

Organic Tattva's subcategory, Natural Tattva, launches High-Concentrate Hing

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Natural Tattva, a subcategory of Organic Tattva, announced the addition of a new product to its portfolio: Natural Tattva Hing, a kitchen staple designed to enhance regular meals with flavour, aroma, and purity.

Breaking new ground in potency, Organic Tattva introduces a 20 per cent concentrate of best quality pure hing, the highest concentration available on the market today. While other products risk a harsh bitterness at this level, this master-blend is expertly crafted to hit the perfect 'sweet spot,' delivering maximum aromatic strength while maintaining a smooth, savoury depth that enhances your cooking rather than overpowering it.

Speaking on the launch, Kriti Mehrotra, Co-Founder, Organic Tattva, said: "Our aim with Natural Tattva Hing is to restore the authenticity of traditional Indian cooking while maintaining the purity and consistency that modern customers want. This launch showcases our dedication to providing pure, premium ingredients that improve taste and overall health.

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In addition to being a flavour enhancer, hing, which is made from natural resin, has long been prized in Indian homes for its digestive qualities and culinary adaptability, making it a mainstay in many regional cuisines.

With this launch, Organic Tattva aims to expand its Natural Tattva line, bringing consumers closer to high-quality, carefully sourced, clean-label food items.

Natural Tattva Hing is now available for purchase on the brand's official website and leading e-commerce platforms.