



# TATA SALT

## DESH KA NAM

Tata Salt is the market leader, commanding a share of over 24.7% of the national branded salt category. It has also been consistently named as one of India's most trusted food brands since 2003 (By The Economic Times Brand Equity's 'Most Trusted Brands' survey conducted by AC Nielsen). While competitors have come and gone, innovative brand building over the years has helped build and maintain the trust consumers have placed in Tata Salt.

Tata Salt has launched a bouquet of products designed to cater to specific segments of consumers, offering them a choice of products that come with the trust of Tata Salt. Tata Salt Lite (low-sodium salt), Tata Salt Plus (iron-fortified salt), Sprinklers and speciality salts like Tata Rock Salt and Tata Black Salt have been launched in recent years further assaying the brand's commitment to its customers.

### Our Products

The company's products are mainly:

- Tata Salt
- Tata Salt Plus
- Tata Salt Lite
- Tata Black Salt
- Tata Rock Salt

# TATA SALT

## RANGE OF PRODUCTS



### Tata Salt

Tata Salt, holds the distinction of being India's first national branded iodised salt. It has been consistently recognised as one of the country's leading food brands.



### Tata Salt Plus

Tata Salt Plus is a iron fortified iodised salt specially formulated to provide 15% lower sodium than regular salt. It is designed to provide consumers a convenient means to take preventive measures towards keeping the blood pressure and weight of family members in check.



### Tata Salt Lite

Tata Salt Lite is a low-sodium salt specially formulated to provide 15% lower sodium than regular salt. It is designed to provide consumers a convenient means to take preventive measures towards keeping the blood pressure and weight of family members in check.



### Tata Black Salt

Tata Salt Black Salt adds a tangy twist to your foods due to the goodness of Amla, Behara and other flavourful ingredients. Black Salt is generally rich in natural and healthy minerals like Iron and Potassium. but also enables better digestion.



### Tata Rock Salt

Sourced from the Himalayas, Tata Rock Salt brings a refreshing combination of great taste and health to your table. The pink crystals are rich in essential minerals like calcium, magnesium and potassium. Tata Rock Salt can also be used to enhance fasting foods.



### Tata Salt Crystal

Tata Salt Iodised Crystal Salt is sourced from the sea, is solar-evaporated and hygienically packed.

It combines the goodness of iodine and crystal salt, and offers a natural taste. It is best used in dishes like sambhar, chutney and different types of pickles.