

PRODUCT DETAILER

Mondelēz
International

Cadbury



Mondelēz
International
SNACKING MADE RIGHT

Made By – Tejas Tadhani, Ahm 2, NG

BISCUITS

BVT Bisc – Rs 10



BVT Bisc – Rs 35



BVT Tiffin Pack – Rs 75



BVT Kitted Pack – Rs 120



Oreo Vanilla – Rs 10



Oreo Chocolate – Rs 10



Oreo Strawberry – Rs 10



Oreo Vanilla – Rs 35



Oreo Chocolate – Rs 35



Oreo Strawberry – Rs 35



Oreo Red Velvet – Rs 20



Oreo Red Velvet – Rs 40



SKU NAME

MRP

RETAIL
MARGIN

Price to
Retail

QTY

Amt

Self Life

PCS/
BOX

BOX/
CASE

C/S

BOX

C/S

BVT 41.85 Gm

10

10%

9.09

12

10

120

109

1091

8 Months

BVT 120 Gm

35

10%

31.82

1

50

50

32

1591

8 Months

BVT Tiffin Pack 250 Gm

75

10%

68.18

1

12

12

68

818

8 Months

BVT Kitted Pack 400 Gm

120

10%

109.09

1

15

15

109

1636

8 Months

Oreo 43.75 Gm - Vanilla

10

10%

9.09

12

10

120

109

1091

8 Months

Oreo 43.75 Gm - Chocolate

10

10%

9.09

12

10

120

109

1091

8 Months

Oreo 43.75 Gm - Strawberry

10

10%

9.09

12

10

120

109

1091

8 Months

Oreo 113.75 Gm - Vanilla

35

10%

31.82

1

50

50

32

1591

8 Months

Oreo 113.75 Gm - Chocolate

35

10%

31.82

1

50

50

32

1591

8 Months

Oreo 113.75 Gm - Strawberry

35

10%

31.82

1

50

50

32

1591

8 Months

Oreo Red Velvet - 60 Gm

20

10%

18.18

12

8

96

218

1745

6 Months

Oreo Red Velvet - 120 Gm

40

10%

36.36

1

50

50

36

1818

6 Months

Oreo Double Stuff – Rs 20 	Oreo Double Stuff – Rs 40 	Cake 15 Units – Rs 10 	Cake 6 Units – Rs 10 
CFC Cookies – Rs 10 	CFC Cookies – Rs 40 	CFC Cookies – Rs 80 	CFC Cookies – Rs 130 
Chocolate Chips – Rs 40 	Chocolate Chips – Rs 80 	Oreo Dipped – Rs 25 	Oreo Dipped – Rs 70 
Oreo Family Pack Vanilla – Rs 99 	Oreo Family Pack Chocolate – Rs 99 	Oreo Jumbo Pack Vanilla – Rs 159 	Oreo Jumbo Pack Chocolate – Rs 159 

SKU NAME	MRP	RETAIL MARGIN	Price to Retail	QTY			Amt		Self Life
				PCS/ BOX	BOX/ CASE	C/S	BOX	C/S	
Oreo Double Stuff - 75 Gm	20	10%	18.18	1	96	96	18	1745	8 Months
Oreo Double Stuff - 150 Gm	40	10%	36.36	1	48	48	36	1745	8 Months
Cake 19 Gm 15u	10	10%	9.09	15	24	360	136	3273	8 Months
Cake 19 Gm 6u	10	10%	9.09	6	48	288	55	2618	8 Months
CFC Cookies 20 Gm (8 Units Ladi)	10	10%	9.09	8	32	256	73	2327	8 Months
CFC Cookies 75 Gm	40	10%	36.36	1	72	72	36	2618	8 Months
CFC Cookies 150 Gm	80	10%	72.73	1	24	24	73	1745	8 Months
CFC Cookies 300 Gm	130	10%	118.18	1	20	20	118	2364	8 Months
Chocolate Chips Cookies 83 Gm	40	10%	36.36	1	75	75	36	2727	6 Months
Chocolate Chips Cookies 167 Gm	80	10%	72.73	1	36	36	73	2618	6 Months
Oreo Dipped 50 Gm	25	10%	22.73	6	34	204	136	4636	7 Months
Oreo Dipped 150 Gm	70	10%	63.64	1	48	48	64	3055	9 Months
Oreo 300 Gm - Vanilla	99	10%	90.00	1	20	20	90	1800	8 Months
Oreo 300 Gm - Chocolate	99	10%	90.00	1	20	20	90	1800	8 Months
Oreo 500 Gm Jumbo Pack - Vanilla	159	10%	144.55	1	12	12	145	1735	8 Months
Oreo 500 Gm Jumbo Pack - Chocolate	159	10%	144.55	1	12	12	145	1735	8 Months

CHOCOLATES

CDM – Rs 5	CDM – Rs 10	CDM – Rs 20	CDM – Rs 40
			
CDM – Rs 100	CDM Crackle – Rs 45	CDM Fruit & Nut – Rs 45	CDM Roast Almond – Rs 45
			
CDM Fruit & Nut – Rs 90	CDM Lickables – Rs 45	CDM Crispello – Rs 10	CDM Crispello – Rs 30
			
CDM Nutties – Rs 40	Celebration – Rs 50	Celebration – Rs 100	Celebration – Rs 150
			

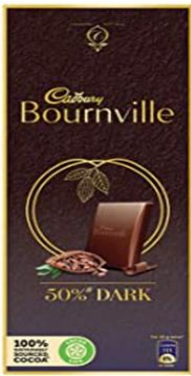
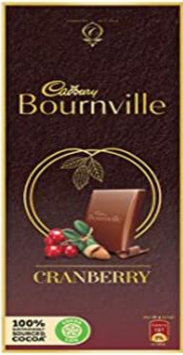
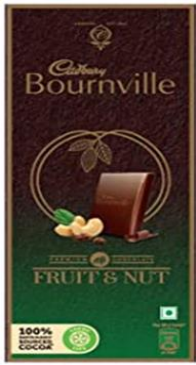
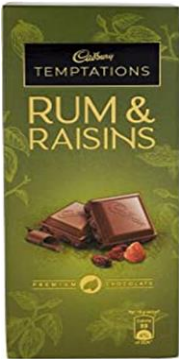
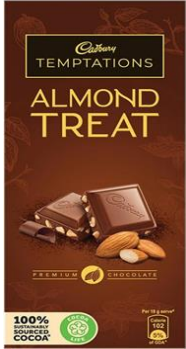
SKU NAME	MRP	RETAIL MARGIN	Price to Retail	QTY			Amt		Self Life
				PCS/ BOX	BOX/ CASE	C/S	BOX	C/S	
CDM 6.6 Gm	5	10%	4.55	72	24	1728	327	7855	12 Months
CDM 13.2 Gm	10	10%	9.09	56	12	672	509	6109	12 Months
CDM 24 Gm	20	12%	17.86	40	10	400	714	7143	12 Months
CDM 48 Gm	40	12%	35.71	30	8	240	1071	8571	12 Months
CDM 123 Gm Family Pack	100	12%	89.29	10	8	80	893	7143	9 Months
CDM Crackle 36 Gm	45	12%	40.18	40	9	360	1607	14464	12 Months
CDM Fruit & Nut 36 Gm	45	12%	40.18	40	9	360	1607	14464	12 Months
CDM Roast Almond 36 Gm	45	12%	40.18	40	9	360	1607	14464	12 Months
CDM Fruit & Nut 80 Gm	90	12%	80.36	15	10	150	1205	12054	12 Months
CDM Lickables	45	12%	40.18	12	9	108	482	4339	9 Months
CDM Crispello 13 Gm	10	10%	9.09	40	10	400	364	3636	9 Months
CDM Crispello 35 Gm	30	12%	26.79	28	8	224	750	6000	9 Months
NUTTIES 30 Gm	40	12%	35.71	24	8	192	857	6857	10 Months
CELEBRATION 59.8 Gm	50	10%	45.45	8	12	96	364	4364	8 Months
CELEBRATION 113.8 Gm	100	10%	90.91	5	8	40	455	3636	8 Months
CELEBRATION 167.9 Gm	150	12%	133.93	5	6	30	670	4018	8 Months

Five Star – Rs 5 	Five Star – Rs 10 	Five Star – Rs 20 	Five Star 3D – Rs 35 
Five Star Oreo – Rs 35 	CDM Fuse – Rs 20 	CDM Fuse – Rs 35 	CDM Fuse Fit – Rs 50 Almond & Penuts 
CDM Fuse Fit – Rs 50 Cranberries & Nuts 	Perk – Rs 5 	Perk – Rs 5 	Perk – Rs 10 
Gems – Rs 5 	Gems – Rs 10 	Gems – Rs 20 	Gems Ball – Rs 45 

SKU NAME	MRP	RETAIL MARGIN	Price to Retail	QTY			Amt		Self Life
				PCS/ BOX	BOX/ CASE	C/S	BOX	C/S	
Five Star 10.1 Gm	5	10%	4.55	54	18	972	245	4418	9 Months
Five Star 22 Gm	10	10%	9.09	40	12	480	364	4364	9 Months
Five Star 40 Gm	20	12%	17.86	28	10	280	500	5000	9 Months
Five Star 3D 42 Gm	35	12%	31.25	24	9	216	750	6750	12 Months
Five Star Oreo 42 Gm	35	12%	31.25	24	9	216	750	6750	12 Months
Fuse 24 Gm	20	12%	17.86	24	12	288	429	5143	9 Months
Fuse 45 Gm	35	12%	31.25	24	9	216	750	6750	9 Months
Fuse FIT 40G - Almond & Penuts	50	12%	44.64	24	9	216	1071	9643	9 Months
Fuse FIT 41G - Cranberries & Nuts	50	12%	44.64	24	9	216	1071	9643	9 Months
Perk 12 Gm - 30 Units	5	10%	4.55	30	24	720	136	3273	9 Months
Perk 12 Gm - 48 Units	5	10%	4.55	48	12	576	218	2618	9 Months
Perk 12 Gm - 96 Units	5	10%	4.55	96	10	960	436	4364	9 Months
Perk 22 Gm	10	10%	9.09	30	12	360	273	3273	9 Months
Gems 7.9 Gm (16 Pcs Ladi)	5	10%	4.55	96	12	1152	436	5236	12 Months
Gems 17.4 Gm (16 Pcs Ladi)	10	10%	9.09	64	12	768	582	6982	12 Months
Gems 25.28 Gm (12 Pcs Ladi)	20	12%	17.86	12	30	360	214	6429	12 Months
Gems Surprise 15.8 Gm	45	12%	40.18	12	9	108	482	4339	11 Months

CDM Shots – Rs 2 (116U) 	CDM Shots – Rs 5 	CDM Shots – Rs 10 	Silk Plain – Rs 80 
Silk Fruit & Nut – Rs 85 	Silk Roast Almond – Rs 85 	Silk Mousse – Rs 85 	Silk Bubbly – Rs 85 
Bubbly Bubble Gum – Rs 85 	Silk Oreo – Rs 85 	Oreo Red Velvet – Rs 85 	Whole Hazelnut – Rs 85 
Silk Plain – Rs 170 	Silk Fruit & Nut – Rs 185 	Silk Roast Almond – Rs 185 	Silk Mousse – Rs 185 

SKU NAME	MRP	RETAIL MARGIN	Price to Retail	QTY			Amt		Self Life
				PCS/ BOX	BOX/ CASE	C/S	BOX	C/S	
CDM Shot 208.8 Gm (58U*3.6 Gm)	116	10%	105.45	1	50	50	105	5273	12 Months
CDM Shot 9 Gm (16 Pcs Ladi)	5	10%	4.55	64	18	1152	291	5236	12 Months
CDM Shot 18 Gm (12 Pcs Ladi)	10	10%	9.09	48	12	576	436	5236	12 Months
Silk Plain - 60 Gm	75	12%	66.96	32	6	192	2143	12857	12 Months
Silk Fruit & Nut - 55 Gm	85	12%	75.89	30	6	180	2277	13661	12 Months
Silk Roast Almond - 58 Gm	85	12%	75.89	30	6	180	2277	13661	12 Months
Silk Mousse - 50 Gm	85	12%	75.89	24	6	144	1821	10929	9 Months
Silk Bubbly - 50 Gm	85	12%	75.89	20	6	120	1518	9107	9 Months
Silk Bubbly Bubble Gum - 50 Gm	85	12%	75.89	20	6	120	1518	9107	9 Months
Silk Oreo - 60 Gm	85	12%	75.89	32	6	192	2429	14571	12 Months
Silk Oreo Red Velvet - 60 Gm	85	12%	75.89	32	6	192	2429	14571	12 Months
Silk Whole Hazelnut - 68 Gm	85	12%	75.89	30	6	180	2277	13661	12 Months
Silk Plain - 150 Gm	170	12%	151.79	10	6	60	1518	9107	12 Months
Silk Fruit & Nut - 137 Gm	185	12%	165.18	10	6	60	1652	9911	12 Months
Silk Roast Almond - 143 Gm	185	12%	165.18	10	6	60	1652	9911	12 Months
Silk Mousse - 116 Gm	185	12%	165.18	12	6	72	1982	11893	12 Months

Silk Bubbly – Rs 185		Silk Bubbly Bubble Gum – Rs 185		Silk Oreo – Rs 185		Silk Oreo Red Velvet – Rs 185	
Silk Hazelnut – Rs 185		Bournville – Rs 45		Bournville – Rs 100		Bournville – Rs 100	
Bournville – Rs 100		Bournville – Rs 100		Temptation – Rs 100		Temptation – Rs 100	

SKU NAME	MRP	RETAIL MARGIN	Price to Retail	QTY			Amt		Self Life
				PCS/ BOX	BOX/ CASE	C/S	BOX	C/S	
Silk Bubbly - 120 Gm	185	12%	165.18	10	6	60	1652	9911	9 Months
Silk Bubbly Bubble Gum - 120 Gm	185	12%	165.18	10	6	60	1652	9911	9 Months
Silk Oreo - 30 Gm	185	12%	165.18	12	6	72	1982	11893	12 Months
Silk Oreo Red Velvet - 130 Gm	185	12%	165.18	12	6	72	1982	11893	12 Months
Silk Whole Hazelnut - 143 Gm	185	12%	165.18	10	6	60	1652	9911	12 Months
Bournville 41 Gm - Rich Cocoa	45	12%	40.18	32	12	384	1286	15429	9 Months
Bournville 50% Dark 80 Gm - Rich Cocoa	100	12%	89.29	10	6	60	893	5357	9 Months
Bournville 70% Dark 80 Gm - Rich Cocoa	100	12%	89.29	10	6	60	893	5357	9 Months
Bournville 80 Gm - Cranberry	100	12%	89.29	10	6	60	893	5357	9 Months
Bournville 80 Gm - Fruit & Nut	100	12%	89.29	10	6	60	893	5357	9 Months

CDM BITES + HOME TREATS

CDM Bites Almond – Rs 75



CDM Bits Hazelnut – Rs 75



CDM Home Treat – Rs 149



Silk Home Treat – Rs 199



FST Home Treat – Rs 149



Perk Home Treat – Rs 99



Fuse Home Treat – Rs 120

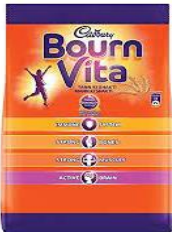
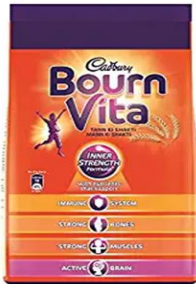


Gems Home Treat – Rs 100



SKU NAME	MRP	RETAIL MARGIN	Price to Retail	QTY			Amt		Self Life
				PCS/ BOX	BOX/ CASE	C/S	BOX	C/S	
CDM Bite 40 Gm - Whole Almond	75	12%	66.96	10	8	80	670	5357	9 Months
CDM Bite 40 Gm - Whole Hazelnut	75	12%	66.96	10	8	80	670	5357	9 Months
CDM Home Treat 119 Gm	149	12%	133.04	1	48	48	133	6386	12 Months
Silk Home Treat 153 Gm	200	12%	178.57	1	48	48	179	8571	12 Months
Five Star Home Treat 191.9 Gm	149	12%	133.04	1	48	48	133	6386	8 Months
Perk Home Treat 138 Gm	99	12%	88.39	1	32	32	88	2829	9 Months
Fuse Home Treat 108.5 Gm	120	12%	107.14	1	60	60	107	6429	9 Months
Gems Home Treat 142.2 Gm	100	12%	89.29	1	48	48	89	4286	9 Months

ALL DRINKS

BVT 14.4 Gm- Rs 5 	BVT 75 Gm – Rs 30 	BVT 130 Gm – Rs 45 	BVT 200 Gm Jar – Rs 123 
BVT 500 Gm Jar – Rs 245 	BVT 500 Gm GP – Rs 230 	BVT 1 Kg Jar – Rs 450 	BVT 1 Kg GP – Rs 425 
BVT 500 Gm FSM Jar Rs 275 	BVT FSM 500 Gm GP Rs 250 	BVT LIL'CHAMP 200 Gm JAR - Rs 150 	BVT LIL'CHAMP 500 Gm JAR – Rs 335 
HOT CHOCOLATE 20 Gm Rs 20 	HOT CHOCOLATE 200 Gm – Rs 210 	COCOA POWDER 150 Gm – Rs 255 	

SKU NAME	MRP	RETAIL MARGIN	Price to Retail	QTY			Amt		Self Life
				PCS/ BOX	BOX/ CASE	C/S	BOX	C/S	
BVT 14.4 GM (12 Pcs Ladi)	5	8%	4.63	12	72	864	56	4000	9 Months
BVT 75 GM (12 Pcs Ladi)	30	8%	27.78	12	16	192	333	5333	9 Months
BVT 130 GM (6 Pcs Ladi)	45	8%	41.67	6	10	60	250	2500	12 Months
BVT 200 GM JAR	123	8%	113.89	1	30	30	114	3417	12 Months
BVT 500 GM JAR	245	8%	226.85	1	15	15	227	3403	12 Months
BVT 500 GM GP	230	8%	212.96	1	32	32	213	6815	12 Months
BVT 1 KG JAR	450	8%	416.67	1	8	8	417	3333	12 Months
BVT 1 KG GP	425	8%	393.52	1	12	12	394	4722	12 Months
BVT FSM 500 GM JAR	275	8%	254.63	1	15	15	255	3819	12 Months
BVT FSM 500 GM GP	250	8%	231.48	1	32	32	231	7407	12 Months
BVT LIL'CHAMP 200 GM JAR	150	8%	138.89	1	30	30	139	4167	9 Months
BVT LIL'CHAMP 500 GM JAR	335	8%	310.19	1	15	15	310	4653	9 Months
HOT CHOCOLATE 20 GM (20 Pcs Ladi)	20	7.50%	18.60	20	15	300	372	5581	12 Months
HOT CHOCOLATE 200 GM	210	7.50%	195.35	1	60	60	195	11721	12 Months
COCOA POWDER 150 G	255	7.50%	237.21	1	60	60	237	14233	12 Months

CANDY

CDM Lollypop – Rs 5



Choclair Gold Pouch – Rs 50

(25 Units)



Choclair Gold Pouch–Rs 120

(60 Units)



Choclair Gold Pouch – Rs 200
(100 Units + 5 Units)



Choclair Gold Jar – Rs 224
(112 Units + 6 Units + 3 Pc
CDM Rs 10)



Choclair Coffee Pouch – Rs 120

(60 Units)



Choclair Coffee Pouch – Rs 200
(100 Units + 5 Units)



Halls Assorted Pouch – Rs 115



Halls Assorted Jar – Rs 112
(112 Units + 3 Units)



Halls Assorted Jar – Rs 252
(252 Units + 15 Units)



Halls Assorted Jar – Rs 840
(840 Units + 105 Units)



SKU NAME

MRP

RETAIL
MARGIN

Price to
Retail

QTY

PCS/
BOX

BOX/
CASE

C/S

Amt

BOX

C/S

Self Life

CDM Lolly POP 8 Gm (12 Pcs Ladi)

5

10%

4.55

48

24

1152

218

5236

9 Months

Choclair Gold 5.5 Gm - 25 U Pouch

50

15%

43.48

1

80

80

43

3478

9 Months

Choclair Gold 5.5 Gm - 60 U Pouch

120

15%

104.35

1

36

36

104

3757

9 Months

Choclair Gold 5.5 Gm - 100+5 U Pouch

200

15%

173.91

1

18

18

174

3130

9 Months

Choclair Gold 5.5 Gm - 112+6 U Jar

224

12%

200.00

1

16

16

200

3200

9 Months

Choclair Coffee 5.5 Gm - 60 U Pouch

120

15%

104.35

1

36

36

104

3757

9 Months

Choclair Coffee 5.5 Gm - 100+5 U Pouch

200

15%

173.91

1

18

18

174

3130

9 Months

Halls 2.3 Gm 112+3 U Jar

112

12%

100.00

1

24

24

100

2400

12 Months

Halls 2.3 Gm 115 U Pouch

115

15%

100.00

1

32

32

100

3200

12 Months

Halls 2.3 Gm 252+15 U Jar

252

12%

225.00

1

12

12

225

2700

12 Months

Halls 2.3 Gm 840+105 U Jar

840

12%

750.00

1

2

2

750

1500

12 Months

POWDER BEVERAGES

Tang Orange – Rs 5



Tang Lemon – Rs 5



Tang Orange – Rs 30



Tang Lemon – Rs 30



Tang Mango – Rs 30



Tang Orange – Rs 150



Tang Lemon – Rs 150



Tang Mango – Rs 150



Tang Orange – Rs 250



Tang Lemon – Rs 250



Tang Mango – Rs 250



SKU NAME

MRP

RETAIL
MARGIN

Price to
Retail

QTY

PCS/
BOX

BOX/
CASE

C/S

Amt

BOX

C/S

Self Life

Tang Orange 15.3 Gm (12 Pcs Ladi)

5

12%

4.46

12

30

360

54

1607

18 Months

Tang Lemon 15.3 Gm (12 Pcs Ladi)

5

12%

4.46

12

30

360

54

1607

18 Months

Tang Orange 75 Gm (12 Pcs Ladi)

30

12%

26.79

12

8

96

321

2571

18 Months

Tang Lemon 75 Gm (12 Pcs Ladi)

30

12%

26.79

12

8

96

321

2571

18 Months

Tang Mango 75 Gm (12 Pcs Ladi)

30

12%

26.79

12

8

96

321

2571

18 Months

Tang Orange 500 Gm

150

12%

133.93

1

24

24

134

3214

18 Months

Tang Lemon 500 Gm

150

12%

133.93

1

24

24

134

3214

18 Months

Tang Mango 500 Gm

150

12%

133.93

1

24

24

134

3214

18 Months

Tang Orange 750 Gm

250

12%

223.21

1

12

12

223

2679

18 Months

Tang Lemon 750 Gm

250

12%

223.21

1

12

12

223

2679

18 Months

Tang Mango 750 Gm

250

12%

223.21

1

12

12

223

2679

18 Months

VC 40L



VC 60L



VC 280L



VC 380L



VC 700L

