

# WELCOME TO BADSHAH MASALA!

The King welcomes you to his land of the spices. Roam around in his kingdom and find spices to add flavour to your favourite dishes.

We believe that culinary skill requires the proper use of spices to enhance colour, taste and flavour of the food. The purpose of spices as additives is to make food more appetising for everyone, especially children. Spices act as a good preservative and are rich in antioxidant properties. Spices were a major attraction for European settlers in our country several years ago.

We procure raw materials from the best fields in India, and quality control checks are regularly carried out under our personal supervision. The formulae of our spice blends is a very closely guarded family secret, as any particular patent is derived only after years of meticulous hard work and research.

The vast range of spices Badshah offers you, makes everyday bland food more appealing, nutritious and interesting. With the introduction of small economy packs, our products are now penetrating even into the smallest of Indian centres.

Our entrepreneurial jargon since the last 4 decades remains the same - Catering national and international households with unbeaten flavour, enchanting aromas with a necessary nutritional value.



# HISTORY



In the span of 4 decades, Jhaveri Industries has garnered international acceptance and its own brand equity in the world spice arena. Under its brand name Badshah, Jhaveri Industries has been formulating new flavours and aromas through its innovative research techniques.

Today, Badshah is synonymous with aromatic fervour and genuine quality. Winner of many prestigious awards, including the "Mera Brand Award", Badshah is the first choice of households across the Indian subcontinent and is fast emerging as a global player. With a third of our sales accounting in exports, Badshah has carved a niche of its own in the international spice market.

The manufacturing unit located at Umergaon, Gujarat has been mandibly supported by our administration office in Mumbai. Our unique research methodology helps us understand the latest food and spice preferences, keeping in mind the geographical location, religion and traditional cuisines of any particular region.

## PROUD FOUNDER



Late Shree  
Jawaharlal J. Jhaveri

# PRODUCTS



BLENDED SPICES



GROUNDED



ASAFOETIDA



KESARI MILK MASALA



# PACKAGING

Badshah



# BIRYANI PULAV MASALA



Badshah has created this aroma that makes your Pulav and Biryani extraordinary. This is an assortment blend that includes ground, leaf and whole spices. Rice preparations were never so delightful. This product has an aroma of it's own which makes it so special.





# CHANA MASALA



Chana is known to be one of the most preferred and nutritious dishes of North India. Badshah Chana Masala helps camouflage the bland taste of Chana and makes it a mouth watering treat for all occasions. It blends very well in the curry, giving it a unique aroma with traditional taste and flavour.



# CHAT MASALA

In India, chaat refers to both a spice blend and a salad that uses the spice blend. Badshah masala offers pre-mixed chaat masala (the spice blend) which is ready to use. Sprinkle a touch of Badshah chaat masala on salads, fruit, potatoes, or any vegetable, to perk up flavours instantly.





# CHAT PAT MASALA (KANDA-LASUN)

Badshah

The Badshah Chatpat masala kanda lasun powder a spicy and tasty side serving that is generally to enhance the taste as wanted after preparation. It used as a compliment for snack items like vada pav, pakodas, samosas, etc.





# CHICKEN MASALA (HOT & SPICY)

Now make your chicken more mouthwatering with Badshah chicken Masala hot 'n' spicy. It has properties that gives chicken a more mouthwatering , robust and hot flavour, with just the perfect mix of spices. This specially formulated spice by Badshah creates a fervour that will captivate your senses.



# CURRY POWDER

Experience a unique blend of the traditional ground spices with the Badshah Curry Powder. It adds a sensational flavour to your food and a lingering aroma to your mind, keeping the purity of all ground spices intact. This authentic blend is simply indispensable for your kitchen.



## Ingredient

- Coriander
- Black Pepper
- Cumin
- Badian
- Trifla
- More...
- Turmeric
- Salt
- Dry Mango
- Flakes Garlic
- Flakes Onion





# CURRY POWDER (JAIN)

Badshah

A patent product of Badshah, made of the best of traditional ground spices. It adds a sensational flavour to your food and a lingering aroma to your mind. This spice has been created, keeping in mind Jain food regulations, without the addition of garlic and onion powder.



# DHANSHAK MASALA

While preparing the Parsi dish of Dhanshak, you do not need to bother about collecting various spices for bettering the taste, just use Badshah Dhanshak Masala and let your guests keep guessing the secret of your culinary skills, because we care for you and also your traditional taste.



## Ingredient

- Coriander
- Turmeric
- Cumin
- Salt
- Flakes Onion
- More...
- Cardamom
- Flake Garlic
- Taj
- Black Pepper
- Shah-Jeera





# FISH MASALA



This spicy seasoning can be used for all kinds of fish recipes. Badshah fish masala is an exotic version of Indian spices specially prepared for fried fish and fish and seafood curries. Use to season fish curry, or add to fish and seafood when fried with onions, garlic, and ginger.



# GODA MASALA



Also commonly known as Maharashtrian Garam Masala, is a traditional mix used since the era of the Peshwai Kings. Badshah Goda Mala will instantly add flavour and aroma to dal, vegetables, pulav, Biryani, Khichadi as well as any non vegetarian preparation. It makes the recipes easy to cook.





# HALWAI GARAM MASALA

Badshah

Badshah Halwai Garam Masala, a pioneer product that is a must in your everyday cooking. Trust this spice blend to win the hearts of everyone in your family. Most garam masalas tend to overpower the taste of your curry, but this blend adds just the right proportion of zing and flavour.



# JIRALU POWDER

Badshah

Sprinkle Badshah Surti Jiralu on yogurt, lassi, wafers, khakhra and fresh cut fruits to add a delicious taste. Contains rock salt, cumin, black salt, chilli, turmeric, ginger and asafoetida. Enjoy the tongue twisting taste of Badshah Jiralu Powder. It adds a taste that glues to your senses.





# KACCHI DABELI MASALA

Badshah

Get the authentic Kacchi taste in your homemade dabelis with the Kacchi Dabeli Masala from Badshah.



# KAMAL TEA MASALA

Badshah

Now enjoy mankind's most preferred beverage Tea, with Badshah Kamal Tea Masala and let it's unique formulation and aromatic flavour capture your senses. Not only does it enhance taste and aroma, it's antioxidant properties refresh your mood and senses.



## Ingredient

- Black Pepper
- Big Cardamom
- Pepper Root
- Cinnamon Leaves
- Ginger
- Green Cardamom
- Taj
- Lavang Kandi
- Cloves





# KASURI METHI

Add Badshah Kasuri Methi to any traditional recipe. It creates a lingering flavour and gives sensational taste to vegetables, curries and dals. Mix with flour and enjoy Parathas, Theplas, Chappatis or Nans. This specially formulated spice creates a traditional fervour that becomes synonymous with the identity of your kitchen.



# KITCHEN KING MASALA

Badshah

Badshah Kitchen King Masala is a versatile spice blend for all purpose seasoning. Use it sparingly with any curry to get enhanced taste and aroma. It gives your recipe authentic unmatched taste, making your vegetable curry the perfect host of your kitchen.





# KITCHEN KING MASALA (JAIN)

Badshah

Badshah Kitchen King Masala is a versatile powder that can be used to accentuate vegetarian and non-vegetarian foods alike. It contains a wide spectrum of powdered spices that include Turmeric, Coriander, Fenugreek, Cumin, Black Pepper, Cardamom, Salt, Poppy seed (Khus khus), mustard and asafoetida. No kitchen can afford to be without badshah King Masala on its Shelves. The blend of exotic spices coupled with its versatility to add taste and aroma to most foods makes it a must have for your kitchen. Use as little as 1 tsp for a dish for 2 people. Sprinkle on



# MADRAS SAMBAR MASALA

Badshah

Badshah Sambhar masala (also spelled Sambar) is a classic spice blend commonly used in South Indian cooking. It is especially used in cooking lentils and vegetable. Now enjoy South Indian dishes with Badshah Sambhar Masala and relish the best South Indian dishes with our classic recipe.





# MATHURAS JALJIRA POWDER



This specially formulated spice is sprinkled on fruit juices and soft drinks. To neutralise the acids of fruit juices , i.e lemon , orange, pineapple and apple juices, Jaljira is sprinkled on the top. Ice and Mathura's Jaljira when added to drinks makes juices very soothing for summer evenings.



# MUMBAI BHAJI PAV MASALA

Badshah

Pav Bhaji is basically a dish from the western side of India, that has long been one of the favourite snacks. It also boasts of a very good nutrition value. Bombay Bhaji Pav masala assures you the best seasoning for this dish, Badshah assures you the best value and taste of this dish.





# NAWABI MEAT MASALA

Badshah

Badshah Nawabi Meat Masala is a special blend of Indian spices ideal for cooking any kind of meat. For enhanced flavor, add it sparingly to meat sauces, pasta sauces, gravies, stews, soups, chili con carne, casseroles and stuffing mixes. Simply enjoy the elated taste and aroma.



# CHICKEN BIRYANI MASALA

Now make your Chicken more mouthwatering with Badshah Chicken Biryani Masala. It has properties that gives Chicken a more mouthwatering. Robust and hot flavour, with just the perfect mix of spices. This specially formulated spice by Badshah creates a fervour that will captivate your senses.





# PANI PURI MASALA

Badshah

Badshah Pani Puri Masala contains cumin (jeera), tamarind and chilly powder. It can be served with chole and can be used in chaats. Jeera gives it the soothing properties, while chillies and tamarind give it a hot and sour taste. It is instant food requiring no preparation and is great party food.



# POMOGRANATE POWDER

Badshah

Badshah Pomegranate Powder is made from real pomegranate seeds that are dried and then powdered. The pomegranate powder serves as a delightful garnishing for your recipes.





# PREMIUM GARAM MASALA

Badshah

Rich Flavour, deep color and very little heat. This blend is the traditional backbone of many Indian dishes, from South Indian to Punjabi Dishes.



# PUNJABI CHOLE MASALA



A staple spice blend in North India, Badshah Punjabi Chole Masala is an elaborate brand that makes Punjabi chole as never before. We have taken inspiration from ancient and traditional culinary practices to make this blend a household rage throughout the country.





# PUNJABI GARAM MASALA

Badshah

A cool season spice blend from Northern India, Badshah Punjabi Garam Masala is just the right mix of flavour and subtlety. For our Punjabi Garam Masala, we roast, grind and hand-mix some of India's most valued spices to create an aromatic masala, tasting rich and warm without being spicy hot.



# RAJWADI GARAM MASALA

Badshah

Rajwadi garam Masala is a patent brand of Badshah. This unique formulation enhances the taste of any Indian curry, be it veg or non veg. With the purest of ground spices as it's ingredients, this spice blend promises to give your recipe a flavour that shall be with you forever.





# RASAM POWDER

Badshah

There are various ways of preparing Rasam. But, once prepared with Badshah Rasam powder, you are assured to enjoy the unbeaten taste. Rasam is normally mixed with plain cooked rice and eaten with different curries as a sidedish. It makes for a very good appetizer or soup also when taken all by itself.



# TANDOORI CHICKEN MASALA

Being one of the very popular delicacies Indian barbecue has survived many years of perfection. India's version of barbecued chicken is the world famous, bright red "Tandoori chicken". Tenderized in a yogurt marinade, seasoned with Badshah Tandoori Chicken Masala is simply the best.





# THANDAI MIX MASALA

Badshah

Enjoy the cooling lick of the Badshah Thandai Mix. A rich shake of valuable herbs that enriches your serve and impresses your guests. The mention of Thandai can be found in Indian mythology, as a traditional drink that relaxes and rejuvenates your health and mood.



# UNDHIA MASALA



Relish the authentic taste of Badshah Undhia Masala. It generates a flavour that brings in the glory of Gujarat. Made of traditional spices, it makes Undhia the real treat it is supposed to be. Your undhia is simply incomplete without this specially formulated spice of ours.





# VEGETABLE SUBJI MASALA

Badshah

This is a popular blend of freshly ground spices used to cook the most cooked dish of the Indian subcontinent - Sabji. This spice blend is very popular throughout India, Nepal and Bangladesh. Badshah Vegetable Sabzi Masala is a standard blend to appease all taste buds across the subcontinent.



# PUNEER BUTTER MASALA

Badshah

Badshah Puneer Butter Masala is a versatile spice blend for all purpose seasoning. Use it sparingly with any curry to get enhanced taste and aroma. It gives your recipe authentic unmatched taste, making your vegetable curry the perfect host of your kitchen.

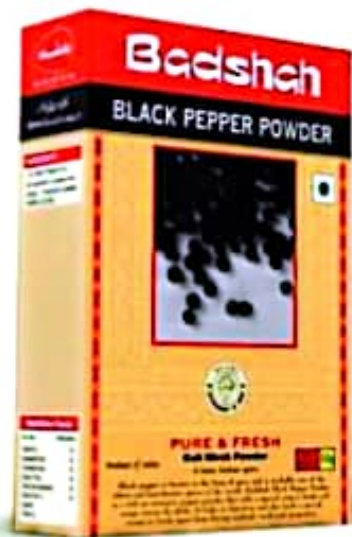




# BLACK PEPPER POWDER



Black pepper is known as the king of spice and is probably one of the oldest and best-known spices of the world. Badshah black pepper powder is a rich and aromatic pepper powder that adds a special zing to foods and soups across the globe. It helps in digestion and also lends a special aroma to foods apart from having multiple medicinal properties.



# CORIANDER POWDER

Badshah

This ground coriander or cilantro powder is obtained from the Coriander seed of the coriander plant. As a spice it is used widely in many culinary cultures.





# DRY MANGO POWDER



Popularly known as amchoor in our country, this ground spice has been liked by all. It is easy to eat and to transport. It can be kept for a long time and does not lose the colour and flavour of fresh mango.



# GINGER POWDER



Badshah Ginger powder is light yellow in colour which gives food the aroma and tinge of fresh ginger. Use in your curries and drinks for an unbeaten taste, avoiding the hassle of peeling and crushing ginger.





# JEERA POWDER



Badshah Jeera powder gives taste and is a spice very much loved by the western world for its versatility. Jeera is also a very good soothing agent. It is one the oldest spices mankind has known.



# KASHMIRI CHILLY POWDER

This vibrant and tasty red chili powder imparts a rich flavour and colour to the dishes it is used in. Used in Tandoori and other barbecue marinades. Mainly used in Indian and Pakistani curries to create the attractive red colour.





# LAL BADSHAH-RED CHILLY POWDER

Badshah

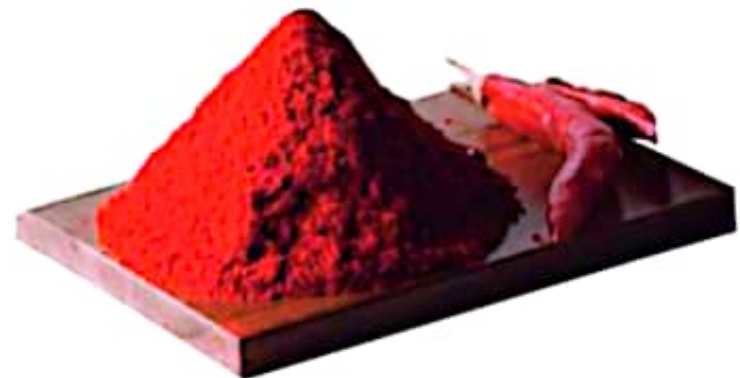
Rich Flavour, deep color and very little heat. This blend is the traditional backbone of many Indian dishes, from South Indian to Punjabi Dishes.



# RED CHILLY POWDER

Badshah

The freshest of red chillies, crushed in a powder form adds hot taste, giving curry a mouthwatering flavour. Just use Badshah Red Chilly powder to get an instant aroma that your neighbours will envy.

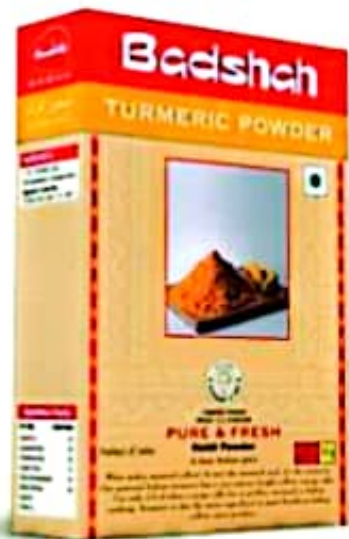




# TURMERIC POWDER



This medicinal ground spice gives food the right colour and aroma. Badshah gets you the best of this ground spice, as it's importance in the Indian kitchen and food is simply indispensable.



# WHITE PEPPER POWDER

Badshah

Badshah White Pepper can be used in pickling spices and marinades. It can also be used in light coloured foods such as sauces, soups and salads. It is especially popular in European cuisine. Badshah has made this popular, but rare spice so easily available now. So just go ahead and savour it's taste and genuine aroma.





## WHOLE JEERA (CUMIN SEEDS)

Badshah Jeera cumin gives taste and is a spice very much loved by the western world for its versatility. Jeera is also a very good soothing agent. It is one the oldest spices mankind has known



Badshah



# AFGANI HING

Badshah offers you the best of this ground spice. Hing not only gives bland food taste and scent, it is also very soothing for the stomach. Indian history and mythology show us how Hing can cure chronic stomach and colic ailments.



- Wheat Flour
- Edible Gum
- Asafoetida





# HING

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# KESARI MILK MASALA



A blend of exotic nuts and spices, its adds to the nourishment value of the milk and gives the milk an irresistible taste. A purely traditional and nutritious drink for guests and children.



# PREMIX TEA (FLAVOURED)

Badshah

Enjoy the rich tastes of ginger, cardamom and masala with Badshah Premix Teas. Just add hot water and get instant satisfaction of the soothing and aromatic flavours. India's favourite beverage is now enhanced with Badshah Premix Teas in 3 flavours - Ginger Chai, Cardamom Chai and Masala Chai.







**Badshah**  
PRESENTING  
A NEW RANGE  
OF EXOTIC  
SEASONINGS

www.Badshah.in



SINCE 1988



Ingredient

Chilli Flakes - Crushed Chilli

Oregano - Oregano

Pizza & Pasta - Garlic, Iodised Salt, Oregano

Piri Piri - Oregano, Garlic Powder, Chilli