

# Gudhgrams

• GUDH IS GOOD •



# Introducing Gudhgrams

We all love sweets – be it a celebration of good fortune, an annual festival, or as a delightful end to a good meal, a sweet is a ubiquitous pleasure. However, the pleasure of indulging in sweets is often termed a “guilty pleasure” – and rightfully so, because most sweets – be it a sinful gulab jamun or a tame chocolate bar – contain loads of processed sugars which wreck our metabolism and gut health.

Gudhgrams began as a revolt against this idea; with the sweet realization that with the right choices, the “guilt” of eating sweets could be thrown right out the window. Inspired by the wise words of their good ol’ granny, our cofounders embarked on a journey of research and experiments, which, over two years, took the form of Gudhgrams. “Gudh khao Gudh, koi dikkat nai hogi chini wali”, granny had admonished their sweet-deprived family. And sure enough, they discovered that Gudh is surprisingly good; that it could actually

be a sweet for health, instead of being a detriment to health like other sugary sweets. With that discovery, Gudhgrams began to take shape.

Now, Gudhgrams aims to bring the health-conscious consumer the one thing they’ve sorely lacked – healthy sweets that serve as the perfect zero-guilt accompaniment to a meal, or as a standalone snack to celebrate your achievements. All our ingredients are fully organic and sourced from sustainable, chemical-free farms. Ultimately, we envision Gudhgrams as a lifestyle choice – the choice of the modern citizen, who chooses health for themselves, and for their environment.





**PINCH  
 CINNAMON & CLOVE**

Quantity : 15 sachets  
 Net wt. : 75 g  
 Price : ₹245



**PINCH  
 ROSE & FLAX SEEDS**

Quantity : 15 sachets  
 Net wt. : 75 g  
 Price : ₹245



**PINCH  
 FENNEL SEEDS & CARDAMOM**

Quantity : 15 sachets  
 Net wt. : 75 g  
 Price : ₹245



**PINCH  
 BETEL LEAF & MINT**

Quantity : 15 sachets  
 Net wt. : 75 g  
 Price : ₹245



**PINCH  
 MANGO & GINGER**

Quantity : 15 sachets  
 Net wt. : 75 g  
 Price : ₹245



**PINCH GIFT BOX IV  
 ( SET OF FOUR )**

Quantity : 15 sachets per box  
 Net wt. : 75 g per box  
 Price : ₹980

# Pinch- Rose & Flax-seeds



This flavor features the hearty goodness of flax seeds with the unmissable, royal fragrant presence of rose.



**Rich in fiber content**



**Maintains hormonal balance**



**May reduce the risk of heart diseases**



**Can lower cholesterol levels**



**Acts as a digestive aid**

# Pinch- Fennel seeds & Cardamom

With the freshness of fennel seeds and aromatic cardamom goodness, this flavor is bound to tickle your taste buds.

Reduces difficulties with asthma



Keeps acid reflux at bay



Promotes heart health



May treat lack of appetite



Fixes hiccups



Jaggery

Fennel Seeds

Cardamom

Arjuna





# Pinch- Mint & Betel leaf



A refreshing blend of earthy betel leaf with hitting notes of mint, a typical traditional flavor you must not miss.



**Combats nausea**



**Brings a burst of freshness to oral health**



**Mint has calming properties**



**Improves digestion**



**Boosts metabolism, aiding in healthy weight loss**

# Pinch- Cinnamon & Clove

A soothing combination of cinnamon and clove, this fragrant flavor cannot fail to strike your taste buds.

Lowers blood sugar



Rich in antioxidants



Helps cure sore throat



May help with throbbing headaches



Regulate hunger levels





# Pinch- Mango & Ginger



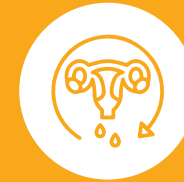
A jolly play of flavors with the nostalgic sweetness of mango and contrasting bits of earthy ginger powder, this flavor brings a twist to your taste buds.



Therapeutic effects



Good for heart health



Helps soothe PMS symptoms

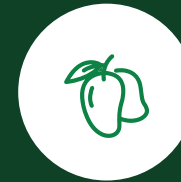


Immunity boosting properties



Maintains regular pulse

# Gift Box IV



Mango & Ginger



Fennel Seeds & Cardamom



Betel Leaf & Mint



Rose & Flax Seeds



**Box includes**

• Qty : 4 Boxes • MRP : ₹980/- • Net wt : 300 g



