



# AASHIRVAAD

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**Frozen Indian  
Flat Breads**

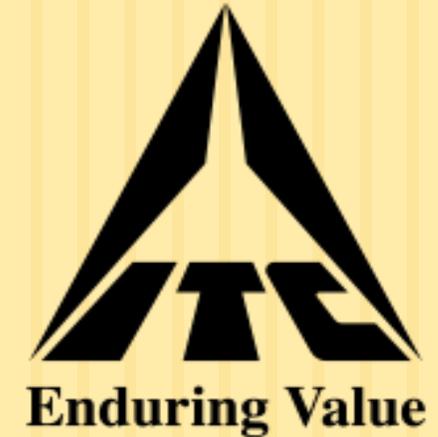
## The ITC Group – Heritage

Incorporated on 24<sup>th</sup> of August 1910, ITC has a rich legacy spanning well over a century.

One of India's foremost private sector companies, ITC has a strong portfolio comprising businesses of tomorrow that includes Consumer Packaged Goods, Hotels, Paperboards and Specialty Papers, Packaging and Agri-Business and Information Technology.

As one of India's most valuable and admired corporations, ITC also features as one of the world's largest sustainable value creator in the consumer goods industry in a study carried out by the Boston Consulting Group. ITC has also been rated amongst the world's most reputable companies by Forbes magazine.

One in every two Indian household uses a ITC product.



## A Global Exemplar In Sustainability

ITC is an acknowledged global exemplar in sustainability. It is the only enterprise in the world of comparable dimensions to be carbon-positive, water-positive and solid waste recycling positive.

About 41% of the total energy consumed in ITC is from renewable sources, a testimony to its commitment to a low carbon growth path. ITC has pioneered the green building movement in India, establishing 33 platinum certified green buildings.

ITC has, over the years, designed and implemented large-scale sustainability initiatives and social investments programmes to replenish and enrich the environment, create sustainable livelihoods, empower local communities and address the challenges of climate change. This choice of sustainable strategy and practices have enabled the company's businesses and value-chains to generate sustainable livelihoods for over 6 million people, in India.

Good for  
our planet



Water Positive  
(since 2002)



Carbon Positive  
(since 2005)



Solid Waste Recycling Positive  
(since 2007)

## Our Journey

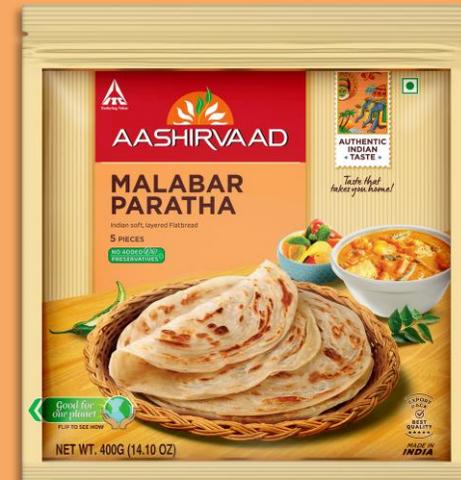
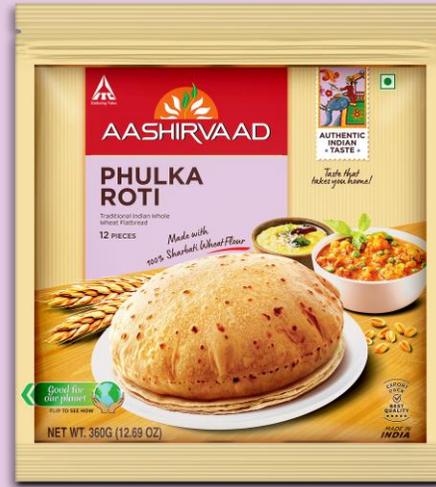
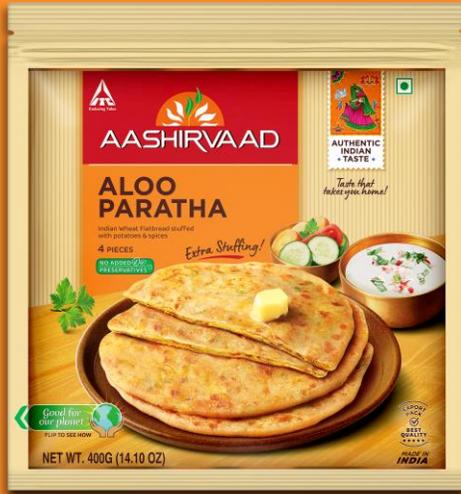
Ever since the beginning in 2002, AASHIRVAAD has always believed in giving you nothing but the best. We always ensure that only superior quality ingredients reach every kitchen through our range.

This is why our ingredients are carefully chosen, processed and packaged with the same love and care with which you prepare your food.

We are India's number one in branded packaged Atta, with an annual consumer spend of about US \$822 million.



# Taste that takes you home!



## Frozen Indian Flat Breads

Aashirvaad brings to you its range of Parathas, Naans, and Rotis. Each product is prepared with authentic ingredients to give you a taste that takes you home! As always, we ensure that we use only high quality ingredients in each of our recipes.

Each product is prepared with authentic Indian ingredients to give you a taste that takes you home!

Cook hot and fresh flat breads in minutes with simple heating options.

Freezing is a natural form of preservation, hence the only preservative added in our range is ice. Only thing one needs to ensure is to maintain the temperature at  $-18^{\circ}$  C.

**AUTHENTIC  
INDIAN TASTE**



**JUST HEAT  
& EAT**



**NO ADDED  
PRESERVATIVES**



# PARATHAS



# ROTIS



# NAANS





# ALOO PARATHA

*Indian Wheat Flatbread stuffed with  
potatoes & spices*

Aloo Paratha is an Indian wheat flatbread that is mainly stuffed with potatoes and spices. Flavored with mild spices, it's sure to tantalise your taste buds! This paratha makes for a quick and easy meal.

400 G | 4 PIECES

NO ADDED  PRESERVATIVES 



AUTHENTIC  
INDIAN  
TASTE



*Extra Stuffing!*





# DAL PARATHA

*Indian whole wheat Flatbread stuffed with  
mashed lentils, herbs & spices*

Cooked lentils are mashed with herbs and spices then stuffed in a whole wheat paratha to give you this Indian classic. A deliciously healthy meal.

400 G | 4 PIECES

NO ADDED    
PRESERVATIVES



*Extra Stuffing!*





# MATAR PUDINA PARATHA

*Traditional Indian Flatbread stuffed with  
mashed peas & flavored with mint*

Mashed peas and mint - that classic combination, meets the Indian paratha in this offering. Pair it with some curd and pickle for a wholesome meal.

400 G | 5 PIECES

NO ADDED    
PRESERVATIVES



AUTHENTIC  
INDIAN  
TASTE



*Extra Stuffing!*





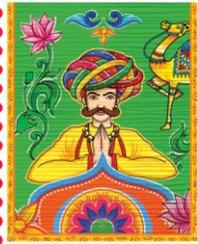
# MIX VEG PARATHA

*Indian whole wheat Flatbread stuffed with  
mashed mix vegetables, herbs & spices*

Stuffed mainly with mashed mix vegetables and  
flavored with mild spices, this paratha is a healthy  
treat. Just heat and eat!

400 G | 4 PIECES

NO ADDED    
PRESERVATIVES



AUTHENTIC  
INDIAN  
TASTE



*Extra Stuffing!*





# PANEER PARATHA

*Indian Flatbread stuffed with crumbled cottage cheese, onions, herbs & spices*

A mildly spiced mix of crumbled cottage cheese, onions and herbs stuffed in a paratha. Pair it with some curd and pickle for the perfect bite!

400 G | 4 PIECES

NO ADDED PRESERVATIVES



AUTHENTIC  
INDIAN  
TASTE



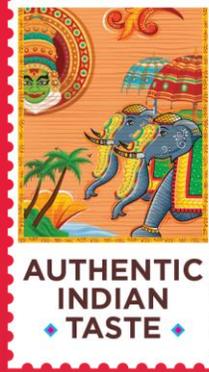
*Extra Stuffing!*





# MALABAR PARATHA

*Indian soft, layered Flatbread*



This Indian favorite is mainly made with wheat four, water and oil. Rolled thin and folded into layers it makes a deliciously fluffy meal in minutes.

400 G | 5 PIECES

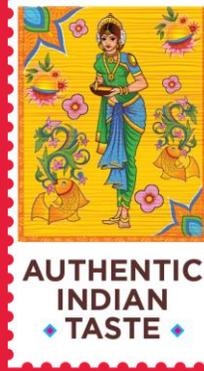
NO ADDED    
PRESERVATIVES





# HOMESTYLE PARATHA

*Flattened thick Indian bread made with  
ground wheat flour*



This simple, everyday paratha is mainly made of whole wheat and flavored with salt. Crisp on the outside and soft on the inside it pairs well with any sabzi or curry.

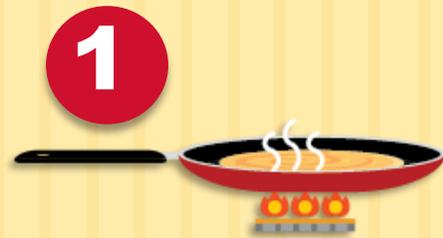
**360 G | 6 PIECES**

**NO ADDED  
PRESERVATIVES**

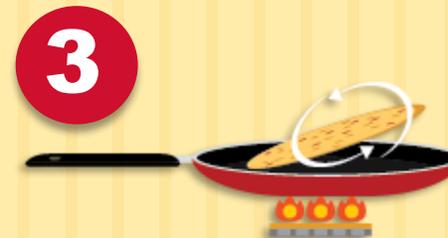


# Frozen Parathas

## Heating instructions



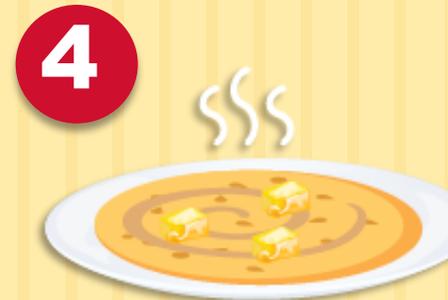
Remove frozen Paratha from the pack. Place it on a pre heated pan or tawa.



Turn it over & repeat the same process until both the surfaces turn golden brown in colour.



Cook on medium heat for about 2 minutes by pressing it on pan with gentle & even pressure.



Remove paratha from pan & serve hot with butter/ghee to enhance taste.

Till used, keep frozen at -18° or below



# PHULKA ROTI

*Traditional Indian Whole Wheat Flatbread*

Phulka Roti is an Indian whole wheat flat bread mainly made with flour, water and salt. It is light, fluffy, and a staple across South Asian households. Pair it with your favorite curry or veggies and enjoy a taste of home! These rotis make for a quick and easy meal, ready in just minutes.

**360 G | 12 PIECES**

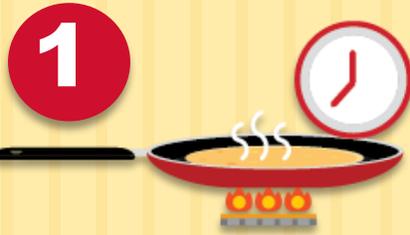


*Made with  
100% Sharbati Wheat Flour*



# Frozen Rotis

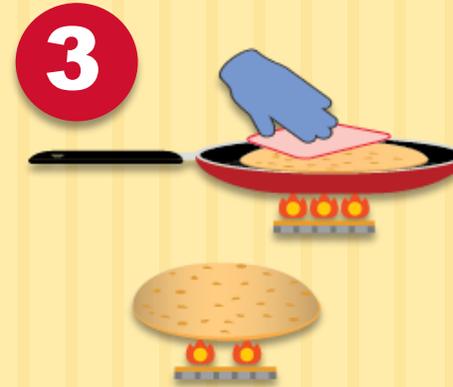
## Heating instructions



Remove frozen Phulka from the pack. Place it on a pre heated pan or tawa & cook for 30 to 40 seconds.



Turn the roti & heat it on another side for a minute until golden brown spots appear on both the sides.



To puff roti on tawa: press the roti with clean cloth on all sides evenly & gently while it is being heated.

----- OR -----

To puff the roti on flame: place the second side of roti directly on medium flame. Flip & cook until it puffs fully.



Serve hot & glaze with butter/ghee to enhance taste.

Till used, keep frozen at -18° or below



# TANDOORI NAAN

*Indian leavened bread, oven baked  
& flavored with salt*

This flatbread is leavened and flavored with salt before being oven baked for that perfect texture. Soft yet crispy, pair it with a rich curry and enjoy!

400 G | 5 PIECES

NO ADDED  PRESERVATIVES



AUTHENTIC  
INDIAN  
TASTE





# GARLIC & CORIANDER NAAN

*Indian leavened bread, oven baked & flavored with garlic & coriander*

Leavened flatbread, oven baked and smothered with flavorful garlic and coriander, a true Indian classic. Pair it with your curry of choice and enjoy!

400 G | 5 PIECES

NO ADDED PRESERVATIVES



AUTHENTIC  
INDIAN  
TASTE



# Frozen Naans

## Heating instructions

1

### On Stove top



Remove frozen Naan from the pack. Place it on a pre heated pan or tawa.



Cook on medium heat for about 2 min by pressing it on pan with gentle & even pressure.



Turn it over & repeat the process until both surfaces turn golden in colour.



Remove Naan from pan & serve hot with butter/ghee to enhance taste.

2

### In Oven



Pre heat oven to 400°F. Remove frozen Naan from the pack.



Heat in oven for about 2 to 3 minutes.



Serve hot & glaze with butter/ghee to enhance taste.

3

### In Microwave



Remove frozen Naan from the pack.



Place a single piece & microwave for 45 seconds on high setting.



Serve hot & glaze with butter/ghee to enhance taste.



# Shipping Details

Description	Net Wt. (Gms)	Shelf Life (months)	Bar code on Primary pack	No. of packs per carton	Shipping carton Net Wt (Kgs)	Shipping Carton Size (mm)			Loadability 20 ft Reefer			Loadability 40 ft Reefer		
						L	W	H	Unit Packs	Shipping Cartons	Kgs	Unit Packs	Shipping Cartons	Kgs
AASHIRVAAD ALOO PARATHA	400	24	841905011575	24	9.60	390	390	190	23760	990	10	51840	2160	21
AASHIRVAAD DAL PARATHA	400	24	841905011612	24	9.60	390	390	190	23760	990	10	51840	2160	21
AASHIRVAAD MATAR PUDINA PARATHA	400	24	841905011605	24	9.60	390	390	190	23760	990	10	51840	2160	21
AASHIRVAAD MIX VEG PARATHA	400	24	841905011582	24	9.60	390	390	190	23760	990	10	51840	2160	21
AASHIRVAAD PANEER PARATHA	400	24	841905011599	24	9.60	390	390	190	23760	990	10	51840	2160	21
AASHIRVAAD MALABAR PARATHA	400	24	841905011629	24	9.60	390	390	190	23760	990	10	51840	2160	21
AASHIRVAAD HOMESTYLE PARATHA	360	24	841905011650	24	8.64	390	390	190	23760	990	9	51840	2160	19
AASHIRVAAD PHULKA ROTI	360	24	841905011667	24	8.64	390	390	150	30240	1260	11	64800	2700	23
AASHIRVAAD TANDOORI NAAN	400	24	841905011636	24	9.60	470	430	275	10920	455	4	26880	1120	11
AASHIRVAAD GARLIC NAAN	400	24	841905011643	24	9.60	470	430	275	10920	455	4	26880	1120	11



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