann mary amelu**  
17 reviews · 33 photos

★★★★★ 2 months ago

Enjoy Delicious food with Amazing view. Visited Keventers JBR branch and tried out their yum yum items: milkshakes, bobas, nuttela croffle, lotus pancakes and scoops. The quality of each items tried was too good and was drool worthy too. Must visit <sup>100</sup>



**nothing\_impossible\_mom** They are best in shakes @keventers\_arabia



**mohamed\_alamin** I ordered it yesterday 🍷 and it was amazing



← **Arnold Tchimmoe**  
Local Guide · 31 reviews · 150 photos

★★★★★ 3 weeks ago **NEW**

Take out | Other | AED 50-100

Something you should try if you are looking for healthy drinks. They use just fresh food and the drinks are good.

Ordered also a lotus waffle for my wife and it's was amazing. Not too sweet and I was thinking it would be.

Something new to try.



# Brand Love



**theindianhurricane** This would be definitely as amazing as everything available in keventers, I love keventers and prefer keventers over anything else, last time I got a complimentary shake just for telling my honest review and i loved it, thank you so much keventers ❤️



17w Reply



**Bougie Hippie**  
@BintiCynthie



@Keventersshake shakes. The almond rose has given me the joy and kick I needed! 💜💜

4:33 PM · 02/03/21 · Twitter for iPhone



**pa\_indrani** "Hugs in a Cup" to all of you ❤️ Had the most amazing tiramisu flavoured hot chocolate from Keventers yesterday, which really made my day. Stay safe, masked, and indoors!



1d 1 like Reply



17 likes

**picklemyfancydiaries** I have loved and hoarded these bottles that #Keventers serves their shakes in, but recently a few of them never found their way back home and I broke one. So what was I supposed to do 🤔 Simple 🧊 Placed an order on @zomato\_india\_ and got myself 2 of my favourite shakes from @keventersindia. 2 birds, 1 stone 🥰🥰🥰  
#milkshake #keventersindia #chocolatemilkshake



**Alapan Das** @alapanme · 04/03/21 ...  
Brought back lot of memories from #pune. Had my fav's after a long time #coldcoffee #chocolateoreo #shakes @Keventersshake



1 2 3



# #KeventersFans



Our customers are our biggest brand ambassadors.  
We constantly look for new ways to connect and inspire them to engage with our brand and community.

# Why Keventers?

- A legacy brand with premium positioning catering to a mass market.
- More than a product → Provides customers with an authentic experience and considered an industry leader in the design and packaging space.
- A loyal customer base with a highly engaged online community.
- A model built to scale backed by an experienced execution team.



# Thank You

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