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परम्परागत  
उपयोगिता

सदियों से... सदियों के लिये...

New Age Luxe  
Brassware

**PARAMPARAGAT  
UPYOGITA  
NATION WIDE**



**1  
SHOWROOM  
NEW DELHI**

**8  
STATES  
SELECTED STORES**

**DELIVERING  
PAN INDIA**

**[www.paramupyog.com](http://www.paramupyog.com)**



# Who we are

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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.

We are India's first Health Utensils Brand, a brand that is led by the idea of the best designs which not only compliment the modern look but also have the ability to provide us with ample health benefits.

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.



Gives  
Glowing Skin



**Cancer**

Reduces  
risk of Cancer



Used In  
Life Saving  
Medicines



**Hair Loss**

Reduces  
Hair Loss



Builds  
Immunity



**Cavity**

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



**Pressure Cooker**  
**प्रेसर कुकर**  
Tin Coating Inside



**2 Litres Pressure Cooker**  
**२ लीटर प्रेशर कुकर**  
Tin Coating Inside

**3 Litres Pressure Cooker**  
**३ लीटर प्रेशर कुकर**  
Tin Coating Inside

**5 Litres Pressure Cooker**  
**५ लीटर प्रेशर कुकर**  
Tin Coating Inside



# Chaitanya



2 Litres Wok  
2 लीटर कड़ाई  
Tin Coating Inside



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

4, 3.5, 2.5 and 1.5 Litres Deep Wok  
4, 3.5, 2.5 एवं 1.5 लीटर गहरी कड़ाई  
Tin Coating Inside



1.5 and 1 Litres Frypan  
1.5 एवं 1 लीटर फ्रायपैन  
Tin Coating Inside



# Chaitanya



**2 and 1.5 Litres Saucepan**  
2 एवं 1.5 लीटर चायदानी  
Tin Coating Inside



**5.5, 3.5, 2.5 and 1.5 Litres Tope With Lid**  
5.5, 3.5, 2.5 एवं 1.5 लीटर भगोना/पतीला  
Tin Coating Inside





# Devyani

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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

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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.





# Devam

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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.

In this collection the Brass Utensils are coated with the metal TIN on the inside (traditionally known as KALAI).







## Devyani



**Large Dinner Plate**  
बड़ी 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**  
बड़ी कटोरी  
Available in Dinner Set  
and in pack of 6  
10cm - 4in











**Maharani**



**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



**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



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













# Swarna

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The beautiful luster of gold is desired by every man. We present to you SWARNA, a beautiful collection of Brass Utensils in all its prowess and luxury. You can now serve your guests in luxurious tableware and welcome them in luxury.







## Devyani



**Large Dinner Plate**  
बड़ी 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**  
बड़ी कटोरी  
Available in Dinner Set  
and in pack of 6  
10cm - 4in











**Maharani**



**Large Dinner Plate**  
बड़ी 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



**Regular Dinner Bowl**  
बड़ी 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



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











# Flatware

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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.







## **DEVAM**

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### **Dinner Fork**

Available in Dinner Set, Snacks Set  
and in pack of 6

### **Dinner Spoon**

Available in Dinner Set, Snacks Set  
and in pack of 6



## **SWARNA**

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### **Dinner Fork**

Available in Dinner Set, Snacks Set  
and in pack of 6

### **Dinner Spoon**

Available in Dinner Set, Snacks Set  
and in pack of 6







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



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