



TATA SALT

Tata Salt pioneered the branded salt movement in India in 1983. It was the first salt in India to be manufactured using vacuum evaporation technology. By doing so, it created a successful niche for itself and continues to occupy the leadership position.

The desh ka namak (salt of the nation) advertising campaign lent voice to the emotional connect and warmth that people associate with salt. In espousing the cause of the common man, through its insistence on saltiness for taste and the adequacy of iodine to ensure complete wellness, it earned for itself the epithet of desh ka namak and the trust of consumers across the country.

Today the brand is seen as reliable and trustworthy and promoting the health of customers. Its appeal cuts across regions and it has become an integral component of a majority of Indian kitchens.

The brand has kept up with the times, reinventing itself in an age of health consciousness with Tata Salt Lite.

Like the larger Tata brand whose name is an integral part of its own name, Tata Salt upholds values of trust and purity. Twenty-five years after it stormed the marketplace with a high quality branded salt for consumers who had no alternative to rock salt, the brand continues to deliver delight and satisfaction to its customers.