



this small company, an enigmatic taste was concocted and concentrated upon, aimed at customer satisfaction, to be distributed in domestic markets of the founder's hometown, Moradabad, UP. 1964 marks the year that the company got officially registered as Sher and started working in a systematic order. The production of churan products started in the form of powdered churan and churan balls which were widely popular. Added in this list was sher's tamarind balls which were tangy and tasty! In 1977, a stepping stone was marked with Shri. Kasturi Lal Chaddha (2nd generation) and his zealous vigor to explore new horizons of success. It was with his efforts that the company bore all hardships only to emerge out stronger and better than ever. Confectionery items were produced with the help of newly equipped machinery amongst many new modifications. The product range was widely curated with anew 15-20 delicious items including coconutbased products and hard-boiled sugar candies. Now, in 2020, the company is under the guidance of Mr. Anil Kumar Chaddha (aka Sonu Chaddha) and Mr. Ravish Chaddha, who speared its success into the 3rd generation. We have hundreds of trademarks and copyrights with an expansive workforce of over 250 employees. We have inculcated toffees, lollipops, candies, eclairs and wafers in the variety of our offerings and hope to expand so as to include a huge range of other FMCG products. A premium range of traditional coconut ladoos with modern confluence of 5 luscious flavors with a shelf life of up to 4 months has too been introduced.

From the desk of CEO: This pinnacle of passion and success since the early years of our company would not have been possible without the ethereal force of nature and nurture, our mother- Mrs. Sudha Chaddha. Caring and compassionate, her blessings and support all throughout the journey of Sher have helped us reach where we stand today. It is with her continual shower of blessings that we endeavor to expand and excel.





HAND MADE TRADITIONAL INDIAN



proudly welcomes you to a world of delicious and opulent mithai; bestowing you with a glow of happiness and a vibrant heartiness. Our new and exciting upcoming range of products is going to tingle your tastebuds like no other! Munch onto our wonderful wafers, lucious lollipops, terrific toffees, cheerful candies and chocolates amongst lot more! With a whole new selection of culinary and bakery items, you will be left wanting more!





Cherish the Perfect Moments

"Make everyone feel welcomed with Sher's handmade coconut ladoo, Crafted with live for you to celebrate the perfect moments and lighten up everyone's heart! A special ladoo for a special someone!

HAND MADE OF TRADITIONAL INDIAN

product details on page no: 4, code 048



Enjoy the delicious, soft and sweet coconut ladoo by Sher. Share it with your friends and family for a memorable and joyous time!





Stand together as One We know you love coconut but now try Sher's all new Coconut Sticks! Enriched with pistachios, the delicious luxury would be a surprise for you! Eat and repeat the taste of Sher's coconut Sticks. product details on page no: 1, code 215



Barfee is sweet and so are you. Enjoy the taste of traditional handmade mithai with Sher's one and only Coconut Barfee! Share the love and luxury with every special person! product details on page no: 3, code 062



Har Daana, Anardaana



A scintillating blend of sweet and savory which will make you want more and more. A digestive churan to tingle your tastebuds. Try Sher's Anardana Churan, now!

> product details on page no: 8, code 819, 291



















PRODUCT DETAILS





COCONUT PISTA STICK Rs.5/-

(individual pouch packing)

Packaging Format: PET JAR (17 g X 30 POUCHES X 12 JAR) M.R.P: Rs. 150/- Per Jar

code no: 611

COCONUT KESAR & BADAM STICK Rs.5/-

(individual pouch packing)

Packaging Format: PET JAR

(17 g X 30 POUCHES X 12 JAR) M.R.P: Rs. 150/- Per Jar









code no: 017 COCONUT LADOO Rs. 5/-

(individual pouch packing) Packaging Format: PET JAR (18 g X 30 Pouches X 12 Jar) M.R.P: Rs. 150/- Per Jar





code no: 963
COCONUT LADOO
WITH CHOCOLATE Rs. 5/(individual pouch packing)



code no: 277

COCONUT LADOO Rs.5/-

(multipiece single pouch packing)

Packaging Format: ATTRACTIVE CORRUGATED DISPLAY BOX (18g X 30 Pouches X 12 Display Boxes) M.R.P: Rs. 150/- Per Box







SHER MITHAI (COCONUT) Rs. 1/-

(individual pillow pouch packing)

Packaging Format: PET JAR (3.5 g X 150 Units X 12 Jars) M.R.P: Rs. 150/- Per Jar







COCONUT LADOO 50 Paise (without wrapper)

LOOSE LADOO REFILL PACK

Packaging Format: ATTRACTIVE STANDY REFILL PACK (450g X 30 Refill Packs) M.R.P: Rs. 100/- Per Pack

code no: 000

COCONUT PERA Rs. 1/-

(without warpper)

Packaging Format: ATTRACTIVE PLASTIC WATER JUG (970 g X 12 Jug)

M.R.P: Rs. 235/- Per Jug





code no: 048

COCONUT LADOO 50 Paise

(without wrapper)

LOOSE LADOO JAR

Packaging Format: PETJAR

(630g X 15 Jar)

M.R.P: Rs. 150/- Per Jar







JUGNI COCONUT
LADOO 50 Paise
(without wrapper)
LOOSE LADOO JAR

Packaging Format: PET JAR (600g X 15 JAR) M.R.P: Rs. 125/- Per Jar



code no: 031

JUGNI COCONUT LADOO 50 Paise

(without wrapper)

LOOSE LADOO BOTTLE

Packaging Format: ATTRACTIVE PET FRIDGE BOTTLE (600g X 15 BOTTLES) M.R.P: Rs. 125/- Per Bottle









SANTARA BALLS POUCH Rs. 1/-

(individual pouch packing)

Packaging Format: POUCH (5.5 g X 40 UNITS X 48 POUCHES) M.R.P: Rs. 40/- Per Pouch



code no: 093

LYCHEE MAGIC BALLS POUCH Rs. 1/-

(individual pouch packing)

Packaging Format: POUCH (5.5 g X 40 UNITS X 48 POUCHES) M.R.P: Rs. 40/-Per Pouch









code no: 086 **AAM CHHABILA** BALLS POUCH Rs. 1/-

(individual pouch packing)

Packaging Format: POUCH

(5.5 g X 40 UNITS X 48 POUCHES) M.R.P: Rs. 40/-Per Pouch



code no: 369

CHATPATA OLD & CLASSIC Rs. 1/-

(individual pouch packing)

Packaging Format: POUCH (5.5 g X 40 UNITS X 48 POUCHES) M.R.P: Rs. 40/- Per Pouch







code no: 819 (Rs.1/-) code no: 291 (50 Paise)

ANARDANA CHURAN POUCH 50 Paise & Rs.1/-(individual pouch packing)

Packaging Format: POUCH (2 g X 80 UNITS X 100 POUCHES) For 50 Paise M.R.P: Rs. 40/- Per Pouch

(4.5 g X 40 UNITS X 48 POUCHES) For Rs.1/-M.R.P: Rs. 40/- Per Pouch



code no: 284

MANGO MASALA
POUCH Rs. 1/(individual pouch packing)

Packaging Format: POUCH (3.9 g X 40 UNITS X 60 POUCHES) M.R.P: Rs. 40/- Per Pouch



ANARDANA GOLI BOTTLES Rs. 5/-

(individual bottle packing)

Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY) M.R.P: Rs. 60/- Per Tray







code no: 710

MITHO MEETHA PAAN BALLS BOTTLE Rs. 5/-

(individual bottle packing)

Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY) M.R.P: Rs. 60/- Per Tray





Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY) SANTARA BALLS BOTTLE Rs. 5/- (individual bottle packing)



Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY) CODE NO: 314

LYCHEE MAGIC BALLS BOTTLE Rs. 5/(individual bottle packing)





AAM CHHABILA BALLS BOTTLE Rs. 5/- (individual bottle packing)

CHATPATA OLD & CLASSIC GOLI BOTTLE Rs. 5/-

(individual bottle packing)

Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY)



code no: 376

Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY)





Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY) M.R.P: Rs. 60/- Per Tray

code no: 451
CHATPATA
KACHA AAM GOLI BOTTLE Rs. 5/(individual pouch packing)



Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY) M.R.P: Rs. 60/- Per Tray CHATPATA

IMLI GOLI BOTTLE Rs. 5/(individual pouch packing)





Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY) M.R.P: Rs. 60/- Per Tray code no: 413
CHATPATA
GUAVA GOLI BOTTLE Rs. 5/(individual pouch packing)



Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY) CHATPATA
ANAR RASEELA GOLI BOTTLE Rs. 5/(individual pouch packing)





Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY) M.R.P: Rs. 60/- Per Tray

code no: 666
MANGO MASALA CHURAN TABLETS BOTTLE Rs. 5/(individual bottle packing)



Packaging Format: ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY) M.R.P: Rs. 60/- Per Tray

code no: 598
SHER ANARDANA CHURAN BOTTLE Rs. 5/(individual bottle packing)







code no: 987 NEONI MIRCHI FIRE BALLS Rs. 1/-

(individual pillow pouch packing)

Packaging Format:

PET JAR (3.5 g X 150 UNITS X 12 JAR) M.R.P: Rs. 150/- Per Jar



NEONI IMLI BALLS Rs. 1/(individual pillow pouch packing)

Packaging Format: PET JAR (3.5 g X 150 UNITS X 12 JAR) M.R.P: Rs. 150/- Per Jar

code no: 994
NEONI ANARDANA BALLS Rs. 1/-

Packaging Format: PET JAR (3.5 g X 150 UNITS X 12 JAR) M.R.P: Rs. 150/- Per Jar









MITHO SAUNF BOTTLE Rs. 5/-

(individual bottle packing)
Packaging Format:

ATTRACTIVE CORRUGATED TRAY (12 g X 12 BOTTLES X 36 TRAY) M.R.P: Rs. 60/- Per Tray



code no:

MITHO SAUNF POUCH Rs. 1/-

(individual pouch packing)

Packaging Format: POUCH (5 g X 40 Units X 48 POUCHES) M.R.P: Rs. 40/- Per Pouch



code no: 789

MITHO SAUNF BOTTLE Rs. 5/-

(multipiece single box packing)

Packaging Format:

ATTRACTIVE CORRUGATED DISPLAY BOX (12 g X 30 BOTTLES X 24 DISPLAY BOXES)

M.R.P: Rs. 150/- Per Box







SITA RAM CHADDHA & CO.

ISO 22000:2005 Certified Company

Purana Daswan Ghat, Near Ramleela Ground, Chaar Khambha Road, Thana Nagphani, Moradabad.U.P. 244001 For Feedback/Suggestions Call to us Customer Care Executive No.: 9997455488 E-mail: feedback@shersweets.com







Find us at: theshersweets

All names, characters and packaging appearing in Sher catalogue are protected under copyright act. All rights reserved. Violation by copying or reproduce or depiction will entail legal copyright infringement action.













































AND ADOED FLAVOURS- NATURAL, NATURE IDENTICAL AND ARTIFICAL FLAVOURING SUBSTANCES (CHOCOLATE)

	NUTRITIONAL INFORMATION (APPROX.) PER 100 g	
	ENERGY	472.4kcal
	PROTEIN	6.49
	CARBOHYDRATES OF WHICH SUGAR	68.5 g 30.0 g
	FAT	19.2 g
ı	SATURATED FAT	109
	TRANS FAT	0 g
STORE IN HYGIENIC AND DRY PLACE ORPHING 2000, STR RAM CHACOHA E.C., MORADIGAND, 24000- MERINGEMENT DE PORMUNEUR.		







horederts: Refined Wheel Flour (Madel, Sugar, Refined Palm OI, Starch, Mik Solids, Metadoctrin, Soya Powder, Iodined Salt, Emulsifier (INS 322), Acidulant (INS 330), Raising Agent (500 (ii)), Dough Conditioner (INS 223) CONTAINS PERMITTED SWITHERD FOOD COLOUR INS 110) And added Rayours Hatural, Nature Identical and Arthola Rayouring Substances (Drange)

	NUTRITIONAL INFORMATION (APPROX.) PER 100 g		
	ENERGY	461.8kcal	
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	PROTEIN	6.2g	
	CARBOHYDRATES OF WHICH SUGAR	66.5 g 31.0 g	
	FAT	19g	
	SATURATED FAT TRANS FAT	11g	
STORE IN LIVOUS			
STORE IN HYGIENIC AND DRY PLACE			









