




Creamier
Doughs

TASTIER CRUMBS.

GET IMPROVED DOUGH
CONSISTENCY FOR EVERY BAKE



Company Profile

ASL is an Indian company, engaged in manufacturing of edible oil & specialty fats. Founded in 1992, ASL is a leading manufacturer and marketer of **Vanaspati**, various kinds of **Refined Oils** and **Shortening products** for bakeries like biscuits, puffs, pastries and other applications.

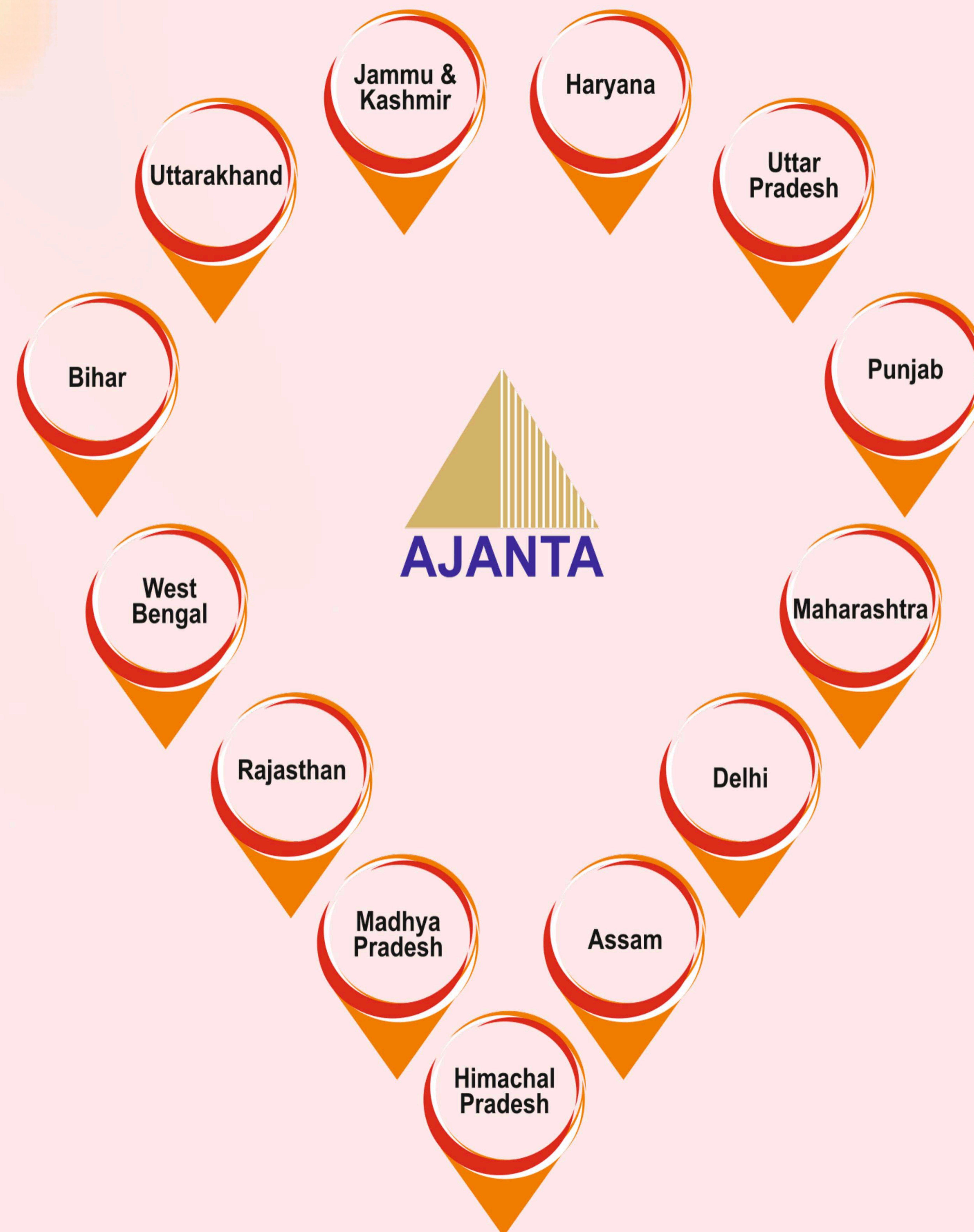
Vision

The company is focused to be recognized as a valuable Ingredient in the lives of people and reinforce a sense of trust, while simultaneously creating value for all, including but not limited to, its customers, consumers and all people associated with ASL, that brings abundance while associating with AJANTA

ASL has changed time & again to cater to changing & varied customer needs and always remain "THE CHOICE" for all segments it operates in.

With sincere thanks to all its customers, ASL represents a strong presence of brands viz. **DHRUV** and **ANCHAL**. The brands of ASL are backed by an extensive and trusted distribution network, which we strive to strengthen continuously and provide UNMATCHED CUSTOMER SERVICE LEVELS.

This brochure is a brief highlight of our service offering and we aim to improve these and add more to cater to your needs. If you have any questions or feedback we shall love to hear from you at: care@ajantasoya.com. We would absolutely appreciate any suggestions to meet any of your needs.





Anchal Premium Gold

Good plasticity like butter, and easily spreadable

Gives more no. of puffs per batch

Makes puffs lighter and flakier

Great aroma

Specially used for maska khari, cut butter & mobile butter



Anchal Premium Quality Puff

For making puffs, pastries, kharis & ties

Ability to spread easily

Lump - free, smooth & firm

Great aroma

No greasy feel in the mouth

Least dough shrinkage



Anchal Classic Biscuits

For Making Higher Range of Cookies & Biscuits.

Good Volume & Aerates Well.

Higher Grades Oils in it.

Can be Specially Formulated for Institutions.



Anchal Aerated Biscuits

Contains nitrogen & antioxidants improving shelf life of products.

For making crisp/crunchy cookies & biscuits.
Cream fillings & cake icing.

Uniform crumb structure.

Cream consistency is constant.

Short temperature range.



Anchal Cake Margarine

For making plum/pound/fruit cakes, muffins & brownies

Offers cream convenience better than butter.

Emulsifiers and moisture ensure proper aeration and blending of ingredients.

Gives soft and voluminous cakes.

Leaves good taste in mouth.



Anchal Cream Margarine

For layering creams and icing for all types of cakes & pastries.

Gives more volume when whipped.

Fluffy cream that melts easily.

Can be aerated fully without breaking.

Fully deodorised, therefore it is compatible with all flavours.





Anchal Puff Margarine

For making puff and kharis.

Easy spreadability.

Appropriate temperature profile keeps the fat from oozing out during lamination and baking.

Completely deodorized.

Ensures crisp & flaky products.

Give extra rise in puffs and make them look bigger.



Dhruv Puff

For crispy fan kharis.

Spread easily.

Lump-free, smooth & firm.

Completely deodorized.

Rolls without cracking.

Least dough shrinkage.



Dhruv Biscuits

For making biscuits & cookies.

Good use to Rusk alo.

Good volume & aerates well.

Largest selling brand in our range.



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