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TO WHOM IT MAY CONCERN

An independent Consumer Market Research study conducted by NexGen Market Research Services Private Limited has found that **Chuk-De Whole Spices** of Lifestyle Foods Private Limited having registered office at 3rd floor, B-63, Prashant Vihar Road, Prashant Vihar, Sector-14, Rohini, Delhi-110085, India; are producing the “**Safest Whole Spices in India**”. The company has the manufacturing plant at 395 Food Park, Rai Industrial Estate, Sector 38, Sonipat, Haryana-130001, India.

Research Objective	Consumers perception study to ascertain the Safest Whole Spices in India.
Study period	December, 2021 to January 2021.
Geographic Coverage	A consumer survey have been conducted in 10 major cities in India. A sample of around 40 consumers have been taken from each city.
Survey Methodology	Primary survey have been conducted to enquire about Whole Spice – Awareness, usage, perception about each brand.
Results	Market research concluded the Chuk-De Whole Spices of Lifestyle Foods are one of the SAFEST WHOLE SPICES in India.

CHUK-DE brand of Whole Spices:

Whole spices brand used by the consumers	Best brand of Whole Spices in India	Best taste among Whole Spices in India	SAFEST brand of Whole Spices in India
↓	↓	↓	↓
21%	23%	17%	24%

No. of consumers

CHUK-DE Whole Spices are SAFEST because:

100% Natural Spices	100% Pure	100% Authentic	100% Natural Colour	100% Natural Aroma/ Fragrance	100% Natural Oil Preserved
↓	↓	↓	↓	↓	↓
26%	25%	20%	20%	22%	18%

No. of consumers

Other parameters to ascertain **Chuk-de** as a safest brand of Whole Spices in India:

- All the spices are purchased from the farmers adopting organic farming. One of the best quality seeds being selected and purchased.
- One of the most hygienic practice of manufacturing, labelling, packaging and supply chain is used by Chuk-de.
- Chuk-de is North India's 1st company to become FSSC22000, ISO 9001: 2008 and ISO 22000:2005 certified. It guarantees 100% quality products by the company.
- The quality checks used by Chuk-de in India are one of most stringent norms followed in the Spice category. All the raw and finished materials pass through 5 level testing process, which is equivalent to industry 4.0 standards.
- Chuk-de has implemented Microbiological Laboratory to take care of Microbial Load in the spices. This ensures the longevity of the shelf life of the product.
- Basic certifications like AGMARK and FSSAI are fulfilled and followed with 100% integrity and sincerity.
- Chuk-de spices pass all stringent International norms of USFDA and other countries.
- Chuk-de products are widely supplied in Indian and other Government institutions.

Authorised Signatory

NexGen Market research Services Pvt Ltd