



The very first brand silo of Paras Spices Pvt. Ltd.

Their story begins in the year **1982**, when **Viney Budhiraja's** family starts out as 'accidental spice makers' for a village, out of a tiny shop in **Mogha, Punjab**. It would see flattering queues of people, from nearby and afar, to have their ounce of the house garam-masala – a blend of spices that's at the heart of Indian cuisine. Those inspirational forebears would then go on to manufacture the ubiquitous 'Tastemaker' for **Nestlé Maggi Noodles**, also the chilli flakes and oregano for Dominos Pizza. Today, **Paras Spices Pvt. Ltd.**, are a leading spice and condiments maker in India, boasting a mélange of products that are exported to over 15 countries. They are also a preferred supplier to some of the most iconic food & beverage majors around the globe.

ORIKA is their homegrown D2C brand, born out of the need to make high quality and convenient flavour delivery systems for food lovers. It benefitted from Paras's supply chain expertise and native understanding of authentic tastes. Not a grand culmination by any stretch of imagination -- given the David v/s Goliath matchup it had in a saturated market – it was a whole new start and the battle for survival was going to be gruesome.

But we'd find a way if legacy was any proof. That tiny shop in **Mogha** had started with the right ideas. It was still there. And it continued to flatter us...

So, how does a start-up spice brand earn its rites of passage?

Go-to-market Strategy

+

Positioning

+

Packaging

+

Communication

Here's a Case Recipe!

The Problem

By Aug. 2021, the whopping 67,000 Cr. Indian spice market was shifting towards branded spices already: 57% -- North, 47% -- West, 51% -- South, and 44% -- East. The branded spice market was 36% (approx. 24,000 Cr.) CAGR 16% and growing. Conversions were coming from consumers who were using whole spices, bought loose and unbranded. Adoption to branded spices was helped by Covid-19. The key players were Everest, MDH, Catch, and host of well entrenched regional players with massive portfolios covering every taste profile within Indian cuisine. They were supported by tremendous investments in their visibility.

We had neither the size, nor the capacity for massive promotion spends. There was no way we could spar with them.

But, what if we thought out of the box? What if we took the war to a different battle ground, ours?

We found that ground, and sure enough, **we did not have problem to solve at all. We only had...**



An Opportunity

We looked at the trends behind evolving taste palates. Which way are the tastebuds going? Our generation of food lovers were mixing and matching diverse Indian cuisine and going beyond. Exposure, travel around the world, higher disposable incomes, and the zeal to try something new was rife -- peri-peri, shawarma, tacos, and bruschetta had become the usual suspects alongside rajma-chawal and daal-makhni staples on our plates. Then there were the doors thrown ajar by the Swiggys and Zomatos of the adventurous new world. **Democracy of Taste** was here to stay. Research corroborated our hunches.

We could market SEASONINGS, MARINADES, INSTANT SPICE MIXES for the new-age palates. We did have the usual garam-masala, kitchen-king masala, chole masala et. al. But we decided to not 'talk' about them. Our lead engines will be the aforementioned new-age spices.

The coming of Covid-19 meant that those doors (opened by Swiggy and Zomato) were temporarily shut. It came down on the home-chefs to indulge the tastebuds and start making stuff at home.

We had the timing right too!



The Plan



PRODUCTS

Identify a range of Seasonings, Marinades, and Instant Spice Mixes that could cause 'new-news' in the market, besides becoming decent volume drivers. Identify innovations and delivery systems that could reel customers in. Prototype them in requisite packaging formats and glean insights before finalizing the offerings.



PRICE

'Premium is the new vanilla'. Source the best quality ingredients that willing-to-pay customers will appreciate. Be reassuringly expensive.



PLACEMENT

By budget limitations and concentration of effort, focus on the North and West Markets, specifically – Delhi, Ludhiana, Chandigarh, Amritsar, Mumbai, & Pune in Class A retail. Also have online access through a dedicated e-com website besides Jio, Blinkit, & Amazon.



PROMOTION

Build the brand's unique soul 'enfant terrible of the spice world' and look the part in packaging and all brand communication. Build a discourse around empowering 'food possibilities' and engage in a vibrant day-to-day 'dialogue across kitchen windows' through social media.

We went through the unsparing rigour of targeted research, both qualitative and quantitative, before dialing ideas into the brand. The need for brevity cannot contain months of deliberation on a single slide. However, we'd be glad to answer any queries you may have within the limits of confidentiality terms agreed with our clients.

*The next couple of slides will provide a journey from thought through to manifestation. We have included a broadside on the thinking that went into it by sharing the '**BRAND FOUNDATIONS**' – a tool we use to draft a brand's intention. Following that are some examples of how we took it to execution in our brand promotion.*



Orika Brand Foundations

'Brand Foundations' is a tool that formalizes the brand's strategic concept. It derives from all learning we have gleaned on the product, the end-user, and the relationship it seeks to forge with him/her. We also derive an insight into how the brand differentiates itself vis-à-vis the competition in terms of its personality, tone-of-voice, and style. Brand Foundations lay out the guidelines of how the brand expresses itself across sales, merchandising, and promotion initiatives. It is useful tool to fashion training modules, aligning people on the brand to a fellowship of implicit understanding.

Who am I ? Where do I come from? What do I do?

MY PRODUCT. MY ANTECEDENTS. MY TALENTS.

PREMIUM, ARTISANAL SPICES, SEASONINGS, & HERBS; HANDPICKED FROM THE FINEST PRODUCTION BELTS THE WORLD OVER. INNOVATIVE SPICE/FOOD PRODUCTS THAT CREATE MYRIAD POSSIBILITIES WITH THE MENU.

Hailing from the house of PARAS SPICES PVT. LTD. – the name behind some of the most loved food brands the world over -- ORIKA brings you the finest spices on the planet. With their unparalleled aroma and flavour profile, they exude the quality that is a sheer privilege to lay hands upon. *Our THYME hails from Egypt... our CINNAMON, from the tropical forests of Sri Lanka. You'd send a postcard to our OREGANO... all the way to Turkey!* ORIKA handpicks them, imparts only the minimum necessary processing. Thereafter, they are packed such that they won't lose an ounce of their potency in their journey to you. The results are astounding... **ORIKÅ MAKES EVERY DAY MEALS COME OUT TASTING LIKE GOURMET PREPARATIONS!**

ORIKÅ is backed by thousands of hectares of responsible sourcing.

Our logo stands for the versatility & transparency of the ingredients used as well as their application. ORIKA's minimal yet powerful design echoes our belief that even everyday, simple meals are made extraordinary with the right spices. It is our attention to these minute details that make ORIKA stand out.



SOURCING

Sourced responsibly, only the most authentic, fresh, and premium spices make it ORIKA

SORTING

Extraneous materials are meticulously eliminated by sophisticated equipment to ensure 100% purity in all products

ROASTING

The roasting process, wherever it is applicable, unlocks the full flavour and aroma of the spices

GRINDING

The spices are ground using low-temperature milling so that naturally present volatile oils are not lost, and the spice retains its natural profile

PACKAGING

Highly sophisticated pick-fill-seal machines are deployed for the ORIKA zipper packs. High barrier packaging material is used to prevent oxidation and moisture incidence in packs

ASSURANCE

Processed in BRC, FSSC 22000 processing units, each ORIKA pack undergoes rigorous quality checks

What sets me apart from the rest?

MY DIFFERENTIATOR

At a product level, ORIKA represents the gold standard of spices -- the difference in taste is tangibly apparent to the end-user. We recall authentic source or taste origins. Our processing and packaging is optimal. Our blending expertise is a great strength we bear. We do it all sustainably.

HOWEVER, THOSE ATTRIBUTES CAN BE REPLICATED. I AM DIFFERENTIATED BY THEM PRESENTLY, BUT I DO NOT EXPECT TO REMAIN SO FOR LONG. I'M UNIQUE FOR THE STUFF THE FOLLOWING TWO BOXES CONTAIN 😊

MY UNIQUE STYLE OF INNOVATION

ORIKÅ CREATES DELIGHTFUL NEW POSSIBILITIES WITH FOOD MAKING.

We are a category disruptor brand, motivated to expand taste palates with extraordinary gourmet preparations, made with ease.

NEW CATEGORIES OF PRODUCTS – With New-Age products, I start with SEASONINGS & MARINADES whereBefore the world catches on, I've already moved on to redefining the breakfast category by making MASALA OATS. Then, FLAVOURED HUNG CURDS that challenge the unhealthy mayonnaise brands. PROTEIN ENRICHED SPICE PRODUCTS? IMMUNITY DRINKS? SUPERFOODS? I'm the 'enfant terrible'-- the disruptor brand in the market – *ALWAYS UP TO SOMETHING NEW!*

I BRING THE X-FACTOR TO TRADITIONAL SPICES – “Premium is the new vanilla!” I don't see any reason why our garam masalas or rajma masalas don't make the news. Within the attributes that consumers seek in these products, I up the game by redefining what's the pinnacle of taste within them. BLENDS WITH 'HIDDEN GEM' TASTE ORIGINS to differentiate from the regular fare. 'AUTHENTIC & RARE RECIPES' unearthed from our legends. These attributes will add excitement around these products. HOUSE OF BARODA SUKHA MUTTON MASALA (not just any Mutton Masala). SARASWAT GOMANTAK MASALA (not just any Fish Curry Masala). ALAPUZH BOATHOUSE CHINGDI MASALA (not just any Prawn Masala).

MULTIPURPOSE APPLICATIONS (ON SELECT PRODUCTS) – My Seasonings and Marinades are versatile products that find use in multiple usages – in dips, sauces, as garnishes, etc. That makes them cross-cuisine products and allows for a lot of DIY experimentation for the end-user.

I'M THE FIRST FOOD ROMANTIC HERE!

THE ORIKA BRAND EXPERIENCE IS TOUCHED BY A CONSUMMATE PASSION FOR TASTE.

It resonates across all of the brand's Physical Evidence in every consumer touch-point and in all its promotion initiatives.

ROMANCE OF FOOD translates to love for it as a foodie, at a base level. From there it extends to an '**INTEREST**' in expanding on it, creating new ideas and concepts. '**CURIOSITY**', to probe and question, do things better and different. '**INSIGHT**' into complexities of food making and a '**FIRSTHAND KNOWLEDGE**' into how food becomes great. I **TRAVEL** for my love – physically, and in the extents to which I take my ideas, metaphorically speaking. I '**DOCUMENT**' my learnings and build on it. I feel '**PRIDE**' in the object of my fascination – I totally love what my 'love' brings out in me. I'm considered an '**AMIALE AUTHORITY**' in my area of interest. Finally, my gift makes me '**GRATEFUL & MAGNANIMOUS**' – I happily share the joys, my passion bestows on me.

THIS EMOTIONAL DISPOSITION IS AT THE CORE OF ORIKA – PRODUCT AND BEYOND.

Its qualities are apparent in the look and feel of my packaging, in my stalls and kiosks, on my website, in the behaviour of my salespeople, in the enthusiasm my promoters display while interacting with you, even in their grooming, in the clothes they wear, and in the tonality of the language they correspond in.

All of it tells you, ORIKA IS A BRAND THAT IS PASSIONATE ABOUT FOOD...

Making spices is a simply my way of celebrating that love.



If I were a person . . .

HOW DOES ORIKA COME ACROSS TO PEOPLE? An uber modern young woman, about 27 years. She's articulate, polished, and carries herself with confidence. Yet she is unassuming, charming, and approachable. She has a knack of making others comfortable around her. She is blessed with an indefatigable energy for life – interests, hobbies, has artistic sensibilities, can hold a conversation on varied subjects. She's done her masters in Catering abroad, is widely traveled – a sworn foodie and a closet anthropologist of cultures around the world. Food, its ingredients, spices, and recipes are her areas of expertise. You'd find her selfies from an oregano farm in Turkey, not so much the Eiffel Tower! Now in India, she aims to set up a business of Artisanal Spices. She believes she could empower folks to make their everyday meals extraordinary with her products and body of knowledge and experiences – nothing would please her more than sharing this. She has ideas that she shares enthusiastically with those who will listen to her. Despite her charisma and the aura around her, she's a simple person at her core. If she's your neighbour, she'd knock on your door if you've cooked something nice and compliment you, perhaps even ask for the recipe. With those she is familiar with, she'll walk in and have her plateful, mindless of the fact that she's talking between mouthfuls while being seated on the armrest of your sofa chair!



Who am I for?

A LETTER TO THE ORIKA CONSUMER...

ORIKA is for the man or woman... who is an unabashed fanatic of food.

Hello there!

*You have made peace with your life – you've done your jumps through the hoops... aspired to the greater things in life... matched or exceeded them. You happily gave up on some; perhaps, realised what was your do. You have observed, you have learnt, and figured what to do with that learning. You have made choices... and today, you curate your lifestyle with a self-taught dexterity. You aren't in the rat race, no more! You have learnt well to live in the . . . (pause). . . that celebrates who you are under your skin. And that's where you bask. **All your life is a reward for the aware choices you have made!** Ah, we love you and your idiosyncrasies... we are absolutely chuffed to see you in action!*

*Your home, your life, your relationships, and your values are distilled through the layers of an avidly cultivated identity of self. Your spouse is your co-conspirator. No gender inequities there – both of you are up to 'good mischief' every now and then, unmindful of the omnipresent gender stereotypes in our country. Hell! You'll even pretend partaking in them to humour the obstinate elderly. **This 'comfortable duality' defines you. You 'do jugaad with your zindagi!' -- navigating your way through with style and without ruffling feathers.***



Who am I for?

You aren't aren't a black and white 'opinionist' of anything – no time for rhetorical activism. You'd rather save yourself to find your islands of harmony and unbridled joy.

Professionally, you have come a long way! No more signing away all blood and bone to work. Even your fathers had learnt to add some sport to the work life. You are the further evolution of that. For you, ALL LIFE IS SPORT. And the job is a part of it – it doesn't get any special status anymore.

India has always been an innocent, a ready-to-learn, and ready-to-believe kind of people! We are hungry for learning and we don't have too many ghosts to exorcise, neither too many forts-of-dogma to protect – we do have have dogmas, of course, but we are the first to refrain from defending the indefensible. We have never thought our living was in threat of any outward influence... we have always been secure. That's why we are best placed to absorb newer ideas, newer ways of life, and ways of thinking. We have greedily lapped them up, synthesised them, chucked out the useless (with a disdain that comes from our sharp intellects)... we have accepted the better things with due reverence too.

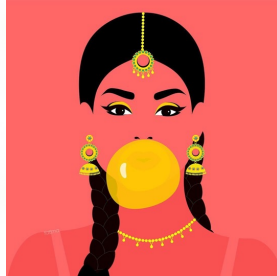
WE MADE IT OUR LIFE! ... 'hum ne sabkuch humaare rang mein rang diya... DANKE KI CHOTT PE!'



Who am I for?

Yet, we haven't cast aside what makes us Indians. We have re-interpreted it into contemporary avatars of our identity. **Our lives are a *mélange* (is 'bhelpuri' the right word?) of influences from around the world, melded effortlessly with those of our own -- we call it our 'Glocal Culture'.** There is a sense of openness, enjoyment, and vivacity about our lives and the environments they thrive in. We don't take our Indianness too seriously, that's why we keep on re-inventing it. It's sign of a vibrant progressive culture. We are like kites on the wind... with their strings firmly reeled in into our innate Indianness.

This makes us probably the most contemporary ancient civilisation. We are definitely one of the most exciting ones out there!



Our girl walks the ramp walk and nods her head side to side, impishly recalling her Bharat Natyam training. Our boys wear 'bandhgalas' at university convocations abroad. Our old men wear stupid hats and shorts and dance to YO YO HONEY Singh's numbers with their teenaged children. Yet, we also work complex algorithms and crunch numbers like nobody's business! Our homes are expressions of our individualism... the eclectic mix-and-match style is India's gift to the world. With lives that are so stupendously kaleidoscopic, we have become the daring breed of people who thrive in newer experiences. You would find these influences everywhere in your lives. And we are happy to be a homegrown brand that breathes the same air as you.

Who am I for?

WE ARE COLLECTORS OF MOMENTS! Collectors of epiphanies, revelations, chance-magic... moments that engage our minds & intellects... moments that add more riches to us.

And. We. Are. Hopeless. Foodies.

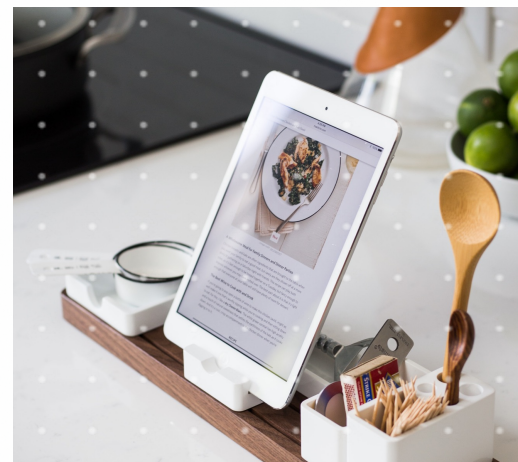
Kissing the fingers we hold the food in... pooling a car and travelling with friends to just have a beer and chicken lollipops at Sunny da Dhaba in Khopoli (120 km away from metropolitan Mumbai!), calling 'ol chaps over and getting silly on Manna Dey songs for a special OLD MONK PARTY! Kids' sleepovers, womenfolk getting together for paav-bhaaji do's, we make pastas at home alongside aloo-paranthas; our elders enjoy them too!

ORIKA gives fervent expression to that enjoyment. It empowers the sass-factor in the food moment. We see food as the social glue that enhances getting together and having good times with loved ones... celebrating a life with folks who don't judge you – they admire you for all the right reasons; also clap and roll in laughter when you get silly.

As a people, we make things happen. We love the good life. We'd simulate all that impresses us, then we fine-tune and make it our own. We'll make gourmet Aglio e Olio... we'll also make a gourmet Peri Peri khichadi. You bet, we do! Orika is your ally in making it all better... your partner in all the fun.

With you, in a pact of passion for food... for life!

ORIKA





*For food romantics, ORIKA is a passionate brand of premium and artisanal spices that opens up...
DELIGHTFUL NEW POSSIBILITIES WITH FOOD MAKING.*

Unlike other spice brands, ORIKA re-creates gourmet taste in everyday meals, with extraordinary ease. That's because we handpick the finest quality of spices on the planet from their original production belts, the world over. Our blends reproduce the authentic tastes that are prized by the most discerning food lovers.

A group of young adults are gathered outdoors for a barbecue. In the center, a man with a beard and a blue apron over a plaid shirt is grilling food on a charcoal grill. He is smiling and looking towards a woman on his right who is holding a plate of food. Other people are visible in the background, some smiling and talking. The scene is set in a grassy area with trees in the background. The overall atmosphere is relaxed and social.

Our Mission:

ORIKÅ[®]

Bring gourmet taste
to the hands of
every ‘Closet chef’
in the world.



How we took it to the world!

PACKAGING DESIGN | POS & COLLATERALS | DIGITAL PRESENCE

The Packaging Design

How does brand that challenges you to have fun with food look? We drove the spirit of an 'enfant terrible' right into reimagining the packaging formats, with smart pouch designs, unique sprinklers, and sachets. The **colour palettes** were chosen such that variants could be visibly told apart. As the spice products were new-age, we told stories that inducted prospective users to try through **visually immersive stories**. Multiple applications were highlighted to extol the **usability of the products across preparations**. Value adds were demonstrated through carefully crafted **mnemonics**. The backs of the packs mentioned interesting **recipes** to try. We embraced an original **illustrative style** to visualize the World of Orika and made the symbol itself a window through which one could peep into it. All while ensuring tasteful balance between positive and negative spaces.



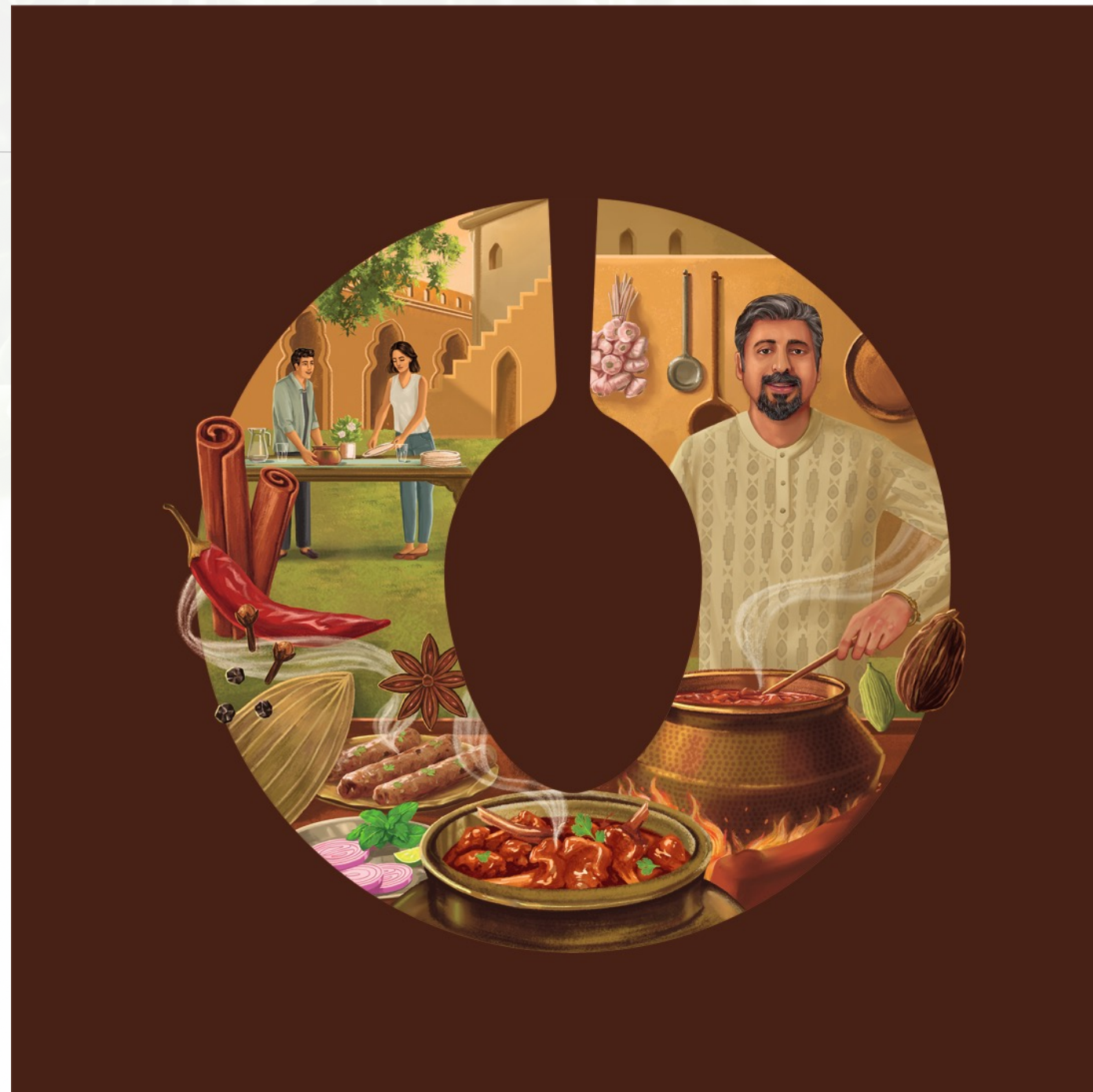
The Packaging Design



The Packaging Design



The Packaging Design



The Packaging Design



The Packaging Design



The Packaging Design



The Packaging Design



The Packaging Design



The Packaging Design



The Packaging Design



The Brand Ambassador

Ms. MALAIKA ARORA was chosen as the face of the brand for the BRAND LAUNCH CAMPAIGN. She was also incorporated on the packaging designs for Instant Spice Mixes to aimed at becoming popular/mass products. The brand fit with Ms. Arora accrued from the fact that she is herself an avowed home chef and food aficionado.



Malaika Arora



The Launch TVC & Supporting Videos

Featuring Ms. Malaika Arora, in a slice-of-life setting where she entertains friends to gourmet food at home (after passing up going to a fav restaurant for their Sunday brunch). The film extols the brands virtues of convenience, quality, and new-age food exploration. The refrain, **"Ghoomakkad hain tere mere tastebuds"** underscores the spirit for adventure and fun with food. We used a Jazz ensemble in the music to play upon the experimentative nature of that music genre. Supplementary films played upon **SPICE ORIGIN STORY** and the **SPRINKLER** range of products.

LAUNCH TVC



ORIGIN STORY



SPRINKLERS



highest grade spices & herbs

Banners on Blinkit

Delivery in 9 minutes
Punjabi Bagh, New Delhi, Delhi, L. ▾

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Paan corner

Your favourite paan shop is now online

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AUTHENTIC TASTE. PURE JOY!
Highest quality ground spices and masalas

ORDER NOW **UPTO 10%OFF**

ADD A DASH OF AWE!
Highest grade spices and herbs from origins

ORDER NOW **UPTO 15%OFF**

HERBILICIOUS JALJEERA-AAH!
Just Rip it, Mix it, & Sip it!

ORDER NOW **UPTO 33%OFF**



Paan Corner



Dairy, Bread & Eggs



Fruits & Vegetables



Cold Drinks & Juices



Snacks & Munchies



Breakfast & Instant Food



Sweet Tooth



Bakery & Biscuits



Tea, Coffee & Health Drink



Atta, Rice & Dal



Masala, Oil & More



Sauces & Spreads



Chicken, Meat & Fish



Organic & Healthy Living



Baby Care



Pharma & Wellness



Cleaning Essentials



Home & Office



Personal Care



Pet Care

AUTHENTIC TASTE. PURE JOY!
Highest quality ground spices and masalas

ORDER NOW **UPTO 10%OFF**

ADD A DASH OF AWE!
Highest grade spices and herbs from origins

ORDER NOW **UPTO 15%OFF**

**WHOLE FLAVOUR
WHOLE GOODNESS**
Meet the finest quality whole spices!

ORDER NOW **UPTO 12%OFF**

HERBILICIOUS JALJEERA-AAH!
Just Rip it, Mix it, & Sip it!

ORDER NOW **UPTO 33%OFF**

MARINATION IN 30 MINUTES FLAT!!
Seasonings for super easy cooking

ORDER NOW **UPTO 25%OFF**

Billboards



**Highest grade spices
from the best origins**



Bring home the gourmet!
www.orkaflavours.com

**apna
favourite
food**
easy and too good!

NEW!
Instant
Taste Mixes

ORKA®
Bring home the gourmet!

www.orkaflavours.com

**Highest grade spices
from the best origins**

ORKA®
Bring home the gourmet!

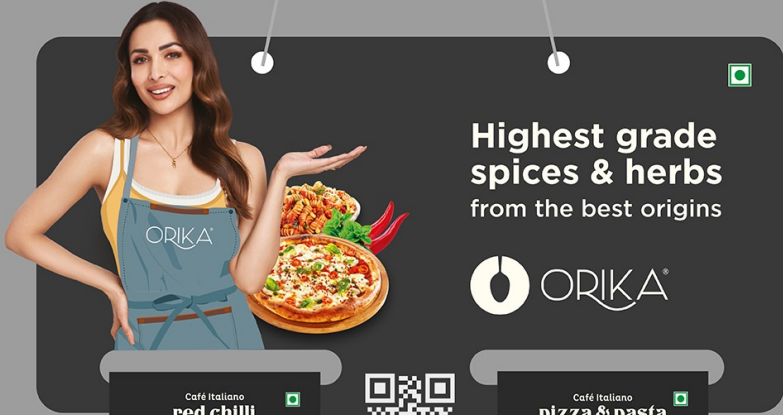
Dealer Boards



Contact No.: 0123 456 789

Orika Dealer | Shree Kanojia Traders

Collaterals



**Highest grade
spices & herbs**
from the best origins

ORIKA®



www.orkaflavours.com

Café Italiano
**red chilli
flakes**



Pure Red Chilli Flakes
Bring home the gourmet!

ORIKA®

Café Italiano
**red chilli
flakes**



Pure Red Chilli Flakes
Bring home the gourmet!

ORIKA®

Café Italiano
**red chilli
flakes**



Pure Red Chilli Flakes
Bring home the gourmet!

ORIKA®

Café Italiano
**pizza & pasta
seasoning**



Instant Taste Mix
Bring home the gourmet!

ORIKA®

Café Italiano
**pizza & pasta
seasoning**



Instant Taste Mix
Bring home the gourmet!

ORIKA®

Café Italiano
**pizza & pasta
seasoning**



Instant Taste Mix
Bring home the gourmet!

ORIKA®



**ghar me bana lo
gourmet taste!**

ORIKA®
Instant Taste Mixes

Continental Style
**herby
omelette
seasoning**



ORIKA® | Instant Taste Mix
Bring home the gourmet!

Continental Style
**herby
omelette
seasoning**



ORIKA® | Instant Taste Mix
Bring home the gourmet!

Continental Style
**herby
omelette
seasoning**



ORIKA® | Instant Taste Mix
Bring home the gourmet!

College Canteen
**omelette
& bhurji
masala**



ORIKA® | Instant Taste Mix
Bring home the gourmet!

College Canteen
**omelette
& bhurji
masala**



ORIKA® | Instant Taste Mix
Bring home the gourmet!

College Canteen
**omelette
& bhurji
masala**



ORIKA® | Instant Taste Mix
Bring home the gourmet!

Today's Special!
**magic
masala**



ORIKA® | Instant Taste Mix
Bring home the gourmet!

Today's Special!
**magic
masala**



ORIKA® | Instant Taste Mix
Bring home the gourmet!

Today's Special!
**magic
masala**



ORIKA® | Instant Taste Mix
Bring home the gourmet!

Supplementary Visibilities



ORIKA

Take your **tastebuds** around the world!

Spices • Herbs • Seasonings

Bring home the gourmet!

This advertisement features a vibrant illustration of a Parisian street scene with the Eiffel Tower in the background. In the foreground, there is a wooden table with a cup of coffee, a vase of flowers, and an open book. Three ORIKA product containers (Spices, Herbs, and Seasonings) are displayed on the table.



Authentic spices
Out of this world salads!

Bring home the gourmet!

This advertisement shows a lush farm scene with various vegetables and fruits. A small ORIKA product container is featured in the foreground.



Bring home the gourmet!

Italian Seasoning
HANDPICKED FROM THE FARMS

ORIKA
ITALIAN SEASONING
Handpicked for a perfect recipe!
Net Wt. 40g

This advertisement features a woman in traditional Italian attire holding a pizza. A large ORIKA Italian Seasoning container is prominently displayed in the foreground.



suswagatam
South India!

Savour the tradition.

This advertisement depicts a traditional South Indian dance performance. The dancer's costume is intricately detailed with various spices and herbs. The background is a deep red with a decorative border.



Bring home the gourmet!

ORIKA
EGYPTIAN BASIL
Handpicked from the original farms

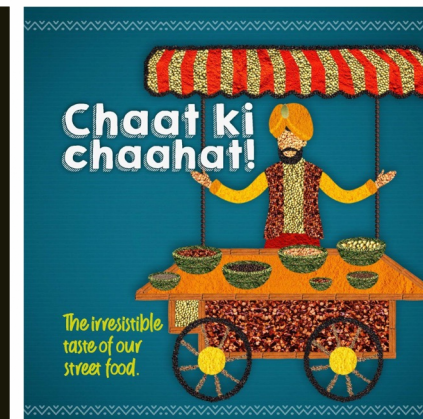
This advertisement shows a circular frame containing a landscape of rolling green hills. A large black spoon is superimposed over the landscape. An ORIKA Egyptian Basil container is shown in the foreground.



Bring home the gourmet!

ORIKA
TURKISH OREGANO
Handpicked from the original farms

This advertisement features a circular frame with a landscape of terraced hills. A large black spoon is superimposed over the landscape. An ORIKA Turkish Oregano container is shown in the foreground.



Chaat ki chaahat!

The irresistible taste of our street food.

This advertisement shows a street vendor in a turban and vest serving chaat from a cart. The cart is filled with various bowls of food.



Turkish Delights!

Legendary farms.
Timeless flavour.

This advertisement depicts a person in traditional Turkish attire preparing delights on a wooden block. The background is a deep blue with a decorative border.

Amazon A+

Cheesy 'n' Spicy Pasta

jaisa India pasand karta!

Italian culinary delight meets our very own tastebuds with Orika's We-Desi Pasta Masala. It's an Instant Taste Mix made with choice herbs and aromatic spices to give that perfect extra 'cheese and spice' taste that we love. Just cook the pasta as you normally do and sprinkle for a dash of joy!



Reasons to Love Orika's Pasta Masala

- ✓ One Sachet Of Orika's Pasta Masala is enough to make 85 g of pasta even with veggies
- ✓ Blended perfect, for the Indian palate
- ✓ Contains the highest grade herbs and spices
- ✓ No need to add any other spices



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Grocery & Gourmet Foods Bestsellers Snack Foods Tea, Coffee & Beverages Spices & Masalas Dried Fruits & Nuts Cereal & Muesli

Back to results

5 VIDEOS

Smoky. Warm. Delicious.

ORIKA's Tandoori Marinade! Take in the heady aroma of spices melded into languid smoke. An out and out North Indian favourite... it's la-jawab taste in every grateful bite!

Key Ingredients

Chilli, Coriander, Cumin, Fenugreek, Turmeric, Ginger

Orika Tandoori Marinade (75/85 G) - 75 Gm

Visit the Orika Store

4.1 42 ratings | Search this page

100+ bought in past month

-6% ₹102 (₹120 / 100 g)

M.R.P.: ₹109

Inclusive of all taxes

EMI starts at ₹35 per month. EMI options

With Amazon Business, you would have saved ₹120.00 in the last year. Create a free account and save up to 15% today.

Offers

Cashback: 3 months Prime membership + Rs 2,000 welcome re... 2 offers >

Bank Offer: Upto ₹10.20 discount on HSBC Bank Credit Cards 1 offer >

Partner Offers: Get GST invoice and save up to 28% on business purchases. 1 offer >

Free Delivery Non-Returnable Amazon Delivered Pay on Delivery Top Brand Secure transaction

Use by: 16 NOV 2024

Flavour Name: Tandoori Marinade

Size: 75 / 85 g (Pack of 1)

₹102.00 (₹120.00 / 100 g)

FREE delivery Monday, 3 June on orders dispatched by Amazon over ₹499. Details

Or fastest delivery Saturday, 1 June. Order within 2 hrs 36 mins. Details

Deliver to Radhakrishna - Pune 411021

In stock

Ships from Amazon Sold by Amazon Retail

Quantity: 2

Minimum order quantity: 2

Add to Cart Buy Now

Secure transaction Add gift options Add to Wish List

Goodness that's 'herby-licious'!

ORIKA's JALJEERA LEMONADE PREMIX is a combination of handpicked spices infused with choice herbs, making a glass of tangy 'n' fresh jaljeera, straight out of a cherished memory!

ORIKA JALJEERA LEMONADE PREMIX

Stay cool this summer!

Herby, Delicious, Refreshing, Instant, Convenient, No Preservatives, No Artificial Colours

Jaljeera Soda Lemonade

Liquid nirvana in a sachet!

Rip it... Mix it... Sip it!

Twist it a bit! Garnish with slices of dehydrated lemon, fruits, or boondi (fried chickpea flour balls)



Events

ORIKA events are fun outings and everybody from the client's and the agency's side have attended them with enthusiasm that's akin to going on picnics. The clients, including Paras and Akshita, and we ourselves have sold the products by their own hand, given demos, bonded with the customers, and gleaned valuable insights... all while having our own mouths full!



The proof of the pudding!

THE OUTCOME

- ORIKA has created a category of non-regular spice products. We are known for our different kind of products.
- The brand has consolidated in the markets up north, with sales tipping over **6 Cr / month**.
- Mumbai and Pune, virgin territories with no presence as recently as a year ago are pushing the scales at **4.1 Cr / month**.
- Online sales are robust and growing. Sales of INSTANT SPICE MIXES are driving growth across markets.
- The brand is poised to expand to Bengaluru and other markets in a phased manner.



Thank you for giving this a patient read.

Team **OBVEUS** hopes, we have fanned enough intrigue in your minds over the possibilities of collaborating with us.

Let us know if you'd like to peruse more from our roster of case studies. We are attaching our profile with this presentation – it will give you a low down on our people and our creds.

Have a splendid day ahead!

The warmest regards,



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Training modules and brand playbooks can be created with this draft of BRAND FOUNDATIONS providing the requisite directions across subjects. We recommend a disciplined approach and investment in forging a unified vision for the brand across all personnel, in all windows.

Thank you!



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