

MARS WRIGLEY



Milk Chocolate with Nuts, Caramel & Nougat.

Your Margin
₹36.36
per Box



₹ 10/-

Your Margin
₹43.64
per Box



₹ 15/-

Your Margin
₹73.63
per Box



₹ 20/-

Your Margin
₹69.03
per Box



₹ 25/-

Your Margin
₹110.45
per Box



₹ 40/-

Your Margin
₹86.28
per Box



₹ 50/-

Your Margin
₹82.83
per Box



₹ 30/-

Your Margin
₹82.083
per Box



₹ 25/-

Your Margin
₹86.28
per Box



₹ 50/-

Your Margin
₹86.28
per Box



₹ 50/-

SKU	Pcs per Showbox/Unit	MRP ₹	Retailer Landing
Snickers ₹10	40	400	363.64
Snickers Almond Rs.15	32	480	436.36
Snickers Stick ₹20	32	640	566.37
Snickers Almond Stick	24	600	530.97
Snickers Bar ₹40	24	960	849.55
Snickers Almond Bar	15	750	663.72
Snickers Butterscotch Stick	24	720	637.17
Snickers Butterscotch Bar	15	750	663.72
Snickers Kesar Pista Stick	15	750	663.72
Snickers Kesar Pista Bar	24	720	637.17

*Snickers Bar price change from existing Rs.40 to Rs.45 W.E.F P1 2022.

Milk Chocolate with Nuts, Caramel & Nougat.

Your Margin
₹ 29.09
per Jar



₹ 10/-

Your Margin
₹ 101.24
per Pack



₹ 110/-

Your Margin
₹ 9.20
per Pack



₹ 80/-

Your Margin
₹ 17.14
per Pack



₹ 149/-

Your Margin
₹ 11.39
per Pack



₹ 99/-

Your Margin
₹ 27.61
per Pack



₹ 240/-

SKU	Pcs per Showbox/Unit	MRP ₹	Retailer Landing
Snickers Jar	32	320	290.91
Snickers Value Pack	8	880	778.76
Snickers Home Pack	1	80	70.80
Snickers Miniatures ₹99	1	99	87.61
Snickers Miniatures ₹149	1	149	131.86
Snickers Minis	1	240	212.39

*Snickers Bar Value Pack price change from existing Rs.110 to Rs.120 W.E.F P1 2022.

Moist tender coconut covered
in thick milk chocolate

Your Margin
₹51.77
per Box



₹ 30/-

Your Margin
₹151.86
per Pack



₹ 55/-

Your Margin
₹11.39
per Pack



₹ 99/-

Your Margin
₹17.14
per Pack



₹149/-

Your Margin
₹27.61
per Pack



₹240/-

Your Margin
₹138.05
per Pack



₹150/-

Lorem ipsum

SKU	Pcs per Showbox/Unit	MRP ₹	Retailer Landing
Bounty ₹30	15	450	398.23
Bounty Bar	24	1320	1168.14
Bounty Miniature	1	99	87.61
Bounty Miniature	1	149	131.86
Bounty Value Pack	8	1200	1061.95
Bounty Minis	1	240	212.39

*Bounty Bar price to change from existing Rs.55 to Rs.60 W.E.F P4 2022.

**Bounty Bar Value Pack price to change from existing Rs.150 to Rs.170 W.E.F P3 2022.

***Bounty Mini price to change from existing Rs.240 to Rs.249 W.E.F P3 2022.

Milk chocolate with soft nougat and chewy caramel centre

Your Margin
₹124.25
per Box



Mars Bar ₹45/-

Your Margin
₹13.81
per Pack



Mars Miniatures ₹120/-

Your Margin
₹19.56
per Pack



Mars Miniatures ₹170/-

Delicious milk chocolate with caramel and biscuit



Your Margin
₹143.81
per Box

TWIX Bar ₹50/-

SKU	Pcs per Showbox/Unit	MRP ₹	Retailer Landing
Mars Bar	24	1080	955.75
Mars Miniatures	1	120	106.19
Mars Miniatures	1	170	150.44
Twix Bar	25	1250	1106.19

*Mars Bar price to change from existing Rs.45 to Rs.60 W.E.F P4 2022.

**Mars Miniatures small price to change from existing Rs.120 to Rs.119 W.E.F P3 2022.

***Mars Miniatures big price to change from existing Rs.170 to Rs.169 W.E.F P3 2022.

****Twix Bar price to change from existing Rs.50 to Rs.60 W.E.F P4 2022.

Smooth & Creamy Milky Chocolate
For Great Taste & Indulgence

Your Margin
₹ **73.63**
per Box

Your Margin
₹ **29.09**
per Box



Galaxy Smooth Milky &
Galaxy Crispy

₹ 10/-
each



Galaxy Smooth Milky &
Galaxy Crispy

₹ 20/-
each

Your Margin
₹ **110.44**
per Box



Galaxy Milk HRC

₹ 40/-

Your Margin
₹ **69.03**
per Box

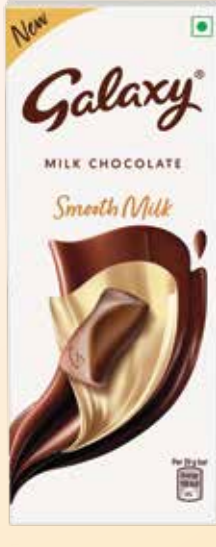
Your Margin
₹ **103.54**
per Box

Your Margin
₹ **69.03**
per Box

Your Margin
₹ **128.85**
each pack



₹ 75/- each



₹ 140/- each

SKU	MRP ₹	Pcs per Showbox	MRP ₹ per Showbox	Retailer Landing
Galaxy Smooth Milky and Galaxy Crispy	10	32	320	290.91
Galaxy Smooth Milky and Galaxy Crispy	20	32	640	566.37
Galaxy Milk HRC	40	24	960	849.56
Galaxy Milk HRC	75	12	900	796.46
Galaxy F&N HRC	75	8	600	530.97
Galaxy Cookie Crumble HRC	75	8	600	530.97
Galaxy Cookie Crumble HRC	140	8	1120	991.15
Galaxy Smooth Milk HRC	140	8	1120	991.15
Galaxy F&N HRC	140	8	1120	991.15

- World's #1 Chocolate Brand*
- Shareable bitesize chocolate snack
- Melts in your mouth not in your hand

Your Margin
₹23.01
 per Box



₹10/-

M&M Chocolate 9g

Your Margin
₹41.42
 per Box



₹30/-

M&M Chocolate 25g

Your Margin
₹69.03
 per Box



₹50/-

M&M Chocolate 36g

Your Margin
₹69.03
 per Box



₹100/-

M&M Chocolate 75g

SKU	Pcs per Showbox/Unit	MRP ₹	Retailer Landing
M&M's Chocolate 9g	20	200	176.99
M&M's Chocolate 25g	12	360	318.58
M&M's Chocolate 36g	12	600	530.97
M&M's Chocolate 75g	06	600	530.97

*Combining data source from both Nielsen, Euro Monitor.



*** WORLD'S MOST LOVED FRUITY CANDY**

*** SATISFIES FRUIT CRAVING WITH 5 FRUITY FLAVOURS**

Your Margin
₹24.56
per Box



₹10/-

Your Margin
₹44.21
per Box



₹30/-

Your Margin
₹73.68
per Box



₹100/-

Your Margin
₹49.12
per Box



₹50/-



MRP ₹ 165/-

Clear Candy

Your Margin
₹20.26
per Box



₹1/-

**Strawberry, Lime, Mango
Orange, Watermelon**

SKU	Packet	MRP ₹	Unit Per Showbox	MRP Per Showbox	Retailer Landing
Original Fruits , Wild Berry	Pouch	10	20	200	175.44
Original Fruits , Wild Berry	Pouch	30	12	360	315.79
Original Fruits , Wild Berry	Tube	50	8	400	350.88
Original Fruits , Wild Berry	Standup Pouch	100	6	600	526.32
Skittles Clear Candy	Jar	165	165	165	144.74

- Longer Lasting Breath Freshness
- Trendy & Convenient Pack

Your Margin
₹24.56
 per Box



₹ 10/-

Peppermint, Spearmint, Orange and Paanmint

Your Margin
₹20.26
 per Jar



₹ 1/-

Doublemint Ice Burst Candy ₹ 165/-

SOFT CHEWING EXPERIENCE

Your Margin
₹49.12
 per Box



₹ 50/-

Doublemint Chewy Mints Tube

Your Margin
₹18.43
 per Jar



₹ 1/-

Peppermint ₹ 150/-

Your Margin
₹73.68
 per Box



₹ 100/-

Doublemint Chewy Mints Pot
 Peppermint & Lemonmint

Your Margin
₹24.56
 per Box



Peppermint Sticks ₹ 10/-

Your Margin
₹14.74
 per Box



Peppermint Gum Tabs
 ₹ 5/-

SKU	Pcs per Showbox/Unit	MRP ₹	Retailer Landing
DM Thin Mints ₹10/-	20	200	175.44
DM Tab Mints ₹5/-	24	120	105.26
DM Stick ₹10/-	20	200	175.44
DM Chewy Mint Tube	8	400	350.88
DM Chewy Mint Pot	6	600	526.32
DM Peppermint Jar	150	150	131.57
DM Ice Burst Jar	165	165	144.74

- India's #1 Sugarfree Chewing Gum*
- for Clean and healthy Teeth

Your Margin
₹19.65
 per Box



₹5/-

Spearmint, Raw Mango, White
 Mixed Fruit & Lime

Your Margin
₹18.43
 per Jar



Mixed Fruit **₹ 150/-**

Your Margin
₹49.12
 per Box



₹50/-

Raw Mango, Spearmint, Sweet Mint &
 Mixed Fruit

Your Margin
₹110.53
 per Box



₹150/-

Spearmint, Mixed Fruit &
 Sweet Mint

SKU	Pcs per Showbox	MRP ₹	Retailer Landing
Orbit Chewing Gum ₹5	32	160	140.35
Orbit Tube ₹50	8	400	350.88
Orbit Pot ₹150	6	900	789.47
Orbit Mixed Fruit Jar	150	150	131.57

*Data source from Nielson



Your Margin
₹28.24
 per Jar

₹ 1/-



Strawberry ₹ 230/-



Your Margin
₹29.47
 per Box

Boomer Stick

₹ 10/-



Your Margin
₹18.43
 per Jar

₹ 1/-



Boomer Burst ₹ 150/-



Your Margin
₹18.42
 per Jar

₹ 1/-



Watermelon ₹ 150/-



Your Margin
₹18.42
 per Jar

₹ 1/-



Orange ₹ 150/-



Your Margin
₹18.42
 per Jar

₹ 1/-



DUET ₹ 150/-

SKU	Pcs per Showbox/Jar	MRP ₹	Retailer Landing
Boomer Strawberry Jar	230	230	201.75
Boomer Jelly Orange Jar	150	150	131.58
Boomer Stick	24	240	210.52
Boomer Burst	150	150	131.57
Boomer Watermelon	150	150	131.57
Boomer Duet	150	150	131.57

*Data source from Nielson



Your Margin
₹36.84
 per Box

- Great Taste
- 60 Pim Poms in Orange, Mango, Watermelon Flavours
- Attractive Display Friendly JAR



₹ 5/-

SKU	Pcs per Jar	MRP ₹	Retailer Landing
Pim Pom	60	300	263.16

- Rich Milky Butter Candy
- Attractive Display Friendly Jar



Your Margin
₹73.68
 per Box



Your Margin
₹18.42
 Per Jar

₹ 1/-

SKU	Pcs per Jar	MRP ₹	Retailer Landing
Solano	600	600	526.32
Solano Small Jar	150	150	131.58

OUTLET CLASSIFICATION

CHANNEL	FORMAT	DEFINITION	
CONVENIENCE	SAMTs (Stand Alone Modern Trade)	<ul style="list-style-type: none"> • Self-service • Area: 1000-4000 sq ft • Check-Out/Cash Tills: 1 to 5 nos • Computerized billing • Local/Regional Standalone/ Chains) - Small Format (Non-Banner) 	
WHOLESALE	WHOLESALE	<ul style="list-style-type: none"> • 3rd party non-exclusive distributors • Serviced by Traditional Trade Channel Exclusive Distributors • Sell Primarily to other Retailers 	
TRADITIONAL INDEPENDENT STORES	FOOD STORE	<ul style="list-style-type: none"> • Bakery Outlets -selling Cakes, biscuits, pastries etc. • Outlets selling only packaged/branded Food items-cold drinks, confectionery, etc. 	
	PAAN PLUS	<ul style="list-style-type: none"> • Paan Outlets, selling Tobacco, Betel products & Confectionery 	
	LARGE GROCER	<ul style="list-style-type: none"> • L OR U Shape Counter • Ice cream OR Beverage OR Chocolate Large chiller (>100 Litres) • Salty Snacks (Lays, Bingo etc.) Racks 	
	SMALL GROCER	<ul style="list-style-type: none"> • Rest of grocers (not satisfying all above 3 criterion) 	
	OTHERS	<ul style="list-style-type: none"> • PCO • Stationery • Tea Stalls • Cosmetics • Fancy Stores/ Gift Shops 	
OTHER SPECIALIST	CHEMIST	<ul style="list-style-type: none"> • Outlets selling medicines, ethical drugs and also selling FMCG products • Independent Chemists, Chemist chains 	

Confectionery Merchandizing Unit

Doublemint HANGER Unit

Chiller Top Merchandizing Unit

DM ₹10 Spearmint & Peppermint

Orbit ₹10 Fruit, Orbit ₹5 & ₹50 Spearmint

Snickers Bar

DM Stick & DM Chewy Mints ₹50

M&Ms Choc 45 gm

M&Ms Peanut 45 gm



BIG POLE UNIT

SMALL POLE UNIT

