

# **FNW<sup>TM</sup>**

## **FoxNutWallah**

**Mithila's Crunch.  
Manhattan's Obsession.**

# A seed from the wetlands of Mithila.

*Grown in the ponds of Bihar, roasted by hand, carried to the world — the fox nut has fed Mithila for generations.*

FoxNutWallah takes that same makhana and gives it a new address. Roasted, not fried. Seasoned with restraint. Packaged for a shelf that expects more — from a quiet grocery in Madhubani to a countertop in Manhattan.

Every pack traces back to Madhubani, Bihar — the heart of the Mithila region, where the fox nut has been cultivated in shallow ponds for generations before being hand-harvested, sun-dried, and roasted the traditional way. We kept that process intact and rebuilt everything around it: the grading, the seasoning, the packaging, the story on the label. The nut hasn't changed. Everything around it has.

# Snacking that respects the body, and the nut.

---

## Roasted, not fried

Every batch is air-roasted — no oil, none of the heaviness.

---

## Gluten-free & vegan

Clean labels across the range — nothing to explain away.

---

## No shortcuts on the line

Every grade is hand-sorted before it's bagged — no fillers, no shortcuts.

These aren't marketing claims we bolted on after the fact — they're the reason the product exists at all. Makhana is naturally this clean; our job was to keep it that way from pond to pack, without the frying, sugar, and filler that usually creep into snack aisles.

---

## Rich in calcium

Makhana is naturally calcium-rich, low-fat and easy to digest.

---

## Sourced from Mithila

Grown in the region that has cultivated makhana for centuries.

# A registered proprietorship, built for trade.

FoxNutWallah is a registered proprietorship based in Madhubani, Bihar, operating under proprietor Naval Kishore. The credentials below are the paperwork behind every shipment — for buyers, distributors, and retail partners who need to verify before they order.

Importer-Exporter Code (IEC)

GEVPK7235E

Issued by the Directorate General of Foreign Trade, Ministry of Commerce and Industry — required for any import or export shipment.

GS1 India — GTIN / Barcode

Licensed, 8908031694

100 GTINs allocated for retail barcoding across the full product range, valid through 2027.

GST Registration

Registered

Registered for goods and services tax, invoicing available for B2B orders.

Product Standards

100% Veg · Vegan · Gluten-Free

Declared on-pack across the range — no animal products, no gluten-bearing grains.

# Four lines, one nut.

Every line starts from the same roasted makhana — what changes is the grade, the seasoning, or the form it takes on the shelf. Together they cover snacking, gifting, and pantry staples in one range.

01

### Plain Makhana

Value Pack · Classic Choice · Premium Select

Graded by size and puff — three tiers for three budgets, same nut.

02

### Flavoured Jars

Cheese · Cream & Onion · Mix Masala · Cool Mint

Bold seasoning on the same roasted base, in a resealable 90g jar.

03

### Makhana Biscuits

Sugar Free · Whole Meal n Chill

Makhana milled into a biscuit — lighter than a maida cookie, still a proper box.

04

### Makhana Powder

For kheer, shakes & baking

Fine-milled makhana for the kitchen — our next line extension.



EXTRA LARGE · SUPER PREMIUM GRADE

# Premium Select

*For those who choose the finest.*

Our top grade — extra-large, fully-bloomed lotus seeds, hand-sorted for size and shape before roasting. This is the tier we send to gifting and premium retail: fewer broken pieces, bigger crunch, and a cleaner pop when roasted. If you’re stocking a shelf that leads with quality, this is the SKU to lead with.

100% Natural    Rich in Calcium    Available: 100g · 250g



MEDIUM-LARGE GRADE

# Classic Choice

*Balanced taste. Everyday luxury.*

Our best-selling grade — medium-to-large seeds with a consistent, even roast. This is the everyday pack: light enough to snack on through the day, sturdy enough to hold up in a bowl of chaat or a pot of makhana kheer. Most repeat orders come back for this one.

100% Natural    Rich in Calcium    Available: 100g · 250g



STANDARD GRADE

# Value Pack

*Everyday snacking, made simple.*

Our entry-grade pack — smaller seeds, same roast, priced for volume. Built for families, offices, and anyone who snacks daily rather than occasionally. Same clean ingredient list as the rest of the range, just sized and priced for regular restocking.

100% Natural    Rich in Calcium    Available: 100g · 250g

# Flavoured Makhana Jars

Roasted makhana, seasoned bold. Seven flavours, one 90g jar. Made for the couch, the desk, and everything in between.

Each jar starts from the same roasted makhana base as our plain packs — we just season it heavier and pack it in a clear, resealable jar instead of a pouch, so the flavour (and the crunch) stays put between snacking sessions.



FLAVOURED MAKHANA · 90G

# Cheese Please

*Rich. Cheesy. Irresistible.*

Roasted makhana tossed in a bold cheese seasoning — savoury, a little sharp, and hard to stop at one handful. Our best seller in the jar range, and the flavour people come back to first.

100% Natural      Roasted Not Fried



FLAVOURED MAKHANA · 90G

# Creamy Chaos

*Smooth. Subtle. Addictive.*

A milder seasoning than the cheese jar — cream and onion builds slowly rather than hitting all at once. Good for anyone who wants flavour without the sharp edge, and a jar that disappears just as fast.

Cream & Onion      Roasted Not Fried



FLAVOURED MAKHANA · 90G

# Hits Different — Jalao

*Spicy. Intense. Unforgettable.*

A punchy blend of Indian spices layered over roasted makhana — built for anyone who finds the other jars too polite. This is the flavour that gets requested by name.

100% Natural      Roasted Not Fried



FLAVOURED MAKHANA · 90G

# Bussin' Peri Peri

*Hot. Wild. Unstoppable.*

A sharp, tangy peri peri seasoning over roasted makhana — brings the heat without burying the crunch. For the jar that goes first at any table.

100% Natural      Roasted Not Fried



FLAVOURED MAKHANA · 90G

# Noshes Pudina

*Cool. Light. Refreshing.*

A light mint seasoning over roasted makhana — the palate-cleanser of the range. Sits well after a heavy meal, and works as the lighter option next to the spicier jars on a shared table.

100% Natural      Rich in Calcium



FLAVOURED MAKHANA · 90G

# Pepper Pop

*Simple. Sharp. Powerful.*

Just salt, just pepper, and roasted makhana — no frills, nothing to hide behind. The flavour for anyone who thinks the seed should speak for itself.

100% Natural      Roasted Not Fried



FLAVOURED MAKHANA · 90G

# Saucy & Savage

*Bold. Messy. Addictive.*

A tangy tomato seasoning with a bit of a kick — closer to a ketchup-chip crave than a classic Indian masala. Bold on the tongue, bolder on the jar.

100% Natural      Roasted Not Fried

# Makhana Biscuits

Real makhana, milled into a biscuit. Lighter than maida, still built for a full box of snacking.

Both biscuits use makhana flour in place of most of the maida — the crunch is closer to a savoury digestive than a soft cookie. One line skips added sugar entirely; the other leans into a fuller, more indulgent bite.



NO ADDED SUGAR • 100G

# Sugar Free Makhana Biscuit

*Netflix & ditch the guilt.*

A round, lightly-sweet biscuit with no added sugar — built for the late-night snack drawer without the sugar crash that usually comes with it. Roasted, not fried, so it holds its crunch without the greasy aftertaste.

Vegan    Gluten Free    Roasted Not Fried



MAKHANA BISCUIT · 100G

# Whole Meal n Chill

*Wholesome. Comforting. Satisfying.*

A fuller, more indulgent biscuit than the sugar-free line — closer to a proper cookie, but still built on real makhana instead of a maida-heavy base. This is the box you keep out for guests, not tucked in a drawer.

Made from Real Makhana      No Maida Heaviness

PRODUCT PHOTO — MAKHANA POWDER

LINE EXTENSION · SIZE COMING SOON

# Makhana Powder

*Milled fine, for kheer, shakes & baking.*

Roasted makhana milled to a fine flour — a pantry staple in Mithila kitchens long before it was a snack aisle product. Stirrs into kheer and porridge, blends into a smoothie for body without the grain taste, and swaps in for part of the flour in a baking recipe. In development now; photography and final pack size to follow.

# Pack sizes across the range.

Plain makhana ships in a stand-up pouch built to keep the puffed seeds from crushing in transit. Jars are rigid PET for the same reason, with a resealable lid. Biscuits go in a carton box for shelf presence and stacking.

| LINE                         | FORMAT         | SIZES       |
|------------------------------|----------------|-------------|
| Plain Makhana — VP / CC / PS | Stand-up Pouch | 100g · 250g |
| Flavoured Makhana Jars       | PET Jar        | 90g         |
| Makhana Biscuits             | Carton Box     | 100g        |
| Makhana Powder               | Pouch          | Coming Soon |

Custom weights and private-label formats available on request for bulk and export orders.

# Ready to ship, ready to co-pack.

FoxNutWallah holds an Importer-Exporter Code and GS1 barcode registration, and supplies in bulk quantities and private-label formats for retailers, distributors and export partners.

Sourcing sits close to the growing regions in Bihar, so grading, roasting, and seasoning can be tuned to a partner’s spec rather than a single fixed formulation. Reach out with target markets and volumes to start a conversation.

## Bulk supply

Wholesale quantities across all lines.

## Private label

Custom branding on request.

## Export ready

IEC & GS1 registered for international trade.

# FNW

## FoxNutWallah

Mithila's Crunch.  
Manhattan's Obsession.

### Scan & Connect



**Instagram**



**Website**



**WhatsApp**



**LinkedIn**

@foxnutwallah

Madhubani, Bihar · India