



*Convenient Solutions For The  
Ethnic Food Industry*

TRUSTED SINCE 1883

**POONJIAJI'S**

Over 120 years of quality, taste and innovation.

## *Our Vision*

*"Leadership in spice-based convenience food globally."*

## *Mission*

*"To be the most preferred choice of  
the Food Service Industry by exceeding customer  
expectations in taste and quality."*



## *Achievements & Recognitions*

- Appointed to his Excellency, the Governor of Bombay, as official purveyor of pickles and chutneys in 1896
- Recipient of the 'First Order Of Merit' for London and Adelaide exhibitions in 1888
- Certificates of merit from the 'Spice Board of India' for the outstanding performance of Export of Spices
- A Government of India recognised 'Export House'



BY APPOINTMENT TO  
H.E. THE GOVERNOR OF BOMBAY

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**POONJIAJI'S**

*The specialists for your specialised needs.*



In the constant pursuit for 'saving time' and 'innovation', we have developed a wide range of products for the Food Lover's Sector. These products have been made keeping in mind the requirements of ethnic cooking. Today's Food Service Industry is constantly looking for new avenues to reduce wastages, cost saving and increase efficiency – **Poonjiaji's** provides the solution to all these and more.

- Onion Base (Multi-Cuisine Multi-Purpose Base)
- Condiments
- Pickles
- Chutneys
- Pastes / Simmer Sauces / Marinades
- Ready To Cook Gravies
- Spices & Spice Blends
- Vegetables in Brine / Vinegar / Acetic Acid
- Ready To Eat Snacks
- Ready To Eat

## Packaging options

We are equipped with the latest technology to offer a range of innovative packaging options. The products can be packaged as cold filled, hot filled, frozen or chilled, pasteurized or retorted, to meet the end use requirements.



Glass bottles and Pet jars



Retort / Pasteurization / Rectangular pouches and boxes



Bulk packs (Carboys)

### Available Packs

Pack Types	Pack Sizes	Loadability 20 FCL
Glass Jar	12 × 300g	3500
Glass Jar	12 × 680g	1200
Pouch	12 × 1kg	1650
Pet Jar	12 × 1kg	1200
Pet Jar	6 × 2 kg	1200
HDPE Barrel	2 × 2 × 5 kg	950
HDPE Barrel	20 kg	1000
HDPE Barrel	40 kg	480

### Spices & Spice Blends

#### Available Packs

Pack Types	Pack Sizes	Loadability 20 FCL
<b>Box</b>	48 × 100g	2200
	24 × 200g	2200
	12 × 400g	2200
<b>Pouch</b>	60 × 100g	2500
	24 × 200g	2500
	12 × 400g	2500
	12 × 1kg	1500
<b>Paper Bags</b>	6 × 2kg	1500
	5kg	3200
	25kg	640



## Our Existing Range of Popular Consumer Products

### SHIP



#### For Our International Food Connoisseurs

- Madras Curry Powder  
*The largest exported brand of curry powder from India.*
- Sliced Mango Pickle In Vinegar  
*A taste the Arabs find most delectable. A household name in the Middle East.*
- Major Grey's Mango Chutney  
*An original Ship product, it has evolved into a generic name.*

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## POONJIAJI'S

#### For Our Indian Sub-Continent Expats

- Condiments
- Pickles & Chutneys
- Ready To Cook Gravy Mixes
- Pastes / Marinades / Simmer Sauces
- Ready To Eat Snacks

## CHAAT HOUSE

## Curry House

Poonjiaji's Industrial division provides total curry solutions like spices, pastes, marinades, gravies, pour over sauces, ready to cook curries to various industries by its technicalities and specialisation in manufacturing and supplying products as per buyer's recipe / specification.



## CHEF'S CHOICE

Poonjiaji's Catering division is specially blended to provide convenient solutions to the food service industry.

## YOUR LABEL

Poonjiaji's Private Label division has the expertise of manufacturing & supplying products like pickles, chutneys, gravies, pastes, condiments, pour over sauces, spices & spice blends specific to buyer's requirements which has made them a leading private label manufacturer, covering the most developed markets across the globe.

## State-of-the-art Facilities

- Our factories are well equipped with the most modern equipment and strategically located near the farms, translating to availability of fresh raw materials
- Processing operations strictly in conformity with the International Quality norms as per HACCP (Hazard Analysis at Critical Control Points)
- Both the facilities have been audited and approved by key European client
- Two new modern factories coming up till June 2007 with facilities to produce frozen / chilled products & Industrial grade spices.
- High Standard of Process Control, Record Maintenance and Raw Material Sourcing, enabling tracibility
- Modern laboratories for Research and Development and Quality checks, including physical, chemical and micro-biological tests



### DET NORSKE VERITAS MANAGEMENT SYSTEM CERTIFICATE

Certificate No. 07625-2004-AF-ROT-RvA / Rev. 1

*This is to certify that*

#### **M. M. POONJAJI SPICES LTD.**

91/2, Road No. 17, MIDC, Satpur, Nasik - 422 007, Maharashtra, India

*has been found to conform to the Management System Standard:*

**Requirements for a HACCP based Food Safety System, September 2002**

*This Certificate is valid for the following product or service ranges:*

**PRODUCTION OF THERMALLY PROCESSED MULTI-PURPOSE COOKING PASTES, CURRY PASTES PRODUCTS AND CHUTNEYS UNDER EXCLUSIVE MANUFACTURING ARRANGEMENT FOR ITC LTD - FOODS DIVISION**

Initial Certification date:  
May 10<sup>th</sup>, 2004

This Certificate is valid until:  
May 10<sup>th</sup>, 2007

*The audit has been performed under the supervision of:*  
**Chinmayee Deulgaonkar**  
Lead Auditor

Place and date:  
Rotterdam, September 1<sup>st</sup>, 2005



for the Accredited Unit:  
DNV CERTIFICATION B.V.,  
The Netherlands

*Ron J. Meijer*  
Management Representative

Lack of fulfilment of conditions as set out in the Appendix may render this Certificate invalid.

DNV CERTIFICATION B.V., Haastrechtstraat 7, 3079 DC Rotterdam, The Netherlands, TEL:INT: +31 10 2922 688, FAX: +31 10 4796 788



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**POONJIAJI'S**

The traditional way



# Multi Cuisine

## Multi Purpose Base

A revolutionary product specially developed  
for the Food Service Sector

The easy way to save time and costs.

No storage or wastage.



Cut & Cook: The Onion Base way

- Prepare mouthwatering dish from any cuisine in no time with this latest invention.
- Made from fresh Indian Onions, Tomatoes, Garlic, and Ginger sautéed gently to perfection to bring that authentic flavour.
- The **"Multi-Purpose Onion Base"** makes cooking easy, in a **"3 Step Recipe"**.  
Pour the onion base mixture into a pan. Add boiled vegetables/ meat/ chicken. Mix it with spices / spice blends & salt. Cook for 15-20 minutes. Serve hot.
- **Saves time, inventory cost, efforts and easy to store.**

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# Multi Cuisine Multi Purpose Products for chefs

A revolutionary product specially developed  
for the Food Service Sector



*“From Soups to Starters, from Dals To Curries, For Continental  
To Middle Eastern Dishes, Multi-Cuisine Multi-Purpose Base”*

#### DIFFERENT TYPES OF ONION BASE

- Minced
- Paste
- Chopped

#### ALSO AVAILABLE :

- Onion Ginger Garlic Base
- Onion Ginger Garlic Tomato Base

Range of Spices & Spice Blends, Chutneys, Pickles, Pastes, Cooking Sauces for Chinese, Italian, Thai & Indian are also available.

For details of products, see leaflets.



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## Condiments



Experience the rich taste and aroma of freshly ground condiments, without the inconvenience of cutting and grinding.

Poonjiaji's range of basic condiments is ready to use and easy to serve. The freshly minced and concentrated condiments brings out the flavor in your food.

This means you can use smaller quantities without compromising on taste.

### Poonjiaji's unbeatable range of condiments:

- Freshly Minced Ginger
- Freshly Minced Garlic
- Rich Cashewnut Paste
- Freshly Minced Ginger Garlic
- Freshly Minced Green Chilli
- White Melon Seeds Paste
- Freshly Minced Red Chilli
- Tamarind Concentrate
- Kashmiri Chilli Paste
- Reshampati Chilli Paste



Experience the taste of farm fresh ingredients, exclusively handpicked for the preparation of Poonjiaji's chutneys and pickles. Our expertise lies in cooking them to perfection, which makes them lip smacking hot favorites.

**Mango Based Chutneys (Sweet) : Special Chutneys :**

- Sweet Sliced Mango Chutney
- Hot Mango Chutney
- Major Grey's Mango Chutney
- Restaurant Mango Chutney
- Mango Ginger Chutney
- Mango Red Chilli Chutney
- Mango Mint Chutney
- Mango Red Chilli Crush Chutney
- Mango Green Chilli Chutney
- Mango Green Chilli Crush Chutney
- Mango North Indian Chutney
- Brown Raisin Chutney
- Mango Garlic Chutney
- Sweet Lime Chutney
- Mango Jeera Chutney
- Mango Black Current Chutney
- Tomato Chutney

**Non Sweet Chutneys :**

- Coriander Chutney
- Mint Chutney
- Coriander Mint Chutney

**Pickles :**

- Mango Pickle
- Lime Pickle
- Mixed Pickle
- Chilli Pickle
- Punjabi Mixed Pickle
- Carrot Pickle
- Garlic Pickle

**Other Sweet Chutneys :**

- Tamarind Date Chutney
- Mixed Fruit Chutney
- Kashmiri Chutney

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## Pastes/Marinades/ Simmer Sauces & Ready To Cook Gravies



Poonjiaji's range of pastes and gravies are ready to use and easy to serve. With Poonjiaji's pastes, you can cook the most palatable delicacies in your kitchen with delight. Apart from enjoying the convenience of saving effort and time, it also keeps the traditional taste intact.

Poonjiaji's offers a variety of ready to cook gravies: Non-veg. / Veg.

- Butter Chicken
- Chicken Curry
- Hyderabad Chicken Biryani
- Fish Curry
- Bhuna Gosht
- Mutton Curry
- Achaari Gosht Gravy
- All Purpose Gravy
- Kadhai Gravy
- Kalimiri Gravy
- Dahiwalwa Gravy
- Chicken Masala Gravy
- Chicken Pasanda Gravy
- Nilgiri Gravy
- Chettinad Gravy
- Vindaloo Gravy
- Xacuti Gravy
- Fish Amritsari
- Rogan Josh
- Telangana Chicken
- Sorpotel
- Pomfret Raechad
- Vegetable Biryani
- Bombay Pav Bhaji
- Sambhar
- Mixed Vegetable
- Paneer Makhani
- Kolhapuri Gravy
- Punjabi Chole (Chick Peas)

Range of Marinades :

- Malai Kebab Marinade
- Seekh Kebab Marinade
- Tikka Marinade
- Tandoori Marinade
- Fish Stir Fry Marinade

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## Ready To Eat Snacks



PANI PURIS & CHAAT PAPDI are relished snacks all over India. Now with Poonjiaji's they are readily available and easy to store. Moreover, the traditional khatti meethi chutney and paani puri paste packs are offered optional with every pack of Paani Puri or Chaat Papdi.

Product Names	Pack Sizes	Loadability 20 FCL
Paani Puri (Catering Pack)	10 packs x 30 puris	565
Paani Puri	10 packs x 24 puris	565
Sev Batata Puri	500g x 20 packs	575
Bhel Puri	500g x 20 packs	575
Kacche Kele Ki Bhel	150g x 20 packs	575
Green Peas Bhel	165g x 20 packs	575
Jhalmuri	165g x 20 packs	575
Pohe Ki Bhel	165g x 20 packs	575

• And many more to come...

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Ready To Eat



Poonjiaji's presents a whole new concept in taste and convenience with its 'Ready To Eat' range. The traditional delicacies that earlier required elaborate cooking procedures, are now brought to you in ready to eat packs. An ideal concept of heat & serve, to eliminate kitchen space & cooking time.

### Our range of delicacies include:

- Alu Mutter
- Yellow Dal Tadka
- Pindi Chana
- Palak Paneer
- Pav Bhaji
- Rajma Masala
- Chana Masala
- Gajar (Carrot) Halwa
- Sooji Halwa
- Paneer Mutter
- Dal Makhani
- Veg Pulao
- Veg Biryani
- Chilli Paneer
- Veg Manchurian
- Schzewan Fried Rice
- Dum Aloo
- Paneer Makhni
- Hyderabad Biryani
- Brinjal Paste
- And Many More...



### **Chinese Sauces:**

- Hot Garlic Sauce
- Chilli Chicken Sauce
- Chicken Cashew Nut Sauce
- Manchurian Sauce
- BBQ (Barbeque) Sauce
- Sweet & Sour Sauce
- Marination Sauce
- Chilli Garlic Sauce
- Pepper Chilli Sauce
- Schezwan Sauce
- Red Chilli Sauce

### **Italian Sauces:**

- Italian Napolitana
- Pizza Sauce

### **Indian Sauces:**

- Tamarind Sauce
- Tomato Sauce
- Chilli Sauce

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## Spices And Spice Blends



Nothing brings out the flavour of your recipes better than Poonjiaji's Spices and Spice Blends. Savour the taste of spices, exclusively Hand Picked and Sorted (HPS), and packed in our state-of-the-art facilities. Letting you enjoy the ultra clean and micro-biologically safe taste of your favourite dishes.

- Spices
- Spice Powders
- Spice Blends
- Arabic Blends

## Spices & Spice Powders:

- Ajwain Whole
- Fennel Seeds
- Fenugreek Seeds
- Black Pepper
- White Pepper
- Cumin Whole
- Yellow Mustard Seeds
- Cinnamon
- Cassia
- Garlic Flakes
- Onion Flakes
- Chilli powder (Hot, Mild)
- Turmeric Powder
- Coriander Powder
- Garlic Powder
- Ginger Powder
- Fenugreek Powder
- Cardamom
- Cumin Powder
- Fennel Powder
- Kalongi Seeds
- Cellery Seeds
- Dry Fenugreek Leaves
- Bay Leaves
- Pizza Crush Chilli
- Black Pepper Powder

## Spice Blends:

- Chicken Curry Powder
- Fish Curry Powder
- Meat Curry Powder
- Tandoori Masala
- Tikka Spice Mix
- Madras Curry Powder
- Curry Powder (Hot, Mild)
- Vegetable Spice Mix
- Biryani Masala
- Sambhar Masala
- Kadhai Masala
- Garam Masala
- Pav Bhaji Masala
- Chick Peas Masala
- Chaat Masala
- Tea Masala

## Arabic Blends:

- Saudi Kabsah Mixed Spices
- Fish Roasting & Grilling Mixed Spices
- Biryani Mixed Spices
- Khaleeji Mixed Spices
- And Many More...



## BEST TIME TO PROCURE BASIC SPICES

CORIANDER: 15<sup>TH</sup> MARCH TO 30<sup>TH</sup> APRIL

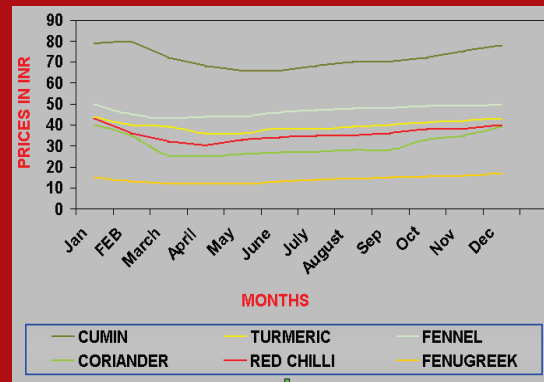
FENUGREEK: FEBRUARY TO JUNE

TURMERIC: MARCH TO APRIL

CUMIN: 15<sup>TH</sup> APRIL TO 15<sup>TH</sup> MAY

FENNEL: FEBRUARY TO APRIL

RED CHILLI: 15<sup>TH</sup> FEBRUARY TO MAY



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