

'Dal on call' service in Bangalore

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Following the success of the 'Dal on call' initiative in Mumbai and Delhi, Tata I-Shakti unpolished dals, India's first national packaged brand of dals and pulses, had announced 'Dal on call' service in Bangalore.

Speaking on the launch of 'Dal on call' service in Bangalore, Ashvini Hiran, COO, Consumer Product Business at Tata Chemicals said, "We are happy to bring 'Dal on call' service to Bangalore after its tremendous success in Mumbai and Delhi. This initiative has been very well received by today's health conscious consumers."

"It has been our constant endeavor to serve more and more consumers with premium quality Tata I-Shakti dals, with the merits and benefits of unpolished dals over polished ones which are widely available in the market. We are also glad to have India's most celebrated chef Sanjeev Kapoor as the ambassador of Tata I-Shakti unpolished dals" he further added.

Consumers can pick up the phone and dial to have their choice of I-Shakti Dals delivered at the doorstep - aesthetically packed, clean, natural and farm-fresh, in quantities as small as 3kg, at no extra charge. The payment mode is cash on delivery.

Tata I-Shakti unpolished dals are available in 5 popular varieties, such as, Chana, Toor, Urad, Masoor and Moong (including Moong Chilka). These dals being unpolished and unprocessed packed in hygienic conditions, aid in faster cooking; giving good taste and flavor along with protein power besides saving fuel. Unpolished dal is nutritious as they are not processed with water, oil and marble powder to make it attractive with a shine. Tata I-Shakti Dals are 100% laser-sorted and graded to ensure that consumers get no impurities, damaged grains. All natural and farm fresh, every grain of I-Shakti dals is focused on providing a healthy, nutritious product.

India has the highest number of vegetarians in the world and dal; forms an essential component of the average Indian's diet, providing protein and fibre. Tata Chemicals launched Tata I-Shakti dals in 2010 with a mission to not only bridge the existing gap between demand and supply of pulses in the country; but also provide reliable quality, hygienic pulses to Indian

households and pioneer the 'unpolished dals' category. Focused on providing a wholesome nutritious product, the company takes special care to conserve the inherent quality of the pulses and their nutrient values in Tata I-Shakti unpolished dals.

Tata I-Shakti unpolished dals are currently available in over 24,000 retail outlets across 21 states, and these retail stores are leveraged in order to make the product available to the consumers across India.