



**BUILT FOR PEOPLE WHO CARE**

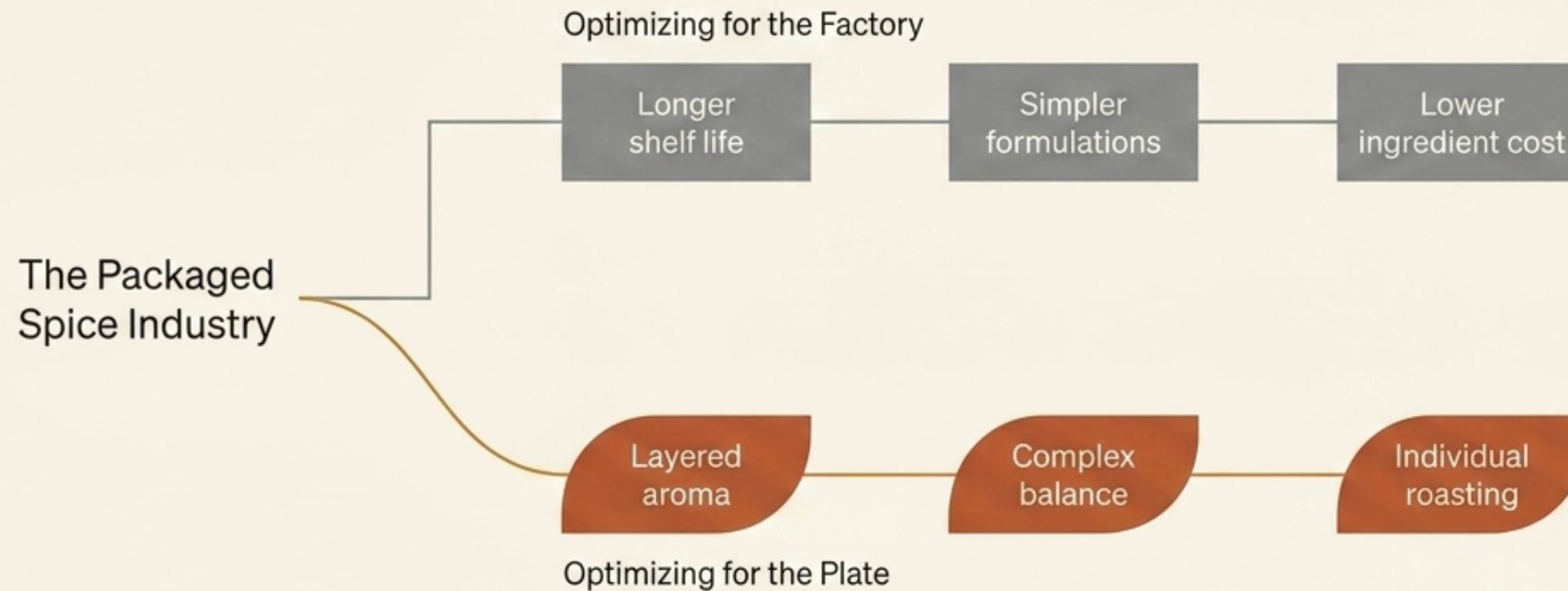
**We believe the care people put  
into cooking deserves ingredients  
made with equal care.  
Food is one of the most intimate  
forms of trust.**

Families trust brands every day without seeing  
how their food is grown, sourced, or made.

That trust is earned long before a packet  
reaches a kitchen.

Daastaañ exists to honor that trust in every  
decision we make.





**We choose the harder decision when it creates a better product.  
Every shortcut has a cost; our customers should never pay it.**

## **FOUNDATION BLENDS**

**For everyday depth,**

**Garam Masala, Kitchen King Masala**

## **REGIONAL SPECIALISTS**

**For authentic traditions,**

**Chhole Masala, Pav Bhaji Masala,  
Sambhar Masala**

**13 BLENDS AND  
SPICES.  
ONE STANDARD  
OF CARE.**

## **MODERN FINISHERS**

**For immediate contrast,**

**Chaat Masala, Peri Peri Masala,  
Magic Mix Masala**

## **CORE GROUND SPICES**

**The essential building blocks,**

**Turmeric, Red Chilli, Kashmiri Chilli,  
Coriander, Cumin**

**AVAILABLE SKU SIZES :  
500G, 1 KG**

## FOUNDATION BLENDS

# GARAM MASALA



Most garam masalas let one spice - cardamom, clove, cinnamon, take over. We balanced fourteen instead, so the blend adds depth without becoming the flavour you can name.

### Ingredients:

Cumin Seeds, Coriander, Peppercorns, Black Cardamom, Bay Leaf, Star Anise, Mace, Caraway Seeds, Nutmeg, Cinnamon, Cubeb Pepper, Cloves, Green Cardamom, Poppy Seeds

**DaaStaan™**

# KITCHEN KING MASALA



The chef's secret weapon. A versatile, all-purpose blend crafted to add depth, color, and balance to vegetable preparations.

### Ingredients:

Coriander, Bengal Gram, Cumin Seeds, Garlic Powder, Red Chilli Powder, Urad Dal, Cinnamon, Star Anise, Salt, Mustard Seeds, Ginger Powder, Turmeric, Peppercorns, Asafoetida, Mace, Green Cardamom, Nutmeg, Fenugreek Seeds, Dried Fenugreek Leaves, Cloves, Caraway Seeds

## REGIONAL SPECIALITIES

# CHHOLE MASALA



A robust mix designed to thicken gravies and highlight the hearty character of chickpeas. Dark roasted spices for deep flavor.

### Ingredients:

Dry Mango Powder , Black Salt , Red Chilli Powder , Coriander , Salt , Dried Fenugreek Leaves , Garam Masala, Cinnamon , Mint, Bay Leaf , Cumin Seeds , Cloves , Garlic Powder , Carom Seeds , Ginger Powder , Kashmiri Red Chilli , Black Cardamom , Asafoetida , Turmeric

# PAV BHAJI MASALA



A bold, buttery-spiced blend that replicates the authentic flavor of Mumbai street stalls. Rich in color and aroma.

### Ingredients:

Salt , Coriander , Cumin Seeds , Kashmiri Red Chilli , Fennel Seeds , Dry Mango Powder , Turmeric , Black Salt , Star Anise , Black Cardamom , Cinnamon , Bay Leaf , Asafoetida , Red Chilli Powder , Cloves , Dried Fenugreek Leaves , Ginger Powder

# SAMBHAR MASALA



A precisely roasted blend of lentils and whole spices that captures authentic, warmth of South Indian kitchens.

### Ingredients:

Kashmiri Red Chilli , Urad Dal, Coriander , Chana Dal, Asafoetida , Mustard Seeds , Cumin Seeds , Salt , Red Chilli Powder , Peppercorns , Fenugreek Seeds , Curry Leaves , Dry Mango Powder

**Daa'staan**<sup>TM</sup>

## MODERN FINISHERS

# CHAAT MASALA



A vibrant, tangy seasoning that instantly brightens the palate. Delivers that authentic "chatpata" hit required for street food authenticity.

### Ingredients:

Dry Mango Powder , Black Salt , Red Chilli Powder , Coriander , Salt , Dried Fenugreek Leaves , Garam Masala, Cinnamon , Mint, Bay Leaf , Cumin Seeds , Cloves , Garlic Powder , Carom Seeds , Ginger Powder , Kashmiri Red Chilli , Black Cardamom , Asafoetida , Turmeric

# PERI PERI MASALA



A bold, fiery blend balancing heat with tang. Designed to add an instant global fusion twist to Indian and continental menus.

### Ingredients:

Salt , Coriander , Cumin Seeds , Kashmiri Red Chilli , Fennel Seeds , Dry Mango Powder , Turmeric , Black Salt , Star Anise , Black Cardamom , Cinnamon , Bay Leaf , Asafoetida , Red Chilli Powder , Cloves , Dried Fenugreek Leaves , Ginger Powder

# MAGIC MIX MASALA



The nostalgic, signature umami blend of 10 spices. Suitable for any stir fried vegetable, noodles, rice for a completely different, seasoned experience

### Ingredients:

Kashmiri Red Chilli , Urad Dal, Coriander , Chana Dal, Asafoetida , Mustard Seeds , Cumin Seeds , Salt , Red Chilli Powder , Peppercorns , Fenugreek Seeds , Curry Leaves , Dry Mango Powder

**Daa'staan™**

## CORE GROUND SPICES

The simplest ingredients require the highest standard of care.

Individually roasted, thoughtfully processed, and completely uncompromised. When the foundation is pure, the meal follows.



**RED CHILLI  
POWDER**



**KASHMIRI CHILLI  
POWDER**



**CORIANDER  
POWDER**



**TURMERIC  
POWDER**



**CUMIN  
POWDER**

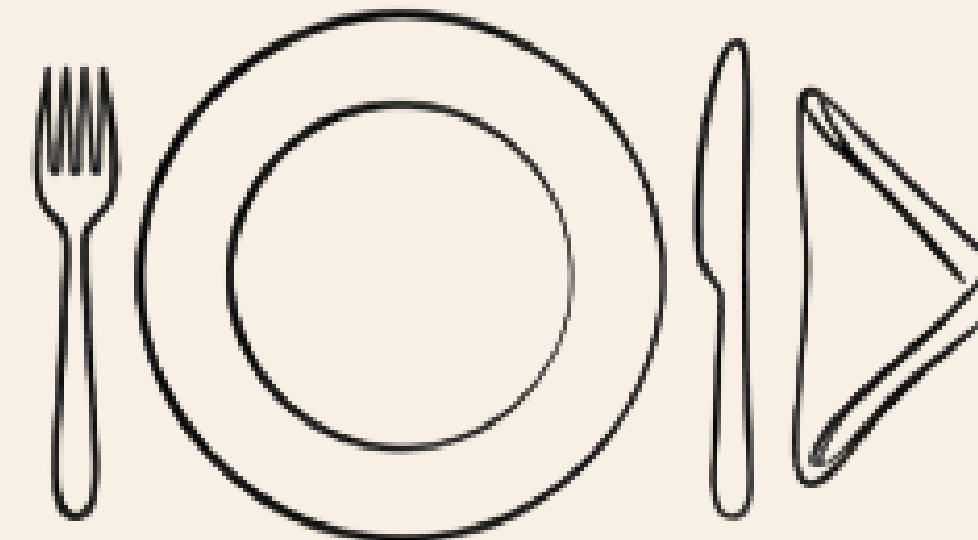
# THE TWO MOMENTS THAT MATTER

**We don't just sell spices. We sell the confidence to create meals worth remembering.**



## THE LIFT OF THE LID

**The aroma hits. The solo cook feels quiet confidence before the first bite is ever taken.**



## THE TABLE

**Someone pauses and asks,  
"What did you do differently?"  
The moment of pride.**



# **Bring Daastaan into your kitchen.**

**Discover the blends built for people who care.**

[www.daastaan.in](http://www.daastaan.in)



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