



EVERY BRUSHSTROKE TELLS
A STORY OF FLAVOUR





GOOD FOOD BEGINS IN THE KITCHEN

Globally trusted, premium yet accessible blends made for everyday Indian kitchens. Preparing thoughtful recipes with honest flavours. Food made the way it's meant to be shared.

Born from Earthroot's deep understanding of ingredients, The Kitchen Story brings together responsible sourcing, careful processing, and intuitive blending. Every product is designed to deliver consistent taste and dependable quality.

This is not just about spices. It's about making everyday cooking simpler, better, and more connected to what food truly means.



GOOD FLAVOURS STEM FROM THE GROUND

Flavour doesn't come from factories. It comes from seasons that take their time, from soil that is cared for, and from farmers who understand their land. Earthroot works closely with farms, focusing on responsible growing practices, careful crop management, and complete traceability. Every step from soil to shelf is handled with attention and intent.

Built on years of experience and strong relationships, Earthroot stands for consistency, purity, and doing things the right way every single time.



50+ Years of
Agricultural Legacy

25+ Years of
Manufacturing Excellence

20+ Countries
Reached



FROM ROOTS TO RECIPES

Every great story begins with a strong foundation.

The Kitchen Story is built on decades of experience, trusted relationships and a shared passion for quality. Every milestone has shaped who we are today and continues to inspire every product we create.



1970s

Where It All Began

The first seeds of our journey were sown in Gujarat, building trusted relationships with farmers and strengthening our agricultural roots.

1978

Trust Takes Shape

An APMC trading business laid the foundation for a journey built on fairness, integrity and quality.



1995

Going Global

Manufacturing and exports marked the beginning of a new chapter, taking Indian agricultural products to markets around the world.



1997

A Vision for Tomorrow

A new generation stepped in with fresh ideas while carrying forward the values that had always defined the business.



2012

Expanding Possibilities

Private label manufacturing strengthened our expertise and established trusted partnerships with leading brands across markets.

2018

A New Identity - Earthroot

Earthroot was established, bringing together years of sourcing, manufacturing and processing expertise under one trusted name.



2019

Growing with Purpose

Integrated sourcing and sustainable farming practices strengthened our commitment to quality, traceability and responsible growth.

2025

The Kitchen Story

Built on Earthroot's legacy, The Kitchen Story was introduced to bring trusted ingredients and authentic flavours to everyday kitchens.



and the legacy continues...

WHAT GOES IN EVERY SPOONFUL

Great flavour isn't created in a single step. It's built through a thoughtful journey that begins at the source and continues through every stage of selection, processing and quality control before reaching your kitchen.



Responsibly Sourced
Chosen from regions known for exceptional produce.



Selective Harvesting
Only the finest crops are selected at the right stage of maturity.



Drying
Carefully dried to preserve their natural character and quality.



Precision Sorting
Only the finest ingredients make the cut.



Careful Cleaning
Every batch is cleaned to remove impurities before processing.



Mycotoxin Controlled
Produced under controlled conditions to minimise mycotoxin risks and ensure safer ingredients.



Roasting
Carefully roasted to enhance natural aroma, flavour and depth before processing.



Balanced Grinding
Expertly processed to retain natural aroma and flavour.



Made for Every Kitchen
Bringing trusted quality to every meal, every day.



Freshly Packed
Sealed with care to preserve freshness until it reaches your kitchen.



Quality Assured
Every batch is tested to ensure purity, consistency and safety.



ETO-Free
Our products are processed without ETO, preserving their natural purity and quality.

OUR SIGNATURE RANGE



01

Straight Spices

Masala Mixes &
Blended Spices



02



03

Recipe Mix



04

Sprinklers &
Table Spices



Herbs & Herbals

05



06

Seasonings



Salts

07

THE ESSENTIALS OF EVERY KITCHEN



Every great dish begins with the simplest ingredients. Our straight spices are carefully selected and expertly processed to preserve their natural aroma, flavour and character, bringing consistency to every kitchen.



MORE CHILLI LESS FILLER

We use fully matured, stemless chillies and cold-grind them to retain their natural colour, aroma and flavour. Because the stem adds weight, not value and every part that makes it into our chilli powder should



SIGNATURE CHILLI POWDER

Vibrant colour & medium heat

A distinctive blend of Kashmiri and extra hot chillies, bringing together vibrant natural colour and balanced medium heat for flavourful recipes.

Available Sizes: 10 Rs, 100g, 200g, 500g, 1 kg, 5kg



Responsibly
sourced



Naturally
aromatic



Carefully
processed



KASHMIRI CHILLI POWDER

Rich natural colour with mild heat

Naturally vibrant with gentle heat, perfect for recipes that deserve rich colour without overpowering spice.

Available Sizes: 10 Rs, 100g, 200g, 500g, 1 kg, 5kg



Responsibly sourced



Naturally aromatic



Carefully processed

RED CHILLI POWDER

Balanced heat and colour

A perfectly balanced chilli that brings everyday recipes the ideal blend of heat, flavour and colour.

Available Sizes: 10 Rs, 100g, 200g, 500g, 1 kg, 5kg



Responsibly sourced



Naturally aromatic



Carefully processed



EXTRA HOT CHILLI POWDER

Intense heat with bold flavour

Naturally intense with bold heat, perfect for recipes that call for a stronger spice profile.

Available Sizes: 10 Rs, 100g, 200g, 500g, 1 kg, 5kg



Responsibly sourced



Naturally aromatic



Carefully processed





CORIANDER POWDER

Fresh citrus notes

Light, aromatic and full of fresh flavour, made to bring balance to everyday recipes.

Available Sizes: 10 Rs, 100g, 200g, 500g, 1 kg, 5kg



Responsibly sourced



Naturally aromatic



Carefully processed

TURMERIC POWDER

Naturally rich in curcumin

A kitchen essential known for its vibrant colour, earthy flavour and everyday versatility.

Available Sizes: 10 Rs, 100g, 200g, 500g, 1 kg, 5kg



Responsibly sourced



Naturally aromatic



Carefully processed



CUMIN CORIANDER POWDER

Balanced blend of coriander & cumin

A balanced blend of coriander and cumin, bringing together freshness, warmth and depth to everyday recipes.

Available Sizes: 10 Rs, 100g, 200g, 500g, 1 kg, 5kg



Responsibly sourced



Naturally aromatic

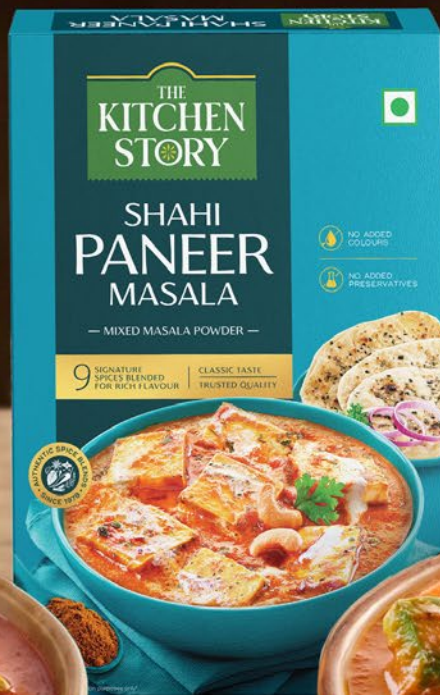
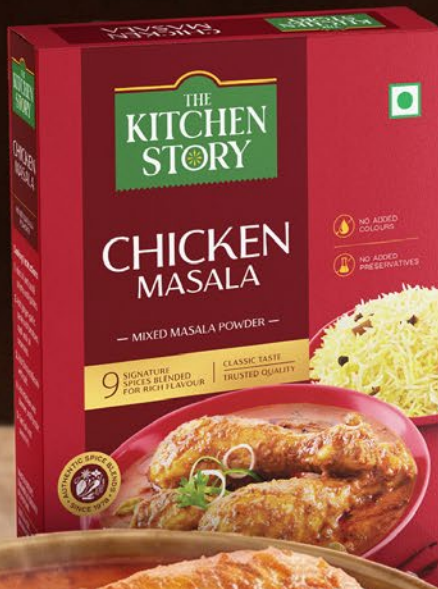


Carefully processed

CRAFTED FOR THE RECIPES YOU LOVE



Every great recipe depends on the perfect balance of spices. Our blended spice range is thoughtfully crafted to bring together authentic flavours, consistent taste and the right aroma, making every dish as memorable as it should be.





KITCHEN KING MASALA

Ideal for a variety of Indian dishes

A versatile blend of aromatic spices, bringing balanced flavour and richness to a wide range of everyday recipes.

Available Sizes: 10 Rs, 50g, 100g



Carefully balanced blend



Consistent flavour



Premium quality spices

PAV BHAJI MASALA

Classic street-style taste

A vibrant blend of spices that brings the bold, buttery and street-style flavour of classic pav bhaji to every serving.

Available Sizes: 10 Rs, 50g, 100g



Carefully balanced blend



Consistent flavour



Premium quality spices



CHAAT MASALA

Tangy seasoning blend

A tangy and flavourful blend that adds a lively burst of taste to chaats, fruits, snacks and everyday favourites.

Available Sizes: 10 Rs, 50g, 100g



Carefully balanced blend



Consistent flavour



Premium quality spices





SHAHI PANEER MASALA

Rich North Indian profile

A rich blend of aromatic spices, crafted to bring authentic North Indian flavour to creamy paneer gravies.

Available Sizes: 10 Rs, 50g, 100g



Carefully balanced blend



Consistent flavour



Premium quality spices

INDIAN BLEND CHICKEN MASALA

Rich chicken seasoning

A bold and aromatic blend that brings rich flavour and depth to a variety of chicken recipes.

Available Sizes: 10 Rs, 50g, 100g



Carefully balanced blend



Consistent flavour



Premium quality spices



INDIAN BLEND MEAT MASALA

Rich meat seasoning

A robust blend of carefully selected spices that adds depth, warmth and rich flavour to meat preparations.

Available Sizes: 10 Rs, 50g, 100g



Carefully balanced blend



Consistent flavour



Premium quality spices



FROM OUR ROOTS TO THE WORLD

What began with a commitment to quality has grown into a trusted presence across 20+ countries, backed by over 25 years of manufacturing excellence and the same values that continue to guide us today.



BUILT ON QUALITY BACKED BY TRUST

Our certifications are more than standards.
They're a reflection of the care behind
every product we create.



LET'S BUILD BETTER FOOD TOGETHER

The Kitchen Story works closely
with distributors, retailers, and food
businesses to deliver consistent,
reliable spice solutions.

WE OFFER:

Bulk supply (CTC, powders, blends)

Custom specifications

Private label support

Foodservice solutions

Backed by Earthroot's infrastructure and experience,
every partnership is built for long-term reliability.

Our certificates



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For samples, enquiries,
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