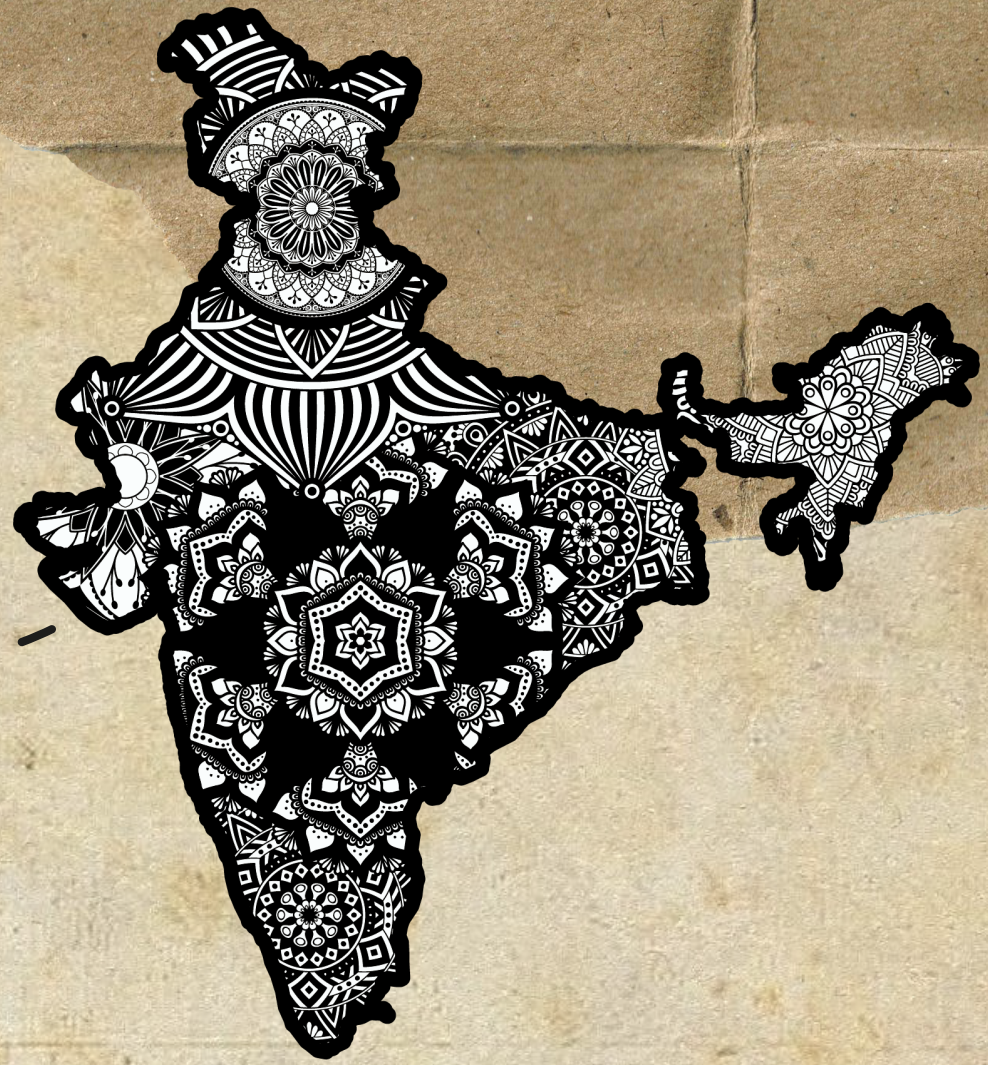


Essence of Masala



Authentic Indian food



Chapter 1: The Beginning

In 2010, our culinary adventure commenced with a single Indian restaurant. Fast forward to 2020, and we proudly ran six restaurants, each a unique fusion of diverse global cuisines. Yet, amidst this diversity, one thing remained constant - our unwavering commitment to serving the finest Indian food.



Restaurant



Madrid

Chapter 2: Iberian Odyssey

Our journey didn't stop there. Our appetite for innovation led us to Spain in 2019, where we introduced two remarkable restaurants in Madrid. One celebrated the essence of Indian gastronomy, while the other embraced the rich tapestry of Spanish flavors. Interestingly, our culinary teams collaborated to create an unforgettable experience in the Spanish menu. Classic Indian dishes like Butter Chicken, Chicken Tikka Masala, and Rogan Josh found their way into the hearts of Spaniards through MENU EL DIA being served at the Spanish restaurant.

Spanish and Indian Restaurant





Chapter 3: A Delicious Revelation

As the aroma of our Indian offerings wafted through our menu, a revelation struck. European palates craved the intricate, vibrant, and aromatic delights of Indian cuisine. It was an opportunity waiting to be seized.



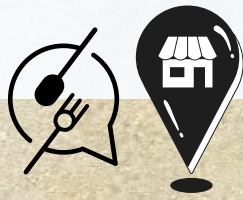
Chapter 4: Affordability Quest

We listened to the voices of our diners. Dining at Indian restaurants, often reserved for weekends, proved costly. Many establishments resorted to artificial additives, compromising the authenticity of Indian dishes. We understood that there was a yearning for affordability without sacrificing quality.



Chapter 5: The Home-made Dilemma

The spirit of Indian cuisine inspired many to experiment in their own kitchens. Yet, sourcing fresh ingredients and toiling over intricate recipes deterred home cooks. Ready-made curries offered a solution but at the cost of freshness, health, and shelf life.



Chapter 6: The Birth of a Solution

Determined to address this culinary conundrum, we embarked on a journey of research and development. Our quest led us to the heart of the Himalayas, where authentic spices whispered their secrets. The result? A culinary innovation - premix masalas that unlock the magic of Indian cooking. With these premixes, you can effortlessly create authentic Indian dishes at home, without the need for additional salt, ginger, onion, or tomato. Just add water or milk, marinate your choice of fresh meat, and let the flavors unfold.



Chapter 7: World Culinary Revolution

Our vision now extends beyond borders. We aim to make our premix masalas a global sensation. Our creation eliminates the need for tomato puree, ensuring that every curry you prepare is a genuine masterpiece.

