

About Us

Dangee Dums, a well-known name in Gujarat for cakes and bakery products, started its journey on August 13, 2010, as a boutique store specializing in high-end chocolates. Over time, the brand shifted its focus to a cakery format to seize growth opportunities, carving out a niche in making high-quality cakes and pastries accessible to a broader audience. Dangee Dums captured public attention with its innovative "Cake of the Week" and "Cake of the Day" campaigns, offering best-in-class half-kilogram cakes at Rs. 399/- and Rs. 350/-, respectively, in Ahmedabad. These unprecedented prices for such high-quality products allowed the company to surpass its competitors and solidify its reputation in the market.

The company places customers at the heart of all its initiatives, striving to provide the best possible experience. To ensure this, it exercises strict control over the entire supply chain, from manufacturing to the stores. By manufacturing all its products, selling them under its own label, and owning all its stores, the company guarantees customer satisfaction at every touchpoint.

The company has evolved into a master brand with sub-brands based on store format. Currently, the company operates two formats: (i) Regular Dangee Dums stores (cakery format, approximately 300 square feet), (ii) Store in Store format. Across these formats, the company runs 45 Company Owned Company Operated (COCO) stores.

This year the company continues to expand its footprint across Gujarat, with the recent opening of another outlet in Ahmedabad. This marks a significant milestone, bringing the total presence to 45 stores across four major cities. The company now proudly operates 38 stores in Ahmedabad, 4 in Baroda, 2 in Anand, and 1 in Gandhinagar.

The company expanded 18 Regular cakery stores to a larger size, transforming them into the gourmet format to enhance product display and improve sales. Additionally, the company expanded two stores to the Store in Store format.



DANGEE DUMS®

Our company boasts a state-of-the-art manufacturing facility located in Piplaj, spanning 25,000 square feet. The facility is meticulously designed to minimize the time between product creation and pickup for delivery, ensuring efficient and timely distribution. We uphold the highest standards in quality control, adhering to the most stringent norms in our category. Our focus on quality encompasses various aspects, including:

Shelf-Life:	Ensuring products remain fresh and durable.
Hygiene:	Maintaining impeccable cleanliness throughout the production process.
Stacking Aesthetics:	Prioritizing organized and visually appealing product arrangements.
Packaging Integrity:	Guaranteeing that products are securely and safely packaged to prevent damage.
Temperature Control:	Using advanced refrigeration techniques to maintain optimal product conditions.
Traceability:	Implementing robust tracking systems to ensure transparency and accountability throughout the supply chain.
Compliance:	Adhering to all regulatory requirements and industry standards to ensure the highest quality.

To guarantee timely deliveries, our company operates its own fleet of refrigerated, temperature-controlled vans equipped with GPS tracking. This advanced logistics system allows us to efficiently transport products from our factory to stores, maintaining optimal conditions and punctuality.



Dangee Dums extends its reach beyond its own stores by offering packaged products on third-party food delivery platforms like Swiggy, Zomato and Bigbasket. Additionally, the company's website and app serve a loyal customer base who frequently order their favorite desserts. Moving forward, the company plans to keep investing in its own platforms while also maintaining a presence on third-party platforms to meet customers wherever they are.

Operational Excellence through COCO Model

Our company operates through a Company Owned Company Operated (COCO) model, ensuring the highest possible quality standards across all our locations. This model allows us to maintain rigorous control over every aspect of our operations, from storage of raw materials to product stocking and display.

Training and Development

To uphold these stringent quality parameters, we regularly train our store operation personnel. These training programs are designed to ensure our team members are well-versed in maintaining strict control over all processes, thereby guaranteeing consistency and excellence in our service delivery.

Optimal Product Display

We have meticulously designed a planogram to ensure the optimal and easy-to-locate display of products. This strategic arrangement not only enhances the customer shopping experience but also ensures efficient space utilization and inventory management.

Through these efforts, we continue to provide our customers with exceptional service and quality products, reinforcing our commitment to operational excellence.

The company actively tracks customer feedback after purchases using its in-house Customer Relationship Management (CRM) team. Through its proprietary 'Voice of Customer' program, the company gathers insights on customer reactions to product quality and assesses its brand perception against competitors. Since the food industry is highly local and dynamic, the company stays alert to local, national, and multinational competition across its diverse product categories.

The Consumer Products Group (CPG) division of the Company, responsible for producing packaged products for its retail stores, has introduced a diverse range of items, including chocolates, cookies, and khari. Additionally, the CPG division has enhanced its ice-cream offerings with a new signature range available in two packaging formats, aimed at establishing a new consumption occasion. The existing family pack ice-cream range has also been relaunched with new flavors and updated packaging. Renowned for its attractive packaging and convenient form factors, the CPG product range is set to grow further growth as the Company explores additional categories within the western dessert segment to enhance its portfolio. Furthermore, the Company is actively seeking opportunities to distribute these products through both General Trade (GT) and Modern Trade (MT) stores.

The company's growth is driven by a dedicated management team, comprising promoters, directors and key managerial personnel. Our main goal is to create a strong team comprised of both seasoned professionals and vibrant young talents. Our current team, combined with our robust network of partners and vendors, serves as our strongest defense against ongoing challenges and forming the backbone of Dangee Dums' success strategy.

