



4 KADAM AAGE

CERTIFICATE

You strive to provide the finest for your family, and we are dedicated to going the distance for you. Sourced from over 6500 centres, AASHIRVAAD Atta goes through 210+ lab tests. The 'AASHIRVAAD 4-Kadam Aage Certificate' is a testament of our commitment to serve you the best.

OUR STEPS. YOUR ADVANTAGE.



WHEAT GRAIN
40+ TESTS



SOFTNESS
SOFTER ROTIS
THAN OTHERS



PURITY
PROMISE OF 100% ATTA
AND 0% MAIDA



GRINDING
TRADITIONAL
CHAKKI-LIKE GRINDING



CLEANLINESS
PACKED WITH UTMOST
CLEANLINESS AND HYGIENE



— Know more about your pack —

UID Code	8KUCGZFQ
Product	AASHIRVAAD Shudh Chakki Atta 5Kg
Packaging Date	09 Nov.23
Use by	06 Feb.24
Factory Location	Pune

WHEAT GRAIN QUALITY

AASHIRVAAD sources superior quality wheat grains from Madhya Pradesh

Test ¹	AASHIRVAAD Values	Remarks
Stones	Absent	• AASHIRVAAD wheat undergoes 40+ tests from the procurement to the grinding journey
Foreign matter	Not Detected	
Metallic impurities	Not Detected	

✓ **AASHIRVAAD Wheat undergoes 40+ Tests**

GRINDING LIKE A TRADITIONAL CHAKKI

Test	AASHIRVAAD Values	Remarks
Presence of Damaged Starch (DS%) ²	20%	• DS% of roller mill flour is 9.2% • High DS% implies it is ground in stone chakki

✓ **AASHIRVAAD Atta has stone chakki-like grinding**

¹Grain quality checked for every batch, ²Meaning of Damaged Starch : Measurement of extent of damage caused to starch in wheat kernels due to grinding. Extent of DS% determines parameters like water absorption. The Reference Standard of 'Enzymatic Hydrolysis Method' and 'AACC Method' is used to test the DS% at a frequency of once per batch.



NUTRITION PROFILE

Test ³	AASHIRVAAD Values	Remarks
1) Dietary fibre (g)	10.8	• AASHIRVAAD Atta's Nutritional values significantly outnumber Maida's ⁴ in dietary fibre (10.8 vs 2.76) calcium(50.2 vs 20.4), and iron (5.5 vs 1.77)
2) Calcium (mg)	50.2	
3) Iron (mg)	5.5	
*per 100gm of AASHIRVAAD whole wheat flour		

✓ **AASHIRVAAD 100% Atta 0% Maida**

SARVAGUNN SAMPANN ATTA

Test	AASHIRVAAD Values	Remarks
Water Absorption (WAP)% ⁵	73.8%	• Higher the WAP percentage, softer the rotis

✓ **AASHIRVAAD Rotis stay softer than others**

Test for Paramater	AASHIRVAAD Values	Remarks
Moisture ⁶	8.9%	<ul style="list-style-type: none"> • Maximum moisture content permitted by FSSAI is 14% • Lower the moisture content, longer the shelf life

✓ **AASHIRVAAD's controlled moisture ensures a shelf life of 3 months**

³Tested every 6 months. ⁴Maida Values as per the Indian Food Composition Tables published by the National Institute of Nutrition, Indian Council of Medical Research, 2017. ⁵The Reference Standard of 'Farinograph' and 'AACC Method' is used to test the WAP at a frequency of once per batch. ⁶The Reference Standard of 'FSSAI Manual of Method of Analysis of Food, cereal and cereal products, 2016' is used to test the Moisture at a frequency of once per batch.



AASHIRVAAD

**4 KADAM
AAGE**

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**Your AASHIRVAAD Atta is clean,
hygienic and packaged in a
mechanised contactless manner ✓**



Made in certified factory

We hope the 'AASHIRVAAD 4-Kadam Aage Certificate' answers all your questions. We promise to continue delivering superior Whole Wheat Atta which adheres to the highest quality standards. If you wish to get the quality certificate of another pack, please call on 9603496034.



Sarvagunn Sampanna Atta