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Condiments brand Kaatil launches Hot Barbeque Sauce

The brand revealed its plans to expand its condiment portfolio by introducing more Indian chilli-led varieties into accessible, globally inspired creations

By **Sanjiv Das** | November 18, 2025



Kaatil

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Kaatil, a hot condiments brands, has announced the expansion of its product portfolio with the launch of Hot Barbeque Sauce No. 9. This launch marks a significant step in Kaatil’s strategy to grow its offerings and strengthen its presence in the hot condiments industry, and extend the brand’s popular No. 9 lineup featuring India’s renowned Bhoot Jolokia Chilli.

The newly-launched Hot Barbeque Sauce introduces a unique flavour that blends the familiar smokiness of classic barbeque sauce with the bold, lingering heat of India’s hottest chilli, Bhoot Jolokia crafted specifically for Indian taste preferences. With the objective of delivering versatility across cooking formats, the Hot Barbeque Sauce has been curated to perform as a spread, glaze, marinade, dip, or grilling companion.

Kaatil continues to source locally while elevating global favourites with authentic and unique flavour profiles, creating a satisfying balance between smoky sweetness and powerful spice without compromising on depth or quality.

Sagar Merchant, Founder, Kaatil, shared, “We are excited to bring forward such a unique flavour profile through our Hot BBQ. It is crafted for everyone who loves the rich, familiar taste of barbeque and also seeks that satisfying hit of heat that lingers just right. A true smoky heat that elevates every bite.”

Looking ahead, the brand revealed its plans to expand its condiment portfolio by introducing more Indian chilli-led varieties into accessible, globally inspired creations that celebrate heat as a cultural identity. With each new release, Kaatil aims to shape the next wave of bold, flavour-forward innovation, bringing Indian chillies to a global stage and fill the gap left by Western-style sauces that rely on foreign chillies.

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