



Tradition • Quality • Flavour

Authentic Indian Spices Since 1959

WHOLESALE PRODUCT CATALOG

CONNECT WITH US

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ABOUT AMC

1959

ESTABLISHED

For over six decades, AMC has been a name synonymous with authentic flavour, uncompromising quality, and the rich heritage of Indian spices.

Founded in 1959, AMC began with a simple belief: that the finest spices, when crafted with care and consistency, have the power to transform every meal into an experience. What started as a modest enterprise rooted in tradition has grown into a trusted wholesale partner for retailers, distributors, food service businesses, and manufacturers across the region.

Our journey has been guided by a deep respect for the origins of Indian spices — their terroir, their character, and the culinary traditions they represent. Every batch of AMC products is a reflection of this commitment: meticulously sourced, expertly blended, and prepared to deliver consistent, dependable quality.

At AMC, we understand that our business partners depend on us not just for products, but for reliability, professionalism, and a shared commitment to excellence. We have built our reputation on long-term relationships — with our suppliers, our customers, and the communities we serve.

As we look forward, we remain anchored to our founding values: tradition, quality, and the belief that food connects people. AMC exists to bring authentic flavour to every kitchen and every food business we serve.

Food connects people.

AMC exists to bring authentic flavour, quality, and trust to every kitchen and food business.



THE AMC PROMISE



01

Heritage Since 1959

Decades of trust, experience, and proven excellence.



02

Quality Focused

Consistent, dependable products for every business need.



03

Wide Product Portfolio

Spices, Masalas, Herbs & Specialty Ingredients.



04

Customer-Centric

Built on long-term relationships and mutual growth.



05

Wholesale Solutions

Competitive, flexible options designed for your business.



06

Tradition + Standards

Authentic taste with modern, professional execution.

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01

CATEGORY 01

Everyday Spices

Essential Ground Spices for Every Kitchen

From turmeric to black pepper — the backbone of authentic Indian cuisine.

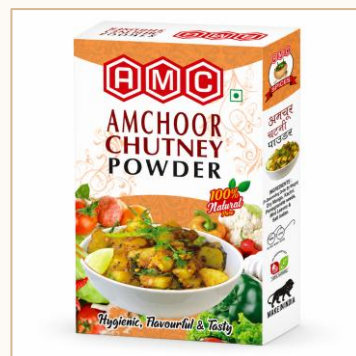
■ Amchur Chutney (Dry Mango) Powder

Natural Souring Agent | No Preservatives

- ✓ Natural Souring Agent
- ✓ 100% Pure
- ✓ Tangy & Fruity Notes
- ✓ No Preservatives

IDEAL FOR:

- Chaat Dishes
- Marinades
- Chutneys
- Dal Preparations



AMC Amchur Powder is made from sun-dried raw mangoes, providing a naturally tangy flavour that brightens dishes and replaces lemon in many recipes. A popular ingredient in chutneys, chaats, and a range of Indian snacks.

■ Black Pepper Powder

Premium Peppercorns | Bold & Sharp Flavour

- ✓ Premium Peppercorns
- ✓ Bold & Sharp Flavour
- ✓ Rich Aroma
- ✓ 100% Natural

IDEAL FOR:

- Marinades
- Curries
- Soups & Salads
- Stews



Experience the bold flavour and rich aroma of AMC Black Pepper Powder, carefully crafted from premium-quality peppercorns. Naturally pure and free from artificial additives, it enhances a wide variety of dishes while delivering authentic taste.

■ Dhania (Coriander) Powder

Fresh Ground Aroma | Mild & Balanced Flavour

- ✓ Fresh Ground Aroma
- ✓ 100% Pure
- ✓ Mild & Balanced Flavour
- ✓ Premium Quality

IDEAL FOR:

- Curries
- Spice Blends
- Chutneys
- Soups



AMC Coriander Powder offers a warm, citrusy aroma and mild, rounded flavour that complements a wide range of dishes. Ground from carefully selected coriander seeds, it delivers consistent taste and blending quality.

■ Garlic Powder

Dehydrated Premium Garlic | Consistent Flavour

- ✓ Strong & Pungent Aroma
- ✓ 100% Natural
- ✓ Dehydrated Premium Garlic
- ✓ Consistent Flavour

IDEAL FOR:

- Marinades
- Soups
- Spice Blends
- Gravies

AMC Garlic Powder delivers the robust, pungent character of fresh garlic in a convenient, shelf-stable format. Ideal for high-volume food service operations and manufacturers seeking consistent flavour in every application.



■ Haldi (Turmeric) Powder

Vibrant Golden Colour | Rich in Curcumin

- ✓ 100% Pure & Natural
- ✓ Vibrant Golden Colour
- ✓ Rich in Curcumin
- ✓ Premium Quality

IDEAL FOR:

- Curries & Gravies
- Marinades
- Rice Dishes
- Soups & Stews

AMC Turmeric Powder is crafted from premium-grade rhizomes, delivering an intense golden colour and characteristic earthy warmth. A cornerstone of Indian cooking and valued for its natural properties, it brings consistent quality to every dish.



■ Jeera (Cumin) Powder

Aromatic & Earthy | Warm Flavour Profile

- ✓ Aromatic & Earthy
- ✓ 100% Pure
- ✓ Warm Flavour Profile
- ✓ Freshly Ground Quality

IDEAL FOR:

- Dal & Lentils
- Curries
- Raita
- Rice Dishes

AMC Jeera Powder captures the warm, nutty depth of premium cumin seeds. A foundational spice in Indian cuisine, it adds character and aromatic richness to a wide variety of preparations, from simple dals to complex masalas.



■ Kashmiri Mirch Powder

Brilliant Red Colour | Mild Heat Profile

- ✓ Brilliant Red Colour
- ✓ Mild Heat Profile
- ✓ 100% Natural
- ✓ Authentic Kashmiri Origin

IDEAL FOR:

- Tandoor Dishes
- Biryanis
- Gravies
- Marinades



Renowned for its deep crimson hue and gentle warmth, AMC Kashmiri Mirch Powder enhances both the colour and flavour of dishes without overpowering heat. An essential for professional kitchens and premium masala blends.

■ Onion Powder

Dehydrated Premium Onion | Consistent Flavour

- ✓ Rich Onion Aroma
- ✓ 100% Natural
- ✓ Dehydrated Premium Onion
- ✓ No Artificial Additives

IDEAL FOR:

- Marinades
- Soups & Gravies
- Spice Blends
- Meat Preparations



AMC Onion Powder delivers the full, savoury depth of fresh onions in a convenient, shelf-stable format. Consistent in flavour and colour, it is the preferred choice for food manufacturers, caterers, and professional kitchens requiring reliable results at scale.

■ Rai (Mustard) Powder

Pungent & Distinctive | 100% Natural

- ✓ Sharp & Pungent Flavour
- ✓ 100% Pure
- ✓ Freshly Ground Quality
- ✓ No Additives

IDEAL FOR:

- Pickles & Achaar
- Chutneys
- Marinades
- Tempering



AMC Rai Powder is ground from premium mustard seeds, delivering the characteristic sharp, pungent flavour essential to Indian pickles, chutneys, and marinades. Its consistent heat and flavour profile make it a dependable choice for professional food production.



Signature Masalas

Master Blends Crafted with Expertise

Perfectly balanced masalas for curries, grills, chaats, and beyond.

■ Aaloo Masala

Purpose-Crafted Blend | 100% Vegetarian

- ✓ Specially Crafted Blend
- ✓ Balanced Spice Profile
- ✓ 100% Natural
- ✓ 100% Vegetarian

IDEAL FOR:

- Aloo Sabzi
- Chaat Preparations
- Stuffed Parathas
- Snack Fillings



AMC Aaloo Masala is a precisely balanced blend crafted to complement potato-based preparations. Its warm, earthy notes with a hint of tang elevate everyday aloo dishes to a restaurant-quality experience, delivering consistent flavour in every serving.

■ Chat Masala

Tangy & Zingy Profile | No Artificial Flavours

- ✓ Tangy & Zingy Profile
- ✓ 100% Natural
- ✓ Signature Salty-Sour Taste
- ✓ No Artificial Flavours

IDEAL FOR:

- Fruit Chaat
- Salads
- Street Snacks
- Drinks & Chaas



AMC Chat Masala brings the quintessential tangy, salty, and slightly spiced profile that defines Indian street food. A versatile seasoning that elevates everything from fresh fruit to fried snacks.

■ Chana Masala

Authentic Blend | Tangy & Spiced

- ✓ Authentic Blend
- ✓ Tangy & Spiced
- ✓ 100% Natural
- ✓ 100% Vegetarian

IDEAL FOR:

- Chana Curry
- Chickpea Salads
- Chole Bhature
- Snack Chaats



AMC Chana Masala is a robust, tangy blend crafted specifically for chickpea preparations. It delivers the bold, complex flavour that makes chole a beloved dish, ensuring consistent results across every batch.

■ Chicken Masala

Purpose-Crafted Blend | Consistent Heat Level

- ✓ Purpose-Crafted Blend
- ✓ Bold Flavour
- ✓ 100% Natural Spices
- ✓ Consistent Heat Level

IDEAL FOR:

- Chicken Curry
- Grilled Chicken
- Tandoor Preparations
- Chicken Gravy



AMC Chicken Masala delivers a purpose-built, deeply flavourful blend designed to complement chicken in all its forms. From home kitchens to commercial food service, it ensures a bold, satisfying result every time.

◆ Garam Masala

Premium Whole Spice Blend | Finishing Spice

- ✓ Premium Whole Spice Blend
- ✓ Warm & Aromatic
- ✓ 100% Natural
- ✓ Finishing Spice

IDEAL FOR:

- Finishing Curries
- Meat Dishes
- Biryani
- Soups



AMC Garam Masala is a refined, aromatic blend of premium whole spices — the essential finishing touch for curries, biryanis, and grilled preparations. Its warm, complex character defines the flavour of authentic Indian cooking.

■ Jal Jeera Masala

Refreshing & Tangy | 100% Natural

- ✓ Refreshing Tangy Blend
- ✓ Cooling Mint & Cumin Notes
- ✓ 100% Natural
- ✓ No Artificial Flavours

IDEAL FOR:

- Jal Jeera Drink
- Fruit Punch
- Lemonade Seasoning
- Summer Beverages



AMC Jal Jeera Masala is a zesty, refreshing blend of cumin, mint, black salt, and tangy spices — the definitive seasoning for India's favourite summer cooler. Consistent in flavour and aroma, it is ideal for beverages, snacks, and chaats.

■ Kitchen King Masala

Master Blend of Spices | All-Purpose Masala

- ✓ Master Blend of Spices
- ✓ All-Purpose Masala
- ✓ Rich Aroma
- ✓ 100% Vegetarian

IDEAL FOR:

- Vegetable Curries
- Dal
- Paneer Dishes
- Mixed Vegetables



AMC Kitchen King Masala is the all-purpose crown jewel of the masala range — a perfectly balanced blend that elevates everyday vegetables and curries to restaurant quality. Trusted by home kitchens and food service alike.

■ Meat Masala

Bold & Robust Blend | For All Meat Preparations

- ✓ Bold & Robust Blend
- ✓ Deep Flavour Profile
- ✓ 100% Natural Spices
- ✓ Consistent Heat

IDEAL FOR:

- Mutton Curry
- Kebabs & Tikka
- Beef Preparations
- Slow-Cooked Gravies



AMC Meat Masala is a powerful, richly layered blend crafted for hearty meat preparations. Its deep, complex spice profile enhances the natural character of red meats and slow-cooked dishes, delivering robust, authentic flavour in every serving.

■ Parantha Masala

Flavourful Stuffing Blend | 100% Vegetarian

- ✓ Flavourful Spice Blend
- ✓ Crafted for Parathas
- ✓ 100% Natural
- ✓ 100% Vegetarian

IDEAL FOR:

- Stuffed Parathas
- Vegetable Fillings
- Flat Breads
- Snack Doughs



AMC Parantha Masala is a thoughtfully crafted blend that brings warmth, flavour, and character to stuffed parathas and flat breads. Its balanced spice profile enhances both the filling and the overall taste of the bread, making every parantha memorable.

■ Pudina Chutney Masala

Cool & Tangy Blend | 100% Natural

- ✓ Cool & Refreshing Profile
- ✓ Tangy Mint Blend
- ✓ 100% Natural
- ✓ No Artificial Colour

IDEAL FOR:

- Chutney Base
- Snack Accompaniment
- Sandwich Spread
- Raita Seasoning



AMC Pudina Chutney Masala is a vibrant, refreshing blend of dried mint, coriander, and tangy spices that forms the base of an authentic pudina chutney. Consistent in colour and flavour, it is ideal for food service operations and packaged chutney manufacturers.

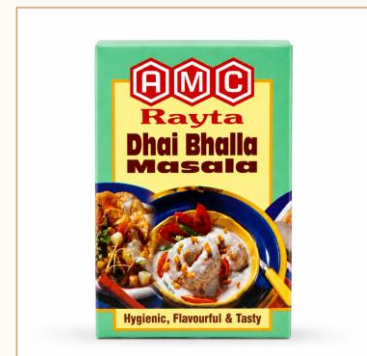
■ Rayta Dhai Bhalla Masala

Balanced & Refreshing | For All Raita

- ✓ Balanced Spice Profile
- ✓ Cooling Blend
- ✓ 100% Natural
- ✓ 100% Vegetarian

IDEAL FOR:

- Boondi Raita
- Cucumber Raita
- Vegetable Raita
- Fruit Raita



AMC Rayta Masala is a gentle, well-balanced blend of roasted cumin, dried herbs, and mild spices, crafted specifically to enhance yoghurt-based accompaniments. It adds depth and character to every raita without overpowering the freshness of the yoghurt.

■ Sabzi Masala

All-Purpose Vegetable Blend | 100% Vegetarian

- ✓ All-Purpose Vegetable Blend
- ✓ Balanced Spice Profile
- ✓ 100% Natural
- ✓ 100% Vegetarian

IDEAL FOR:

- Mixed Vegetables
- Stir-Fries
- Dry Sabzis
- Lentil Dishes



AMC Sabzi Masala is a versatile, well-rounded blend designed to bring out the best in everyday vegetables. Its balanced mix of aromatic spices adds flavour depth to dry and semi-dry vegetable preparations, making it an indispensable staple for both home and commercial kitchens.

■ Sambar Masala

South Indian Specialty | Aromatic & Balanced

- ✓ South Indian Specialty
- ✓ Aromatic & Balanced
- ✓ 100% Natural
- ✓ 100% Vegetarian

IDEAL FOR:

- Sambar
- Vegetable Stew
- South Indian Curries
- Lentil Soups

AMC Sambar Masala is a carefully balanced South Indian blend featuring the earthy, aromatic character essential to authentic sambar preparations. It brings regional authenticity and consistency to every pot.



03

CATEGORY 03

Whole Spices & Herbs

Pure Whole Spices & Culinary Herbs

The natural, unprocessed ingredients that define great cooking.

■ Dried Curry Patta (Curry Leaves)

Aromatic Dried Leaves | 100% Natural

- ✓ Aromatic Dried Leaves
- ✓ Intense Curry Leaf Flavour
- ✓ 100% Natural
- ✓ No Preservatives

IDEAL FOR:

- South Indian Tempering
- Seafood Preparations
- Chutneys
- Spice Blends

AMC Curry Patta consists of carefully dried curry leaves that retain their distinctive, aromatic character. An essential ingredient in South Indian cooking and tempering, they add an irreplaceable herbal depth to dals, chutneys, and rice preparations.



■ Dried Garlic Flakes

Dehydrated Garlic Flakes | Concentrated Flavour

- ✓ Dehydrated Whole Garlic
- ✓ Concentrated Pungent Flavour
- ✓ 100% Natural
- ✓ Shelf-Stable

IDEAL FOR:

- Spice Blends
- Pickles
- Marinades
- Soup Bases

AMC Dried Garlic Flakes delivers the full, robust flavour of premium garlic in a convenient, shelf-stable whole dried format. Ideal for large-scale food production, spice blending, and any application requiring consistent, concentrated garlic character.



■ Dried Kachri

Rich Tangy Flavor | Traditional Ingredient

- ✓ Natural Tenderiser
- ✓ Traditional Rajasthani Spice
- ✓ 100% Natural
- ✓ Distinctive Tangy Note

IDEAL FOR:

- Meat Marinades
- Kebab Preparations
- Rajasthani Cuisine
- Spice Blends

AMC Dried Kachri is a traditional Rajasthani ingredient prized for its natural tenderising properties and subtly tangy, earthy flavour. An essential component of authentic regional meat preparations and specialty spice blends, it adds character that no substitute can replicate.



■ **Dried Onion Flakes**

Dehydrated Onion Flakes | Consistent Flavour

- ✓ Dehydrated Onion Flakes
- ✓ Concentrated Flavour
- ✓ 100% Natural
- ✓ Ready to Use



IDEAL FOR:

- Spice Blends
- Soup Bases
- Instant Mixes
- Seasoning Blends

AMC Dried Onion Flakes delivers the full, rounded flavour of fresh onions in a convenient, shelf-stable format. Consistent in flavour, colour, & particle size, it is the preferred choice for food manufacturers and commercial kitchens requiring reliable, scalable onion character.

■ **Fried Onion Flakes**

Ready-to-Use | Rich Caramelised Flavour

- ✓ Ready-to-Use
- ✓ Crispy Texture
- ✓ 100% Natural
- ✓ Rich Caramelised Flavour



IDEAL FOR:

- Biryani Topping
- Gravy Bases
- Kebab Mixes
- Salad Toppings

AMC Fried Onion Flakes delivers the rich, caramelised depth of slow-fried onions in a convenient ready-to-use format. A must-have for biryani preparations and professional kitchens that demand quality with efficiency.

■ **Gulab Phool (Dried Rose Petals)**

Fragrant Dried Petals | Culinary & Ritual Use

- ✓ Fragrant Dried Rose Petals
- ✓ Premium Grade
- ✓ 100% Natural
- ✓ Vibrant Colour



IDEAL FOR:

- Sharbat & Beverages
- Biryanis
- Desserts & Sweets
- Ritual & Puja Use

AMC Gulab Phool features premium, fragrant dried rose petals that impart a delicate floral aroma and vibrant colour to beverages, desserts, and festive preparations. Equally valued in culinary and traditional ritual applications, they represent the finest quality at every use.

■ Havan Samagri

Traditional Ritual Blend | Premium Herbs & Botanicals

- ✓ Traditional Ritual Blend
- ✓ Premium Herbs & Botanicals
- ✓ 100% Natural
- ✓ Aromatic & Pure

IDEAL FOR:

- Havan Ceremonies
- Religious Offerings
- Puja Rituals
- Spiritual Practices



AMC Havan Samagri is a carefully prepared blend of sacred herbs, botanicals, and natural aromatic ingredients traditionally used in Hindu fire ceremonies and puja rituals. Prepared with reverence and purity, it meets the exacting standards of religious practitioners and wholesale suppliers serving the devotional market.

■ Jeera (Cumin Seeds)

Premium Grade Seeds | Aromatic & Clean

- ✓ Premium Grade Seeds
- ✓ Aromatic & Clean
- ✓ 100% Natural
- ✓ No Added Colour

IDEAL FOR:

- Tempering & Tadka
- Bread & Roti
- Rice Preparations
- Pickles



AMC Jeera features plump, aromatic cumin seeds sourced for their consistent size and rich earthy fragrance. Essential for tempering, blending, and direct use across the full breadth of Indian cuisine.

■ Kasoori Methi (Dried Fenugreek Leaves)

Distinctive Bitter Aroma | Premium Dried Leaves

- ✓ Premium Dried Leaves
- ✓ Distinctive Bitter Aroma
- ✓ 100% Natural
- ✓ No Artificial Colour

IDEAL FOR:

- Paneer Dishes
- Paratha Stuffing
- Chicken Preparations
- Roti Dough



METRO Kasoori Methi delivers the characteristic slightly bitter, herbal aroma that defines many North Indian dishes. Dried to preserve its essential oils and flavour, it is an indispensable finishing ingredient for professional kitchens.

■ **Methi Dana (Fenugreek Seeds)**

Premium Fenugreek Seeds | Distinctive Bitter Note

- ✓ Premium Fenugreek Seeds
- ✓ Distinctive Bitter Note
- ✓ 100% Natural
- ✓ Uniform Clean Seeds



IDEAL FOR:

- Pickle Preparations
 - Spice Blends
- Tempering
 - Medicinal Uses

AMC Methi Dana features premium fenugreek seeds with the characteristic slightly bitter, aromatic profile essential to Indian pickles, dals, and spice blends. Uniform in size and colour, they deliver consistent flavour and quality across every application.

■ **Pudina (Dried Mint Leaves)**

Cool & Refreshing Aroma | Vibrant Green Colour

- ✓ Cool & Refreshing Aroma
- ✓ 100% Natural Mint
- ✓ No Artificial Flavour
- ✓ Vibrant Green Colour



IDEAL FOR:

- Chutneys
 - Drinks & Sherbets
- Raita
 - Biryanis

AMC Dry Pudina offers the cooling, refreshing character of mint in a shelf-stable format. Ideal for chutneys, raita, biryanis, and beverages, it brings a burst of freshness to a wide range of culinary applications.

■ **Saunf (Fennel Seeds)**

Sweet & Refreshing Aroma | Premium Grade

- ✓ Sweet & Refreshing Aroma
- ✓ Premium Grade
- ✓ 100% Natural
- ✓ Clean & Uniform Seeds



IDEAL FOR:

- Spice Blends
 - After-Meal Refresher
- Bread & Biscuits
 - Teas & Infusions

AMC Saunf features premium fennel seeds with a sweet, anise-like aroma that adds freshness and complexity to spice blends, bakery products, teas, and traditional Indian preparations.

■ Tej Patta (Bay Leaves)

Whole Dried Leaves | Warm Aromatic Fragrance

- ✓ Whole Dried Leaves
- ✓ Warm Aromatic Fragrance
- ✓ 100% Natural
- ✓ No Preservatives

IDEAL FOR:

- Biryani
- Meat Curries
- Rice Preparations
- Spiced Teas



METRO Tej Patta consists of whole, carefully dried bay leaves that impart a subtle warmth and fragrance to slow-cooked preparations. Essential ingredient in biryanis, meat dishes, and aromatic rice preparations.

THE AMC PROMISE TO EVERY PARTNER

■ **Quality Products**

We source and deliver only the finest spices, masalas, and herbs — every batch, every time.

■ **Authentic Flavour**

Rooted in Indian culinary tradition, our products carry the genuine character of authentic spices.

■ **Consistency**

Reliable quality and supply ensure your business can depend on AMC as a steady, trusted partner.

■ **Customer Satisfaction**

Every interaction with AMC is guided by a commitment to your satisfaction and business success.

■ **Business Integrity**

We operate with transparency, honesty, and professionalism in every relationship we build.

■ **Long-Term Partnerships**

We invest in enduring relationships — with our customers, our suppliers, and our communities.

Connect With AMC

Looking for a trusted partner for spices, masalas, herbs, and seasonings?

Connect with AMC to explore quality products, wholesale opportunities, and long-term business partnerships.



PHONE

+91 96504 60267

Available Mon-Sat, 9AM-6PM



EMAIL

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We respond within 24 hours



ADDRESS

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Pan-India wholesale distribution



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Authentic Indian Spices Since 1959

Everyday Spices Signature Masalas Whole Spices Herbs & More