

Dated: 16 October 2023

MARKET RESEARCH CERTIFICATE

TO WHOM IT MAY CONCERN

NexGen Market Research Services Private Limited, an independent consumer market research firm in India, has conducted market research study to ascertain the **Safest Whole Spices in India**. NexGen 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	August 2023 to September 2023.
Coverage	A consumer survey has been conducted in multiple cities in India including tier 1, tier 2 and tier 3 cities. More than 300 consumers have participated in the survey.
Survey Methodology	Based on the requirement, a survey questionnaire have been designed to enquire about Whole Spices – A primary survey has been conducted about awareness, usage, perception major brands of whole spices in India.
Conclusion	Market research concluded the Chuk-De Whole Spices of Lifestyle Foods are one of the SAFEST WHOLE SPICES in India.

CHUKDE brand of Whole Spices:

Whole spices brand used by the consumers	24%	No. of consumers
Best brand of Whole Spices in India	26%	
Best taste among Whole Spices in India	28%	
SAFEST brand of Whole Spices in India	26%	

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CHUKDE Whole Spices are SAFEST because:

	No. of consumers
100% Natural Spices	27%
100% Pure	31%
100% Authentic	28%
100% Natural Colour	28%
100% Natural Aroma/Fragrance	37%
100% Natural Oil Preserved	36%
100% Chemical Free	43%
100% Bacteria or Fungus Free	51%
	No. of consumers

Other parameters to ascertain **Chukde** 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 practices 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 Chukde 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



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