



®

# VIJAY

*masalas & food products*



*Behind Every Little Expression,  
There is a Great Taste.*



[vijaymasala.com](http://vijaymasala.com)



# VIJAY

## Masalas & Food products

**VIJAY**, a victorious name blessed with the unique monsoon and attributed to the ideal tropical position, India has since centuries played a prominent role as the land of spices and tropical fruits. Utilizing these positive measures and manufactured with the latest technologies in grading, processing, and packing, VIJAY products have acclaimed local as well as international reputation for genuiness and quality.

Selection of raw materials, care in grading, hygiene in processing, strictness in supervision, excellence in blending, 25 years of experience, et al add a lot to the quality of any product, and these are the basic standards, **VIJAY FOOD PRODUCTS** rely on, for the utmost satisfaction.







## SPICES

Spices are defined as “a strongly flavoured aromatic substance of vegetable origin, obtained from tropical plants, commonly used as a condiment.” In ancient times, spices were precious as gold and as significant medicines, preservatives and perfumes. India- the land of Spices, plays a significant role in the global spice market. No country in the world produces as many kinds of spices as India does, with most of the spices coming from Kerala. VIJAY, with its roots coming from Kerala, the spices and various spice products manufactured and exported have since ages been popular among the Indians living overseas for its taste and quality.



## MASALA

Vijay offers the highest quality curry powders blended from a base mix of several strong aromatic spices designed to add flavor and fragrance to the Indian dishes. Each curry mix is elegantly packed in aroma retention packs and reaches you after the unique micro cooled processing. VIJAY offers specific curry mixes for each of the widely used Indian dishes.



## SPICES

Black Pepper Powder  
Chilly Crushed  
Chilly Powder Kashmiri  
Chilly Powder  
Chilly Powder, Bag  
Coriander Powder  
Coriander Powder  
Cummins Powder  
Curry Powder  
Garlic Powder  
Ginger Powder  
Turmeric Powder  
Turmeric Powder, Bag  
White Pepper Powder

## CURRY MIX & MASALAS

Biryani Masala  
Chicken Kuruma Masala  
Chicken Masala  
Chicken Fry Masala  
Chilly Chicken Masala  
Curry Powder  
Egg Masala  
Fish Fry Masala  
Fish Masala  
Fish Molly Masala  
Garam Masala  
Meat Masala  
Mutton Masala  
Pickle Mix  
Rasom Powder  
Sambar Powder  
Stew Masala  
Tandoori Masala  
Vegetable Masala





## RICE and RICE PRODUCTS

## WHEAT and WHEAT PRODUCTS

Indians always crave for rice and wheat from their own country. All the VIJAY rice and wheat products reach you after stringent quality tests and automated packing systems. The traditional processing methods have paved way for the quality and pure taste that VIJAY offers.



### RICE PRODUCTS

Adapradaman, Mixed Flakes  
Aval White, Sweet  
Palada Mix, Rice  
Rice Flakes, Red Aval  
Rice Pallets, Avlosepodi  
Idiyappam Podi  
Puttupodi Red  
Puttupodi White  
Vatteppam  
Pathiri podi  
Dosa Mix  
Idly Mix  
Palappam Mix  
Diabeto Puttupodi  
Diabeto Rice  
Ragi Puttupodi  
Tapioca Puttupodi  
Rice Wafers  
Semolina Roasted  
Wheat Puttupodi  
Atta







## PICKLES & CHUTNEYS

Bitter Gourd Pickle  
 Chammandi Podi  
 Coconut Chutney  
 Dates Pickle  
 Fish Chutney, Meen Podi  
 Meen varuthathu  
 Fish Pickle  
 Fish Roast  
 Garlic Pickle  
 Ginger Pickle  
 Ginger Tamarind Pickle, Inchenpuli  
 Goosberry Pickle  
 Kaduku Mango Pickle  
 Lemon Pickle  
 Mango Pickle  
 Meat Pickle  
 Meat Roast,  
 Irachi Varuthathu  
 Mixed Pickle  
 Prawn Chutney, Chemmeen Podi  
 Prawn Pickle  
 Prawn Roast, Chemmeen Roast  
 Tender Mango Pickle  
 White Lemon Pickle

## PICKLES

Low in calories and fat, VIJAY pickles offers a wide range of varieties in choice. Lemon, mango, ginger, goosberry, tender mango, and mixed pickles are the most popular among people. From the selection of ingredients until being packed, attention and care is given to all the minute details involved.



## CHUTNEYS

Chutneys are an important part of any Indian menu. Most Indian food dishes are usually accompanied by side dishes. Apart from curry, raithas and vegetable gravies, chutneys form an important part of an Indian meal. Chutneys are made with either a coconut base or an onion base. Add greens and spices to that and you have a great recipe. Make great chutneys with VIJAY ready made chutneys make your menu complete.





# GENERAL PRODUCTS

Kerala is rich in food resources, and traditional food processing methods. These elements form an enviable part of the art of cookery. VIJAY brings these products in its richest form, thanks to its unique and traditional methods for food processing. The products such as Pappadam, Tamarind and Jaggery are very popular and gives testimony towards the commitment by VIJAY towards quality and relishing food products. Each of these products are made according to the traditional methods under the supervision of experienced hands. The R&D department is always in pursuit of excellence by blending traditional food making methods and modern processing techniques.



## GENERAL PRODUCTS

- Mango Pulp
- Ghee
- Palm Jaggiri
- Palm Sugar
- Palm Vinegar
- Pappad Masala
- Pappad
- Pineapple Essence
- Pineapple Pulp
- Pineapple Slices
- Raisins, Gold
- Raisins, Kashmiri
- Tamarind
- Wet Tamarind
- Vinegar Synthetic
- Asafoetida Crystal
- Asafoetida Powder
- Black Tamarind
- Cashew White
- Coconut Juice
- Coconut Juice, with soda
- Coconut Milk Powder
- Curd Chillies, Kondattamulagu
- Dates, Arabian
- Dry Banana Powder
- Dry Banana, Kannan Kaya
- Dry Bitter Gourd
- Dry Mango Peices
- Dry Tapioca
- Honey
- Jaggery Cubes
- Jaggery Marayoor
- Jaggery White
- Lump Sugar, Corse
- Lump Sugar, Crystal
- Palada Mix
- Payasam Mix
- Adapradaman (Ada)





## INSTANT FOODS

Chinese Vermicelli  
Instant Ada  
(Dosa Flour)  
Instant Idiappam  
(Red & White)  
Instant Idly Mix  
Instant Murukku Flour  
Instant Pongal  
Instant Puttu Flour  
(Red, Wheat & White)  
Instant Ragi Sevai  
Instant Rice Sevai

## FRESH FROZEN

Appam  
Banana Blossom  
Banana Roast  
Chakka Ada  
Chappathi  
Dosa  
Idiappam  
Idly  
Ilayada  
Kozhukakatta  
Kumbalappam  
Masala Dosa  
Neyyappam  
Oothappam  
Paalappam  
Porotta (Paratha)  
Vegetable Puffs  
Sukhiyan  
Unniappam  
Vattayappam

## JAMS

Orange Jam  
Mango Jam  
Pineapple Jam  
Mixed Fruit Jam  
Strawberry Jam  
Coconut Jam  
Goosberry Jam



## INSTANT FOODS

Instant Foods include a range of traditional Indian dishes that has been prepared and preserved using the latest technologies which retains the product in the original and purest form. The most sought out Instant Foods include the South Indian varieties of Puttu, Idly, Appam et al

**FRESH**  
*frozen*



Indians living overseas has always been denied the richness and flavor of the various Indian cuisines. Technology has now provided us with ways through which we can preserve the taste of freshly cooked Indian cuisines to be delivered to our fellow brothers and sisters while at the same time allowing our friends from other origins to have a taste of India which is known for the varieties in dishes.



## JAMS

Jams have been an integral part of the global breakfast and the supper throughout decades. Jams manufactured and exported under the brand name VIJAY has been marked for the consistency in quality and the varieties it offers. Utter care has been given from the stage of choosing the fruits to be processed until the product is ready to be delivered.





## BEVERAGES

Tea and coffee are the main highlights among the range of beverage that VIJAY offers. The distinctive taste that the product provides is due to the superb orthodox blend.

With a known capacity to provide antioxidants, its leaves are handpicked from the finest tea estates of Assam and Munnar.

VIJAY coffee's unique blend is a combination of carefully chosen genuine coffees from the year's harvest, combined to bring out their most aromatic characteristics.



## CHIPS and SNACKS

VIJAY chips are ideal for snacks and parites.

It is available in varieties such as banana chips, tapioca chips, jackfruit chips, only to name a few. The raw materials are carefully selected from the midland orchards of Kerala which are known for high quality and organic farming. VIJAY chips reaches you with a unique taste and flavor, thanks to its right material selection, world class processing, and the quality of vegetable oils used for preparations.



## BEVERAGES

Tea

Coffee Powder

Ginger Coffee

(Chukku kaapi)

Glucose - D

## CHIPS

Banana Chips  
(Sweet & Ordinary)

Beans Biscuit

Cut Banana Chips

Jack Fruit Chips

Mixture  
(Ordinary & Sweet)

Murukku (Rice Rolls)

Pakkuvada  
(Daal Chips)

Peanut Candy

Peanut Roasted

Sesame Candy

Tapioca Chips  
(Long & Round)

Tapioca Sticks





## PULSES and LENTILS

Dried legumes and their edible seeds, known as pulses, are classified into three groups - lentils, beans and peas. Legumes and Pulses are a natural source of protein, high in fibre and low in fat. They have a wide range of flavors and textures and form a large part of the Indian daily diet. A large percentage of Indians are vegetarian and lentils have long been part of the indigenous diet as a common source of protein. Usually, lentils are boiled to a stew-like consistency with vegetables and then seasoned with a mixture of spices to make many side dishes such as sambar, rasam and dal, which are usually served over rice and roti. VIJAY provides the perfect choice for the busy moms and ardent vegetarians with its range of pulses and lentils by offering the choice of a healthy alternative that is quick to prepare and nutritious.

### PULSES & LENTILS

- Masoor Dal Red
- Masoor Dal Yellow
- Orid Dal
- Green Mung Dal
- Green Mung
- Chickpeas Black
- Split Chickpeas
- Chickpeas White
- Green Peas
- Toor Dal
- Red Mung Bold
- White Mung



## OILS

Coconut Oil  
Sesame Oil  
Mustard Oil  
Groundnut Oil



## OILS

Vijay offers a range of oils that extruded from coconut, sesame, groundnut, and mustard. Purity and freshness is the watchword for our oils. Health benefits of oils include hair care, skin care, weight control, digestion, immunity, and many others.

## KITCHENWARE

Achappam Mould  
Appachatty, Cast Iron  
Appakkara, Cast Iron  
Chappathi Kkallu, Cast Iron  
Chappathi Maker  
Chappathi Press  
Cheenachatty, Cast Iron  
Chiratta Puttumaker  
Coconut Scraper (Hand Mode, Screw Mode, Table Top Mode)  
Dosa Kallu, Cast Iron  
Fiber Ropes (Cair Ropes)  
Idly Maker, Aluminium  
Meduvada Maker  
Milk Boiler  
Mud Jug (Khooja)  
Mud Pan Serving (chatty)  
Mud Pot (Chattykalam)  
Fish Curry Pot  
Pathiri Chatty, Cast Iron  
Plastic Winnower (Muram)  
Puttu Kudam / Kutty  
Rice Boiler  
Sev Sancha  
Unniappam Chatty, Cast Iron  
Vaporizer, Humidifier  
Wet Grinder (2, 5, 10 kg capacity)

## KITCHENWARES

VIJAY makes it a point that the Indians living overseas are not only provided the essences to make great Indian dishes through spices and other general foods, but also a means to cook using traditional methods by providing the traditional utensils used in Indian households thereby completing the VIJAY story complete.







Udyog Shree Award



State Cosumer Award



ICCI Export  
Excellence Award



Nehru Award



International  
Excellence Award



## 25 Years of Achievement

Moolans Group is an international enterprise with core competencies in the fields of food products, retail chain markets, organic farming, logistics, and power generation. Our products and services are designed to benefit the masses at the same time being eco friendly. We aim to create value to our customers through optimization of our products and services to suit their taste and needs. The various awards and recognitions received throughout the years summarize the expertise and developments of Moolans Group, at the same time being social and ethical. Research in the field of Spices and foods along with its preservation along with marketing the products have earned Dr. Varghese Moolan, a doctorate of Philosophy in the field of 'Marketing Management with relevance to food.' Having crossed the 25 year mark, Moolans Group now aims to expand its products and services to serve a wider community. Our confidence lies in our performance, flexibility, and the open communication network that we currently share with our clients.



# MOOLANS GROUP

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