

Anmasa: Nurturing Traditions, Nurturing Souls

Anmasa Sets New Standards in the Health Food Industry with Offline-First Strategy



Gurgaon, Haryana Mar 4, 2025 ([IssueWire.com](https://www.issuewire.com)) - Spearheaded by experienced entrepreneurs Yatish, the former CEO and Co-Founder of Milkbasket, and Shailendra Upadhyay, the former COO and Co-Founder of Veggie India and ex-Head of Operations at Milkbasket, Anmasa is rapidly making its mark in the health food sector. Following a highly successful soft launch in Gurgaon, the company is preparing for an aggressive expansion, with plans to open multiple new stores this year. Anmasa's traditional slow stone grinding technique, which maximises nutrient retention, has set its flour apart as the most nutritious and fibre-rich on the market. "The response has been overwhelmingly positive after launching our pilot store in Gurgaon. Numerous families have fully embraced our products as part of their daily routines," Yatish remarked.

"Our vision for Anmasa is to establish it as a household name, synonymous with high-quality staples that enhance every meal. The enthusiastic feedback we've received indicates that we're on the right track to revolutionize daily eating habits." Here's a polished version of the statement: "Anmasa's business model, influenced by retail innovators like Uniqlo and Lenskart, centers on in-house manufacturing and direct sales through both physical stores and digital platforms. In the food industry, where trust and transparency frequently concern consumers, our offline stores effectively bridge this gap. By allowing customers to witness our processes firsthand, we guarantee unmatched freshness and quality. This strategy boosts consumer confidence and provides exceptional value, making our products attractive to a diverse array of health-conscious individuals."

"Yatish shared his passion for addressing real customer needs, stating, 'Nearly a decade ago, we tackled daily essentials with Milkbasket, enhancing convenience for our customers. Today, our focus has shifted to a more fundamental need—eating healthier, better, and more nutritious food, which forms the cornerstone of every Indian meal.' At Anmasa, we are committed to restoring trust and transparency in the food industry. By opening our stores, we invite customers to see our processes for themselves, and we complement this transparency with the convenience of fast, free home delivery for made-to-order products. This approach not only meets the immediate needs of our customers but also supports their long-term health and well-being."

"Anmasa is dedicated to pushing the boundaries of technological innovation. Our upcoming app will feature advanced ordering options, including voice note functionality and chat-based assistance, ensuring a seamless and personalised shopping experience. Additionally, the app will allow for real-time product customization and offer detailed nutritional insights. To further personalise the experience, professional nutritionists can tailor products to meet individual health requirements. This integration of technology and personalised service underscores our commitment to catering to the unique wellness needs of each customer." With a commitment to delivering freshly made-to-order products such as flour and spices within 90 minutes, Anmasa uniquely positions itself in the market, ensuring rapid growth and deep customer loyalty. This operational efficiency, combined with its direct-to-consumer model, ensures Anmasa is well-equipped to meet the growing demand for healthy, quality food products.

About Anmasa: Founded by Yatish and Shailendra Upadhyay, Anmasa is dedicated to revolutionising the Indian food industry. The company seamlessly integrates traditional food preparation techniques with modern technology to offer a product range that combines artisanal quality with the convenience of packaged goods. Anmasa's focus on offline engagement and digital innovation underpins a scalable business model that promises substantial returns for consumers and the company alike.

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