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Meat brand Licious steps into spice segment

Aiming to build this category to more than Rs 300 crore over the next 5 years

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Bengaluru-based startup Licious has announced its foray into the spice segment with the launch of its new range of Meat Masalas. With this latest category expansion, the brand has introduced expertly crafted, eight classic masalas for consumers.

The latest launch stems from extensive research and development at Licious, with the brand offering a range of masalas that are not only a 100 percent perfect match for meats but would also elevate the cooking experience for consumers.

The range includes Asli Garam Masala, Classic Chicken Masala, Classic Meat Masala, Khansama Biryani Masala, Original Tandoori Chicken Masala, Shandaar Butter Chicken Masala, Chatpata Fish Fry Masala, and Dakshin Pepper Fry Masala. These masalas are a complete spice mix, marked by freshness and natural tenderisers that reduce marination time to 15 minutes, rendering the meat more juicy and tender once cooked. Moreover, the Masalas are cryogenically ground which helps retain natural oils that provide higher potency delivering improved aroma and flavour.

At present, the products are available in Delhi NCR, Bengaluru, Mumbai, Pune, and Hyderabad through the Licious app and other e-commerce platforms.

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