



## BUSINESS

PROPOSAL FOR CATERING  
PARTNERS – GCC REGION

عرض عمل للشركاء في مجال التموين  
- منطقة الخليج -



# INTRODUCTION

**Natur Blend** introduces a smarter way to cook for large-scale catering and labour camp operations.

With our Instant Curry Mixes and Breakfast Ready Mixes, your team can prepare delicious, authentic Indian-style food in just minutes — **with consistent taste, minimal manpower, and zero hassle and zero wastage**

We understand the challenges faced by Gulf-based catering companies — maintaining taste for thousands of meals daily, high staff costs, and time pressure. Natur Blend eliminates these problems through pre-balanced, hygienic ready-mix solutions crafted for bulk kitchens.

تقدّم ناتور بلند (Natur Blend) طريقة أذكى للطهي في عمليات التموين والمطابخ الجماعية ومخيمات العمال. بفضل الخلطات الجاهزة للكارني وخلطات الإفطار الفورية، يمكن لفريقكم إعداد طعام هندي شهّي وأصيل في دقائق معدودة – مع نفس النكهة دائماً، وبعدد قليل من العمال، ومن دون أي عناء أو هدر. نحن نفهم تماماً التحديات التي تواجهها شركات التموين في دول الخليج – مثل الحفاظ على نفس المذاق في آلاف الوجبات يومياً، وتكاليف العمالة العالية، وضغط الوقت. تعمل ناتور بلند على حل هذه المشكلات من خلال خلطات جاهزة متوازنة صحياً ومجهزة بعناية، صُممت خصيصاً للمطابخ الجماعية والمطاعم الكبيرة.

# ANJ

AGRO NATURAL JIVE MILLS LLP

JALILS BUILDING , PINANGHOD ROAD, KALPETTA,  
WAYNAD, KERALA, INDIA -673121- CONTACT  
+919400039995,+919995347123 -  
WWW.NATURBLEND.IN  
ANJMILLSLLP@GMAIL.COM

# ABOUT US

*Natur Blend is a Kerala-based food manufacturing brand under Agro Natural Jive Mills LLP*

We specialize in high-quality spice powders, instant curry masalas, and breakfast mixes designed for large-scale kitchens and export markets.

## Our Certifications & Quality Standards:

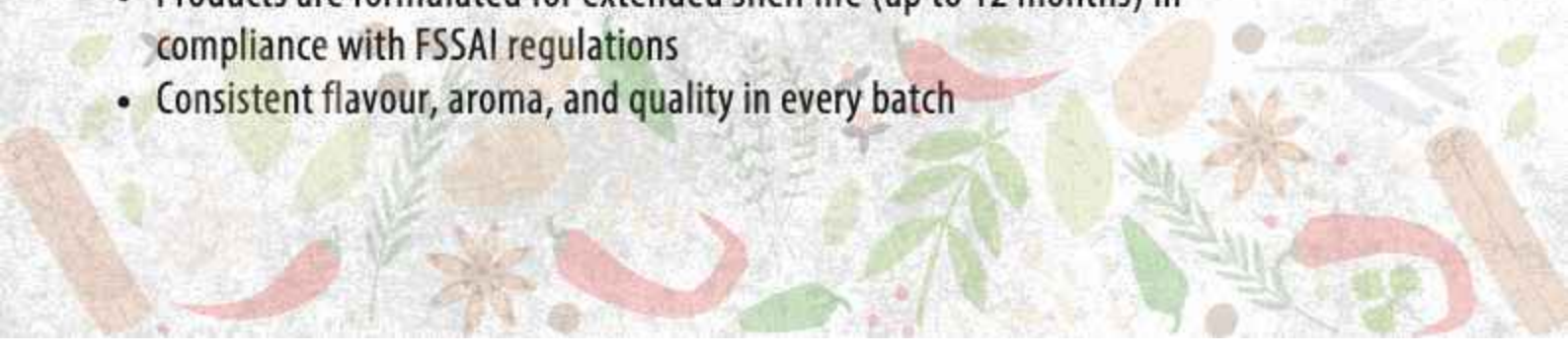
To ensure global compliance and food safety, Natur Blend operates under internationally recognized standards:

- ISO 9001:2015 – Quality Management System
- GMP – Good Manufacturing Practice
- HACCP – Hazard Analysis and Critical Control Points

These certifications guarantee that every stage of production — from raw material sourcing to packing — meets international standards for safety, hygiene, and reliability, ensuring Natur Blend is trusted in both Indian and GCC catering sectors.

## Our Promise:

- 100% hygienic manufacturing process
- All raw materials are thoroughly washed and dried before grinding
- No artificial colours, fillers, anti-caking agents, or harmful chemicals
- Products are formulated for extended shelf life (up to 12 months) in compliance with FSSAI regulations
- Consistent flavour, aroma, and quality in every batch



# WHAT WE DO



*At Natur Blend*, we specialize in ready-to-cook curry and breakfast mixes that are scientifically formulated and professionally blended for large-scale kitchens, catering companies, restaurants, and mess operations.

Our goal is to help bulk food producers maintain authentic taste and quality while dramatically reducing preparation time, manpower, and ingredient wastage.

## **How Our Ready Mixes Simplify Cooking**

### ***1. No More Cleaning and Grinding of Spices***

In traditional kitchens, preparing masalas involves washing, cleaning, drying, roasting, and grinding multiple ingredients — a process that takes hours and requires skilled manpower.

With Natur Blend's ready mixes, all spices are already cleaned, dried, and blended in the right proportions. This eliminates the entire pre-preparation stage and ensures your team can start cooking immediately.

### ***2. No Need to Maintain Large Inventories of Raw Masalas***

Hotels and catering kitchens often stock dozens of separate spices in bulk — leading to high storage costs, moisture spoilage, and inconsistent taste.

Natur Blend solves this with pre-mixed, sealed packets that contain all required spices for each recipe. This ensures accurate flavour balance, reduces stock handling, and saves valuable storage space.

### ***3. No Need to Hire Multiple Cooks for Repetitive Tasks***

Preparing masalas and maintaining taste consistency usually requires experienced chefs and a team of assistants.

With Natur Blend's instant mixes, even a small team can cook for thousands — because the spice balance and recipe standardization are already built in. This reduces your labour requirement by up to 80%, while ensuring the same taste every day, in every batch.

### ***4. Quick and Consistent Cooking***

To prepare any dish, simply add the Natur Blend mix, meat or fish, oil, and water, and cook for the recommended time.

Within minutes, you get a thick, flavourful curry base that tastes home-made, with authentic Indian aroma and consistency — perfect for serving thousands without variation.

### ***Result:***

***Faster operations, lower costs, reduced dependency on skilled cooks, and 100% taste consistency — making Natur Blend the perfect kitchen partner for the GCC catering industry.***



# PRODUCT PORTFOLIO

## ***Instant Curry Mixes (Non Veg)***

- Chicken Curry Mix
- Mutton Curry Mix
- Beef Curry Mix
- Pepper Roast Mix (Beef / Mutton / Chicken)
- Prawns Roast Mix
- Fish Coconut / Mango / Chilli Curry Mixes

## ***Instant Curry Mixes (Veg)***

- Lahori Chana masala mix (Kadala curry )
- Amrithsar Chana masala mix
- Green peas curry mix

## ***Breakfast Mixes***

- Dosa Mix
- Appam Mix
- Steamed Rice cake Powder



# CHALLENGE & SOLUTION



## ***Why Natur Blend for Caterers***

Natur Blend is engineered to solve the daily operational pain points of high-volume catering units. Each feature below directly translates into measurable advantages for your kitchen.

### ***Hygienic and Convenient***

Every batch is processed in a fully hygienic environment using food-grade machinery. Spices are washed, dried, and handled under ISO and HACCP-certified standards to avoid contamination and ensure uniform safety.

This gives catering companies confidence that each pack is safe, clean, and ready for immediate use — no additional washing or processing required.

### ***No Colour, Filler or Anti-Caking Agent***

Natur Blend uses only genuine raw spices. We never add artificial colouring, starch fillers, anti-caking compounds, or synthetic flavour boosters.

This ensures natural colour, aroma, and taste while keeping dishes healthy and compliant with GCC import standards.

### ***Designed for Bulk Kitchens***

Our formulations are calibrated for mass-scale cooking — large vessels, steam-kettles, and continuous preparation lines.

Each mix maintains consistency even when used for thousands of servings. Bulk-friendly pack sizes reduce handling time and storage clutter, perfectly suiting labour-camp and corporate kitchens.

### ***Hassle-Free Cooking — Ready in Minutes***

Natur Blend eliminates time-consuming prep work. There is no need to measure, grind, or roast spices.

Simply add the required meat or fish, oil, and water; mix and cook. Within minutes, your curry base thickens into a perfect, aromatic gravy — identical every time.

### ***Unique Taste and Consistency***

Each Natur Blend recipe is professionally balanced after multiple trials to match authentic Indian taste.

Whether you cook 10 litres or 1,000 litres, the flavour profile stays identical — giving your clients dependable taste across all meals, day after day.

### ***Reduces Kitchen Workforce and Expenses***

By removing multiple stages of spice preparation and flavour adjustment, Natur Blend allows kitchens to run with a fraction of the normal manpower.

Two trained cooks can now prepare thousands of portions, cutting salary, overtime, and supervision costs by over 70–80 percent.

You also save on electricity, water, and gas used for grinding and cleaning, further increasing your profit margins.

# COST & LABOUR SAVINGS ANALYSIS



Running a large-scale catering or mess kitchen serving 10,000+ people every day involves multiple hidden costs — beyond just ingredients.

Natur Blend eliminates most of these operational challenges through pre-balanced, ready-to-cook mixes that simplify every stage of food preparation.

## ***Traditional Kitchen Operations – The Hidden Costs***

Area Challenges Approx. Monthly Impact

### **Manpower**

1 chef, 4–5 assistant cooks, 5–6 helpers needed for cleaning, chopping, and spice preparation. High salary, overtime, and visa costs.

### **Masala & Vegetable Procurement**

Daily market purchase required. Price fluctuations, inconsistent supply, and wastage due to spoilage or overbuying.

### **Transportation & Driver Expenses**

Dedicated vehicle and driver required for daily purchasing. Includes fuel, maintenance, and time loss.

### **Waste Management**

Vegetable peel waste, excess masala paste, packaging leftovers, and cleaning residue. Increases disposal effort and cost.

### **Space & Time Management**

Large storage areas needed for spices and vegetables. Pre-preparation takes 4–6 hours daily. High energy use for grinding, cleaning, etc.

### **Taste Consistency**

Depends on chef skill; changes daily with manpower variation or raw material differences.



# WITH NATUR BLEND READY MIXES



AreaSolution with Natur Blend Monthly Impact

## **Manpower**

Only 1 experienced chef + 2 helpers needed. All masalas ready-to-use. Labour reduced by 70–80%.

## **Masala & Vegetable Procurement**

No need to buy or grind spices daily. Only purchase core ingredients (meat, fish, oil). Zero waste, no price fluctuation risk.

## **Transportation & Driver**

No daily purchasing trips. Deliver ready mixes monthly or fortnightly. Saves vehicle, fuel, and driver expenses.

## **Waste Management**

Pre-measured sealed mixes = zero waste. Cleaner kitchen and less garbage collection required.

## **Space & Time Management**

Compact storage for ready packs, no grinding or pre-prep required. Saves 4–6 hours of labour daily.

## **Taste Consistency**

Every batch tastes the same — professional standardization across all meals.

—

## **Summary:**

Staff requirement reduced from 10–12 to just 3 people

No daily market purchases or transport trips

No waste, no spoilage

Faster kitchen operations and easy quality control

Massive savings in salary, space, time, and utilities

## **Result:**

By switching to Natur Blend Ready Mixes, a catering kitchen can prepare food for 10,000+ people daily using minimal manpower, zero waste, and precise timing — delivering authentic Indian taste with industrial efficiency.

# MENU INTEGRATION

---

## **Breakfast:**

Dosa

Appam

Puttu

Lahori chana masala

Amrithsar chana masala

Green peas curry

## **Lunch / Dinner:**

Chicken Curry/pepper Roast

Mutton Curry/pepper Roast

Beef Curry/Pepper Roast

Fish coconut Curry

Fish Mnago curry (Coconut)

Fish chilli Curry

Prawn Shallot Roast



**Just add water, oil, and protein — ready in minutes.**

*Thank  
you!*

**ANJ**

AGRO NATURAL JIVE MILLS LLP

JALILS BULDING , PINANGHOD ROAD, KALPETTA,  
WAYNAD, KERALA, INDIA -673121- CONTACT  
+919400039995,+919995347123 -  
WWW.NATURBLEND.IN  
ANJMILLSLLP@GMAIL.COM