



Ruchi Magic collaborates with Rakesh Raghunathan creating delicious recipes with a pickle-y twist

Chennai, 20th November 2018: Uragaya Rasam, Avakayya Arancini and SamaiKuzhi Paniyaram sounds of these scrumptious delicacies are sure to make one's mouth water. RuchiMagic the authentic pickle brand from the house of CavinKare presents an exciting new web series in partnership with food historian and celebrity chef, Rakesh Raghunathan which kick-started 27th Oct on the Youtube page of CavinKare India which will go on till Jan 2019. In this series, Ruchi Magic pickle will play a primary role in adding some zing to the recipes!

"Cookery Magic with Ruchi Magic Pickles", the web series is a first of its kind attempt to showcase a variety of recipes sourced from all over the world, recreated with a twist by Rakesh Raghunathan. Infusing Ruchi's own magical variety of pickles into each of the recipes, Rakesh Raghunathan shares views on adding a pickle-y touch to recipes from across the globe in each episode. Packaged in 10 episodes, each episode will unravel a unique recipe along with an interesting narrative presented by Rakesh Raghunathan. Not just that, the series will also witness interesting insights shared by Rakesh Raghunathan on the evolution of pickles in India.

Rakesh Raghunathan is a food historian and celebrity chef with an abiding interest in food history and practices, and their interaction with socio-cultural norms. Rakesh's journeys as a food traveler have taken him to the nooks and corners of South India, to discover a vast repertoire of indigenous food. His travels are documented in the form of a television show he hosts on a regional channel.

He further adds *"I am delighted to be part of this project with Ruchi Magic that will see me taking my audience on a culinary journey showcasing the versatility of pickles and refashioning universal recipes with a twist. Global fusion recipes will be created with the authentic all-time favorite pickle brand, Ruchi Magic."*

Speaking on the collaboration, **Mr. Vinay Kumar, Brand Manager, Ruchi Magic** adds *"We wanted to create an interesting video series honoring the humble Indian pickle and the many unique ways in which pickle can be added/ cooked with the universal dishes. And what better way than to collaborate with South Indian food connoisseur, Mr Rakesh Raghunathan to create delicious dishes with a pickle-y twist!"*

Interested viewers can catch the first recipe video shared on the occasion of Vijayadashami showcasing a unique SamaiKuzhiPaniyaaram stuffed with pickle in CavinKare's YoutubePage . Apart from the mouth-watering recipes that will be aired every fortnight, Ruchi Magic is running a creative recipe contest using Ruchi pickle to win exciting gift hampers by sharing the recipe on social media using #ruchimagic. Viewers can also get updates on the upcoming recipes by following the Instagram pages @ruchi_magic .

Ruchi Magic: About Ruchi Magic: Founded in 2002, Ruchi Magic understands the tradition and culture that goes into making every single bottle of pickle. Using traditional recipes developed over time, Ruchi Magic Pickles has sixteen different mouth-watering variants. A large, loyal and growing fan base for Ruchi Magic Pickles will vouch for the authenticity of



the pickles and the delectable taste. Ruchi Magic Pickles is firmly rooted in tradition and is incredibly tasty.

CavinKarePvt. Ltd: CavinKare is a diversified FMCG major with business interest in personal care, professional care, dairy, snacks, foods, beverages & salons. The brand portfolio consists of Shampoos (Chik, Meera, Karthika and Nyle), Hair Wash Powders (Meera&Karthika), Coconut Oil (Meera), Fairness creams (Fairever), Deodorant & Talc (Spinz), Pickles & Snacks (Ruchi, Chinni's& Garden), Hair Colours (Indica), Retail Salon Products (Raaga Professional), Beverages (Maa), Dairy (Cavin's), and Beauty Salons (Green Trends &Limelite). Most of the brands are clear winners in their respective product categories. A dedicated R&D center equipped with latest equipment and technologies constantly supports the divisions in their endeavor. Today, with a turnover of over Rs. 1600 crore, CavinKare's success is based on it being firmly grounded to its corporate mission 'we shall achieve growth by continuously offering unique products and services that would give customers utmost satisfaction and thereby be a role model'.