

Tagline should be in Bold & Highlight

The Banner should have a flag showcasing of USP & it should be stagnant for all the Banners.

USP

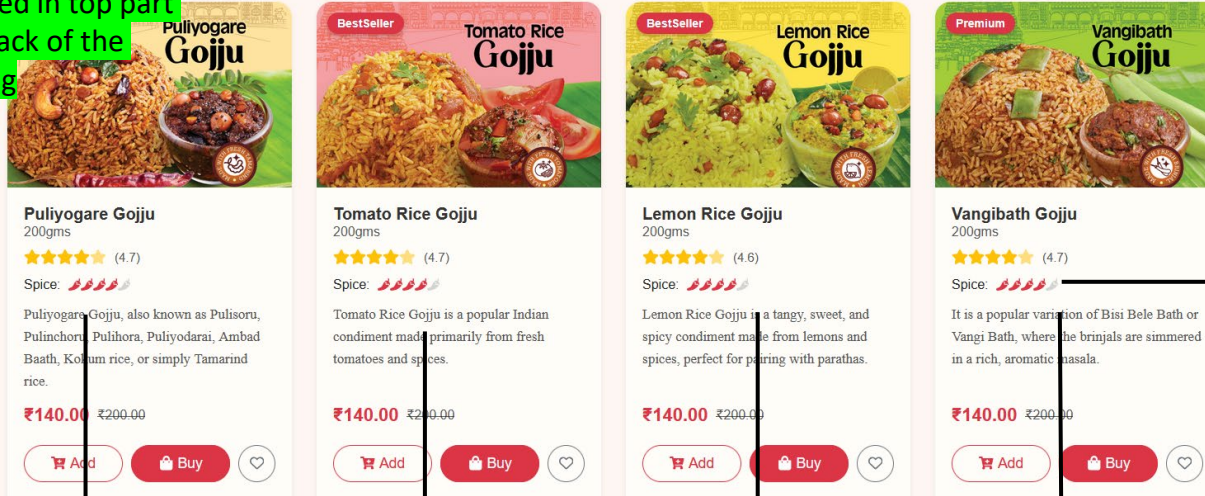
- 1) Banner should be designed with LOGO & contains one with offer. Welcome Discount (coupon)  
Use code – Firstorder50 (50rs off on purchase of 500rs)
- 2)

Remove the rating & Limited offer. But the Message is good. “ Premium Quality. Discover our handpicked selections of finest Ingredients.”

# Our Signature Masala Pastes

Authentic regional flavors crafted with traditional recipes

Mention about what south Sutra stands for which is mentioned in top part on the back of the packaging



First Image should be the Product shot 2<sup>nd</sup> is Front mock up 3<sup>rd</sup> is Back of the pack i.e USP 4<sup>th</sup> is Ingredients list 5<sup>th</sup> is Health Benefits 6<sup>th</sup> is Logo

Follow the squence.

Remove Spice level not required. & remove the 200 which is striped in pricing .

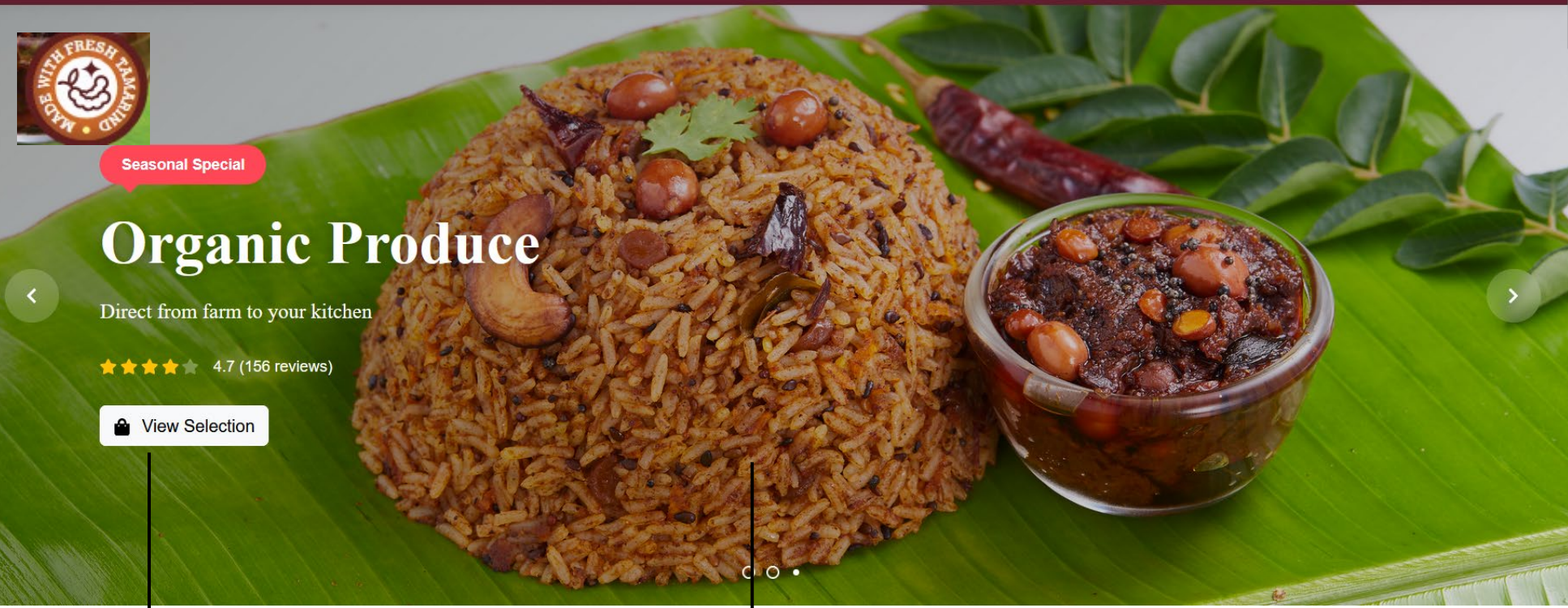
South Sutra Puliogare is not just a food, it is a legacy. My father used to prepare Puliogare as a prasadam for temples with devotion & unmatched love. I have grown up watching him pounding masalas & boiling tamarind. Today I cook the same way with love & care.

South Sutra tomato rice is made with real fresh tomatoes, unlike dry powders in the market. Our unique paste format gives you the real tang of tomatoes with hand roasted spices. Every spoonful has rich flavour & tomato chunks -Just the way we cook at home.

South Sutra lemon rice is a simple dish packed with nutrition. We make the way it is always been made in our family with freshly squeezed lemons, tempered spices & fresh green chillies. It holds deep memories of lunch box & home.

South sutra Vangibath comes in a unique paste format that locks true flavour & traditional aroma in it. Made with freshly pounded masala & real chunks of brinjal in each bite. Every spoonful delivers taste & wholesome nutrition – Just the way it should be.





Replace organic produce with Puliogare Gojju.

USP:  
NO Preservatives  
NO Additives/Colour  
NO Palm oil  
Made with 100% Natural  
Ingredients.

( Make a Flag put the USP into that & highlight it)

Image should not be obstructed with the content mentioned above

Use The similar product shoot taken for the other products & adopt the same design with Usp.

Pl use the word file for usp for each product and the origin story and for health benefits refer the back pack of each product

**Women Empowerment** - We believe women in the workforce bring in diversity of ideas, thoughts and bring balance to life. It often falls on the mother, sister and wife to discern how to best support and nurture relationships within the family . They bring in these skills that add tremendous value to our workplace as well. Recognising this value we have ensured workforce at our factory are completely women, recruited from Rural backgrounds. We train them regularly , enrich their experience required for various roles. This has helped them gain financial independence , decision making opportunities for personal and financial growth. We intend to pursue this endeavour as we grow in size and scale . They bring love and affection to cooking that makes us crave for more and puts smiles on our faces