



Beat the heat with nutritious *'Chana Sattu Atta'* drink by Desi Atta Company

Gluten Free Atta Rich in Iron, Calcium and Protein

National 24th April 2018: Desi Atta Company the first food collective brand in India by Future Consumer Limited (FCL) presents 'Chana Sattu Atta' an ideal product to beat the summers. Extremely nutritious and healthy, Chana Sattu Atta is made by roasting fine quality of Gram Flour sourced from the best fields in Bihar.

A good source of Iron, Calcium and Protein, Chana Sattu Atta by Desi Atta Company is Gluten free and can be prepared in several ways. In the scorching heat, Chana Sattu can be had as a refreshing cool drink. Chana Sattu can also be used to prepare wholesome and delicious parathas, upma, porridge and a lot more.

Speaking about launching Chana Sattu Atta **Mr. Sadashiv Nayak, CEO-Food Business, Future Group** says, "Desi Atta Company is a power house of a wide variety of flours consumed across regions and communities in India. Chana Sattu is one of the most popular home-made nuskas present in the kitchen of every household. With changing times, consumers are opting for healthy and natural food making Chana Sattu a perfect choice, especially during summers."

Chana Sattu Atta by Desi Atta Company is priced at Rs. 99 for a 500gm pack and is available at Big Bazaar, Big Bazaar GEN NXT, HyperCity, Easyday Club and Foodhall stores in the country. Desi Atta Company offers more than 50 variants of flour and flour based ready mixes from grains, millets & pulses sourced from almost all the regions of the country.

About Desi Atta Company

A connecting thread that binds our country together is our love for Atta. From Chapati to Poori, from Parantha to Thepla, our love of Atta crosses the barriers of language and religion, bringing us together in a wonderful way. With around 50 variants of flour and ready mixes from almost all the regions of the country, we have made it possible for you to taste the real flavors of India. Desi Atta Company believes that food is the building block of our health. We have pledged ourselves in obtaining the select grains from the choicest farms of India and bring you the Atta that is rich in nutrients and minerals. With innovative processing techniques, we have also created a wide variety of Gluten-free flour.

Our Mantra at Desi Atta Company is constant evolution! This philosophy has motivated us in developing fresh unique Atta and Mixes, the likes of which the world has never seen before. By combining the wisdom of our traditional food with the expert knowledge, Desi Atta

Company has created the answer to all your health worries. India is a land of traditions and countless festive seasons beautifully mark the calendar. These festivals and seasons bring with them their own flavors and recipes. From Ganesh Chaturthi's Modak to the Navratri's Kuttu and Samak Atta Pooris, Desi Atta Company brings you a wide range of seasonal flours and ready mixes.

We at Desi Atta Company are creating a community of people who love to cook great traditional as well as experimental dishes with the flour. It's our humble vision to absorb the great values and wisdom from our shared past and create something entirely new—entirely fresh for the future!

Desi Atta Company brings to table a promise, that each time you open one of our sealed packs, you'll find nothing but the goodness of Indian values, and incredible taste.

ABOUT FUTURE CONSUMER LIMITED (FCL)

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 27 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.

FOR MORE INFORMATION, CONTACT:

Averil Gouria | +91 9820778275 | averil.gouria@futuregroup.in

Rajesh Rana | +91 7498274972 | rajesh.rana@futuregroup.in

Facebook: @DesiAttaCompany | **Instagram:** @desiattacompany | **Twitter:** desiattacompany

Website: www.desiattacompany.com | **Twitter:** @fg_buzz