



Virat Avenues

The Treasure of Purity
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Sreekumar S Pillai :+91 8095182569

CEREALS/RICE/WHEAT

| ITEM | MRP | VA-Rate |
|--|--------|---------|
| • Sona Masoori premium Raw Rice 1 Kg | 63.00 | 58.00 |
| • Kolam Rice Raw 1 Kg (Bullet) | 75.00 | 72.00 |
| • Vadi Matta Rice 5Kg Bag (Brahmins) | 400.00 | 375.00 |
| • Unbranded Red Rice | | |
| • Unbranded Boiled Rice | | |
| • Unbranded Steam Rice | | |
| • Unbranded Sona Masoori | | |
| • Idly Rice 1 Kg | 42.00 | 40.00 |
| • Dosa Rice 1 Kg | 38.00 | 35.00 |
| • Jeera Rice 1 Kg | 110.00 | |
| • Basmati Rice 1 Kg Kohinoor Royal | 160.00 | 135.00 |
| • Aval / Beaten Rice Red 500g Br | 70.00 | 67.00 |
| • Aval / Beaten Rice White 300g Br | 48.00 | 46.00 |
| • Boiled Rice Long 1 Kg | 37.00 | 34.00 |
| • Rice flour (Puttu podi) 0.5 Kg Br | 59.00 | 56.00 |
| • Rice flour (Puttu podi) 1 Kg Br | 116.00 | 109.00 |
| • Rice flour (Appam) 0.5 Kg Br | 60.00 | 57.50 |
| • Unbranded Rice Flour | | |
| • Broken Wheat Br 500g DH | 69.00 | 66.00 |
| • Whole Wheat Atta 5 Kg | 270.00 | 255.00 |
| • Whole Wheat Atta 10 Kg | 460.00 | 410.00 |
| • Non-branded Whole Wheat Atta | | |
| • Fried Rava 0.5 Kg Br | 64.00 | 60.00 |
| • Rava 1 Kg | 44.00 | 42.00 |
| • Maida 1 Kg | 45.00 | 38.00 |
| • Bansi Rava 1 Kg | | 52.00 |
| • Double Horse wheat Rava 500g | | 73.00 |
| • Ragi flour 1 Kg | 82.50 | 80.00 |
| • Corn flour 250g | 55.00 | 50.00 |
| • Multi Millet flour (organic) 500g | 90.00 | 82.00 |
| • Besan Powder 1 Kg | 90.00 | 85.00 |



DHAL/PULSES

| ITEM | MRP | VA-Rate |
|------------------------------------|--------|---------|
| • Toor dhal 1 Kg | 105.00 | 99.00 |
| • Urad Dhal round 1 Kg | 120.00 | 114.00 |
| • Moong dhal 500g | 74.0 | 70.00 |
| • Channa dhal 500g | 48.00 | 45.00 |
| • Pottu Kadala /Fried Gram 500g | 58.00 | 55.00 |
| • Masur Dhal 500g | 48.00 | 44.00 |
| • Brown Channa Whole 500g | 36.00 | 35.00 |
| • Green Peas 500g | | |
| • Kabul Chana Whole (White) 500g | 58.00 | 55.00 |
| • Rajma Red 500g | 55.00 | 52.00 |
| • Rajma White Kg | 69.00 | 67.00 |
| • Red Payar 500g | | 34.00 |
| • White Payar 500g | | |
| • Muthira / Horse dal 500g | 42.00 | 38.00 |
| • Vanpayar (Red) 500g | 62.00 | 60.00 |
| • Cherupatar/Green Moog Whole 1 Kg | 65.00 | 58.00 |
| • Cherupayar /Green Moog Whle 1 Kg | 128.00 | 116.00 |
| • Ground nut Kg 500g | 62.00 | 59.50 |

SUGAR/SALT/JAGGERY

| ITEM | MRP | VA-Rate |
|-----------------------------------|-------|---------|
| • Sugar 1 Kg | 40.00 | 39.50 |
| • Sugar (Brown) 1 Kg | | |
| • Jaggery 1 Kg | 65.00 | 64.00 |
| • Crystal salt 1 Kg | 20.00 | 16.50 |
| • Powder salt 1 Kg Tata Salt lite | 30.00 | 30.00 |
| • Kalkandam Kg | 20.00 | 18.00 |
| • Panam Chakkara 250g | 69.00 | 67.00 |



DRY FRUITS

| ITEM | MRP | VA-Rate |
|------------------------|--------|---------|
| • Cashew nut 100g | 100.00 | 85.00 |
| • Kismis/ Raisins Kg | 35.00 | 33.00 |
| • Soya Chunks 1 Kg | 37.00 | 36.00 |
| • Puli / Tamarind 250g | 72.00 | 60.00 |
| • Kudam Puli Kg | 96.00 | 65.00 |

SPICES

| ITEM | MRP | VA-Rate |
|------------------------------------|------------|----------------|
| • Jeera / Cumin seed 50g | | 40.00 |
| • Kurumulaku/Pepper 50g | 33.00 | 30.00 |
| • Uluva / Fenugreek 100g | 28.00 | 26.50 |
| • Grampu / Clove 50g | 42.00 | 38.00 |
| • Elakka / Cardamon 50g | 125.00 | 120.00 |
| • Cinnamon Stick (Patta) 50g | 42.00 | 38.00 |
| • Red Chilly (Guntur) 200g | 64.00 | 60.00 |
| • Kashmiri Chilly powder 100g | 72.00 | 69.00 |
| • Malli / Dhania / Corriander 200g | 60.00 | 28.00 |
| • Mustard seeds 100g | 20.00 | 15.00 |
| • Perumjeerakam/Fennel 500g | 35.00 | 34.00 |
| • Ellu/Til Black 100g | 30.00 | 29.00 |
| • Kaayam/Hing bottle 50g RG | 70.00 | 65.00 |
| • Kaayam/Hing Bar 50g RG | 72.00 | 67.00 |
| • Mulaku/Chilly Powder 100g Br | 40.00 | 38.50 |
| • Malli/ Corriander Powder 100g Br | 31.00 | 30.00 |
| • Malli/ Corriander Powder 250g Br | 72.00 | 70.00 |
| • Turmeric powder 100g Br | 32.00 | 31.00 |
| • Sambar powder 100g Br | 49.00 | 47.00 |
| • Rasam powder 100g Br | 52.00 | 50.00 |
| • Garam Masala 50g Br | 54.00 | 52.50 |
| • Chicken Masala 100g eastern | 52.00 | 48.00 |
| • Mutton Masala 100g eastern | 48.00 | 46.00 |
| • Fish Masala 100g eastern | 44.00 | 41.00 |



BEVERAGES/TEA/COFFEE

| ITEM | MRP | VA-Rate |
|----------------------------------|-------|---------|
| • Tea Pwdr Tata Gold 500g | | 249.00 |
| • Tea Pwdr Tata Premium 500g | | 178.00 |
| • Tea Powder 3 Roses 250g | | 119.00 |
| • Tea Powder Red Label 250g | | 152.00 |
| • Tea Powder Kannan Devan 500g | | 154.00 |
| • Tea Powder Taj Mahal 250g | | 69.00 |
| • Coffee powder Green Label 250g | 65.00 | 58.00 |
| • Chukku Kappi 200g Br | | 62.00 |
| • Instant Coffee Bru 50gz | | 138.00 |
| • Instant Coffee Nescafe 50g | | |



PICKLE/JAM

| ITEM | MRP | VA-Rate |
|----------------------------|--------|---------|
| • Mixed Fruit Jam (Kissan) | 150.00 | 145.00 |
| • Lemon Pickle | | |
| • Mango Pickle | | |

INSTANT FOOD

| ITEM | MRP | VA-Rate |
|---------------------------------|------------|----------------|
| • Palada Payasam mix 200g Br | | |
| • Semiya Payasam mix 200g Br | 80.00 | 77.00 |
| • Vermicilli (Upma) 850g | 80.00 | 77.00 |
| • Noodles Magi family pack 420g | | |
| • Noodles Magi family pack 560g | | |
| • Pasta 400g | | |
| • MTR Macroni elbow 850G | | |
| • Chutney Powder 100g | | |
| • Kellog corn flakes 250g | 41.00 | |
| • Nestle Milk maid 400g | 93.50 | |
| • Gulab Jamun Mix MTR 160g 1+1 | 123.00 | |
| • Lemon Rice mix MTR 50g | 129.00 | |
| • Puliyogare Mix MTR 100g | | |
| • Sarbath Nannari 750ml RG | 140.00 | 130.00 |

FRY ITEMS

| ITEM | MRP | VA-Rate |
|--------------------------|------------|----------------|
| • Kerala Pappad | 50.00 | 48.00 |
| • Appalam 150g | 70.00 | 55.00 |
| • Pavakka Kondattam 100g | 70.00 | 60.00 |



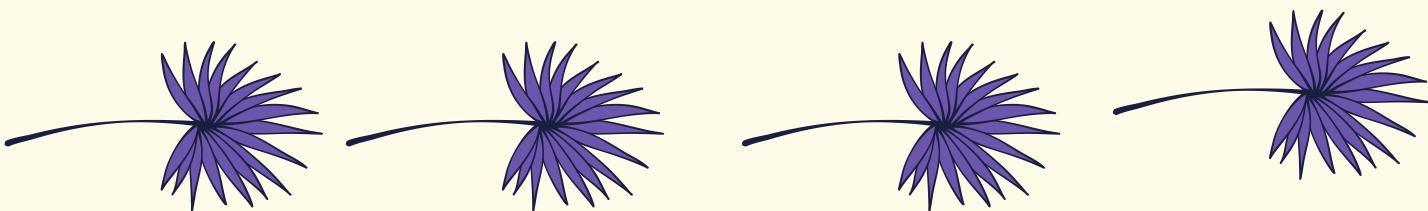
TOILET/HYGIENE ITEMS

| ITEM | MRP | VA-Rate |
|-------------------------------------|--------|---------|
| • Colgate Max fresh Tooth paste | | |
| • Patanjali Danthkanti | 44.00 | |
| • Chandrika Soap 75g | | |
| • Medimix Soap 75g | 25.50 | |
| • Dettol Soap 75g Set of 4 | | |
| • Dove cream Bar Soap 100g | | |
| • Hand wash 500ml Palolive | | |
| • Washing soap Surf Excel 150g | | |
| • Washing powder Tide 1 Kg | 190.00 | |
| • Washing powder Surf Excel QW 1 Kg | 15.50 | |
| • Revive liquid stifner 200 MI | | |
| • Dish washing liquid Pril | 105.00 | |
| • Pril Bar 360g | | |
| • Toilet cleaner Harpic 600ml | | |
| • Floor cleaner Lisol 625MI | 97.50 | |
| • Kitchen tissue soft roll | 101.00 | |
| • Veggie Clean (Fruit and Veg wash) | 284.00 | |
| • Dettol 550ml | | |
| • Dettol disinfect Spray | 214.00 | |
| • Hand Sanitizer 500ml (Pamolive) | 250.00 | 240.00 |



BAKERY ITEMS

| ITEM | MRP | VA-Rate |
|--------------------------------|-------|---------|
| • Unniyappam (9 Nos) | 45.00 | 43.00 |
| • Achappam (10 Nos) | 45.00 | 43.00 |
| • Diamond cut/ pottiappam 150g | 45.00 | 43.00 |
| • Ribbon pakkuvada 200g | 45.00 | 43.00 |



POOJA ITEMS

| ITEM | MRP | VA-Rate |
|---------------------------------|-------|---------|
| • Incense sticks agarbthi Cycle | 60.00 | 59.00 |
| • Camphor Pure 25g | 50.00 | 45.00 |



AYURVEDA PREPARATIONS

(Vaidyaratnam)

| ITEM | MRP | VA-Rate |
|-----------------------------------|------------|----------------|
| • Chyavanaprasam 500g | 230.00 | 225.00 |
| • Dasamularishtam 450ml | 120.00 | 118.00 |
| • Jeerakarishtam 450ml | 130.00 | 128.00 |
| • Vasakarishtam 450ml | 130.00 | 128.00 |
| • Rasnadi Choornam | 25.00 | 24.00 |
| • Thaleespatradi Choornam | 55.00 | 53.00 |
| • Neelibringadi coconut oil 200ml | 190.00 | 187.00 |
| • Vilwadi Gulika 10 Nos | 28.00 | 26.50 |
| • Dhanwantaram Gulika 10 Nos | 25.00 | 24.00 |
| • Reco Pain Balm | 70.00 | 66.50 |

- Prices may vary based on market conditions.
- Delivery dates : 1st to 5th and 20th to 25th of every month.
- Please order at least 2 days prior to the delivery dates.
- Vit C with Zinc natural Amla tab and Vit D3 oral strips can be delivered with subsidised rates on request.
- N95 Mask can be delivered as per request.
- Kappa, Coconut, Nenthra Banana, Organic Manjal will be supplied as per availability.