

Is Your Biryani Masala a Scam?

80% of Brands Use Cheap Fillers Instead of Real Spices.



Ingredient Analysis

Claimed Ingredients

Brands Tested: MDH
(**₹50/100g**), Everest
(**₹55/100g**), Catch
(**₹45/100g**).

Claimed Ingredients:
**Saffron, nutmeg, star
anise.**



Results

MDH: 40% red chili powder,
cornstarch, artificial color
(Tartrazine E102).

Everest: 35% salt, turmeric,
coriander powder.

Source: Lab analysis by
Consumer Voice (2023).

⚠️ **Health Risk:** Tartrazine
linked to hyperactivity
in kids (EFSA report,
2022).



Cost Breakdown

Homemade Masala: Saffron (₹3/pin), nutmeg (₹2/g), star anise (₹1/g) ≈ ₹120/100g.

Store-Bought: 4x cheaper but 90% filler ingredients.



Taste Test Results

Participants: 100 home cooks in Mumbai.

Result: 82% preferred homemade masala.



“*Packet masalas taste like chili powder, not biryani!*”
– Participant.

Tag a biryani lover! 🍚
Skip the scam - cook authentic.

