

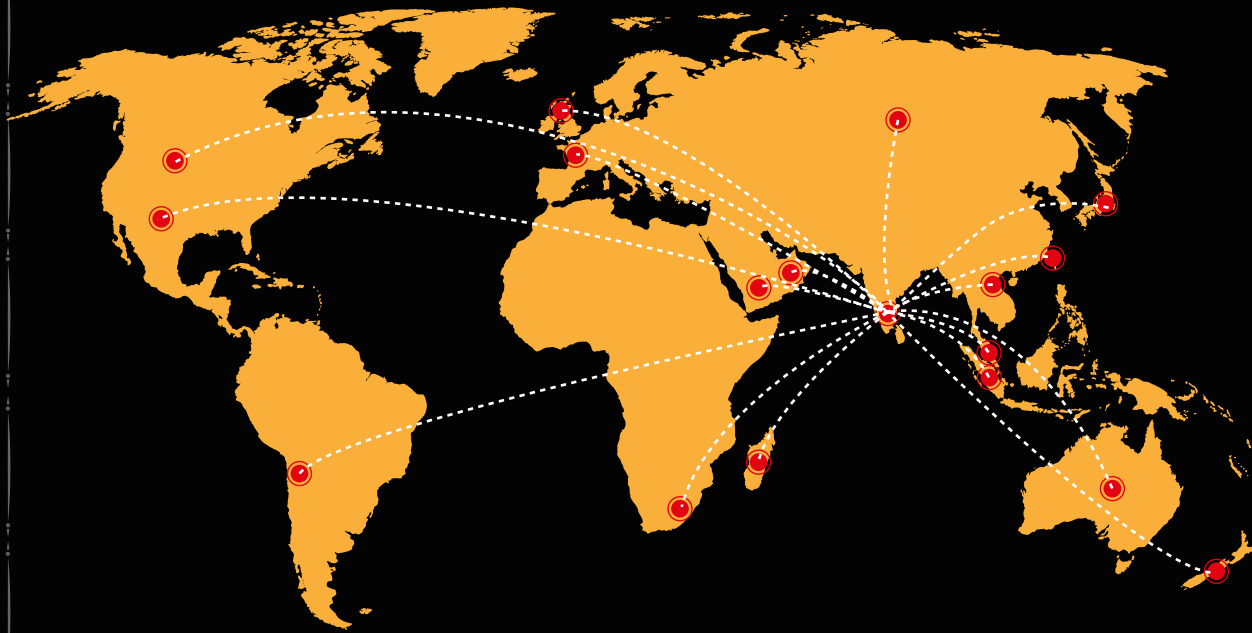


**WELCOME TO
THE HOME OF TRADITIONAL**

Indian Spices and Spice blends.



SCALING NEW HORIZONS



Achi Masala available in over 50 countries across the Globe.

The word 'spices' symbolizes a way of life.

It unleashes a world of exotic memories of colours, textures, aromas, flavours and above all that of delightful Indian cuisines. Each spice tells us a story; a splendid story of mouthwatering moments and celebrations. So is the food cooked using these rich and pure spices & their delicately balanced irresistible aromatic blends.

Reflecting this rich Indian tradition is Aachi, a name synonymous with purity, taste and premiumness. Every pinch of Aachi Spices and Spice Blends is a journey of rediscovering Indianness; an appreciation of the brand's unwavering promise of authenticity.

The Aachi ranges are available in:

The USA, Canada, U.K., Belgium, Holland, France, Denmark, Sweden, Switzerland, Germany, Australia, New Zealand, Republic of South Africa, D.R. Congo, Kenya, Tanzania, Papua New Guinea, Mozambique, Mauritius, Scycheles, United Arab Emirates, Qatar, Kuwait, Kingdom of Saudi Arabia, Lebanon, Sri Lanka, Maldives, Singapore, Malaysia, Thailand and many other countries around the globe.

Founder's Promise



A.D. PADMASINGH ISAAC

Chairman & Managing Director

“Spice and its blends are a fascinating world to explore. Some proudly showcase their vibrant colours and enticing aroma while others through their fascinating textures. This is just half the story; there is something far more precious that separates the best from the rest - Purity.

Choosing the finest grade of spices and their blends is an art as much as it is a science, and most often than not it is a passion to live in the world of spice and learn their true nature. From the fields to your home, Aachi's journey is equally fascinating. Spices are patiently and painstakingly selected to match the highest standards of the Aachi range. They are ground as well as blended using the latest world-class technology. No human hands ever come in contact till they are completely sealed and packed; so that food connoisseurs like you are assured of Aachi's authenticity and its instantly recognizable aroma.

The industry response has been truly overwhelming as your admiration. Aachi has been bestowed with 'India's No.1 and Most Trusted Brand Certification' besides being declared as 'Asia's Fastest Growing FMCG Brand' by KPMG.

Director's Insight



P. Ashwin Pandian
Executive Director

“India, since time immemorial, has been the land of spices. Ships from far off lands sailed across the oceans to reach the Indian shores; all for one most valuable product - Spices. These exotic spices also journeyed on land, facing harsh weather and inhospitable terrains, to the far of places through the ancient Spice Route. Its aroma as well as its uses fascinated the great empires, traders as well as the entire world of the yore. Such were its monetary value and demand, an entire eco-system was born to ensure a constant supply and distribution of this highly sought after commodity.

Aachi finds its inspiration from the bygone era and has created an efficient process and eco-system to provide Spices and Spice Blends to today's customers in its purest form and taste. The finest raw materials, best-in-class technology, tried and tested processes and a reliable supply chain make Aachi smoothly traverse the global markets and win the customers hearts and palates, across 50 countries. For instance, Aachi is the only brand in India to use Cold Grinding technology; thereby preventing changes in chemical composition and retaining fine size particles. It is my vision to make Aachi a part of tasty stories across kitchens. The unmistakable freshness, hygiene and taste will continue to be a hallmark of the entire Aachi range of Spices and Spice Blends.”

I promise that Aachi Spice and Spice Blends will keep taking your taste buds on an exciting journey of warmth and purity, and I thank you for inspiring us, every moment.”

Director's Mission



P. Abishek Abraham
Executive Director

"Spices stood for change then. It introduced a whole new concept in the eating culture of the ancient societies. It brought in a revolution, to say the least, as people began appreciating the exotic range and made it a part of their food. A pinch of spice could complement the native cuisines, heighten the senses and create an everlasting bond. Spices transformed lifestyles, so much so that it soon became a natural ingredient, all over the world.

Today in the modern world, Aachi is a synonymous name for Spice and Spice Blends. The journey of Aachi is as inspiring as the spices themselves. From a single product in 1996 to a range consisting of 250 products and more to come, shows the mind space it has won over the years. The foundation lies in the strategy – consistent quality, constant innovation and delivering the promised taste. Aachi revolutionized the lifestyles of modern women, and in turn the family and society itself. It frees the modern women from the time consuming process of preparing masalas and spice blends and offers an easy yet authentic way to cook delectable cuisines.

It is my responsibility to ensure the Aachi range of Spices and Spice Blends become a natural extension of tradition as well as lifestyles. It is a feeling of pride to transform the brand into an agent of change in its truest sense."

The spice roots: An untold story.

Aachi's journey of seeking quality begins right at the spice fields; a holistic process that encompasses the right soil, healthy growth and an everlasting bond with people who grow them. Their unique prouncement policy, is a combination of spot market and forward purchase mechanism, adhering to details on quality, quantity, delivery time-lines, place and price ensuring foolproof mechanism for all the stakeholders. It is also a natural step towards eliminating middlemen and providing nothing but the best of spices and spice blends to customers.

The fertile grounds: Winning the markets.

Aachi range of Spice and Spice Blends have firmly established their credentials as a brand that is at the centre-stage of Masalas and Spices category. The burgeoning demands in the international market led the brand to set up an exclusive and dedicated export unit in Chennai. Every detail, be it compliances or regulatory procedures, required for the export markets are professionally worked upon.

The opportunity to satisfy the contemporary palates encouraged the company to make a confident move into the 'Ready to Eat' and 'Ready to Cook' food categories. Aachi foray into the big league of FMCGs changed the fortunes and established Aachi as a name to reckon with.



Technology: The science of purity.



The importance of Technology in manufacturing is visible in their German & Japanese collaborative technology namely "**Cold Grinding process**" which helps in retention of Aroma, longer shelf life and reduction of volatility, thus retaining the original flavour of homemade spices. Further solar drying process enables to maintain the colour and texture of the product. Aachi's is the Asia's largest spice processing unit with an annual processing capacity of 60,000 Metric Tons.

Aachi is the result of passion for authentic taste and purity. The road to it is through quality control, R&D, learning, world-class labs as well as testing methodologies. Aachi utilises the benefits of technology in more ways than one. It applies the national and international testing methods for biological and chemical testing of food and food products while observing compliance with ISO/IEC 17025:2005; safety truly is at the core of the brand and takes precedence above all. Complementing this process is the in-house laboratory. It is NABL accredited.

The in-house R&D lab plays a critical role in adding value to the brand and the company's vision. It constantly tests for quality, improvises and creates new products to cater to the emerging taste trends by conforming to industrial quality guidelines laid down by the food processing regulatory body.

The manufacturing plants strictly adheres to best practices and are ISO, HACCP, GMP, HALAL & KOSHER Certified, paving way to experience the promise of taste and purity in every meal you cook.



Spice Powders



- Coriander Powder
- Cumin Powder
- Extra Hot Chilli Powder
- Fennel Powder
- Kashmiri Chilli Powder
- Pepper Powder
- Red Chilli Powder
- Turmeric Powder

Available in convenient Mono Carton Packs of 50g, 100g, 200g.
Also available in Bulk Packs and Customised Private Label Packaging



Blended Spices

(For Vegetarian preparations)



- Sambar Powder
- Madras Sambar Powder
- Rasam Powder
- Roasted Jaffna Curry Powder
- Buttermilk Kulambu Powder
- Dhall Rice Powder

- Garam Masala
- Gobi Manchurian Mix
- Idly Chilli Powder
- Kulambu Chilli Masala
- Lemon Rice Powder
- Puliyotharai Rice Powder

- Srilankan Curry Powder (Roasted)
- Srilankan Curry Powder (Unroasted)
- Tomato Rice Powder
- Vathakulambu Masala
- Vegetable Masala

Available in convenient Mono Carton Packs of 50g, 100g, 200g.
Also available in Bulk Packs and Customised Private Label Packaging



Blended Spices

(For Non-Vegetarian preparations)



- Biryani Masala (Veg & Non-Veg)
- Chicken 65 Masala
- Chicken Curry Masala
- Chilli Chicken Masala
- Curry Masala Powder
- Egg Curry Masala
- Fish Curry Masala
- Fish Fry Masala
- Mutton (Meat) Masala
- Mutton Curry Masala
- Crab Masala
- Ginger Chicken Masala

- Pepper Chicken Masala
- Achar Gosht
- Andhra Fish Curry Masala
- Beef Kebab Masala
- Chicken Jalfrezi Masala
- Chicken Reshmi Kebab
- Chicken White Karahi Masala
- Chicken White Kuruma Masala
- Grilled Chicken Masala
- Haleem
- Keema Masala
- Malai Kofta Masala

- Nellore Fish Curry Masala
- Nihari (Hallal Based Gravy)
- Paya Masala
- Pork Masala
- Prawn Curry Masala
- Prawn fry Masala
- Schezwan hot and spicy chicken curry masala
- Schezwan hot and spicy paneer curry masala
- Seekh Kabab

Available in convenient Mono Carton Packs of 50g, 100g, 200g.
Also available in Bulk Packs and Customised Private Label Packaging



Blended Spices

(For North Indian Dishes)



- Chana Masala
- Chaat Masala
- Daily Dhall Masala
- Dhall Rice Powder
- Pani Puri Masala
- Pav Bhaji Masala
- Rajma Masala
- Paneer Tikka Masala
- Butter Chicken Masala
- Chicken Lollypop Masala
- Chicken Manchurian Masala
- Chicken Tikka Masala
- Crispy Fried Chicken Mix
- Kadai Chicken Masala
- Kitchen King Masala
- Malvani Chicken Masala
- Tandoori Chicken Masala
- Dry Fenugreek Leaves (Kasuri Methi)

Available in convenient Mono Carton Packs of 100g, 200g.
Also available in Bulk Packs and Customised Private Label Packaging



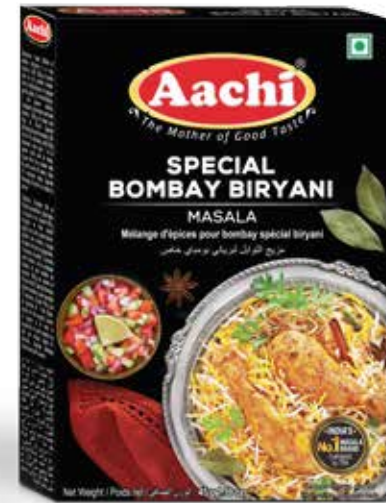
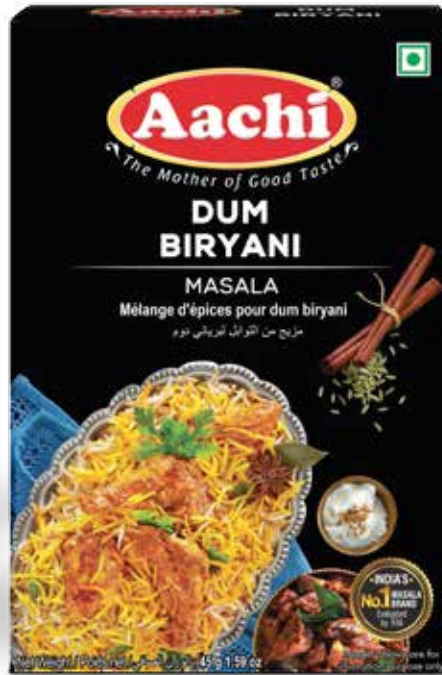
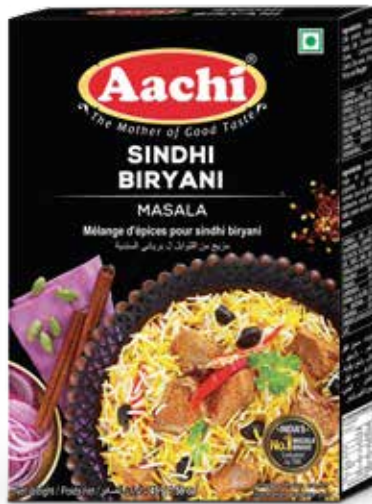
Biryani's for the world

Introducing 25 Varieties of Biryani for
Global Markets



100% Veg

Biryani Masala Powders



- Nellore Fish Biryani Masala
- Country Chicken Biryani Masala
- Nawabi Chicken Biryani Masala
- Hyderabad Dum Biryani Masala
- Malabar Biryani Masala
- Dum Biryani Masala
- Sofiyani Biryani Masala

- Prawn Biryani Masala
- Fish Biryani Masala
- Srilankan Biryani Masala
- Beef Biryani Masala
- Sindhi Biryani Masala
- Dindigul Biryani Masala
- Pilau Biryani Masala
- Mughal Biryani Masala

- Kasaragod Chicken Biryani Masala
- Malay Chicken Biryani Masala
- Memoni Mutton Biryani Masala
- Special Bombay Biryani Masala
- Karachi Beef Biryani Masala
- Chettinad Chicken Biryani Masala
- Thalassery Biryani Masala

Available in convenient Mono Carton Packs of 40g - 50g,
Also available in Bulk Packs and Customised Private Label Packaging



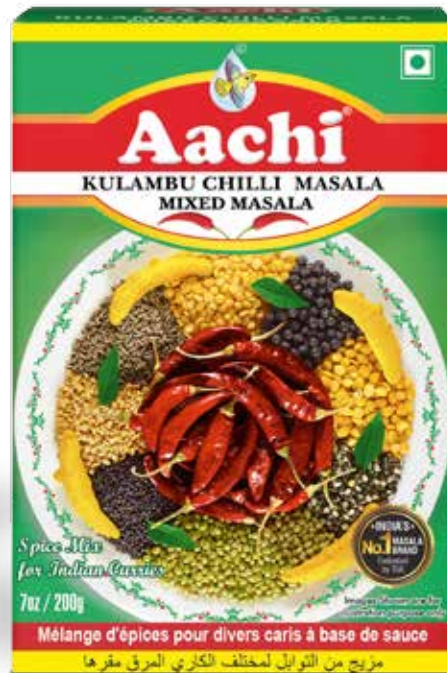
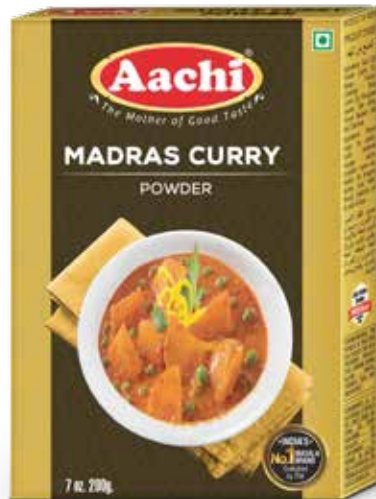
Curries for the world

Introducing Customized Varieties of Curry Powder
for Global Market.



100% Veg

Curry Powders



- Madras Curry Powder
- European Curry Powder
- Indonesian Curry Powder
- Indian Curry Powder
- Spice Mix Curry Powder
- Sri Lankan Curry Powder
- Arabian Curry Powder
- Australian Curry Powder
- Asian Curry Powder
- African Curry Powder
- Fijian Curry Powder
- Pakistani Curry Powder

Available in convenient Mono Carton Packs of 50g, 100g & 200g.
Also available in Bulk Packs and Customised Private Label Packaging



Curries for the world

Introducing Customized Varieties of Curry Powder
for Global Market.



Curry Paste



- Tandoori Curry Paste
- Kuruma Curry Paste
- Chettinadu Curry Paste
- Tikka Curry Paste
- Nattu Kozhi Curry Paste
- Butter Chicken Curry Paste
- Spicy Butter Chicken Curry Paste
- Beef Curry Paste
- Mango Curry Paste
- Andhra Curry Paste
- Mild Curry Paste
- Madras Curry Paste
- Madras Spicy Curry Paste
- Kashmiri Curry Paste
- Briyani Curry Paste
- Jalfrezi Curry Paste
- Vindaloo Curry Paste

Available in Attractive Glass Bottles. 300g, 1kg & 5kg Pet Bottles
Also available in Bulk Packs and Customised Private Label Packaging



Vegetable Pickles



- Citron Pickle
- Cut Mango Pickle
- Garlic Pickle
- Lemon Pickle
- Mango Avakkai Pickle
- Mango Thokku Pickle
- Mixed Vegetable Pickle
- Garlic Tomato Pickle
- Tomato Pickle
- Ginger Pickle

Available in Attractive Glass Bottles. 300g, 1kg & 5kg Pet Bottles
Also available in Bulk Packs and Customised Private Label Packaging



Instant Rice Pastes



- Bittergourd Rice Paste
- Brinjal Thokku
- Biryani Rice Paste
- Coriander Thokku
- Curry Leaf Rice Paste
- Garlic Kulambu Rice Paste
- Garlic Rasam Paste
- Garlic Tomato Thokku
- Ginger & Garlic Paste
- Lemon Rice Paste
- Onion Rice Paste
- Pepper Rasam Paste
- Puliiotharai Rice Paste
- Pudhina Thokku
- Red Chilli Paste
- Tomato Rice Paste
- Tamarind Paste
- Vathakulambu Rice Paste

Available in Attractive Glass Bottles 300g.
Also available in Bulk Packs and Customised Private Label Packaging



Twin Birds™

(Non-Vegetarian pickles)



- Fish Thokku
- Prawn Curry
- Fish Pickle
- Seer Fish Curry
- Prawn Pickle
- Nethili Fish Curry

Available in Attractive Glass Bottles 300g.

Also available in Bulk Packs and Customised Private Label Packaging



Ready to Cook Mixes



- Gulab Jamun Mix
- Jalebi Mix
- Rava Kesari Mix
- Semiya Payasam Mix
- Diet Dosa
- Diet Idly
- Multi Grain Idly

- Rava Dosa Mix
- Rava Idly Mix
- Rava Upma Mix
- Roasted Rava
- Masala Rice for Biryani
- Ponni Raw Rice - Grade No 1
- Idiyappam Powder

- Asafoetida Powder
- Appalam
- Vermicelli
- Tamarind
- Bajji - Bonda Flour Mix
- Adai Mix

Available in convenient Mono Carton Packs of 200g.
Also available in Bulk Packs and Customised Private Label Packaging



Instant Beverages



- Jaljeera Powder
- Sprouted Grains Drink Mix (Nutrimalt)
- Chukku Malli Kappi Powder
- Almond Drink Mix (Badam Drink)
- Multi Grain Porridge Mix (Sathu Powder)

Available in convenient Mono Carton Packs of 200g, 500g. Also available in Bulk Packs and Customised Private Label Packaging



Flour Products



- Atta (Wheat Flour)
 - Chamba Puttu Powder
 - Chamba Idiyappam Powder
 - Gram Flour
 - Idiyappam Powder
- Puttu Powder
 - Ragi Flour (Coarse)
 - Ragi Flour (Roasted)
 - Ragi Flour (Sprouted)
 - Ragi Flour Regular

Available in convenient packs of 1kg & 5kgs.
Also available in Bulk Packs and Customised Private Label Packaging



Oil & Ghee



- Ghee
- Sesame Oil
- Sunflower Oil

Available in convenient 1 Ltr & 5 Ltrs.
Also available in Bulk Packs and Customised Private Label Packaging



Special Products



- Asafoetida
- Appalam
- Rice Range

Available in convenient packs of Papad in 100g & 200g. Rice bags in 1kg, 5kgs, 10kgs & 25kgs. Also available in Bulk Packs and Customised Private Label Packaging



Sterilized Spices & Powder



TABLE TOP
SPICES WITH
GRINDER



Spices Grinders : • Black Pepper • Italian Seasonings • Rock Salt • Black Salt
Spice Powders : • Cinnamon Powder • Nutmeg Powder • Paprika Powder
• Cardamom Powder • Red Chilli Flakes

Available in Attractive Glass Bottles. 300g, 1kg & 5kg Pet Bottles
Also available in Bulk Packs and Customised Private Label Packaging



Whole Spices



- Anardana Seed
- Bay Leaves
- Black Cardamon
- Black Pepper
- Black Salt
- Cinnamon
- Clove Sticks
- Coriander Seeds
- Crushed Chilli
- Cumin Seeds
- Decca Hot Chilli Powder
- Fennel Seeds
- Fenugreek - Regular & Premium
- Garlic Powder
- Green Cardamom
- Kashmiri Chilli Whole
- Mustard Seeds
- Paprica Powder
- Raisins
- Rice Flakes
- Star Anise
- Sugar
- Turmeric Fingers
- Whole Chilli Round

Available in convenient 100g, 200g, 400g, 500g, 1kg, 5kgs, 10kgs, 15kgs & 25kgs
Also available in Bulk Packs and Customised Private Label Packaging



Reason for Being a Market Leader

- Leaders in procurement of spices
- Competitive pricing
- Customised packaging available from 5g to 35 kilos
- Country specific certification available
- Customised private label packaging available for the entire range
- Available in retail and bulk pack for HORECA segments



Home Care Products



- Detergent Cake
 - Toilet Cleaner
 - Floor Cleaner
 - Scrub Pad
- Dishwash Bar
 - Dishwash Liquid
 - Cockroach Chalk

Available in Retail Packs, Bulk Packs and Customised Private Label Packaging

Aachi - Building a new world order.

The ancient kingdoms of Asia, North-East Africa and Europe have one thing in common spices. The Spice Route introduced the aromatic and healthy spices to far off lands. The spices came along with enchanting tales, spun by the traders, which added an exciting twist to its character. The trade ended the middle ages and gave rise to the modern times; so much so that its value was higher than gold or any other precious metal.

The Europeans took the Spice Route to India. The influence of Indian Spices went beyond aroma and health, it built a new world order.

Aachi, blended itself in this Spice Route to become a major player, both in raw and blended Spices to carve a niche for itself world over.





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