

## Fort Industries Expands with Attaboy Facility Upgrade and Launches Cook King A2 Pure Cow Ghee

Fort Industries, an emerging FMCG brand, announces an upgrade to its Attaboy wheat flour facility and introduces Cook King A2 Pure Cow Ghee — continuing its mission to deliver healthy, honest, and technologically advanced food products from India.



**Mumbai, Maharashtra Oct 31, 2025** ([Issuewire.com](https://www.issuewire.com)) - Fort Industries, a growing FMCG company focused on honest and healthy food products, has announced an upgrade to its **Attaboy** manufacturing facility in Punjab, along with the launch of **Cook King A2 Pure Cow Ghee**.

These developments mark another step forward in the company's ongoing effort to bring quality, trust, and nourishment back to Indian household staples.

Over the past year, **Attaboy** has received steady appreciation for its **HeatShield Tech**, a cold-grinding process that prevents heat during milling and helps retain the wheat's natural fibre, bran, and nutrients. The positive response encouraged Fort Industries to expand its production setup modestly, while continuing to focus on small-batch quality and consistency.

"We're still at the beginning of our journey, and every bit of feedback helps us grow," said the **Fort Team**. "The response to Attaboy shows that people value real, healthy food—and that gives us the motivation to keep improving."

Following this response, the company has introduced **Cook King A2 Pure Cow Ghee**, made from the milk of Indian A2 cows using traditional methods. The product focuses on purity, aroma, and authenticity — qualities that define home-style Indian cooking.

Fort Industries currently operates across **Maharashtra, Punjab, Haryana, Chandigarh, Rajasthan, and Uttarakhand** and is **exploring exports** to the **Middle East, North America, and Europe**, reflecting its gradual but steady growth.

Known for its practical and forward-thinking approach, Fort Industries continues to **integrate modern technology throughout its operations**, merging innovation with traditional food manufacturing to create value in India's FMCG space.

Alongside its new ventures, Fort Industries continues to offer **Mr. Jaggy**, its organically made jaggery powder. Together, these brands represent the company's broader vision—to create products rooted in Indian tradition, guided by innovation, and built with care rather than scale.

## About Fort Industries

Fort Industries is an India-based FMCG company developing healthy and sustainable food products. Its growing portfolio includes **Attaboy (premium cold-ground atta)**, **Cook King (pure A2 cow ghee)**, and **Mr. Jaggy (organic jaggery powder)**. The company combines modern technology with Indian food wisdom to deliver nutrition and trust to every household.

## Media Contact

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