

India's Magic Masala is Here – FMCG Product Launch Madras Magic Masala

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It all began with Dr. Chandra Ananthasayanam, the visionary behind Madras Magic. Dr. Chandra, proud owner of Chandra Metro Mall, was inspired by the cooking of her mother-in-law. Drawing from secret family recipes dating back to the 1900s, she began creating unforgettable food memories for families across generations. Her daughter, Mrs. Aruna, grew up surrounded by the delicious aromas of her mothers culinary creations. Together, they often reminisced about the good old days, when their family gathered around the table, sharing laughter and meals prepared with love.



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These heartfelt conversations gave rise to an idea-to create something tastier, healthier, and simpler for everyday cooking. And thus, Madras Magic Masala was born.

The brand name holds deep roots in the family's heritage. It pays tribute to Munusamy Mudhaliar, Mrs. Aruna's grandfather-a self-made man who rose from humble beginnings to become the creator of many iconic buildings and bridges in the old Madras Patnam. Inspired by his initials, MM, and their cherished memories of Madras, the name Madras Magic came to life. To Mrs. Aruna, preserving this legacy is not just a responsibility, but an honor.

Mrs. Aruna's journey was made possible with the unwavering support of her family, many of whom are accomplished medical professionals. Her husband, Dr. Prithviraj, is a respected surgeon at Apollo Hospital. Their son, an orthopaedic surgeon, has refined and perfected old family recipes to enhance their flavor. Their daughter, an ENT specialist; their daughter-in-

law, a psychiatrist; and their son-in-law, a successful businessman-each has been a pillar of strength and encouragement. For Mrs. Aruna and her mother, food is more than just nourishment-it is joy, connection, and a reason to gather as a family.

Madras Magic Masala is celebrated for its bold and authentic taste. A spoonful is all it takes to recreate the essence of a traditional Tamil kitchen. Whether it's a curry, a stir-fry, or any wholesome dish, all you need is your main ingredient, salt to taste, and a spoonful of Madras Magic Masala. Crafted with time-honored spices like coriander, cumin, chili, and turmeric, the masala is free from unnecessary additives and artificial ingredients. It's designed to save time and simplify cooking-not just for homemakers, but also for busy professionals, singles, and anyone who finds daily cooking a challenge.

Mrs. Aruna's vision is beautifully simple: to bring the unforgettable taste of her mother's cooking to kitchens everywhere. With just one pack of Madras Magic Masala, anyone can prepare meals that are not only healthier and tastier but are also bursting with the rich, spicy, and aromatic flavors that Madras is known for.

In line with this vision, Madras Magic Masala proudly partners with Plant a Billion Trees (PABT)-a large-scale environmental initiative aimed at fighting climate change, restoring ecosystems, and improving air quality by planting trees across the country. This partnership reflects Mrs. Aruna's heartfelt belief: food should nourish people and also nurture the planet.

Through this collaboration, Madras Magic Masala gives Rs. 2 from every pack sold to support Plant a Billion Trees (PABT). This contribution is a practical step toward protecting the environment by planting more trees across the country. The initiative is led by Mr. Shailendra Shivakumar, the founder of

PABT, who shares Mrs. Aruna's interest in creating a greener future. Their shared goal is to make a real difference by encouraging people to plant trees and take care of the planet.

PABT also works on awareness programs, tree-planting events in communities, and partnerships with schools and colleges to help young people understand the importance of trees and the environment. When someone buys Madras Magic Masala, they're not just adding flavor to their food-they're also helping support a cleaner, greener India. It's a small act that can lead to a big change.

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