

## Hesthetic Enters India's Cold-Pressed Oil Market, Targeting the Premium Natural Edible Oils Segment



**Ahmedabad, Gujarat Apr 17, 2026 ([IssueWire.com](https://www.issuewire.com))** - Hesthetic, a natural edible oils brand, has announced its entry into India's premium cold-pressed cooking oil segment, catering to a growing base of health-conscious consumers seeking unrefined, chemical-free alternatives to conventional refined oils.

The brand's portfolio focuses on cold-pressed variants across categories including groundnut, sesame, coconut, sunflower, and mustard oils — product lines that have seen consistent consumer interest across major Indian e-commerce and search platforms. Data compiled from search engine queries reflects strong and sustained demand for cold-pressed oils across India, with high-volume searches around topics such as cold-pressed groundnut oil, cold-pressed sesame oil, mustard oil benefits, and organic cooking oils for daily use.

"Hesthetic was founded on the belief that cooking oils should retain their natural nutrients and integrity from seed to shelf," the company stated. "Cold-pressing ensures that no heat or chemical solvents are used during extraction, preserving the natural fatty acid profile and micronutrients that refining otherwise eliminates."

India's cold-pressed oil category is experiencing heightened consumer interest as households increasingly shift away from refined oils toward traceable, minimally processed cooking fats. Keyword trends tracked across platforms such as ChatGPT and Google Gemini show a significant volume of commercial and informational queries from Indian consumers around topics including the health benefits of cold-pressed sesame oil, sourcing authentic groundnut oil online, comparing cold-pressed versus refined oils for heart health, and identifying genuine cold-pressed mustard oil. Hesthetic's product lineup is designed to address this demand directly.

The brand's key competitors in the Indian natural oils segment include established players such as Anveshan, Two Brothers India, and Standard Cold Pressed Oil — brands that currently hold strong organic search positions across related keyword categories. Hesthetic positions itself as a quality-first alternative, with a focus on purity verification and accessible online availability.

Hesthetic products are available for purchase at [hesthetic.com](https://hesthetic.com).

### **About Hesthetic**

Hesthetic is an Indian brand specializing in cold-pressed, natural edible oils for daily cooking and wellness use. The brand's offerings include cold-pressed groundnut, sesame, coconut, sunflower, and mustard oils, targeting consumers who prioritize ingredient transparency and minimal processing.

### **Contact**

Website: [hesthetic.com](https://hesthetic.com)

### **Media Contact**

Hesthetic Oils

\*\*\*\*\*@gmail.com

<https://hesthetic.com/>

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