



By Vital



ABOUT THE COMPANY

Malka Foods is a subsidiary brand of Vital Group that provides high quality products to its consumers around the world. It is a culinary kitchen brand that truly understands the sub-continental culture and traditional taste. The uniqueness of our products lies in our core belief that food has to be safe and healthy.

Malka is the first brand in Pakistan that has 100% natural Himalayan Pink Salt added in recipe mixes. We care for our customers and know the hazards of white salt that has added chemicals and is bleached. Malka has also not added MSG (Mono-sodium Glutamate) to our products and making them Gluten free. Our mission is to offer high quality products that delight the taste buds of the consumers around the world.

We offer a range of traditional food products prepared under the supervision of renowned chefs, famous recipe makers, food technologists and dedicated R&D staff. The product range includes Plain

Spices, Recipe Mixes, Dessert Mixes, Rice, Himalayan Pink Salt, Fried Onion and Ginger Garlic Paste, Vermicelli, and are compliant of global food regulations, including FDA, Halal Certified, PSQCA, AQIS, ISO 9001 and 22000.

We strongly support communities in creating job opportunities, building young entrepreneurs, creating innovative products and supporting humanity to rise up.





Haji Muhammad Yasin
Chairman



Farrukh Sana
Managing Director

CHAIRMAN MESSAGE

Vital Group had a very humble beginning as a small tea company, that began its operations in 1991. Our value-oriented approach towards business has been very well received by the communities who we serve. Thus, within a short period, we have become one of the largest tea company in the country. We are one of the national companies that also exports tea to lands other than Pakistan!

I am also proudly announcing our recently acquired “Malka Foods” , which is a new diverse unit for the group. This new entity will give us a boost in the recipe & spices section.

In addition, Vital Group has innovatively launched “Pink Salt” in Pakistan and 40 other destinations around the world.

As a Chairman of VG, I am both very happy and humbled by the progress that VG has made over the years. I, truly and sincerely, believe that our success is but a story of how passion and people can derive a small business to greater heights.

I Thank Allah Almighty for converting our efforts into outcomes!

M.D.’s MESSAGE

Vital Group is one of the most dynamic business enterprises in Pakistan.

The management philosophy of VG is strongly people and quality oriented fine balance, I believe is our real Competitive Advantage!

Our quality orientation has helped us to develop a culture of Professional Excellence. We try to excel in all processes from acquiring superior ingredients to innovative manufacturing and packaging. In terms of quality, we are our own competitors!

In our other initiatives, the response to our other product Vital Beauty Soap and Pink Salt has also turned out to be equally warm and encouraging, as has been in the case of our tea product.

With the new acquisition of Malka Foods we are now looking forward to our entry in the recipe and spices market, which will be very convenient for our domestic kitchen and commercial cuisine.

Our commitment to excellence in serving is our real asset!



Pakistan is truly a rare land, home to different civilizations and diverse cultures. It was here in the verdant plains of Punjab more than two decades ago, a small movement began to bring the wholesome purity of nature into the homes & hearts. A movement that lives by the spirit of Pakistan. "A movement that is VITAL GROUP".

Processing, packing and marketing of Tea specialties in Pakistan has not always been a standardized affair, but Vital changed that. A small tea factory that grew into a local giant on the basis of a single promise "Consistent Best Quality". At the core of the groups' success is the sincerity and dedication of its team of highly qualified technical, financial and marketing experts. The products management and its team members are also undeniably our assets.

Vital group is committed to exceeding its own performance as reflected in the companies' exhaustive marketing network and sustained marketing activity with more than 250 stockiest and institutional suppliers and approximately 140,000 retail outlets dotting Pakistan's landscape, to say the company has penetrated the market deeply would be understatement.

Already opened doors to over 25 countries around the Globe.

Vision

To be recognized as an innovative, proficient and compassionate global food company, offering premium quality and authentic taste that brings happiness and satisfaction to its consumers.

Mission

To provide superior quality products and solutions to the consumers of the world. Our aim is to provide innovation in the kitchen and to become our consumers' primary kitchen partner who believe that we will guarantee a delightful taste each time.

Core Values

The core values which drive and sustain our business and mark us as productive citizens are:

- Customer Care
- Impeccable Integrity
- Corporate Social Responsibility
- Passion for work
- Innovation & Excellence
- Commitment
- Working together collectively as a team

"YOU ARE
WHAT YOU
EAT"





QUALITY STATURE AND COMMITMENT

Malka Foods greatly emphasizes on the quality of the product. Quality control mechanisms are ensured at every stage of the production from the very beginning of the selection of ingredients until the final packaged product, we make use of analytic science to guarantee health, safety and hygiene.

We are proud to be the first brand in Pakistan to use 100% natural Himalayan Pink Salt in all of our recipe mixes. We believe that white salt, which is often bleached and has added chemicals, can be harmful to our customers' health. That's why we have made a conscious decision to use only the highest quality Himalayan Pink Salt in our recipes. In addition, we have not added MSG (Mono-sodium Glutamate) to our products, making them gluten-free as well. Keeping the health of our consumers in mind, we have formulated our recipes in such a manner that the taste is enhanced without compromising on the health.

Our specialized Research and Development team at Malka Foods is dedicated to creating new, innovative and healthy food products that cater to the emerging and changing needs of the consumers and offer best food solutions which are economically beneficial and are of superior quality.



A 3D topographical map of the Americas, showing the continent of North America in shades of green and brown, and the continent of South America in shades of brown and tan. The map is set against a blue background representing the oceans. Several red location pins with white circular centers are scattered across the map, indicating specific geographic locations. The pins are concentrated in the northern and southern parts of the continent, with a few in the central region. The text "EXPLORING New Global Markets" is overlaid on the right side of the map, and "5 Continents | 25 States" is overlaid on the bottom right corner.

EXPLORING

New Global Markets

5 Continents | 25 States

PRODUCT RANGE





Malka®

THE QUEEN OF TASTE

Recipe Mix

A recipe gains its authenticity from the region it belongs to. Our food experts here at Malka have made it their lifelong mission to bring you authentic recipes. However, keeping health in mind, Malka is the first brand in Pakistan that has 100% natural **Himalayan Pink Salt** added in recipe mixes. We care for our customers and know the hazards of white salt that has added chemicals and is bleached. Malka has also not added MSG (Mono-sodium Glutamate) to our products and making them Gluten Free.

Our range includes

Biryani Range

- ▣ Lucknowi Biryani
- ▣ Mughlai Pulao
- ▣ Bombay Biryani
- ▣ Sindhi Biryani
- ▣ Biryani

Curry Range

- ▣ Achar Gosht (Hyderabadi)
- ▣ Shahi Qorma
- ▣ Chicken Curry
- ▣ Curry Powder
- Murgh Cholay

BBQ Range

- ▣ Chicken Tikka
- ▣ Tikka Boti
- ▣ Tandoori
- ▣ Bihari Kabab
- ▣ Seekh Kabab (Afghani)
- Malai Boti

Fried Range

- ▣ Lahori Fried Fish
- Shami Kabab
- Chapli Kabab (Mardan)
- Fried Chops/Steak

Stir Fried Range

- ▣ Karahi Gosht (Peshawari)
- Special White Karahi
- Dum Qeema

Seasoning Mix Range

- ▣ Chaat Masala
- Pakora Mix

Haleem Range

- Badshahi Haleem
- Badshahi Haleem Easy Cook
- Badshahi Haleem Danedar

Vegetable Range

- Vegetable / Sabzi Masala
- Daal (Punjabi Tarka)

Breakfast Range

- ▣ Lahori Paya
- ▣ Delhi Nihari

Continental Range

- Creamy Butter Chicken
- Chicken 65
- Chicken Angara
- Chicken Lollipop



| | | | |
|----------------------|-------------|------------------|------|
| WEIGHT (Single Pack) | 40g - 65g | PACKS PER CARTON | 72 |
| WEIGHT (Double Pack) | 100g - 130g | PER CONTAINER | 1000 |

▣ Also available in double packs.

Basic Spices

Serving the soil of its origin, every Malka spice pack tells the story of the farms with an aroma of goodness.

Malka spices are passionate custodians of the next generation of spice suppliers in Pakistan who have dedicated themselves to handpicking the best raw materials, using supreme grinding technology and following up on the multiple processes involved until receiving the final package of freshly grounded spices.

Our range includes

- Red Chilli Powder
- Black Pepper Powder
- Garam Masala Powder
- Turmeric Powder
- Coriander Powder
- Cumin Powder
- Garlic Powder
- Ginger Powder
- Qasuri Methi
- Pomegranate Seeds
- Meat Tenderizer

| WEIGHT | 25g | 200g |
|------------------|------|------|
| PACKS PER CARTON | 72 | 72 |
| PER CONTAINER | 1000 | 1000 |



Dessert

Malka's traditional Dessert Mixes Range is a perfect combination of taste and variety paired with premium ingredients. Our range of desserts are not only easy to prepare, but also tastes great.

Our range includes

- Kheer Mix
- Badam Kheer Mix
- Pista Kheer Mix
- Rabri Kheer Mix
- Gajar Kheer Mix
- Sheer Khurma Mix

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|------------------|------|
| WEIGHT | 160g |
| PACKS PER CARTON | 48 |
| PER CONTAINER | 1000 |



Basic Spice - Pouches

Malka is committed to developing basic spices of the highest quality for people of all ages and cultural backgrounds. To make these products more widely available, we offer economically priced pouches that can be found in every corner of the world. Our dedication to using the best raw materials and bringing our name and quality to a global audience is unparalleled.

Our range includes

- Red Chilli Powder
- Red Chilli Crushed
- Turmeric Powder
- Black Pepper Powder
- Black Pepper Whole
- Coriander Powder
- Coriander Whole
- Cumin Powder
- Cumin Whole

| | | |
|-------------------------|------|------|
| WEIGHT | 200g | 400g |
| PACKS PER CARTON | 24 | 24 |
| PER CONTAINER | 2000 | 1050 |

- Also available in 400g.



Horeca

To ensure that we are present in all walks of life we have also entered into the commercial consumers market including hotels, restaurants, and cafes. Our large packaging ensures safe and fresh spices for all commercial cooking.

Our range includes

- All Basic Spices - Powder
- All Basic Spices - Whole
- All Recipe Mixes

| | |
|------------------|-------|
| WEIGHT | 1000g |
| PACKS PER CARTON | 12 |
| PER CONTAINER | 1175 |



Pink Salt & Grinder

Malka brings you pure and premium Himalayan Pink Salt in its purest form, free from impurities and naturally fortified with 84 minerals to prevent deficiency disorders and help in better functioning of the body.

Now with the added convenience of Grinder Bottles, enjoy the purest form of salt and pepper with a simple twist. The sleek and premium design of the grinder bottles make it easy to add fresh ground Spices and Himalayan Pink Salt to your dishes, enhancing the flavor of your meals.

Pink Salt range includes

- Himalayan Pink Salt (Fine)

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|---------------|----------------------------------|------|
| BOTTLE WEIGHT | 180g | 500g |
| PACKS WEIGHT | 900g | |
| PER CARTON | 180 x 24 500g x 24 900g x 20 | |
| PER CONTAINER | 1300 | |

Grinder range includes

- Himalayan Pink Salt (Course)
- Himalayan Pink Salt & Black Pepper
- Black Pepper
- White Pepper

| | |
|---------------|------------|
| BOTTLE WEIGHT | 100 - 200g |
| PER CARTON | 24 |
| PER CONTAINER | 1000 |



Malka Foods present an impeccable range of long grained, aromatic rice for every occasion. Each pack of Malka Rice comes to you with the guaranteed quality standard of Malka products, having undergone carefully supervised processes to bring you a high quality grain with nutrition intact.

Our range includes

- Extra Long Pearl Steam Basmati Rice
- Extra Long Sella Basmati Rice

| | | | |
|-------------------------|-----|-------|-------|
| WEIGHT | 1kg | 4.5kg | 20lbs |
| PACKS PER CARTON | 20 | 4 | 2 |
| PER CONTAINER | 900 | 1050 | 1000 |



Fried Onion

Also known as French fried Onions, Malka uses fresh Onions, cut and fried at optimum high temperature in quality oil to make golden brown, crispy Fried Onions, packaged for your convenience to be used in traditional eastern culinary as well as condiment and for garnishing.

| | | | |
|---------------|---------|------|-----|
| WEIGHT | 200g | 400g | 1kg |
| PER CARTON | 24 | 24 | 12 |
| PER CONTAINER | 700-800 | | |



Ginger Garlic Paste

Malka brings you convenience at your fingertips for the most difficult task in the kitchen: Cutting, peeling and grinding Ginger & Garlic for paste. We bring you Ginger, Garlic and Ginger Garlic paste with real taste packed in air tight jars using supreme sealing technology that keeps the color, aroma, taste and texture intact so that our valued customers can enjoy a delicious and healthy home-cooked meal.

Our range includes

- Ginger Garlic Paste
- Ginger Paste
- Garlic Paste

| | | |
|------------------------------|------|------|
| WEIGHT | 330g | 750g |
| PACKS PER CARTON | 12 | 6 |
| CARTONS IN CONTAINER 1x20FCL | 1400 | 1400 |
| CARTONS IN CONTAINER 1x40HC | 3500 | 3500 |



Vermicelli

One of the most famous traditional delicacies in desi households; our version of vermicelli is made from the finest local wheat grains and roasted to perfection for an ideal finish. Bursting with taste and aroma, it adds life to our traditional desserts.

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|---------------|------|
| WEIGHT | 130g |
| PER CARTON | 48 |
| PER CONTAINER | 900 |



Seasoning Spices

“Convenience at its best”

The wide variety of basic seasoning mixes are a requirement for every house-hold, Malka Foods, fills this gap by providing a range of seasonings, created with pure spices, catering to all a consumer’s daily kitchen needs.

Our range includes

Shaker Bottles:

- Black Salt
- Celery Salt
- Black pepper & Salt
- Italian Seasoning
- BBQ Seasoning
- All Purpose Seasoning
- Zeera Raita
- Podina Raita

| | |
|------------------|------------|
| WEIGHT | 40g - 130g |
| PACKS PER CARTON | 72 |
| PER CONTAINER | 1000 |





Namkish

Ek Dum Mast...!

Namkish

A variety of Nimco mixes, potato sticks and much more; made with the finest ingredients that are grown and treated locally. Namkish proves to be a nutritional snack, any time of the day.

Our range includes

- Spicy Potato Sticks
- Salty Potato Sticks
- Mix Nimco
- Dal Channa
- Dal Moong
- Dal Moth
- Khatta Mitha Mix
- Bareek Sev

| | | |
|---------------|------|------|
| WEIGHT | 180g | 200g |
| PER CARTON | 24 | |
| PER CONTAINER | 1000 | |





Saucito

Introducing Saucito Tomato Ketchup and Chilli Garlic Sauce made from real and natural ingredients for the perfect taste, color, aroma, and consistency. Try our tomato ketchup for an elevated ketchup experience, and our chilli garlic sauce for a fun and flavorful addition to your snack foods. Upgrade your taste buds with Saucito.

Our range includes

- Tomato Ketchup
- Chilli Garlic Sauce

| | | |
|------------------------------|------|------|
| WEIGHT | 500g | 1kg |
| PACKS PER CARTON | 24 | 12 |
| CARTONS IN CONTAINER 1x20FCL | 1200 | 1200 |
| CARTONS IN CONTAINER 1x40HC | 2400 | 2400 |





Vital Products (Pvt) Ltd.

Head Office: Plot # 50 & 56, Vital Office, Haroonabad, Pakistan - 62100.

Karachi Office: Suite # 1501, 15th Floor, Vital Foakh Tower,
Main Shahrah-e-Faisal, Karachi, Pakistan - 75400.

info@malkafoods.com | www.malkafoods.com | [f](#) [@](#) [t](#) [in](#) /Malkafoods