



VERITRAA ENTERPRISES

PREMIUM CLEAN-LABEL SPICES

Pure. True. Trusted

2026 PRODUCT CATALOGUE

VERITRAA.IN | +91 8983002683



OUR STORY

"At Veritraa, we believe the soul of Indian cooking lies in the purity of its spices. Every product in our catalogue is sourced directly from farmers, lab-tested for quality, and packed under hygienic conditions — with no additives, no fillers, no compromise."

◆ VISION

To build a globally respected Indian brand rooted in authentic origins and defined by uncompromised purity.

◆ MISSION

To source, craft, and deliver clean-label, traceable spices that meet modern quality standards — building structured, women-led supply chains that create sustainable value.

◆ ◆ ◆ CORE VALUES

- ◆ **Clean Label**
No additives or artificial colours
- ◆ **Authentic Origins**
Sourced directly from farmers
- ◆ **Women-Led Supply Chain**
Empowering local communities
- ◆ **Lab Tested**
Every batch quality verified
- ◆ **Hygienically Processed**
Modern food-safe standards
- ◆ **FSSAI Certified**
Fully compliant & licensed



OUR PRODUCT COLLECTION

FOUNDATIONAL SPICES

Turmeric Powder (Haladi)

- Naturally strong curcumin profile
- Multi-region blended for quality
- Lab-tested for purity and safety
- No artificial colours freshness sealed

Coriander Powder

- Fresh, earthy flavour
- Stone-ground from sun-dried coriander seeds
- Uniform texture
- Clean-label processing
- Consistent batch quality

Cumin Powder

- Strong natural aroma
- Precision-ground texture
- No additives
- Freshness-sealed



MAHARASHTRIAN SPECIALITIES

Kanda Lasun Chutney

- Traditional Maharashtrian recipe
- Made with premium onions & garlic
- Balanced spice and texture

Kolhapuri Lal Tikhat

- Bold culinary heritage of Kolhapur
- Crafted from carefully selected high-quality chillies, this blend is finely ground to preserve natural pungency and vibrant red colour

Kala Masala

- Known for its intense roasted profile and layered depth
- It elevates curries, dals, and Maharashtrian cuisine with rich, authentic character.

Goda Masala

- Traditional Maharashtrian recipe
- known for its mildly sweet, roasted character and aromatic warmth.
- Balanced sweetness

Kolhapuri Misal Masala

- Inspired by Kolhapur's iconic flavours
- This blend delivers sharp heat and deep spice strength.
- Carefully roasted spice base
- Balanced intensity

Red Chili Powder - Tej

- Made from premium, high-heat red chillies
- Strong, fiery spice level for bold taste
- Ideal for curries, gravies, and tadkas



OUR PRODUCT COLLECTION

SHAHI COLLECTION

Shahi Garam Masala

- Refined blend of carefully selected whole spices crafted to enhance curries, gravies, and festive dishes with depth and warmth.
- Expertly proportioned to deliver consistent flavor and aroma

Shahi Biryani Masala

- An aromatic blend designed to elevate biryani with balanced spice and fragrance.
- Layered aroma for authentic biryani

Shahi Paneer Masala

- Premium blend of handpicked, high-quality spices
- Crafted for rich, royal-style paneer dishes
- Perfect for Shahi Paneer, Paneer Butter Masala & creamy gravies

NON-VEG MASALAS

Mutton Masala

- Specially crafted for mutton curries and gravies
- Rich, bold flavor with deep aroma
- Ideal for traditional dishes and slow cooking
- Delivers authentic, dhaba-style taste at home.

Chicken Masala

- Premium blend of carefully selected spices
- Ideal for chicken curries, gravies & dry preparations
- Balanced flavour with rich aroma and warmth
- Suitable for everyday cooking and special dishes

Malvani Fish Fry Masala

- Authentic Malvani-style blend
- Carefully roasted coastal spices
- Balanced heat & aroma
- No artificial additives

EVERYDAY BLENDS

Chaat Masala

- Tangy, zesty, and slightly spicy flavour profile
- Perfect for chaats, fruits, salads & snacks
- Instantly enhances taste with a refreshing kick
- Balanced mix of sour and

Sabji Masala

- Premium blend of handpicked spices
- Ideal for all types of vegetable (sabji) preparations
- Suitable for dry and gravy-based dishes
- Balanced flavour with rich

Red Chili Powder - Kashmirilal

- Finely ground from carefully selected chilies
- Deliver natural colour and controlled pungency — without artificial dyes or fillers.



"We do not compete on price — we compete on integrity, origin, and care."

◆ Every batch is lab-tested before dispatch

◆ Freshness-sealed packaging to lock in aroma

◆ No artificial colours, preservatives, or fillers

◆ Strictly compliant with FSSAI guidelines

◆ Sourced directly from origin farmers

◆ Hygienically processed in food-safe facilities

AVAILABLE PACK SIZES

100 GM

250 GM

500 GM

1 KG

Introducing Premium Range of All Spices

PURE.

- No adulteration.
- No unnecessary additives.



TRUE.

- Clear sourcing.
- Honest labeling.



TRUSTED.

- Disciplined quality.
- Consistent standards.





VERITRAA PRICE LIST 2026

All prices in Indian Rupees (₹) | Inclusive of packaging

Sr. No.	PRODUCT	1 KG	500 GM	250 GM	100 GM
1	Dry Red Chilli Powder (Kashmiri Lal)	₹700	₹350	₹185	—
2	Dry Red Chilli Powder (Lal Tikhat)	₹600	₹300	₹160	—
3	Dry Red Chilli Powder (Tej)	₹500	₹250	₹135	—
4	Kanda Lasun Chutney	₹600	₹340	₹160	—
5	Turmeric Powder	₹400	₹200	₹110	—
6	Coriander Powder	₹300	₹150	₹85	₹45
7	Cumin Powder	₹600	₹300	₹160	₹70
8	Shahi Garam Masala	₹700	₹350	₹185	₹80
9	Sabji Masala	₹500	₹250	₹135	₹60
10	Chicken Masala	₹700	₹350	₹185	₹80
11	Mutton Masala	₹800	₹400	₹210	₹90
12	Shahi Biryani Masala	₹1,000	₹500	₹260	₹110
13	Chaat Masala	₹420	₹210	₹115	₹52
14	Shahi Paneer Masala	₹600	₹300	₹160	₹70
15	Fish Masala	₹540	₹270	₹145	₹64
16	Goda Masala	₹700	₹350	₹185	₹80
17	Kala Masala	₹900	₹450	₹235	₹100
18	Misal /Usal Masala	₹1000	₹500	₹260	₹110

- Shop on Meesho: Search for "Veritraa" on the Meesho App for exclusive deals and reliable delivery.
- 🌐 Order via Website: Visit www.veritraa.com to explore our full range and order directly to your doorstep.
- 📞 Order Direct: Call or WhatsApp us at **8983002683** for personalized service and bulk inquiries.



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WOMEN-LED | CLEAN LABEL | FARM TO PACK