



AASHIRVAAD

FROZEN SNACKS

THE ITC GROUP – HERITAGE

Incorporated on 24th of August 1910, ITC has a rich legacy spanning well over a century

One of India's foremost private sector companies, ITC has a strong portfolio comprising businesses of tomorrow that includes Consumer Packaged Goods, Hotels, Paperboards and Specialty Papers, Packaging and Agri-Business and Information Technology

As one of India's most valuable and admired corporations, ITC also features as one of the world's largest sustainable value creator in the consumer goods industry in a study carried out by the Boston Consulting Group. ITC has also been rated amongst the world's most reputable companies by Forbes magazine

One in every two Indian household uses a ITC product



A GLOBAL EXEMPLAR IN SUSTAINABILITY

With every ITC product you purchase, you make a sustainable choice

Water Positive (since 2002)

ITC has created rainwater harvesting potential of close to 42.95 million kiloliters, which is over 4 times the net water consumed by ITC's operations

Carbon Positive (since 2005)

About 41% of the energy consumed in ITC is from renewable sources, reducing the carbon footprint. ITC's large-scale afforestation programme has cumulatively greened over 8,76,000 acres. 33 of the ITC's green buildings have received LEED Platinum certification

Solid Waste Recycling Positive (since 2007)

ITC's WOW (Well Being Out of Waste) initiative ensures collection of dry waste, including post consumer waste, from around 15 million citizens of a quantum which is more than the amount of packaging used by ITC

*Globally, ITC is the only enterprise in the world of comparable dimensions that is water, carbon & solid waste recycling positive for over **16 years** now*

Good for
our planet



Water Positive



Carbon Positive



Solid Waste Recycling Positive



SCAN TO SEE THE VIDEO



OUR JOURNEY

Ever since the beginning in 2002, AASHIRVAAD has always believed in giving you nothing but the best. We always ensure that only freshest and superior quality ingredients reach your kitchen through our range. This is why our ingredients are carefully chosen, processed and packaged with the same love and care with which you prepare your food

A TRADITION OF CULINARY EXCELLENCE

The love and passion for food connects everyone in the world. Whether it's a get together with friends and family, celebrations big or small, watching favourite shows at home, or just a break from a tiring day at work; the one thing that uplifts any situation is good food

We have curated a delectable range of Frozen Delicacies for you, some of them being very unique like Dilli Dahi Kebab, Hara Bhara Kebab, Mumbai Vada Pops and many more. Aashirvaad successfully brings to the world, the best dishes, unaltered and original in its authentic taste, the taste that takes you home





CHOOSE WISE



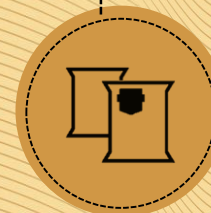
NUTRITION WISE

Our range is designed to be flexible for various healthier cooking methods like Baking, Air frying, Shallow frying or Tawa Cooking



TASTE WISE

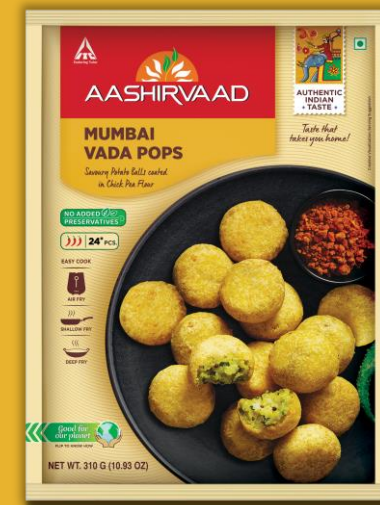
Our varied range of frozen delicacies comes with an essence of Indian flavours. The power of freezing ensures that the taste stays locked-in until you cook it in your kitchen



VARIETY WISE

Our range allows you to achieve the taste of restaurant like dishes, in no time by adding a culinary twist by adding them into burgers, wraps, sandwiches, rolls etc

Taste that takes you home!



DILLI DAHI KEBAB

Curd & Cottage Cheese Kebab

Relish these delicious melt-in-mouth Dahi (yogurt) kebabs from the capital of India. These kebabs are filled with the goodness of curd and cottage cheese with a hint of spice

You will fall in love with the Kebabs for it's soft texture on the inside and crunchy outer coating



210 G | 15*PIECES

NO ADDED  PRESERVATIVES



HARA BHARA KEBAB

Spinach and Green Pea Kebab

A nutritious & delicious classic vegetarian kebab made with spinach and green peas. Add taste & colour to your kebab platter with this delicacy

Go Green! Enjoy this unique combination of veggies with authentic Indian spices



210 G | 15*PIECES

NO ADDED  PRESERVATIVES



FALAFEL KEBAB

Mixed Lentil Kebab

A chickpea classic with the freshness of mixed herbs - parsley, mint & coriander. Treat yourself with this all-time favourite snack, crunchy on the outside, soft and bursting with flavours on the inside

Serve it with some homemade hummus or wrap it in some pita bread or tortilla wrap



230 G | 18*PIECES

NO ADDED  PRESERVATIVES



PALAK MAKAI TIKKI

Spinach and corn burger cutlet

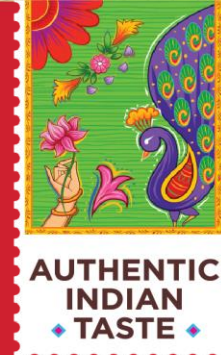
Coated with crunchy golden breadcrumbs this tikki (patty) comes with the goodness of spinach and corn inside. The flavour of green chillies lends a punch making it a really tasty and healthy treat

Slide it in a burger with vibrant freshness from sliced veggies and mayo dressing – making for the perfect veggie burger experience



510 G | 15*PIECES

NO ADDED PRESERVATIVES



MASALEDAAR ALOO TIKKI

Spiced Potato & Vegetable Cutlet

Relish over North India's favourite street food that is delicious and tempting well-seasoned patties which have the perfect balance of crispiness and softness that'll make you drool



320 G | 08*PIECES

NO ADDED  PRESERVATIVES



CHEESY CORN TRIANGLES

Cheese & Corn Mini Cutlets

Triangles of indulgence. Seasoned, cheese & corn filled gooey delights that are sure to leave you asking for more

Serve it as a side with your meal or just as a snack with a dip or some ketchup



320 G | 18*PIECES

NO ADDED  PRESERVATIVES



VEGGIE PIZZA POCKET

Vegetables and Cheese Pizza Pocket

A pocket full of fun. All the excitement of a pizza - cheese, herbs and classic toppings of capsicum, onion and sweet corn stuffed in a golden pocket. A pocket with a puff like coating outside and classic pizza toppings inside

All time favourite for every occasion. Packed with the goodness of vegetables



340 G | 09*PIECES

**NO ADDED
PRESERVATIVES**



MUMBAI VADA POPS

Savory Potato Ball coated in Chick Pea Flour

Authentic Mumbai Vada recreated as mini besan coated bites so you can get that spicy, garlicky flavour anytime! The perfect solution for your snack cravings at any time of the day!

Serve it in a pav or bun with a little garlic peanut chutney or green chutney



310 G | 24*PIECES

NO ADDED  PRESERVATIVES



CHATPATE ALOO BITES

Crispy chilli garlic flavoured potato bites

Bite-sized pops seasoned to perfection with the classic combination of garlic and chili, a crunchy exterior with a soft, potato-based filling on the inside

Serve them hot with a side of spicy green chutney, and tomato ketchup



500 G | 55*PIECES

NO ADDED  PRESERVATIVES



PUNJABI MINI SAMOSA

Triangular pockets stuffed with spiced potatoes

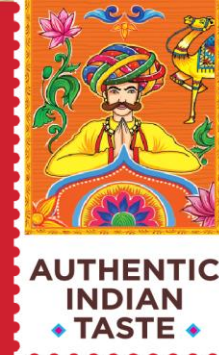
A popular snack loved by all, it has a crunchy crust on the outside and a tasty filling of potatoes, peas and traditional Indian spices

Get the taste of authentic Punjabi samosa in mini sizes which are convenient to Air fry, Bake or Deep fry, and it will still be finger licking yummy



300 G | 15*PIECES

NO ADDED  PRESERVATIVES



ALPHABYTES

Alphabet shaped potato Bites

"A" for Alpha, "B" for Bite, "C" for yourself that they taste a delight!

Have fun with the kids - eat, play, learn! Crispy outside & soft inside



495 G

NO ADDED  
PRESERVATIVES



LIME & MINT WEDGES

Tangy Potatoes with Skins

A flavorful twist to the potatoes. Now try skin-on wedges spiked with a tangy mint flavor

Use as an interesting side with burgers, wraps, sandwiches or rolls



320 G

NO ADDED  
PRESERVATIVES



CRISPY FRIES

Golden Potato Fingers

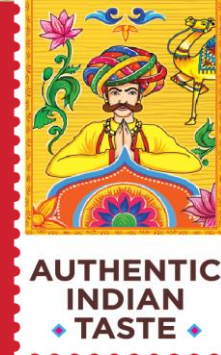
Crispy golden fries made from a special variety of potatoes. Sprinkle salt or your favourite masala and enjoy

Serve with ketchup, make honey chilli potatoes or loaded fries with your favorite toppings



400 G

NO ADDED
PRESERVATIVES



FROM FREEZER TO THE PLATE



Make sure that the outlet's freezer maintains a temperature of -18°C / -0.1°F or below



Once a customer purchases our frozen product, it should be inside their home freezer at the earliest



Shelf life of our frozen products is maintained due to its storage temperature. Therefore, it is to be made sure that all product are maintained at -18°C / -0.4°F . or below at all times



DO NOT thaw or defrost these products. They have to be cooked directly (Refer the pack for preferred cooking methods)



Once the pack is opened, the remaining product needs to be stored back immediately in the freezer. One can secure the Pack with a clipper or a rubber band



SHIPPING DETAILS

Product Name	SKU WT. (Gms)	Shelf Life (Months)	Bar Code on Primary Pack	CFC Configurat ion (No. of Packs)	Shipping Carton Net WT. (Kg)	Shipping Carton Size (mm)			Loadability 20 ft Reefer		
						L	W	H	Unit Packs	Shipping Cartons	Kgs
Dilli Dahi Kebab	210	15	841905011445	14	2.94	290	240	180	90888	6492	19086
Hara Bhara Kebab	210	24	841905011476	14	2.94	290	240	180	90888	6492	19086
Falafel Kebab	230	24	841905011452	14	3.22	290	240	180	99540	7110	22894
Palak Makai Tikki	510	24	841905011865	12	6.12	340	240	230	117504	9792	59927
Masaledaar Aloo Tikki	320	24	841905011469	10	3.20	290	240	180	70660	7066	22611
Cheesy Corn Triangles	320	15	841905011483	10	3.20	290	240	180	70660	7066	22611
Veggie Pizza Pocket	340	15	841905011506	12	4.08	395	235	190	80496	6708	27369
Mumbai Vada Pops	310	24	841905011490	12	3.72	400	275	170	64992	5416	20148
Chatpate Aloo Bites	500	24	841905011858	12	6.00	340	240	230	115200	9600	57600
Punjabi Mini Samosa	300	24	841905011841	12	3.60	590	190	260	45624	3802	13687
Alphabytes	495	24	841905011544	12	5.94	340	240	230	114048	9504	56454
Lime & Mint Wedges	320	24	841905011520	10	3.20	290	240	180	70660	7066	22611
Crispy Fries	400	24	841905011537	12	4.80	340	240	230	92160	7680	36864

