



maa jaisi

GOODNESS

MADE MORE AFFORDABLE

Reduced Prices, thanks to GST Cut

BARS



ICE CANDY



KULFI



CONES



NOVELTIES



A Fresh Change in Price. Effective from 22nd September 2025.

Maximum retail price (MRP) reduction as an outcome of revised GST slabs, effective from 22nd September 2025. For a limited period, products with both the old and new MRP may be available in the market. Consumers are advised to check for the lower MRP before purchase. GST benefit on the above packs and across a wide range of products will be available from 22nd September 2025.

Images are for visual depiction only.

*Made with Milk & Milk Constituents (excluding Ice Candy).

*NET QUANTITY *MRP ₹ (INCL. OF ALL TAXES).

Some SKUs are region specific & may not be available in all regions





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TUBS



Rabdi Falooda
750ml# ₹250*
NEW MRP
₹230*



Afghan Nutty Delight
750ml# ₹250*
NEW MRP
₹230*



Badam Rabri
750ml# ₹250*
NEW MRP
₹230*



Kesar Pista
750ml# ₹250*
NEW MRP
₹230*



Creamy Crunchy
Butterscotch
750ml# ₹220*
NEW MRP
₹200*



French Vanilla
with Seeds
750ml# ₹220*
NEW MRP
₹200*

DIETZ



Kesar Almond
500ml# ₹175*
NEW MRP
₹160*



Vanilla
500ml# ₹140*
NEW MRP
₹130*

**No
ADDED
SUGARS**

CUPS



Vanilla
90ml# ₹20*
NEW MRP
₹15*



Vanilla 50ml# ₹10*
NEW MRP
₹9*



2in1 50ml# ₹10*
NEW MRP
₹9*



American
Nutty
115ml# ₹50*
NEW MRP
₹40*



Chocolate
Gateau
115ml# ₹50*
NEW MRP
₹40*



Tender
Coconut
115ml# ₹45*
NEW MRP
₹40*



Badam Rabri
115ml# ₹50*
NEW MRP
₹40*



Kesar Pista
115ml# ₹50*
NEW MRP
₹40*



Cookie
Caramel
500ml# ₹175*
NEW MRP
₹150*



Coffee
Walnut
500ml# ₹175*
NEW MRP
₹150*

ULTIMATE TUBS



Pista-e-kulfi
1L# ₹350*
NEW MRP
₹300*



Strawberry
Crush
1L# ₹350*
NEW MRP
₹300*



Cookie Crumb
1L# ₹350*
NEW MRP
₹300*



Mango Marvel
1L# ₹350*
NEW MRP
₹300*



Shahi Meva Malai
1L# ₹350*
NEW MRP
₹300*

SUPER SAVER PACKS



Butterscotch
1500ml# ₹275*
NEW MRP
₹255*



Vanilla
1500ml# ₹225*
NEW MRP
₹205*



Strawberry
1250ml# ₹200*
NEW MRP
₹180*



Vanilla
650ml# ₹77*
NEW MRP
₹89*



Fruit 'N' Nut
650ml# ₹150*
NEW MRP
₹150*



Chocolate
650ml# ₹150*
NEW MRP
₹140*



Black Currant
650ml# ₹150*
NEW MRP
₹130*



Vanilla
650ml# ₹77*
NEW MRP
₹89*

BUY 1 GET 1 FREE



Shahi-e-Taj
700ml# x 2
₹350*
NEW MRP
₹320*



Mawa Badam
700ml# x 2
₹350*
NEW MRP
₹320*



Kaju Kishmish
700ml# x 2
₹340*
NEW MRP
₹310*



Rajbhog
700ml# x 2
₹380*
NEW MRP
₹350*



American
Nutty Delight
700ml# x 2
₹320*
NEW MRP
₹290*



Cookie & Cream
700ml# x 2
₹290*
NEW MRP
₹260*



Rabri
700ml# x 2
₹290*
NEW MRP
₹260*



Mango Magic
700ml# x 2
₹270*
NEW MRP
₹250*



Tutti Fruiti
700ml# x 2
₹270*
NEW MRP
₹250*



Butterscotch
700ml# x 2
₹270*
NEW MRP
₹250*



Vanilla
700ml# x 2
₹230*
NEW MRP
₹210*



Two in One
700ml# x 2
₹220*
NEW MRP
₹210*

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