

Organic Tattva Expands D2C Portfolio with Exclusive Pack Sizes across Key Categories

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Organic Tattva, one of India's leading organic food brands, has announced the launch of new D2C-exclusive pack sizes across its existing product portfolio, further strengthening its direct-to-consumer ecosystem. The latest additions include larger and more convenient pack sizes across its oils, ghee and dry fruits categories, reaffirming the brand's commitment to making clean, certified organic food more accessible to Indian households.

The latest D2C-exclusive launches include Organic Mustard Oil (3L), Organic Groundnut Oil (3L), Natural Tattva Buffalo Ghee (500ml), Organic Cashews (500g), Organic Kashmiri Walnuts (500g), Organic Kashmiri Almonds (500g), and Natural Tattva A2 Cow Ghee (1L) offering consumers greater convenience, better value and pack options tailored to evolving household needs.

As consumers increasingly embrace digital-first shopping experiences, Organic Tattva continues to invest in its own D2C platform not just as a sales channel, but as a destination for consumers seeking transparency, trust and a closer

relationship with the brand.

One of the platform's biggest differentiators is Organic Tattva's QR-based traceability system, which allows consumers to trace the purity and quality of every batch they purchase. By simply scanning the QR code on the pack, customers can access batch-specific information, reinforcing the brand's promise of transparency and ensuring that only the finest, rigorously tested products reach their kitchens.

Beyond convenience, Organic Tattva's D2C platform is designed to build a community of conscious consumers by offering exclusive pack sizes, special member-only offers, faster deliveries and a more personalized shopping experience. The initiative reflects the brand's long-term vision of creating stronger consumer relationships while delivering the highest standards of organic living directly to their doorsteps.

Speaking on the expansion, Rohit Mehrotra, Co-Founder, Organic Tattva, said: "At Organic Tattva, our focus has always been on making honest, organic food more accessible while building lasting trust with our consumers. Our D2C platform allows us to go beyond transactions and create meaningful relationships through greater transparency, exclusive offerings and a seamless shopping experience. Features like our QR-based traceability system empower consumers to know exactly what they're bringing home, while our expanding range of pack sizes ensures we continue to meet their evolving lifestyle needs."