

This festive season give your loved ones the gift of goodness with Karmiq

Assortment of premium exotic dry fruits handpicked from across the globe

National, 12th September 2017: Karmiq, a premium food brand that celebrates the youthfulness in every being by Future Consumer Limited launches their special dry fruit gifting range. Karmiq is the 1st National Dry Fruit Brand in India that offers delicious & nutritious exotic dry nuts, flavoured nuts, dried berries and seed mixes sourced from the finest producers across the world.

Since the festive season has begun, one can now gift their relatives & friends the gift of goodness with a pack of Karmiq dry fruits that are extremely nutritious and healthy. Karmiq dry fruit gift packs are available in four different options such as the all-time classic **California Almonds + Roasted & Salted California Pistachio**, a perfect combination of choicest nuts from California packed in an attractive box making it an ideal gifting option. **Roasted & Salted Iranian Pistachio + Roasted & Salted Almonds**, a flavor-full combination of pistachios and almonds packed in an elegant box.

For all berry lovers, the **Assorted Berry Blast** has one of the best combinations of berries including Dried Cranberries, Dried Blueberries and Apricots. This box is high in antioxidants, nutrient density and is a rich source of fibre making it a must gifting product. Lastly, the **Mamra Almonds** are sourced from the heart of Persia and are extremely tastier and have higher nutritional content than regular almonds.

Speaking about the new gifting range **Mr. Rahul Kansal, Head – Business Strategy and Marketing, Future Consumer Limited** says, “Consumers today are in search of gifting options that offer a feel good factor and at the same time want it to be healthy. Dry fruits are one of the best options as they can be gifted to anyone be it a colleague, friend or a relative. The new dry fruit gifting range by Karmiq offers superior quality nuts making it a timeless and versatile gifting option.”

California Almonds + Roasted & Salted California Pistachio are priced at Rs. 675 for a pack of 400gms, Roasted & Salted Iranian Pistachio + Roasted & Salted Almonds are priced at Rs. 700 for a pack of 200gms, Assorted Berry Blast are priced at Rs. 700 for a pack of 100gms and Mamra Almonds are priced at Rs. 950 for a pack of 200gms. Karmiq products can be purchased from Big Bazaar, Nilgiris, Heritage Fresh, Easy Day stores across the country and on Amazon.in.

ABOUT FUTURE CONSUMER LIMITED (FCL)

FCL is India's first sourcing-to-supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end).

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