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Sunpure launches new product category blended spices

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By **Shraddha Warde** | September 19, 2024


MADE FROM
100% TRADITIONAL FOOD
NATURAL PRODUCTS
Sunpure
Images for reference only
PULIOGARE
POWDER
NO ARTIFICIAL COLORS
NO ADDED PRESERVATIVES
NO ARTIFICIAL FLAVOURS
Net Qty.
200 g

Puliogare_Powder

> WordPress post #33167

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Sunpure, South India’s largest edible oil brand, announced the launch of a new product category – Blended Spices. Starting with Sunpure Sambar Powder, Sunpure Rasam Powder and Sunpure Puliyogare Powder, the latest product category is expected to clock INR 10-12 crores in revenues in FY 2024-’25.

Earlier this year, MK Agrotech, Sunpure’s Karnataka-based parent organisation, forayed into the INR 25,000-crore branded spices market with the launch of Sunpure Red Chilli Powder, Sunpure Turmeric Powder and Sunpure Coriander Powder. The company plans to further expand its product portfolio to include grains, pulses, dry fruit, and other food products shortly.

Building on the brand’s legacy of bringing together the best of technology and tradition, Sunpure’s vision is to become a Pan-India FMCG brand that empowers consumers to embrace healthy living. All products under the newly launched Blended Spices category share the brand USP of no artificial colours, no artificial flavours, and no added preservatives.

Read online: https://nuffoodsspectrum.in/news/11/21523/sunpure-launches-new-product-category-blended-spices.html
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