



a token of pureness - since 1988

Indian ARTISANAL NAMKEEN - BISCUITS - SWEETS



a token of pureness - since 1988

Head Office :
SARTAJ FOOD INDUSTRIES PVT. LTD.
MAIN MARKET, JAWAHAR NAGAR, LUDHIANA.
(PUNJAB) 141 001 (INDIA)

Manufactured & Marketed By:
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AN ISO 9001:2015 CERTIFIED COMPANY
READY - TO - EAT SAVOURIES



NAMKEEN - MATHI - SNACKS - COOKIES - CHIPS - SWEETS



Sartaj - sweetening celebrations since 1988

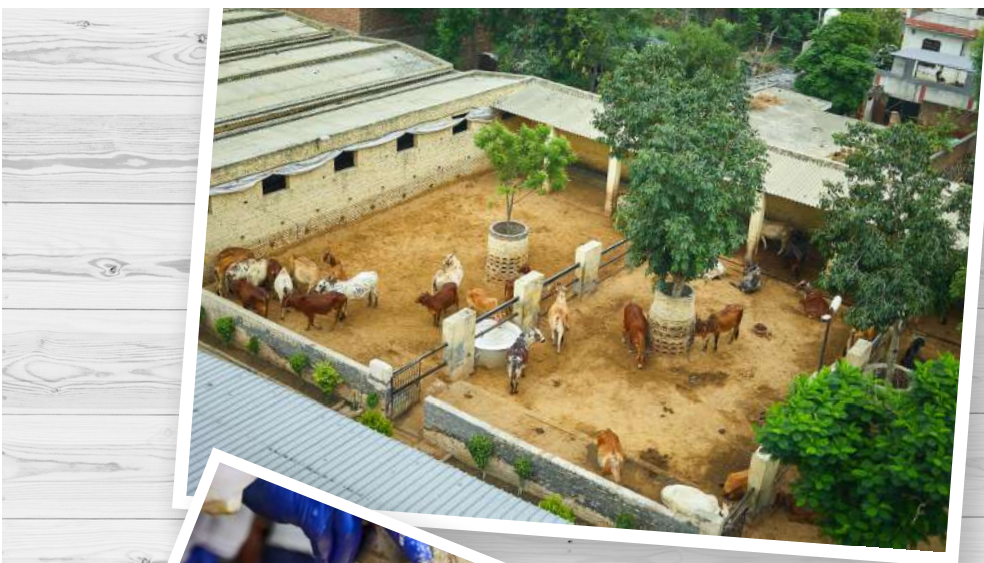
We heartily work with passion to craft authentic sweets and savouries with an inimitable character, a true taste of Indian richness. Starting from a single outlet at Rani Jhansi Road, Sartaj has entered into a strategic expansion drive, thereby being present in 10 outlets across Ludhiana and one each in Amritsar and Hoshiarpur. With the rich experience of our 3 decades, we offer the tastiest, cleanest and the best quality products using the most modern technology to suit the contemporary taste. From lavish almond sweets to pure ghee delicacies and freshly made savouries, every morsel is imagined and created with a single intent to deliver honesty - true Sartaj. Sartaj values of passion, excellence and innovation.

Vision And Mission

We are obsessed with authenticity and believe in curating flavours that satisfy your taste and celebration. Adhere to international standards across all methods from sourcing the finest ingredients to processing and using cutting edge technology.

Legacy

We at Sartaj are very passionate when it comes to our dairy products. The unadulterated milk used comes straight from our farm. Around 300 Indian cows, a part of Sartaj family shares a bond of love to win your hearts. Over the years we have embraced the use of technology to keep our cows mooing with happiness, monitored and fed only the best to keep them healthy. So we have employed better techniques to keep this source of your happiness healthy. Sartaj presented their range of purely churned Ghee under the name of Manorma in 2016. Known for its natural aroma, which adds glory to our delights. At hygienic, state of the art making facilities we mould over 10 tons of sweets everyday to deliver noticeable freshness, patrons can feel, taste and enjoy. Snacking Tradition Has Flourished In Our Culture and Nothing Is better Than Snacks With The Riot of Flavors. A Delectable Ensemble And Fusion Of Treats To Iconic Taste. A Token Of Gratitude In Our Handcrafted Range Of True Heritage And Indian Savouries. Sartaj Embraces Artisanal Blended Flavours From States Of Rajasthan And Madhya Pradesh, India.





RAGI CHIPS

Ragi millet flour chips sautéed with seasonings and fried to perfect crisp



140g
BEST BEFORE
6 Months

20 Pcs.
Carton



SOYA STICKS

Soya sticks jazzed up with Indian seasonings, a perfect crisp with balanced flavours.



140g
BEST BEFORE
6 Months

20 Pcs.
Carton



QUINOA CHIPS

Chips made by Quinoa flour, mildly spiced with seasonings.



140g
BEST BEFORE
6 Months

20 Pcs.
Carton





ALOo BHUJIA

The classic Aloo Bhujia - mildly spiced potato sev with a flavourful twist.



PEANUT CRACKER

The timeless crunch of peanuts with a blast of spiced masala flavours.



KHATTA MITHA

Piquant blend of sweet sour namkeen flavours seasoned together with crunch of peanuts and raisins



BIKANERI BHUJIA

Flavoured with the blast of red chilli and cloves, taking one to the streets of Bikaner.





ALOO BHUJIA

The classic Aloo Bhujia - mildly spiced potato sev with a flavourful twist.



PUNJABI TADKA

Potatoes made like thick noodle shape, seasoned with North Indian spices.



KHATTA MITHA

Piquant blend of sweet sour namkeen flavours seasoned together with crunch of peanuts and raisins



MOONG DAL

The salty golden beads of blanched green gram beans.



PEANUT CRACKER

The timeless crunch of peanuts with a blast of spiced masala flavours.



NAVRATAN MIXTURE

An Indian trail mix of roasted peanuts, gram pulses, red lentils and potato flakes jazzed up with fiery spices.



BIKANERI BHUJIA

Flavoured with the blast of red chilli and cloves, taking one to the streets of Bikaner.



SALTED PEANUTS

Chunky peanuts made as salty munchkins.





DIET CHIWDA MIXTURE

The classic Aloo Bhujia - mildly spiced potato sev with a flavourful twist.



Diet
NAMKEENS

ROASTED KHATTA MITHA

The classic Aloo Bhujia - mildly spiced potato sev with a flavourful twist.





MASALA TWISTY

Potato crisps as twisters, jazzed up
with spiced seasonings.



PLAIN CHIPS

Classic chips of potatoes with
savory salt flavors.



MASALA FRYUMS

Flavourful fryums of potato spiced
with Indian seasonings



PLAIN TWISTY

Potato crisps as twisters, jazzed up
with salty flavors.



MASALA PIPES

Lightly spiced pipes of Potato to accompany
with brewed moments.



PLAIN PIPES

Classic salted pipes of Potato to accompany
with brewed moments.





CHATPATI SOYA KATORI

Perfect crisp of Soya with balanced exotic spices.



PUDINA SOYA KATORI

An ideal snack with tinge of minty flavors. Soya flour round shaped chips fired to perfect crisp.



TOMATO SOYA KATORI

Tangy flavors of tomatoes spiced in round shapes of Soya flour



POTATO CHIPS

Hand cooked Potato Chips made organically in small batches to acquire freshness in every crisp. Light snack addition to the fasting moments.





TRIKONI MATHI

Discerning triangles of classic savoury mathi as spiced cumin, carrom seeds defined



KAJU MATHI

The Mathi Maze crafted as cashews alike; riot of flavors profound



NAMAK PARA

Cubes of salted crackers as Mathi; an oasis of savoury Mathi



GUR MATHI

Mathi arched and curved with sweetness of Jaggery daze



METHI MATHI

Suffused into flavors of fenugreek leaves and black peppers; a medley of mathi.



CHAT MATHI

Cubes of cumin-spiced Chaat crackers, unfolding the zest





JAM COOKIES

*Tinge of fruity jam filled within the cookies.
Carrying memories of childhood, the utmost
Buttery jam cookies.*



SWEET PUFF

*French hearts crafted as sweet puff with
The buttery goodness.*



ELAICHI COOKIES

*The sniff of butter penetrating through the beads of
Elaichi making the cookies a wholesome moment.*



ALMOND TRIO

*The tri- folds of dough sprinkled with almonds
Leaving into a sweet maze. Almond chunks dipped
In white butter.*



BUTTER COMB

*The buttery hive of sweetness filled within sugar
Encased in a butter comb biscuit.*



BESAN KHATAI

*The classic nan khatai made with besan, baked to a
Nice yellow mellow shade. A merger of healthy option.*



ATTA DESI GHEE

*Resplendent with the aroma of desi ghee, the atta
Biscuits are a healthy substitute.*



KAJU KHAS KHAS

*Baked cookies with an embellishment of
Cashews and khas khas.*





PISTA MACRON

Baked cookies with chunks of pistachios, leaving an earthy rich look to the tempting bites



CAKE RUSK

Biscuit baked twice, toasted to make cake toast. Crispies like Italian Biscottis.



AJWAIN COOKIES

Discerning the Indian palate, baked fresh cookies with the lushful aroma of roasted Ajwain seeds.



JEERA COOKIES

Indian savoury cookies packed with the lovely earthy Flavor of roasted cumin seeds.



KAJU MACRON

Baked cookies with chunks of cashews, leaving a nutty rich flavor to the tempting macron



DESI GHEE CHAND BISCUITS

The veracious scent of clarified butter shafting through air in a moon(chand) form.





SUGAR FREE ATTA BISCUITS

The sugar free Atta biscuit are pure with no sweetness.
An alternative of snacking for diabetics.



GUR ATTA BISCUITS

Embrace the confection with no regrets, jaggery filled with the sweetness of love -Gur Atta biscuit.



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GUR ATTA BISCUITS

Embrace the confection with no regrets,
jaggery filled with the sweetness of love -Gur Atta biscuit.



DESI GHEE ATTA BISCUITS

*An exquisite trail of richness of desi ghee and whole wheat biscuit.
A mesmerised experience with sweetness from Sartaj.*



PUNJABI ATTA BISCUITS

*Whole durum wheat made biscuits baked to perfection.
The purest of all with the richness of wheat within.*



JEERA ATTA BISCUITS

*A typical Indian style bakery cookie, heavily tasteful
with the rich aroma of jeera made by pure wheat flour.*



NO ADDED SUGAR RUSK

High fibre, sugar free rusk toasted to a perfect crisp.
Infused with cardamom flavors.



SUJI RUSK

A toast of semolina baked twice, toasted to make
crispy rusk. Healthy rusk with flavors of cardamom.



ATTA RUSK

A toast of whole wheat baked twice, toasted to make
crispy rusk. Healthy rusk with flavors of cardamom.



DESI GHEE SOAN CAKE

*Soan Papdi reinvented as soft, luxurious cake alike. An embellishment
of almonds and elaichi to give richness to the taste.*

1kg
(50g x 20 pcs.)



4 Months
BEST BEFORE

4 Boxes
Carton



ROASTED CHANA BURFI

Roasted Chanas baked to craft as an assorted Chana burfi.

Chunks of almonds in between.



ROASTED CHANA BURFI

Roasted Chanas baked to craft as an assorted Chana burfi.

Chunks of almonds in between.



ASSORTED BITES

An assortment of four variants.

Rose Bite - Chocolate Bite - Mewa Bite - Badam Bite



SOAN PAPDI

The classic Soan Papdi of gram pulse flour. Flaky soft cubes with an embellishment of pistachios, almonds and cardamom.



SOAN CAKE

Soan Papdi reinvented as soft, luxurious cake alike.

An embellishment of almonds and Elaichi to give richness to the taste.





GULAB JAMUN

Gulab Jamun deluged in rose sugary syrup, with essence of saffron and green cardamom infused.



RASGULLA

The lusciousness of Chenna rounds dipped in sugary syrup- traditionally made.



CHAM CHAM

Soft spongy shapes of Chenna cooked in sugar syrup, garnished with coconut and pistachios.



PETHA

Soft cubes of candied winter melon- a fruity sugary confection from the flavours of Agra.



ROASTED PEDA

Roasted Chana flour, mouth-melting, milk-based flat ball sweetened with sugar, and topped with dry fruits.



KAJU KATLI

Diagonal bars of Cashews, mixed with sugar and cardamom.



PATISA

Crisp, flaky squares of besan made with Desi Ghee and topped off by almonds and cardamom



GUJIA

Sweetened Khoya and dry fruits laced in a semi circle cover.



RAJASTHANI LADOO

Boondi balls of besan, cardamom and sugar. Rounded up with cashews and almonds



BESAN LADOO

Chana Dal flour roasted with a good mix of Desi Cow Ghee to form Besan Ladoo



ATTA PINNI

Roasted Atta and Desi Cow Ghee, enriched with crunchy almonds, foxnuts and gondh



BALUSHAHI

Indian glazed doughnut of all purpose flour, dipped with sugar and cardamom syrup



ATTA PANJIRI

Traditional Punjabi sweet, made by whole wheat flour with wholesome nuts

500g



30 Days

20 Pcs. Carton



PLAIN BURFI

Basic fudge of milk and cream, made of Desi Cow Ghee

500g



90 Days

20 Pcs. Carton



JAMMU CHOCOLATE

Milk fudge made of khoya and desi ghee, topped with nuts to beautify.

500g



90 Days

20 Pcs. Carton



DHODA BURFI

Creamy milk fudge made out of Desi Cow Ghee with shreds of coconut and crunchy cashews.

500g



30 Days

20 Pcs. Carton





BAKED GURPARA

Contemporary Gurparas baked to a perfect crisp with sweetness of pure Jaggery and hints of Cardamom and Fennel, bringing in the traditional flavours from Punjab.



MOONGFALI GACHAK

A traditional Gachak made with the finest groundnuts and generous jaggery resulting in a great sweet munch.



SEVIAN GACHAK

Round cakes of Sevian settled with jaggery syrup to make the utmost crunch of winter delights.



GUR MARUNDA

Settled by Jaggery syrup, Gur Murunda are puffed rice cakes baked to acquire the healthiest crunch. Carrying the Punjabi flavors.



CHANA GACHAK

Chana settled into round cakes by blending with shiny jaggery syrup. A protein rich healthy crunch in all bites.





CHOCOLATE DRY FRUIT GACHAK

Moulded with sesame seeds, cashews, pistachios, primmed by jaggery syrup.



GUR MOONGFALI TUKRI

Squares of groundnuts, formed with jaggery syrup.



GUR DRY FRUIT GACHAK

Flat crumble of Dry fruits, moulded with jaggery syrup.



GUR TWISTY GACHAK

Deformed clusters of sesame seeds and jaggery syrup.



KADAKA GUR GACHAK

Thick crisps of sesame seeds, coconut, raisins - formed with jaggery syrup.



GUR KHASTA GACHAK

Tender yet crispy, moulded with sesame seeds and jaggery.





GUR KHASHA ROLL

A traditional Gachak made with the finest groundnuts and generous jaggery resulting in a great sweet munch.



GUR KHASHA REWRI

Sweetened crispy buns of white sesame seeds and jaggery.



CHANDAN STICKS

A buttery stick formed by Desi Ghee and Jaggery.



GUR CHAPTI REWRI

Flattened discs of white sesame seeds, shaped with jaggery syrup.



ALSI REWRI

Sweetened round buns of flax seeds and jaggery.



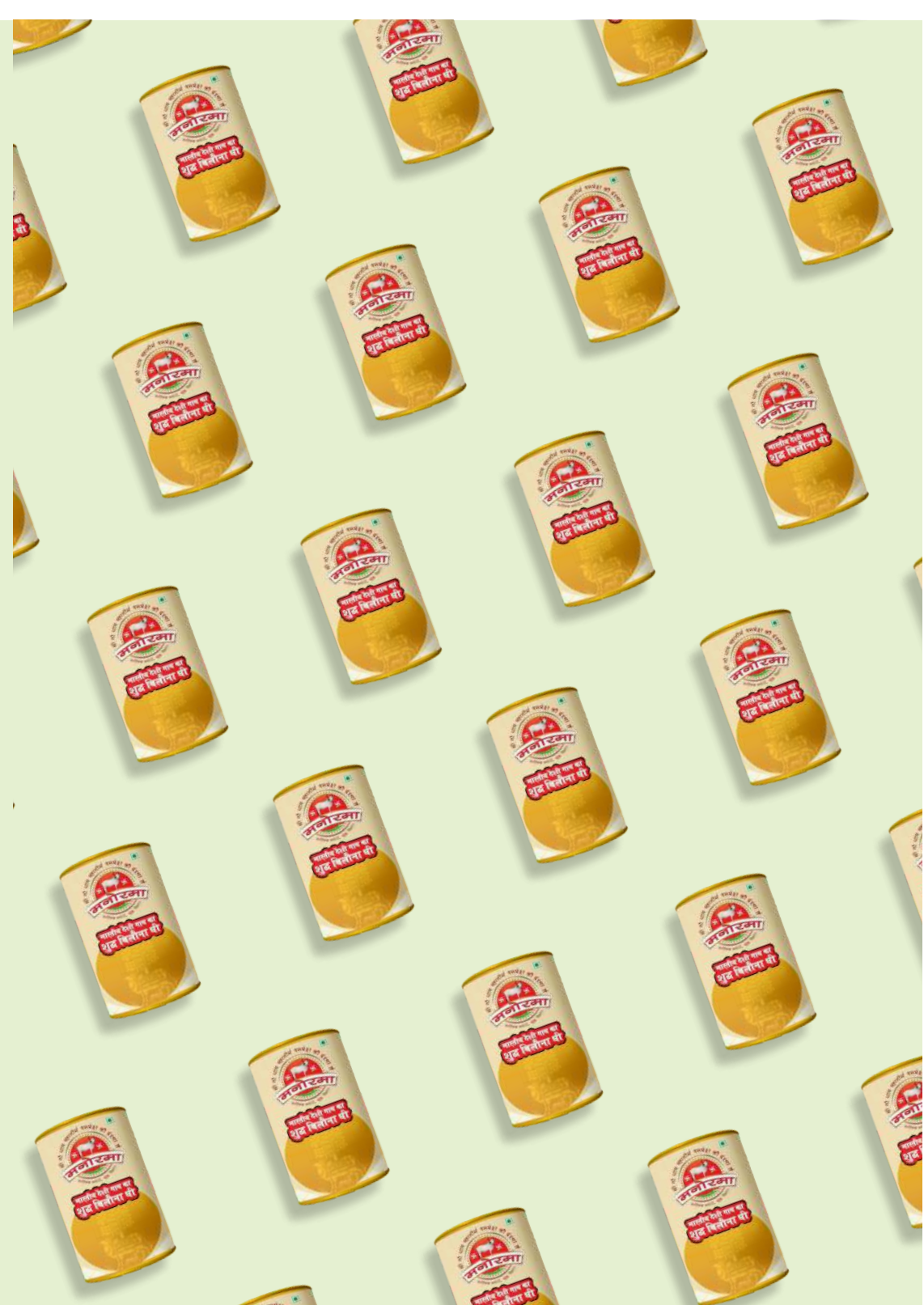
GUR BANTA REWRI

Sweetened round buns of white sesame seeds and jaggery.



MANORMA A2 DESI GHEE

Manorama believes that Purity and Quality should start from grass root level so to ensure the highest standards of 'Purity and Quality', all the Cows at the Gaushala are fed, monitored organic chara.



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'मनोरमा घी' - शुद्ध, सात्विक और स्वादिष्ट। गो धाम महातीर्थ पथमेड़ा से प्रेरित-"मनोरमा" देसी घी की खोई हुई पारंपरिक महत्ता को पूरी तरह से एक शुद्ध रूप में ले आया है। इसकी प्रामाणिकता ने हमारी मिठाई, बिस्कुट और नमकीन के गौरव को हमेशा से बढ़ाया है। देशी गाय का घी, स्वास्थ्य विज्ञान में एक प्रमुख आयुर्वेदिक रसायन माना गया है। ऐसा भोजन जो अच्छे स्वास्थ्य, जीवन शक्ति और दीर्घायु बनाए रखने में मदद करता है। ऐसा माना जाता है कि देसी घी मानसिक शुद्धि और शारीरिक शुद्धि दोनों को बढ़ावा देता है। देसी घी पाचन शक्ति और इम्युनिटी को मजबूत करता है। तथापि घी शुद्ध देसी गाय का होना चाहिए जो मनोरमा द्वारा पारंपरिक रूप से बनाया गया है। देसी घी एक बहु उपयोग स्वस्थ वसा और विटामिन ए और ई का एक समृद्ध स्रोत है।



भारतीय देसी गाय का देसी घी



A VENTURE OF SARTAJ SWEETS & SAVOURIES