





सिंद्यों से... सिंद्यों के लिये...

New Age Luxe Brassware

PARAMPARAGAT UPYOGITA

NATION WIDE

1 SHOWROOM NEW DELHI

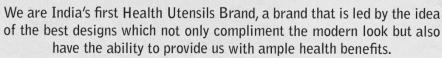
8 STATES SELECTED STORES

> DELIVERING PAN INDIA

www.paramupyog.com

Who we are

Establishing a trading and manufacturing unit of Stainless Steel Sheets in the year 1991 under the name M/s Goel Metal & Strips Co., our founder Mr. Surender Goel also ventured into the field of manufacturing utensils for export purposes in 2002 under the name M/s Harsh International. Now, he feels there is a need to revive healthier practices in our society and after a very long research of 2 years thought of bringing forward a new premium range of LUXE BRASSWARE that is not only very good for our health but also looks tasteful and gorgeous in its modern designs.



Brass is a combination of zinc and copper wherein copper helps combat diseases like arthritis, anemia, helps keep the skin glowing; zinc helps in building immunity.

The basic idea behind production of these utensils was to bring back the heritage of our ancestors through which we were distinctly known as the Land of Culture and Tradition.

We, at **PARAMPARAGAT UPYOGITA** understand how to preserve its value while still moving with the times.





Why Brass & Tin

Chemically, brass is an alloy of the metal copper with zinc, having varied compositions — 60 to 80 per cent copper and 40 to 20 per cent zinc. When a brass utensil is used for cooking purpose, the metal copper present in the alloy reacts with organic acids present in the foodstuff. Coating these before being used therefore protects the utensils and the food. Tin supports the function of adrenal gland — one of the jey glands of human body. Since adrenal gland controls cardiac function, tin deficiency can result in cardiac insufficiency; also breathing difficulties, asthma, fatigue and depression.

The traditional method for this is to coat the alloy surface by manual deposition of the metal tin (KALAI) on it.

We at PARAMPARAGAT UPYOGITA, have achieved coating of the metal tin through a leading-edge technology that ensures high depositions.







Reduces risk of Cancer



Used In Life Saving Medicines



Reduces Hair Loss



Builds Immunity



Reduces Cavity

Chaitanya (Cookware)

Kitchenware is a passing tradition at PARAMPARAGAT UPYOGITA and our range comprises of cooking utensils to encourage chefs to make healthy, nutritious, flavourful and delicate dishes. The brand's food preparation utensils, are a guarantee of quality and bear witness to a trailblazing culture of Indian kitchen history.

PARAMPARAGAT UPYOGITA has brass-working and specifically tin coating expertise, entirely made in India. We promise unique creative moments, as the range combines precision, multiply technology and great designs, Ideal for the traditional or modern kitchen. Hear the whistling and sizzling from pots and woks, grab the spoon and restart the journey of ancient flavours!





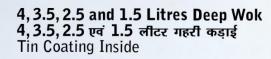


Chaitanya





3.5 and 2 Litres Wok 3.5 एवं 2 लीटर कड़ाई Tin Coating Inside









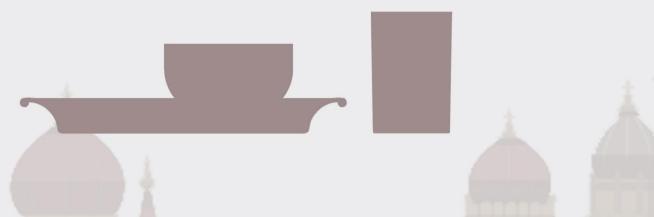


Devyani

Devyani was the daughter of Shukraacharya and mother of Yadu, who gives rise to Yadu dynasty in which Lord Krishna was born later. She was determined, practical, religious and peace loving. She started a legacy that is still worshiped and is the epitome of nurturing love.

WHY DEVYANI?

Our design of Devyani is not only soft, practical to use and the easy to maintain, but has the feather like elegant curves.



Maharani

In ancient India, The Hindu Kings known as "Maharaja" used to marry more than once hence having many wives all known as "Ranis" except one Rani who was not only Maharaja's favourite but also a true fierce ruler with a sharp sense of decision making.

WHY MAHARANI?

With a softness of Brass, our design is modern, fierce at its edges along with a roundness that gives it the frailness of the royal kind.





This collection is a Combination of elegance and simplicity by harnessing the finest material and sleek lines. The Stunning silver of tin and gorgeous gold of iridescent brass is the epitome of excellence and purity.





Devyani



Large Dinner Plate बडी भोजन की थाली Available in Dinner Set Only 33cm - 13in



Regular Dinner Plate सामान्य भोजन की थाली Available in Dinner Set Only 28cm - 11in



Snacks (Big Quarter) Plate नाश्ते की प्लेट Available in sets of 6 23cm - 9in



Dessert (Small Quarter) Plate मिठाई की प्लेट Available in sets of 6 18cm - 7in



Glass/Tumbler गिलास Available in Dinner Set and in pack of 6 9cm - 3.5in H - 10cm - 4in



Regular Dinner Bowl बडी कटोरी Available in Dinner Set and in pack of 6 10cm - 4in









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Regular Dinner Bowl बडी कटोरी Available in Dinner Set and in pack of 6 10cm - 4in



Small Dinner Bowl छोटी कटोरी Available in Dinner Set and in pack of 6 8cm - 3.25in

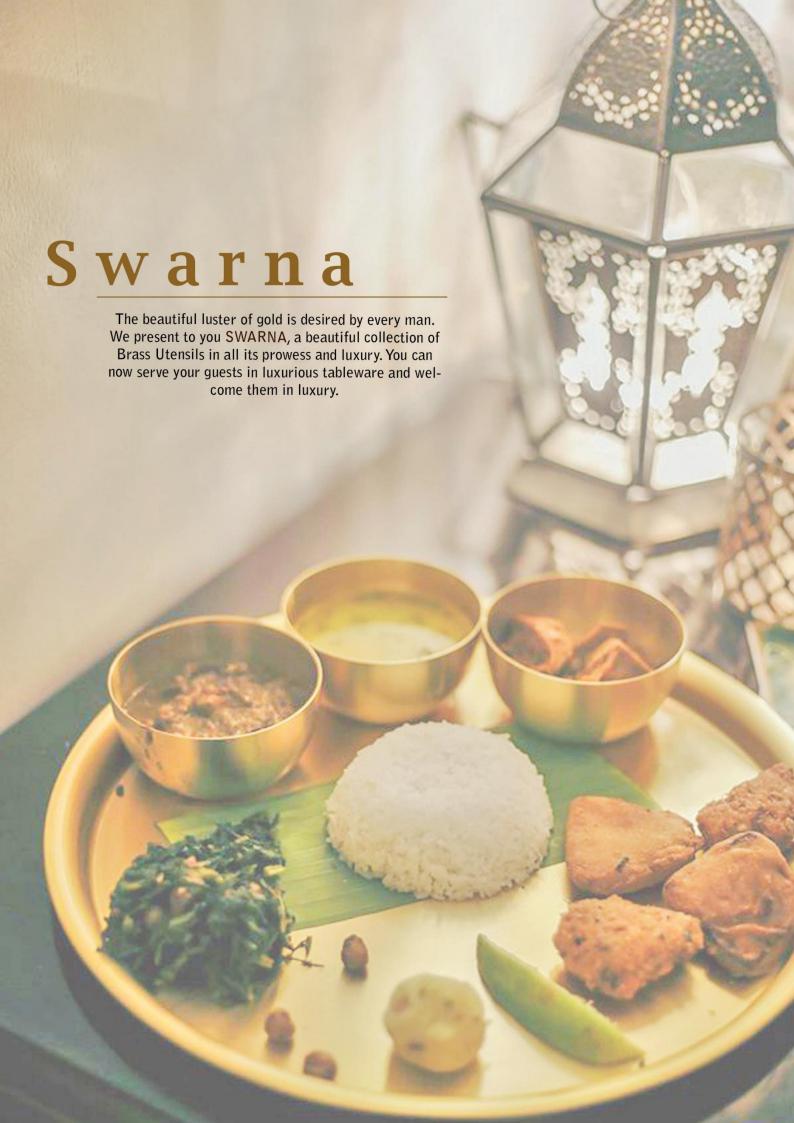


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Small Dinner Bowl छोटी कटोरी



Glass/Tumbler गिलास







Flatware

Cutting, spooning and spearing are child's play with the charming, enchanting cutlery set from PARAMPARAGAT UPYOGITA.

Get the perfect cutlery for your dining table with this selection of luxury flatware. Add the graceful gold cutlery to match the tableware and catch everyone's eyes. Flatware is an important investment that enhances the dining experience. Forged or stamped from high quality brass, all of our flatware is designed for both beauty and durability.







A kitchen is a temple, a cook is a priest, a table is an altar and a belly is the GOD...



शदियों शे... शदियों के लिये...

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