

Taahi

Nutrition, The Indian Way



We Forgot How to Eat

For generations, Indian households knew exactly what to eat and why

Dal with rice. Methi with besan. Haldi in milk before bed. These were not habits – they were systems. Precision nutrition passed down through grandmothers, not nutritionists.

Then came packaged food, adulteration, and a market that either sold fake purity at premium prices or cheap ingredients with no accountability.

The Indian middle-class family was left with a choice between trust and affordability – and they had to pick one.

Taahi was born because no one should have to make that choice.

Taahi. As Close to the Source as Possible

The word Taahi carries the spirit of going back – back to the field, back to the grain, back to the way food was before it became a product.

Taahi was started with one simple belief: that Indian staples – pulses, spices, whole grains – are among the most nutritionally complete foods on earth. They do not need to be improved. They need to be protected.

**Protected from
Adulteration**

**Protected from
Overprocessing**

**Protected from False
Polish**

Taahi sources, cleans, and packs with one standard: would a farmer's family eat this? If yes, it ships. If no, it doesn't.

The Middle Has Been Ignored

India's food market is split. Taahi occupies the middle ground that no one has properly served: families who care about what they eat, who cannot afford ₹400 for 500g of dal, but who also refuse to feed their children something they cannot trust.

Premium Organic

Prices that exclude 90% of households

Taahi

Quality and affordability united

Budget Brands

Cut corners on sourcing and cleaning

This is not a niche. This is most of India.

Rehabilitate the Indian Thali

Taahi's mission is to rehabilitate traditional Indian dietary staples – pulses, spices, and whole ingredients – by combining micronutrient education, food combination wisdom, and uncompromising sourcing standards.

We believe the Indian thali is not a cultural relic. It is a nutritional blueprint. A single dal-rice meal, made with clean ingredients and eaten in the right combination, delivers protein, complex carbohydrates, iron, and fibre in proportions that most modern supplements cannot match.

Taahi exists to make that meal trustworthy again.



What We Stand For

Purity Without Performance

We do not polish, bleach, or artificially colour our products.
What you see is what was grown.

Affordability as Ethics

Clean food should not be a luxury. Pricing is not just a business decision at Taahi – it is a moral one.

Education Over Marketing

We would rather teach a family why unpolished dal matters than run a discount campaign.

Transparency from Farm to Pack

We know where our ingredients come from. We will tell you if you ask.

Brand Colours

Brand Green

#8EC101

Logo, T-mark, leaf, accents, highlights

Dark Olive

#4B4402

Wordmark, all primary text, headings

Cream

#EDE2D1

Primary background, packaging base canvas

Deep Cream

#E9DDCF

Secondary backgrounds, callout boxes

Warm Tan

#D4AE7E

Illustrations, jar accents, earthy tones

Brand Fonts

Montserrat Bold

Nutrition, The Indian Way

Used for all headings and brand statements

Poppins SemiBold

Premium Quality. Pure. Unpolished.

Used for subheadings, labels, product callouts

Poppins Regular

Taahi sources, cleans, and packs with one standard: would a farmer's family eat this?

Used for body text, descriptions, fine print



Food Is Not a Product. It Is a Practice

Indian food knowledge is one of the oldest nutritional systems on earth. The combination of dal and rice is not accidental – together they form a complete amino acid profile that neither provides alone. The use of turmeric with black pepper is not tradition – it is bioavailability. Cumin in tadka is not flavour – it is digestion.

Taahi's role is not just to sell clean ingredients. It is to remind people why these ingredients were chosen in the first place, and to make sure what ends up in the kitchen is worthy of the wisdom that was built around it.

The India We Are Building Toward

A country where the most nutritious food is also the most accessible. Where a family in Rohtak or Raipur can buy dal that is as clean and trustworthy as anything sold in a Mumbai health store – at a price that does not ask them to choose between quality and the month's budget.

Where the knowledge of how to eat well is not locked behind wellness influencers or expensive certifications, but lives where it always lived – in the kitchen, in the grain, in the meal.

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