

EVEREST

A Perfect Blend of Pure Spices





EVEREST

India's No.1 Spice Brand



Shri Vadilal Shah,
Founder, Everest Spices

“ *In Indian culture, spice lies at the heart of a varied range of emotions, traditions and values. Therefore, the huge trust consumers place in our products takes on a new meaning, far beyond the kitchen. People regard it as an authentic representation of their tastes and preferences held through generations. Everest springs from deep rooted Indian traditions. At the same time, it is packaged to suit modern tastes.* ”

- Shri Vadilal Shah



Flavours and aromas waft from India's fertile fields and valleys.

The birthplace of an incredible variety of spices, bursting with rich cuisines and tastes. One spice brand that captures the variety, purity and richness of Indian food is Everest. The brand was started way back in 1967 and since then, has become one with the tastes and flavors of all major Indian cuisines. Everest brings the purest of spices sourced from their origins, packaged scientifically to retain their fresh aroma and taste.

It was post Independent India. With the tides of change passing over Indian homes, food and lifestyle habits were on the verge of transformation. Vadilal Shah was one of the first visionaries to foresee the evolving needs of Indian taste and created Everest Spices. He introduced the age of blended packed spices which was made convenient with the authentic flavors of home-made blends. His team researched into generation-old recipes, sources of pure spices and distinct blends of different cuisines. Everest made its mark with its first ever launch of three distinct variants-Garam Masala, Tea Masala and Kesari Milk Masala. It opened new possibilities for the modern Indian mother who wanted to create a wide variety of delicacies in less time for her family. Today Everest has a large variety of basics and blends. And more importantly, it has gained the trust of millions both in India and globally.



Perfect Blend of Taste and Culture

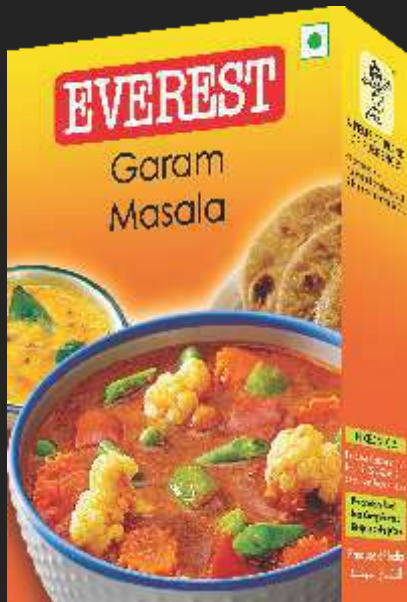
The spice blends also follow accurate proportions and recipes handed down through generations. The research into cuisines, the strict quality monitoring and the pure ingredients can be experienced in every grain of Everest Spices. That is how Everest brings out the best in India's favourite delicacies like Sambhar, Chhole, Chaat, Pav Bhaji, Biryani or Pulav. They capture the authentic tastes of Vegetable dishes, Fish, Meats, Egg Curries, Traditional Desserts, Masala Tea and all the favourite flavors of Indian homes.



Spreading Authentic Taste

Everest has melted borders reaching homes of all Non-Resident Indians and Indian kitchens of all restaurants in more than 58 countries. It is a major exporter to USA, Middle East, Singapore, Australia, New Zealand, East Africa and other places. Non-Resident Indians trust Everest to give them the original taste of home! The success of Everest lies in its incessant drive to improve, perfect and upgrade itself in every sphere like research, production, packaging and distribution. It has constantly outpaced competition by bringing in more blends. Consumers have voted Everest Masala as their favourite brand with the Superbrand title Seven times in succession (2003, 2006, 2009, 2012, 2015, 2017 & 2019).

It also won the Consumer Reaction Award twice in a row in 2004 and 2005.



Garam Masala

Authentic blend of spices following the traditional recipe of generations. The perfect and aromatic blend enriches thick gravies, dals and makes yummy snacks like samosas and kachoris.



Royal Garam Masala

Captures the distinct North Indian taste for your rich, aromatic vegetable gravy or dal. Add for more punch to scrumptious Samosas, Vadas, Kachoris and endless other snacks.



Kitchen King Masala

Aromatic mix of 24 spices, this blend brings out the delicate flavour of paneer (cottage cheese) and vegetables.





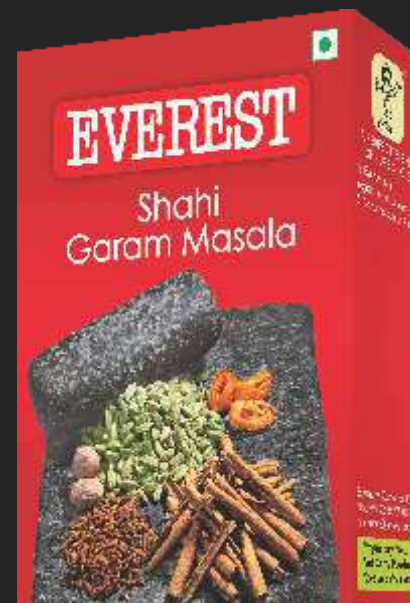
Sabji Masala

Enhances the aroma and flavour of light and quick vegetable dishes. Add a flavourful twist to dal, kachori, pakodas etc.



Shahi Garam Masala

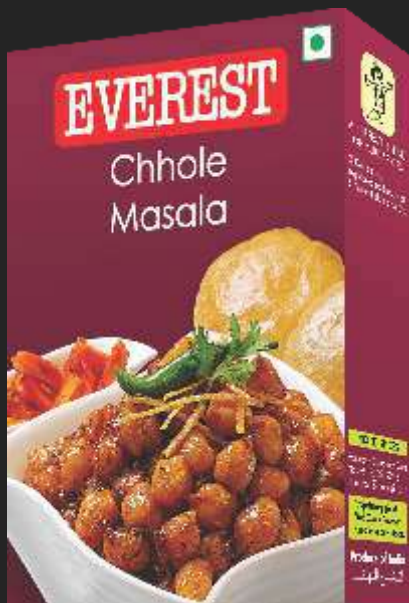
Perfect ingredients of Bengali flavours make this blend unique and essential for authentic Bengali dishes.



Pav Bhaji Masala

Master the dish that India's entertainment capital, Mumbai, gorges on. Make it at your home like an expert with a flourish of this special blend of spicy secrets.





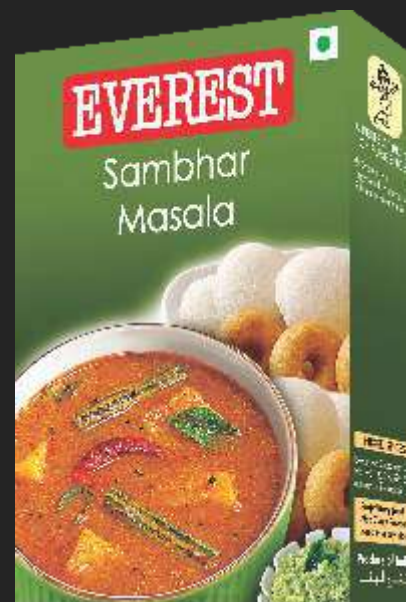
Chhole Masala

A mouthwatering combination of 27 spices for an authentic preparation of North Indian Chhole.



Sambhar Masala

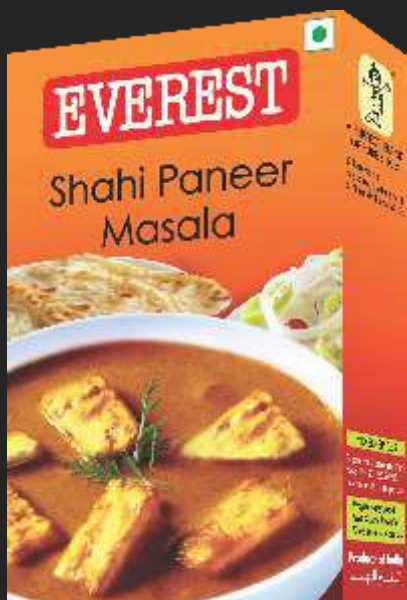
As an accompaniment with dosas, idlis, medu vada, rice and other South Indian preparations, sambhar has no equal. Introduce your family to the true taste of South India's most popular signature dish.



Chaat Masala

Stir in excitement with this tangy, tasty blend of spices in a host of snacks. Bring alive the taste of fruit and vegetable salads, North Indian chaats, sprouts, dahi vada, etc.





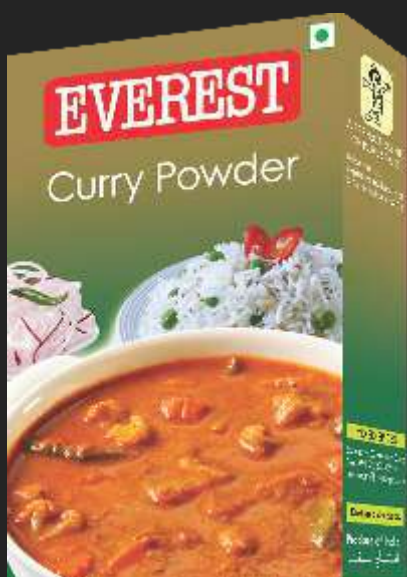
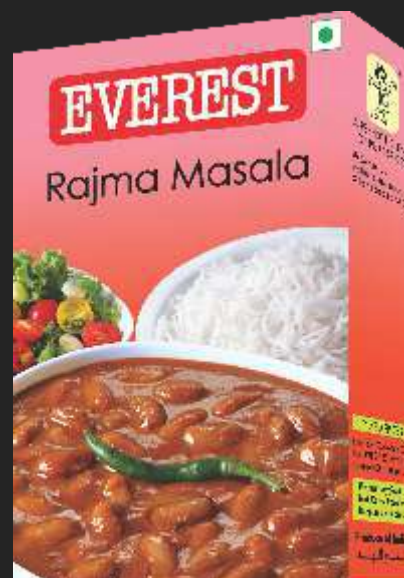
Shahi Paneer Masala

Humble cottage cheese is now just a dash away from its royal transformation. Everest Shahi Paneer Masala achieves a subtle flavour and royal aroma in every grain, with pure Kashmiri spices.



Rajma Masala

This wholesome dish needs an authentic touch of spices to make it burst into rich, sumptuous flavours. Everest Rajma Masala recreates grandma's secret rajma flavour, spice by pure spice, and brings back the real taste of rajma.



Curry Powder

The blend of aromas and flavours suits a wide variety of curries, from vegetables to meat and chicken. Turning any regular dish into an unforgettable treat, with ease.





Pani Puri Masala

Known as Pani Puri in Mumbai, Gol Gappa and Puchka in Kolkata, this street delicacy is an “any time” treat. Let your family savour the best Pani Puri in town.



Jiralu Powder

An all time favourite taste-enhancer from Gujarat. Jiralu can be sprinkled over curd, buttermilk, raita, curd rice, jeera rice, dahi wada, french fries, fresh fruit and fruit platters, khakhra, bajra rotis, etc.



Jaljira Powder

Mixed with chilled water, lemon and mint leaf, Jaljira is an ideal 'pick-me-up' during hot summer days; also serves as an excellent natural appetizer and a digestive.





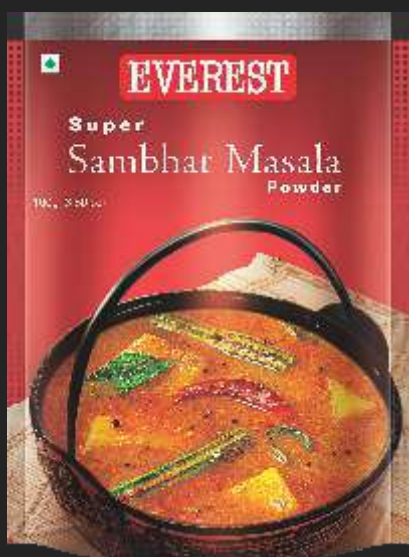
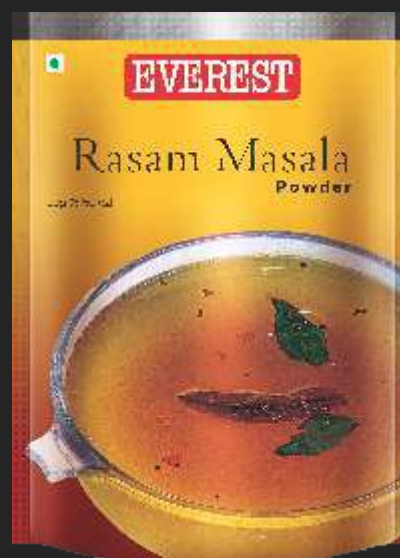
Tea Masala

This blend of various spices like cinnamon and ginger adds aroma and cheer to a steaming cup for cold winter mornings or during monsoons. Or anytime you are in the mood for a rejuvenating sip.



Rasam Masala Powder

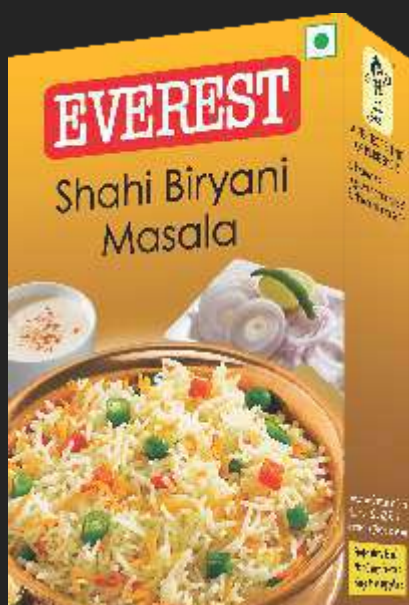
Prepare the light, tasty and healthful appetizer from South India in your own home with ease with an authentic blend of numerous spices.



Super Sambhar Masala Powder

An accurate blend, specially for the Southern palate, with great grandmother's recipe for the family-favourite sambhar.





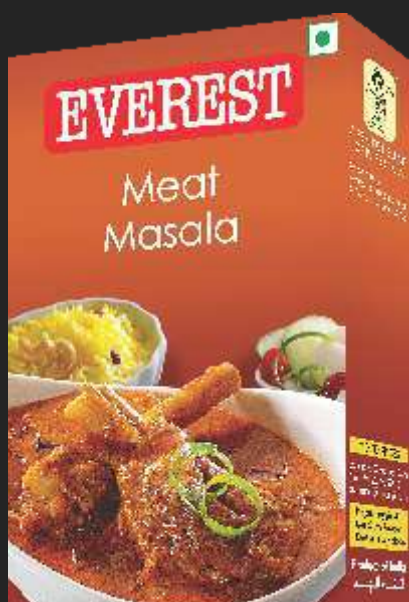
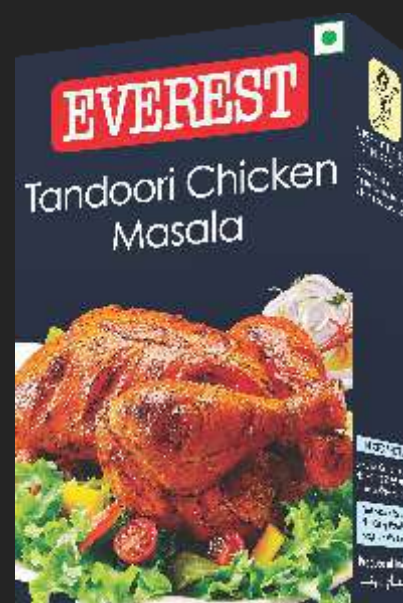
Shahi Biryani / Pulav Masala

This spice recipe from Lucknow and Hyderabad's biryani artisans helps you prepare royal pulavs and biryanis.



Tandoori Chicken Masala

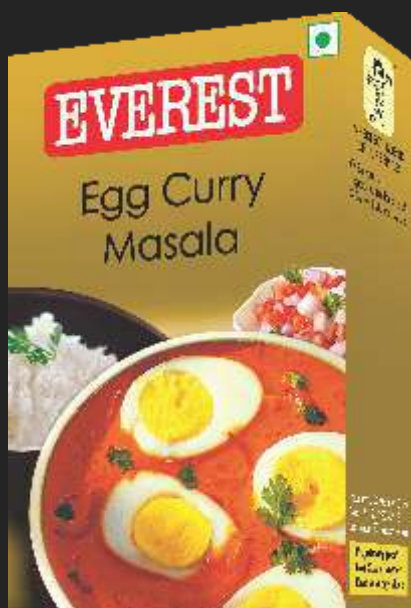
This blend strikes an even balance between aromatic and flavouring spice agents to give chicken a luscious, inviting flavour. Since this blend is used in 'apply-and-cook-over-the-fire situations', the flavouring spices predominate, in order not to dissipate under direct fire.



Meat Masala

A pepper-coriander-chilli based rich blend that imparts a dark tan and a hot taste to non-veg dishes, especially meat. Since Indians love their meat really spiced up, a fair amount of flavouring spices lend this blend an aromatic chorus.





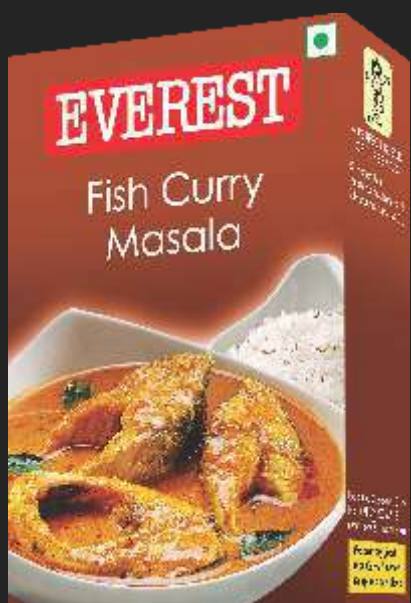
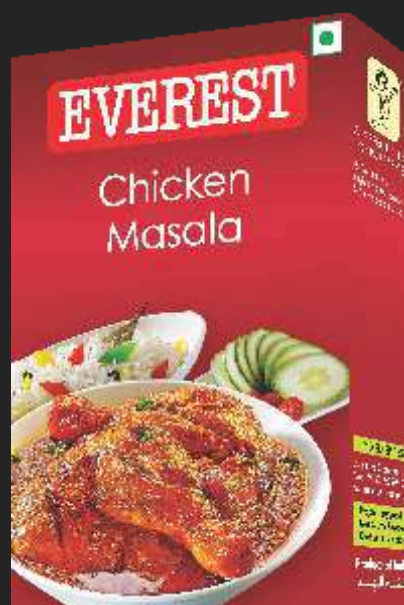
Egg Curry Masala

It is a blend of a wide range of spices, like Cumin, Cinnamon, Coriander, Cardamom, Anistar, Fennel and many more, which gives it a complex aroma and flavour.



Chicken Masala

A flavourful blend that is less steeped in pungency. Creates the right balance between spices and other ingredients in a chicken dish.



Fish Curry Masala

A fine blend of spices like Chilli, Coriander, Tamarind, Cumin and Garlic, among many more, Everest Fish Curry Masala lends great taste, colour and texture to your fish curry and makes it ready in no time!





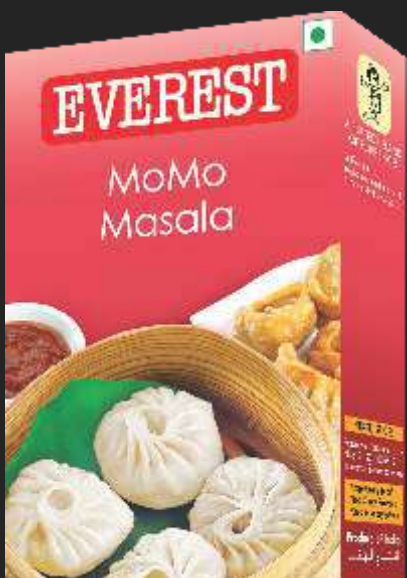
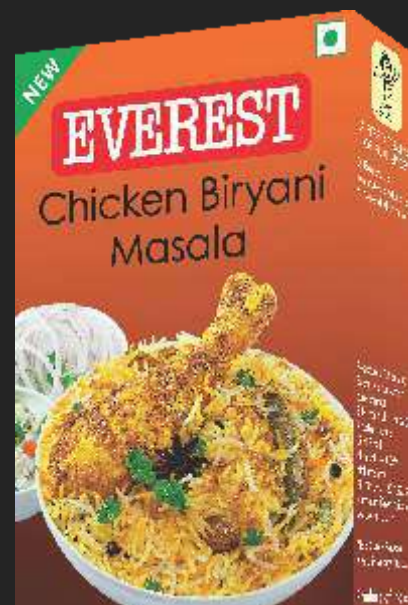
Chicken 65 Kabab Masala

Chicken 65 is a spicy, deep-fried chicken dish is born in Tamil Nadu, India as a starter, or quick snack. Everest Chicken 65 Kabab Masala is perfect blend of spices which makes the authentic Chicken 65. So, serve spicy, deep fried chunks of chicken as entrée to your guests.



Chicken Biryani Masala

Chicken Biryani is a delicious savory rice dish that is loaded with spicy marinated chicken, caramelized onions, and flavorful saffron rice. Everest Chicken Biryani Masala is blend of pure authentic masalas which gives your Biryani a perfect taste.



Momo Masala

Momos Masala adds unique taste and mesmerizing aroma to the Momos and is a huge hit among Momos Lovers.





Kasuri Methi

Aromatic, flavourful Kasuri Methi enhances veggies, dals, rotis and naans with its unique flavour.



Kanda Lasun Masala

An exemplary taste that would remind you of a homemade Maharashtrian food like stuffed brinjal, Shev-Bhaji, Usal, Misal etc.



Mustard Powder

Everest brings you a perfect blend of best quality, nature-fresh, white and black mustard seeds grounded to perfection that gives the sharpest punginess and an unparalleled taste to your dishes.





Tikhahal Powder

Fine red chilli powder for “hot and pungent” dishes. You need only a pinch to add a knock-out punch!



Tikhahal Extra Hot Powder

Tikhahal Extra Hot is a perfect blend of fine-ground hot chilli powder for extra pungency and colour. Carefully graded chillies, hygienically ground and scientifically packed to retain pungency, red colour and farm-fresh flavour.



Kutilal Powder

Coarse chilli powder that is essential to Gujarati and Marwari cuisine for its strong aroma.





Turmeric Powder

Indian dishes depend a lot on the freshness and purity of Turmeric. Hand-picked and superior grade harvest is ground in temperature-controlled mills to bring you the right colour and flavour.



Coriander Powder

Packed with all the freshness of one of the most essential ingredients in Indian cuisine, Everest Coriander Powder adds a refreshing twist with just a little sprinkling.



Cumin Powder

Cumin finds its way into almost every Indian dish. Only a dash of this pure and fresh cumin powder is enough to enhance rice, cookies and breads.





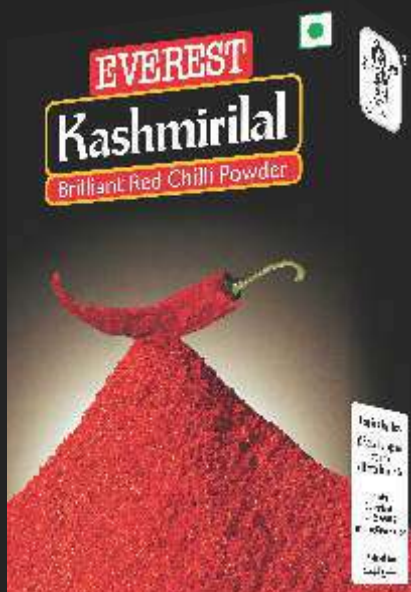
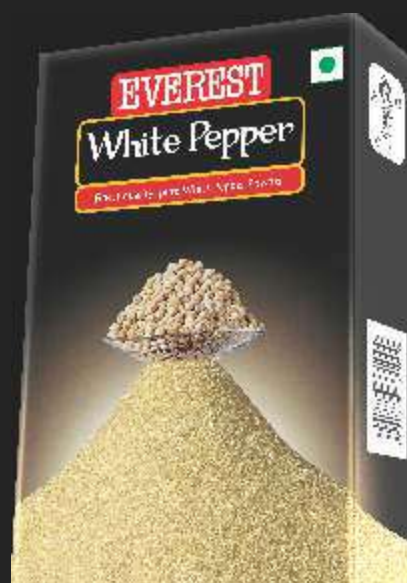
Black Pepper Powder

Ground whole black pepper of the highest grade has been packed here to retain natural aroma and zest. Use it as a finishing touch to bring out the best in your cooking.



White Pepper Powder

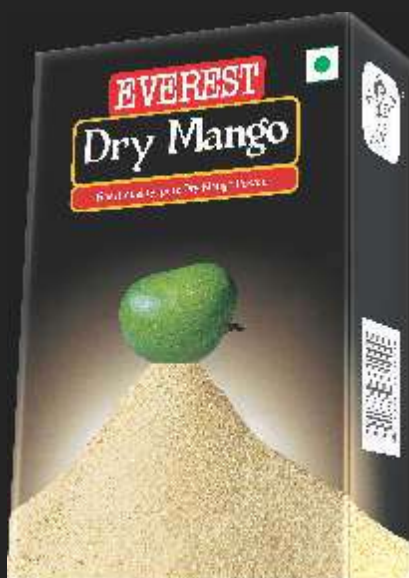
A subtle and fragrant version of pepper powder, White Pepper is ideal as a topping on certain salads and Chinese dishes.



Kashmirilal Chilli Powder

Finely ground Kashmiri chilli imparts rich, red texture and colour with delicate pungency and aroma.





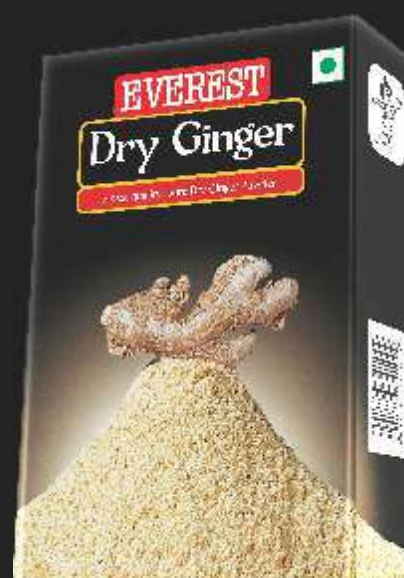
Dry Mango Powder

A delicious substitute for tamarind, the hand pounded Dry Mango from Everest throws in a fragrant, tangy twist.



Dry Ginger Powder

This spice is known for refreshing our moods as it imparts aroma and strong flavour. It is sourced from the part of Cochin in Kerala's famed Malabar Coast.



Hing-Yellow

Hing or Asafoetida adds a distinct punch and aroma to a wide range of dals, sambhars, curries and pickles prepared all over India.





Hingraj

For those who prefer a slightly stronger Hing flavour in their preparations.



Kesari Milk Masala

Packed with the goodness of exotic nuts and spices, Everest Kesari Milk Masala imparts unmatched taste, flavour and colour to milk. Served hot or cold, it makes an ideal serving on festive occasions.



Saffron

Selected from the best crop of the season, Everest Saffron is backed by Everest's assurance of quality, purity, freshness and aroma. Available in two convenient pack sizes (0.5 gm and 1 gm). This is the original saffron you can pick with confidence.



Everest Masalas Jar

Everest Masalas are now available in smart air-tight jar containers keeping the masala's freshness intact for a longer period of time.
Now give your dish the everlasting taste of freshness.



Available in 200g & 500g Jars





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