

When determination and hard work are our inmost colleagues, our shelves are decorated with better and better achievements. The blue ribbon will keep flying high as if it's a native of the great blue sky which is not enough for our men to be satisfied with. Let your summer joy soar high to that extremity with the flavours of life brought about by Sheetal.

Cheerful Greetings From Sheetal!

MoU With HPCL signed:



Be Glad And Joyful! Another golden feather is sewn to the crowning glory of Sheetal Cool Products Limited. Sheetal signed MoU with Hindustan Petroleum Corporation Limited at Sheetal's corporate office, Amreli, to set up Sheetal Outlets at HP Fuel Pumps in Gujarat state. This epoch making tie-up was signed by Mr. Dineshbhai D. Bhuva, the Director of Sheetal Cool Products Limited, and Mr. Dipak Rai, the Chief Regional Manager, Rajkot Retail Region, HP Corporation Ltd., Gujarat, on March 25, 2021. The presence of Mr. Bhupatbhai (MD, SCPL), Mr. Neeraj Trivedi (Franchise Development Manager, SCPL) and Mr. Isac Rajan (Sales Officer of HPCL) made the occasion remarkable. By Signing this corporate MoU, Sheetal gets crowned in the heart of the people as it successfully moves towards Vision-2030. Sheetal had signed MoU with IOCL in the month of February, 2021.

Hark! The Victorious Horn Blown!:



We are honoured and proud to share that Sheetal Cool Products Limited has again been recognised as one of India's Growth Champions in 2021 by The Economics Times and Statista. Consecutively for the second time, Sheetal Cool Products Limited has been declared as at the 80th position in comparison to the 90th in the previous year, among the 150 fastest growing companies in India. Genial thanks to all our customers for loving Sheetal as your favourite brand.

Premium 'GLORIA' Launched:

GLORIA is the luxurious version of a cooling treat in the line of Sheetal Ice Cream brand by Sheetal Cool Products Limited. This premium ice cream is the treasure of a rich combination of the latest taste concentration of the world. We are in anticipation of your visit to our store to check out the new product. Let your summer be glorified by the soothing and enriching 'Gloria'.



New Sheetal Super Stockists & Distributors Initiated :

Gujarat 6

Chains are linked together to fasten the bond of everlasting relationship which keeps on growing day by day. The new Super Stockists and distributors linked recently with Sheetal Cool Products Limited are as follows:

Gujarat: There is a new Super Stockist introduced from Kadi for Ice Cream segment. The distributors for Ice Cream segments are from Bharuch(J'adore), Daman(Sheetal) and Olpad(J'adore). There is a distributor for Namkeen segment from Porbandar and Surat. Distributors of Bakery, Milk and Milk Products have risen from Gogha.

Exports Ventured:

Sheetal products are rapidly getting popular among a few countries abroad. The month of March 2021 witnessed the exporting of Sheetal products in Uganda and Singapore.

Franchisee Parlours Opened :

Risk is an unavoidable factor of business. One of the biggest benefits of food franchise in India is that it helps in avoiding much risks involved in starting a new business, and when you get along with Sheetal franchisees, the matter gets confidentially boosted towards a prosperous outbreak. The franchisee parlours inaugurated in March 2021 in corporation with Sheetal Cool Products Limited are Prabhu Cool Parlour (Jamnagar), Bapa Sitaram (Naliya) and The Divine Cool Parlour(Veraval-Somnath).



Success happens to be an existing entity when the uncertain and anxious sides of affairs are banished and the confidence evoking realities are allowed to live in one's adventurous expedition. Let Sheetal always keep its head raised with pride as it grabs success one after another on its way to Vision - 2030.