

## Prepare Authentic Dishes with Exotic spices from Sangi's Kitchen

**National, 18<sup>th</sup> July 2019:** Sangi's Kitchen from Future Consumer Limited, the food and FMCG arm of Future Group, is a brand born from the kitchen of a woman who believes in giving the best for her family. Consisting of a wide range of exotic sauces, spices and dips, Sangi's Kitchen launches a range of 14 authentic ready-mix spices. The spices are prepared with special herbs and ingredients handpicked from the best produce which are sundried and ground to a perfect texture.

Prepared with recipes that are followed by generations Sangi's Kitchen ready-mix spices enhances the flavour and texture of any dish. Starting with North India's favourite **Chole Masala**, to Mumbai's all-time favourite **Pav Bhaji Masala**, to spicy konkan style **Fish Masala**, to the classic **Garam Masala** and the latest food craze **Desi Chinese Masala** the list is vast and chatpata. In addition to these, consumers can opt for Sambar Masala, Rajma Masala, Chai Masala, Bharwa Masala, Chat Masala, Tandoori Masala, Chipotle Masala, Peri Peri Masala and Anglo Olio mix all prepared with the finest quality of spices.

Speaking about the launch of the new range of ready-mix spices from Sangi's Kitchen, **Sadashiv Nayak, CEO-Food Business, Future Group** said, "Spices are the soul of any dish. Our range of ready-mix spices are tried and tested many times to ensure that every kitchen prepares an authentic dish with no compromise on its taste. The spices are prepared from recipes that are being followed by families and renowned chefs from generations together."

Sangi's Kitchen ready-mix spices are available in packs of 50gms and 100gms, at a price ranging from Rs.30 to Rs.199 respectively. Sangi's Kitchen products can be purchased from your nearest Big Bazaar, Big Bazaar GEN NXT, Easyday Club, Heritage, Aadhar stores in the country.

### About Sangi's Kitchen

Sangi's Kitchen presents delectable variety of chutneys, sauces and dips that can make each one of you a master chef! The magical ingredients let you cook up diverse yummy dishes. The range of accompaniments will be your constant companion in the kitchen and will remove all the negative labour. Enjoy. Discover. Relish. Savour. Feast.

Sangi's Kitchen is a brand born from the kitchen of a woman who believes in giving the best for her family. She is generous and warm and her kitchen is an open one - friends, extended family often with strangers drop in to taste the delectable creations that came out of her kitchen. What makes it even more special is that every time they come home for a meal, there is a new preparation that has been made with just the same love, ingenuity and care like the last time.

The secret to this was the ingredients she had picked and the recipes she had collected from far and near. Forever in search of the perfect meal she explored Indian and foreign cuisines and then found perfect ingredients. And then she would make that magic mix - whether pastes, chutneys, sauces, spices mix - that would turn an ordinary fare into an extraordinary meal.

**ABOUT FUTURE CONSUMER LIMITED (FCL):**

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 30 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.

**FOR MORE INFORMATION, CONTACT:**

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