




Your  
honest food choices

24 Mantra  
Organic  
Product  
Catalogue



24 Mantra  
Organic

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The image shows three stalks of wheat, likely durum wheat, arranged vertically. The wheat heads are golden-brown and have a distinct beak-like shape. They are set against a light-colored, textured background that resembles burlap or a coarse fabric. The lighting is soft, highlighting the texture of the wheat grains and the fabric.

24 Mantra Organic has over 200 products ranging from cereals to health foods. All grown and made the way nature has ordained. 24 Mantra Organic comes with credentials of being a pure and honest organic brand. We work with over 20,000 farmers across 15 States on 100,000 acres of land. Our accent is on reviving farm practices the old fashioned way and ensuring that farmers - small and marginal ones get a sustainable means of livelihood. Planet-friendly and absolutely pesticide-free, all of 24 Mantra Organic products subscribe to US, European and Indian organic standards.



# 200 products to live an organic life.

- 5 types of Rice
- 2 varieties of Poha
- 2 varieties of Sugar
- 16 varieties of Dals/Pulses
- 22 varieties of Spices
- 4 varieties of Juices
- 5 varieties of Flakes
- 2 varieties of Jaggery
- 4 varieties of Masala Powders
- 3 varieties of Health Products
- 3 varieties of Jams
- 5 varieties of Teas
- 4 varieties of Cookies
- 4 varieties of Cold Pressed Oils
- 4 varieties of Ready to Cook Pastes
- 2 varieties of Papads
- 2 varieties of Chikkis
- 14 varieties of Atta/Flours



24 hours a day



### Sonamasuri Brown Rice

**Sonamasuri Raw Rice Handpounded • Sonamasuri Raw Rice  
Premium Basmati Brown Rice • Premium Basmati Rice**

- Whole grain containing high fibre • Has lower glycemic index compared to polished rice of same variety • Richest source of manganese, essential for energy production • Rich in selenium, an anti-oxidant and micro-nutrient
- Rich in essential Vitamins B1, B3, pantothenic acid and magnesium • Rice is one of the most easily digested grains, ideal for the gluten intolerant.

5 types of Rice



## Sulphurless Sugar • Sugar • Jaggery • Jaggery Powder

**Sulphurless Sugar:** Made from conventionally cultivated sugarcane. Technologically advanced plants ensure that no chemical is added to refine or bleach the juice. Sugarcane juice is concentrated in vacuum evaporators; crystallization initiated; crystals once formed are separated but re-melted and re-crystallized to get pure sugar. Refining is done by re-melting process. Therefore sugar solution will be sparklingly white and clear.

**Organic Sugar:** Made from the juice of organically cultivated sugarcane. Prepared in a traditional way and in a cottage scale near the farms, by the farmers who also make jaggery. The process is completely free of chemicals and uses conventional crystallisation. As it is not refined, it also has a characteristic brown colour when mixed with water.

**Jaggery and Jaggery Powder:** Processed naturally from specially grown organic sugarcane, it is a pure, wholesome sweetener having the goodness of important vitamins and minerals. For general well being. Purifies blood, good for coughs and has anti-oxidant properties.

**Preparation of Jaggery:** Sresta has worked with farmer co-operatives to improve the quality and productivity of the sugarcane based traditional sweeteners. Fresh juice extracted from the organically cultivated sugarcanes are clarified using vegetable components. Filtered, boiled and concentrated juice is moulded into desired shapes. Process perfected over the years does not use any chemicals.

Knowledge and skill of farmers and jaggery manufacturers have been constantly updated by continuous training and research inputs

## 2 varieties of Sugars & Jaggery



**Bengalgram (Chana) Dal • Brown Channa  
Kabuli Chana (White Chick Peas) • Roasted Bengalgram Dal  
Masoor Dal • Green Moong Dal Split • Green Moong Dal Whole  
Moong Dal • Chitkabra Rajma Himalayan • Raw Peanut  
Red Rajma Himalayan • Tur Dal • Urad Black Whole Exclusive  
Urad Dal Black Split • Urad Dal White Split • Urad Dal White Whole**

Our dals are grown in regions which are best suited for them so that you get the right taste and consistency while cooking.

**16 varieties of Dals (Lentils) & Pulses**



**Turmeric Powder • Chilly Powder • Coriander Seed • Coriander Powder  
Cumin Powder • Red Stick Chilly • Fenugreek Powder • Black Pepper Powder  
Black Pepper • Cinnamon • Cinnamon Powder • Dry Ginger Powder  
Cumin • Ajwain • Fennel • Fenugreek • Tamarind Premium • Mustard Small  
Mustard Big • White Sesame • Cloves • Cardamom**

Pure and 100% free of chemicals and any adulteration. Rich in antioxidants and aromatic oils. Grown to preserve natural aromas and flavours.

Sresta has developed a sustainable supply channel for various organic spices like chilli, turmeric, cumin, coriander, fenugreek, mustard big, mustard small. Chilli products like powder, flakes can be made as a custom blend as per the specifications of the customer with desired Heat values (SHU), colour and particle sizes. Good harvest practices like sufficient drying after harvest, drying on cemented yards, right packaging, efficient logistics ensure that contamination is minimum at field level. Modified atmosphere storage like cold storage, carbondioxide flushed storage, cocooned storage structures that reduce oxygen contact improve the retention of colour and flavor of the spices. Good manufacturing facilities with spice cleaning, grading, sorting, pulverizing and steam sterilizing ensure desired control of microbial load, foreign matter and metal. Both retail and bulk packing of the spice and spice powders can be done as per the customer requirements.

22 varieties of Spices



**Apple Juice • Orange Juice • Mixed Fruit Juice • Mango**

Pure, organic and have more fruit per glass.  
100% juices, no added sugar & no artificial flavours.

## 4 varieties of Juices



Made with  
Whole grains

**Mango Stars • Honey Stars  
Multigrain Flakes • Corn Flakes • Ragi Flakes**

Organic breakfast cereals with the unrivalled goodness of organic corn, flax seeds and amaranth. Rich in omega 3 fatty acids and immune building vitamins. Unique ragi flavour.

## 5 varieties of Flakes





### Poha • Red Poha

Organic poha is rich in vitamins, minerals and fibre. Easy digestion is a virtue. You can use it to make payasam, kheer, upma, lemon poha, tamarind poha and more.

## 2 varieties of Poha (Flattened Rice)



### Chat Masala • Garam Masala Rasam Powder • Sambar Powder

Pure and unadulterated, without any chemicals.  
Rich in aromatic oils and made in the traditional way.

## 4 varieties of Masala Powders



### Wheat Grass • Flax Seeds • Honey

Flax, Wheat Grass Powder and Honey. Flax is rich in omega 3 fatty acids and perhaps nature's finest daily supply of immune building food. Wheat Grass Powder a natural source of antioxidants and can help in sorting out skin and digestive tract problems. Honey is pure and just filtered not heated.

## 3 varieties of Health Products



### Mixed Fruit Jam • Mango Jam • Strawberry Jam

Made of fruit pieces, pulp and sugar without any artificial flavors or synthetic colors. Fruity aroma makes it even more delicious.

## 3 varieties of Jams



**Tulsi Ginger • Tulsi  
Assam Tea • Green Tea • Tulsi Green Tea**

Organic teas which combine pure processes and deliver benefits of tulsi, ginger and green tea. Rich in antioxidants and flavonoids, they build body resistance and help in overall elevation of health.

## 5 varieties of Tea



**Spice 'n' Nice • Ginger Snap • Fruit 'n' Nut • Cashew Rich**

Unique - maida free, have whole grains and flax

## 4 varieties of Cookies



### **Premium Mustard Oil • Cold Pressed Safflower Oil Cold Pressed Sesame Oil • Cold Pressed Groundnut Oil**

Extracted by pressing seeds at low temperatures, using zero chemicals, and double filtered to remove impurities while retaining the natural flavours. Sresta handles modern press extraction units where oils seeds like mustard, peanut, safflower, sesame are cleaned and the shells or hulls removed; the kernels or meats are ground to a coarse meal that is pressed for extracting oil without letting the temperatures rise beyond 70C. Extracted oils are preserved using natural antioxidants. These oils are double filtered and retail packed in PET bottles.

## 4 varieties of Cold Pressed Oils



### **Garlic Paste • Ginger Paste • Ginger Garlic Paste • Tamarind Paste**

Pure and unadulterated, without any chemicals. Rich in aromatic oils and made in the traditional way.

**Culinary Pastes:** A range of culinary pastes like Ginger paste, Garlic Paste, Ginger Garlic paste, Tamarind paste and Red chilli Paste are manufactured and packed in retail as well as institutional packs. Organic Ginger of very pungent and aromatic species are used for ginger paste. With continuous washing and peeling systems, any contamination as soil, microbial, other foreign matter are completely avoided. Garlic is blanched before making paste to retain a bright and light colour on storage. The organic variety is extremely pungent and aromatic. Smooth paste is packed in glass jars to offer maximum shelf life and closer to “just made” taste. All these pastes are formulated without the use of vinegar to give the home made taste. Red chilli paste is highly suitable for sandwiches, pizzas and as an ingredient in many culinary preparations. Institutional packs are made in Lacquered food grade tins or Food grade HDPE cans.

## 4 varieties of Ready-to-Cook Pastes



**Plain Papad • Spiced Papad**

Homemade purity and goodness

## 2 varieties of Papads



**Peanut Jaggery Chikki • Sesame Jaggery Chikki**

Made with pure organic ingredients and most importantly made with jaggery not fructose.

## 2 varieties of Chikkis



## Other Products

Wheat Premium • Broken Rice  
Cashew Whole • Kismis • Almonds  
Masala Bites • Tomato Chilly Bites  
Creamy Peanut Butter...



Sattu Atta • Multigrain Atta • Bajra (Pearl Millet) Flour  
Besan (Gram) Flour • Corn Flour • Rice Flour  
Jowar (Sorghum) Flour • Ragi Flour • Soya Flour  
Whole Wheat Atta Premium • Corn Dhaliya • Idly Rava  
Wheat Bran • Wheat Dhaliya

Our flours are not only pure and organic, they have been processed in plants that have been sanitised and specialize in processing of organic foods and flours. The range is extensive so are the benefits - rich in vitamins, minerals and proteins. Plus they are made with traditional chakkis from specially selected varieties.

# 14 varieties of Atta/Flours

# Farm to fork approach

## To maintain the organic integrity



Identification of right area, farmer, season & variety



Selection & training of committed farmers



Right cultivation practices



5 level checks to ensure organic integrity & direct farmer procurement



Right harvest & post harvest practices



Technical support to farmers to get good quality & yield.



Certified for US, European & Indian Organic Standards



Minimal & safe food processing practices



Tasty & wholesome food



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