

Padmaja Packaging Industries Announces Diversification into the Food Sector with the Launch of "Zesty Bites"

“From Protecting Brands to Building One: Introducing Zesty Bites, the Newest Name in Crispy, Flavorful Snacking.”



Mumbai, Maharashtra Apr 14, 2026 (IssueWire.com) - Padmaja Packaging Industries, a leader in high-quality packaging solutions, today announced its official entry into the snack food industry with the launch of its flagship brand, **Zesty Bites**. This strategic expansion leverages the company's extensive expertise in shelf-life preservation and premium branding to deliver a new range of wafers, chips, and traditional namkeen to the market.

Under the tagline "**The Zest of Every Moment**," Zesty Bites aims to redefine the snacking experience by combining bold, authentic flavors with world-class packaging technology that ensures maximum "crunch" and freshness in every pack.

A Fusion of Flavor and Freshness

The Zesty Bites product line-up has been curated to cater to the diverse palate of the modern consumer:

- **Signature Wafers:** Ultra-thin and crispy, available in classic salted and herb-infused varieties.
- **Gourmet Chips:** Bold, spicy, and tangy flavors designed for the adventurous snacker.
- **Authentic Namkeen:** A wide range of traditional favorites including Bhujia, Gathiya, and

specialty mixtures, crafted to bring the taste of home to every household.

The Padmaja Advantage

"After nearly a decade of excellence in the packaging industry, we realized we had the perfect foundation to launch our own consumer brand," said Founder of Padmaja Packaging Industries. "With Zesty Bites, we aren't just selling snacks; we are utilizing our proprietary packaging standards to ensure that our customers receive the freshest, most flavorful product possible. We are excited to transition from the people who protect the brand to the people who *are* the brand."

Commitment to Quality

By sourcing premium ingredients from trusted manufacturers and overseeing the final quality control and packaging in-house, Padmaja Packaging Industries ensures that Zesty Bites meets the highest food safety standards. The brand will be available across retail stores, local supermarkets, and major e-commerce platforms starting **May 2026**.

About Padmaja Packaging Industries

Based in **Maharashtra** Padmaja Packaging Industries has been a trusted name in industrial packaging for years. Known for innovation and durability, the company is now expanding its horizons to bring premium, packaged snack foods to consumers under the "Zesty Bites" banner.



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Source : zesty Bites

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