



my  
SECRET  
S P I C E S



# ABOUT US

Founded in 2017 by a group of friends, My Secret Spices is dedicated to offering top-quality, chemical-free sterilized pure spices, blended spices, and marinades. Our products meet the highest international quality and safety standards, ensuring unmatched freshness, flavor, and purity. Sourced from the finest farms, our pure spices and expertly crafted blends elevate every dish with the authentic taste of Indian tradition.

At My Secret Spices, we are deeply committed to social responsibility with special emphasis on empowering women in rural Udaipur through the craft of spice-making. Our bulk packaging solutions cater to businesses of all sizes, providing the same high-quality spices that define our brand. Our goal is to make My Secret Spices a synonym for purity, tradition, and innovation by guaranteeing freshness and flavor in every order.

## Our leadership team brings a wealth of experience and expertise:

An innovator with over 20 years of experience in the food and beverage industry, leads efforts in R&D, Product Innovation, Manufacturing, Process Developments, and Transformations.

Harish Joshi  
Co-Founder & CEO



A Chartered Accountant, serial entrepreneur, and former CFO of a leading consumer goods company, he heads Finance, Legal, and Operations while managing key partnerships.

Deepak Parihar,  
Co-Founder & Director



A senior taxation bureaucrat and chemical engineer, he provides leadership and expertise in strategy.

Abhishek Sinha,  
Co-Founder & Director



A Chartered Accountant with over 18 years of experience in accounting. He contributes his extensive expertise to the financial management and growth of the company.

Manish Dani,  
CA(Chartered Accountant)





# OUR VALUED CLIENTS

We take pride in partnering with some of the most esteemed brands across industries. Their trust in our commitment to quality and excellence inspires us every day. Below are just a few of the renowned names we proudly serve.





# R&D

Our ideas are born with the help of a team of expert technologists, food scientists, chefs, and nutritionists who work closely with our customers to create a diverse range of products. Our team is dedicated to constantly innovate new products, and we have a fully-equipped food lab and tasting kitchen that replicates actual operational conditions for testing product's functional performance. Through scientific research and rapid innovation, we strive to create a variety of spices and condiments.





# PRODUCTION INFRASTRUCTURE

At My Secret Spices, we place a strong emphasis on authenticity as a brand value. To achieve this, our state-of-the-art plant is equipped with stainless steel equipment and follows strict hygiene and safe manufacturing practices. We minimize human interaction in the manufacturing process to ensure consistency and quality. Our premises are built in compliance with food factory bylaws and include foreign contamination traceability systems such as magnetic separators and metal detectors. We implement a comprehensive system that monitors the entire process, from raw material purchase to quality control, product development, production, and finished goods. Every item is closely monitored and coded to ensure end-to-end traceability and prevent any loss of information. We adhere to FSSAI norms, including ISO 22000:2018, to ensure the highest standards of food safety.





# RAW & PACKAGING MATERIAL SUPPLY CHAIN

At My Secret Spices, we take great care in sourcing our raw materials and packaging supplies. We work with approved vendors who supply us with the highest quality ingredients, ensuring authenticity and consistency in our products. Every supplier is ISO certified and audited for their food safety and quality compliance capability, giving us complete confidence in the safety and quality of our materials.





# CHEMICAL-FREE STERILIZATION

My Secret Spices uses the dry heat sterilization method without chemicals, a cutting-edge technology employed for the treatment of agricultural commodities. This method utilizes high temperatures to effectively eliminate harmful micro organisms, pathogens, and pests, while maintaining the quality, nutritional value, and freshness of the products. By using dry heat sterilization, we ensure a safer, more sustainable, and eco-friendly approach to preserving agricultural commodities, ultimately contributing to the betterment of the food supply chain.





# QUALITY ASSURANCE

As an ISO 22000:2018 & ISO 9001:2015 certified company, My Secret Spices is committed to providing customer satisfaction through our engagement with FSSAI and ISO-certified raw and packaging material suppliers. We believe that premium taste and authenticity go hand-in-hand, and our quality assurance team examines all raw materials and finished products to ensure consistency and the highest standards of quality. We incorporate strict quality checks and standard operating procedures to deliver the best quality products to our customers. Our product quality is also verified through NABL-certified labs, ensuring that our customers receive only the best. We take allergen management seriously and have implemented a system to guarantee the absolute safety of all My Secret Spices products.





# SOLUTIONS FOR HORECA

At My Secret Spices, we offer a wide range of high-quality seasoning and spices solutions to our clients, including pure spices, blended spices, seasonings, marinades, and sprinklers. Our carefully crafted products are designed to elevate culinary creations and enhance your product offerings. By partnering with us, you can ensure a delightful taste experience along with unparalleled quality that will set your business apart in the competitive food and beverage industry.





# PURE SPICES

## WHOLE/COARSE/POWDER



- Red Chilli
- Kashmiri Chilli
- Coriander
- Black Pepper
- Green Cardamom

- Turmeric
- Ginger
- Cumin
- Cinnamon
- Clove

- Mace
- Bay Leaves
- Black Cardamom
- Longi Mirch

# BLENDED SPICES

- Premium Garam Masala
- Shahi Garam Masala
- Royal Garam Masala
- Jeeravan Masala
- Tandoori Masala
- Pav Bhaji Masala
- Biryani Masala

- Kitchen King Masala
- Sambar Masala
- Chat Masala
- Rajma Masala
- Channa Masala
- Tea Masala
- Jaljeera Masala

- Sabji Masala
- Dal Makhani Masala
- Pani Puri Masala
- Chicken Masala
- Mutton Masala
- Fish Masala





# MARINADES/SEASONING/SPRINKLERS

- Tandoori Marinade
  - Extra Hot & Spicy Marinade
  - Ghost Pepper Marinade
  - Hariyali Marinade
  - Afghani Marinade
  - Peri Peri Marinade
  - Achari Marinade
  - Chettinad Marinade
  - Achari Sprinkler
  - Oregano Sprinkler
  - Tandoori Seasoning
  - Cajun Breadding Mix
  - Kebab Seasonings
  - Dips Seasonings
- Makhni Seasoning
  - Mediterranean Seasoning
  - Peri Peri Sprinkler
  - Chilli Garlic Sprinkler
  - Tex-Mex Seasoning
  - Chipotle Seaoning





# NOODLES TASTE MAKER

- Indian Masala
  - Schezwan
  - Veggie Masala
  - Chilli Garlic
- Chowmein Masala
  - Munchurian
  - Korean
  - Kimchi
- Mushroom
  - Chinise
  - Italian
  - Japanese



# INSTANT SOUPS

- Hot & Sour Soup
  - Lemon Coriander Soup
  - Mix Vegetable Soup
  - Cream & Mushroom Soup
- Tomato Soup
  - Manchow Soup
  - Sweetcorn Soup
  - Mushroom Soup



# PURE SPICES

Our range of pure spices, including turmeric powder, red chili powder, coriander powder, amchur powder, and kasoori methi is carefully sterilized to ensure safety and quality. Free from any chemicals or artificial additives, these spices bring natural flavors and vibrant colors to your dishes, enhancing every meal with authentic goodness.



Red Chilli Powder

लाल मिर्च पाउडर

Pack Size: 100g, 200g,  
500g, 1kg



Teja Chilli Powder

तेजा मिर्च पाउडर

Pack Size: 100g, 200g,  
500g, 1kg



Turmeric Powder

हल्दी पाउडर

Pack Size: 100g, 200g,  
500g, 1kg



Coriander Powder

धनिया पाउडर

Pack Size: 100g, 200g,  
500g, 1kg





**Amchur Powder**  
अमचूर पाउडर

Pack Size: 50g, 100g, 500g, 1kg



**Kashmiri Chilli Powder**  
कश्मीरी मिर्च पाउडर

Pack Size: 50g, 100g, 200g, 500g, 1kg



**Kasoori Methi**  
कसूरी मेथी

Pack Size: 25g, 50g, 100g, 500g, 1kg

## BLENDED SPICES

All our blended spices are made from high-quality ingredients, free from artificial colors, preservatives and additives, ensuring Authentic goodness in every dish. Enhance your culinary creations with My Secret Spices expertly crafted.



**Dal Tadka Masala**  
दाल तड़का मसाला

Pack Size: 50g, 100g, 250g, 500g, 1kg



**Chat Masala**  
चाट मसाला

Pack Size: 50g, 70g, 100g, 250g, 500g, 1kg



**Garam Masala**  
गरम मसाला

Pack Size: 50g, 100g, 200g, 500g, 1kg



**Sambhar Masala**  
सांभर मसाला

Pack Size: 50g, 100g, 250g, 500g, 1kg



**Meat Masala**  
मीट मसाला  
Pack Size: 50g, 100g,  
250g, 500g, 1kg



**Chicken Masala**  
चिकन मसाला  
Pack Size: 50g, 100g,  
200g, 500g, 1kg



**Shahi Paneer Masala**  
शाही पनीर मसाला  
Pack Size: 50g, 100g,  
250g, 500g, 1kg



**Biryani Masala**  
बिरयानी मसाला  
Pack Size: 50g, 100g,  
200g, 500g, 1kg



**Shahi Garam Masala**  
शाही गरम मसाला  
Pack Size: 50g, 100g,  
250g, 500g, 1kg



**Dal Makhni Masala**  
दाल मखनी मसाला  
Pack Size: 50g, 100g,  
250g, 500g, 1kg



**Sabji Masala**  
सब्जी मसाला  
Pack Size: 50g, 100g,  
250g, 500g, 1kg



**Pani Puri Masala**  
पानी पूरी मसाला  
Pack Size: 50g, 100g,  
250g, 500g, 1kg





### Chaach & Raita Masala छाछ & रायता मसाला

Pack Size: 50g, 100g,  
250g, 500g, 1kg



### Tea Masala चाय मसाला

Pack Size: 50g, 100g,  
200g, 500g, 1kg



### Black pepper (Coarse Powder) काली मिर्च पाउडर

Pack Size: 50g, 100g,  
250g, 500g, 1kg



### Rajma Masala राजमा मसाला

Pack Size: 50g, 100g,  
250g, 500g, 1kg



### Jeeravan Masala जीरावन मसाला

Pack Size: 50g, 100g,  
200g, 500g, 1kg



### Pav Bhaji Masala पाव भाजी मसाला

Pack Size: 50g, 100g, 200g,  
500g, 1kg



### Chhole Masala छोले मसाला

Pack Size: 50g, 100g,  
200g, 500g, 1kg



### Kitchen King Masala किचन किंग मसाला

Pack Size: 50g, 100g,  
200g, 500g, 1kg





# HING POWDER



**Hing Powder**  
हींग पाउडर

Pack Size: 25g, 50g, 100g, 500g, 1kg

**Hing Powder:** Offers a robust and aromatic flavor that enhances the taste of your dishes. Made from premium-quality asafoetida, it is gluten-free and free from any chemical additives, ensuring purity and safety. Ideal for tempering dals, curries, and vegetable dishes, this hing powder brings an authentic touch to your cooking with its potent aroma and flavor.



**Strong Hing Powder**  
स्ट्रॉंग हींग पाउडर

Pack Size: 25g, 50g, 100g, 500g, 1kg

**Strong Hing Powder:** Crafted for those who desire an intense and powerful flavor in their culinary creations. This gluten-free and chemical-free hing powder delivers a superior, concentrated aroma and taste, perfect for dishes that require a bold, pungent touch. Use sparingly to enhance the flavor of lentils and pickles, ensuring a memorable dining experience.





# SPRINKLERS



**Black Pepper Coarse**

Pack Size: 60g, 100g, 500g, 1kg



**Chilli Flakes**

Pack Size: 35g, 100g, 500g, 1kg



**Pizza & Pasta Sprinkler**

Pack Size: 50g, 100g, 500g, 1kg



**Chat Masala**

Pack Size: 70g, 100g, 500g, 1kg



**Peri Peri Sprinkler**

Pack Size: 50g, 100g, 500g, 1kg



**Cheese Sprinkler**

Pack Size: 50g, 100g, 500g, 1kg



# RS. ₹5/ ₹10 TRIAL PACK



**Red Chilli Powder**  
Pack Size: 10g/ 20g



**Turmeric Powder**  
Pack Size: 10g/ 20g



**Coriander Powder**  
Pack Size: 12g/ 25g



**Teja Chilli Powder**  
Pack Size: 7g/ 14g



**Dal Tadka Masala**  
Pack Size: 7g/ 14g



**Chaach Masala**  
Pack Size: 7g/ 14g



**Chat Masala**  
Pack Size: 7g/ 14g



**Sabji Masala**  
Pack Size: 7g/ 14g





**Chicken Masala**  
Pack Size: 7g/14g



**Magic 2 Taste**  
Pack Size: 7g/14g



**Garam Masala**  
Pack Size: 7g/14g



**Meat Masala**  
Pack Size: 7g/14g



**Jeeravan Masala**  
Pack Size: 7g/14g



**Chhole Masala**  
Pack Size: 7g/14g



**Kashmiri Chilli Powder**  
Pack Size: 5g/10g



**Pani Puri Masala**  
Pack Size: 5g/10g





**Tea Masala**  
Pack Size: 10g/ 20g



**Pav Bhaji Masala**  
Pack Size: 10g/ 20g



**Amchur Powder**  
Pack Size: 7g/ 14g



**Royal Garam Masala**  
Pack Size: 12g/ 25g



**Shahi Paneer Masala**  
Pack Size: 7g/ 14g



**Shahi Garam Masala**  
Pack Size: 7g/ 14g



# UPCOMING PRODUCTS



Thick Tomato Soup



Ginger Garlic Paste



Hot & Sour Soup



Mini Soya Chunks



Sip2fit





# PRIVATE LABELING

We also provide private labeling services to our clients. Our state-of-the-art packing materials including bopa+ultra clear cpp pouches for weights ranging from 50g to 5kg ensure the freshness and quality of your products. Moreover we use advanced automated machines like multi head weigher and servo auger fillers for efficient and accurate packing of various products. Our team is dedicated to delivering exceptional products and services that cater to our clients specific requirements.

## GoodDot Spices PVT.LTD.

### Factory Address:

(An ISO 9001:2015 & ISO 22000:2018 Certified Company)  
G-1-155, RIICO Industrial Area, Gudli, Udaipur,  
Rajasthan-313024, INDIA

### Register Office:

2nd Floor, Crossway Building, Near  
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