



Label Specification.

FSSAI Compliance.

Source-of-truth reference for ingredient declarations, nutrition panels, and front-of-pack claims across all four Munchingo SKUs. Supersedes v1.

WHAT'S CHANGED FROM V2.0 → V2.1

- **SKU names finalized** under the "Atta ____" compound descriptor system: **Atta Original**, **Atta Kesari**, **Atta Lite-sugar**, **Atta Ajwain**.
- **Per-serve column added** to all four nutrition panels. Serving size 3 biscuits (approx 12.5g); 16 servings per 200g pack.
- All references to "Atta Cookies" now say "Atta Original" — including the reference-product callout on the Atta Lite-sugar claims block ("95% less sugar than Atta Original").
- **Everything from v2.0 still applies:** Atta Lite-sugar recipe reformulated (maltitol 15.9%, no glucose, elaichi doubled). "No Added Sugar" claim legal. Polyol warning still mandatory (16g maltitol > 10% threshold). All nutrition values calculated from first principles per IFCT 2017.

CALCULATION METHODOLOGY

Nutrient values calculated from first-principles ingredient composition using IFCT 2017 (National Institute of Nutrition, Hyderabad) — accepted under FSSAI Schedule V. Bake yield assumed 87% (industry standard for biscuits with this composition; water evaporation + ammonium bicarbonate decomposition are the only material weight-loss pathways).

RDA BASIS & TOLERANCE

% RDA per ICMR 2020 dietary guidelines, 2000 kcal reference. FSSAI permits ±20% tolerance on calculated nutritional values. Lab retest recommended for Sugar-Lite variant first (highest consumer-protection sensitivity — diabetic shoppers rely on these values); other variants as budget allows.



Atta Original

THE ORIGINAL · CARDAMOM-KISSED · GHEE-BAKED

MN-ATTA-200

1. INGREDIENT DECLARATION

Descending weight order · allergens emphasized · INS numbers per FSSAI Reg 2.2.2

INGREDIENTS: Whole wheat atta (49.5%), sugar, desi cow ghee, **milk solids** (milk powder), glucose, raising agent (ammonium bicarbonate, INS 503(ii)), cardamom (elaichi).

CONTAINS **Wheat (gluten), milk.** Manufactured in a facility that also processes tree nuts and other spices.

2. NUTRITION INFORMATION

Calculated values · per 100g of product

SERVING SIZE 3 biscuits (approx. 12.5g)

SERVINGS PER PACK 16

Nutrient	per 100g	per serve (12.5g)	% RDA* per 100g
Energy	462 kcal	58 kcal	23.1%
Protein	6.7 g	0.84 g	12.2%
Carbohydrate	59 g	7.4 g	19.7%
of which Total Sugar	27 g	3.4 g	—
of which Added Sugar	26 g	3.3 g	52.0%
Dietary Fibre	5.6 g	0.7 g	22.4%
Total Fat	22 g	2.8 g	33.8%
Saturated Fat	13.5 g	1.7 g	61.4%
Trans Fat	0 g	0 g	—
Cholesterol	56 mg	7 mg	—
Sodium	10 mg	1.3 mg	0.5%
Calcium	44 mg	5.5 mg	4.4%
Iron	2.8 mg	0.35 mg	14.7%
Potassium	191 mg	24 mg	5.5%

*Recommended Dietary Allowance per ICMR 2020 (2000 kcal reference). Cholesterol has no RDA — declared as absolute value per FSSAI Schedule V. Per-serve = per 100g × 0.125.

3. APPROVED & PROHIBITED CLAIMS

APPROVED FOR FRONT-OF-PACK

- ✓ No palm oil
- ✓ No maida
- ✓ 100% whole wheat flour
- ✓ Made with desi ghee
- ✓ Baked, not fried
- ✓ No trans fat (0g)

PROHIBITED / RISKY

- ✗ "100% Atta" (atta is ~50% of product)
- ✗ "Low Sugar" (52% RDA added sugar)
- ✗ "Healthy" — undefined under FSSAI
- ✗ "Diet" / "Light" — fails reduction threshold
- ✗ "High in Fibre" (needs ≥6g/100g; at 5.6g)

4. MANUFACTURER & MARKETER

MANUFACTURED BY

Krazy Baker · Anuvrat Marg, Canganeshahar, Bikaner, Rajasthan

MUNCHINGO · Atta Original · Label Specification v2.1

FSSAI Lic. 12217017000126

MARKETED BY

Munchingo Foods Pvt Ltd · Faridabad, Haryana

UDYAM-HR-03-0070086

FSSAI Lic. 20826004001874



Atta Kesari

REAL BABY BRAND KESAR · BIKANERI CRAFT · FESTIVAL-READY

MN-KESAR-200

1. INGREDIENT DECLARATION

Descending weight order · allergens emphasized · INS numbers per FSSAI Reg 2.2.2

INGREDIENTS: Whole wheat atta (49.6%), sugar, desi cow ghee, milk solids (milk powder), glucose, raising agent (ammonium bicarbonate, INS 503(ii)), cardamom (elaichi), saffron (kesar) (0.025%).

CONTAINS Wheat (gluten), milk. Manufactured in a facility that also processes tree nuts and other spices.

2. NUTRITION INFORMATION

Calculated values · per 100g of product

SERVING SIZE 3 biscuits (approx. 12.5g)

SERVINGS PER PACK 16

Nutrient	per 100g	per serve (12.5g)	% RDA* per 100g
Energy	462 kcal	58 kcal	23.1%
Protein	6.7 g	0.84 g	12.2%
Carbohydrate	59 g	7.4 g	19.7%
of which Total Sugar	27 g	3.4 g	—
of which Added Sugar	26 g	3.3 g	52.0%
Dietary Fibre	5.6 g	0.7 g	22.4%
Total Fat	22 g	2.8 g	33.8%
Saturated Fat	13.5 g	1.7 g	61.4%
Trans Fat	0 g	0 g	—
Cholesterol	56 mg	7 mg	—
Sodium	10 mg	1.3 mg	0.5%
Calcium	44 mg	5.5 mg	4.4%
Iron	2.8 mg	0.35 mg	14.7%
Potassium	191 mg	24 mg	5.5%

*Per ICMR 2020 (2000 kcal). Kesari variant is nutritionally identical to Atta Original — 5g saffron in a 23kg batch contributes <0.1% to any tracked nutrient (well within ±20% tolerance).

3. APPROVED & PROHIBITED CLAIMS

APPROVED FOR FRONT-OF-PACK

- ✓ No palm oil
- ✓ No maida
- ✓ 100% whole wheat flour
- ✓ Made with real saffron
- ✓ Made with desi ghee
- ✓ No trans fat (0g)

PROHIBITED / RISKY

- ✗ "100% Atta" (atta is ~50% of product)
- ✗ "Premium saffron" — undefined; describe specifically
- ✗ "100% pure" — requires certification
- ✗ "Royal" / "Authentic" — undefined puffery
- ✗ "Low Sugar" / "Healthy" / "Diet"

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Atta Lite-sugar

95% LESS SUGAR · SWEETENED WITH MALTITOL · NO ADDED SUGAR

MN-LITE-200

1. INGREDIENT DECLARATION

Descending weight order · allergens emphasized · INS numbers per FSSAI Reg 2.2.2

INGREDIENTS: Whole wheat atta (53.1%), desi cow ghee, sweetener (maltitol, INS 965(ii)) (15.9%), milk solids (milk powder), cardamom (elaichi), raising agent (ammonium bicarbonate, INS 503(ii)).

CONTAINS Wheat (gluten), milk. Manufactured in a facility that also processes tree nuts and other spices.

MANDATORY FSSAI WARNING "Contains polyols. Excess consumption may have laxative effect."

2. NUTRITION INFORMATION

Calculated values · per 100g of product

SERVING SIZE 3 biscuits (approx. 12.5g)

SERVINGS PER PACK 16

Nutrient	per 100g	per serve (12.5g)	% RDA* per 100g
Energy	443 kcal	55 kcal	22.2%
Protein	7.4 g	0.9 g	13.5%
Carbohydrate	52 g	6.5 g	17.3%
of which Polyols (Maltitol)	16 g	2.0 g	—
of which Total Sugar	1.2 g	0.15 g	—
of which Added Sugar	0 g	0 g	0%
Dietary Fibre	6.2 g	0.8 g	24.8%
Total Fat	26 g	3.3 g	40.0%
Saturated Fat	15.5 g	1.9 g	70.5%
Trans Fat	0 g	0 g	—
Cholesterol	65 mg	8 mg	—
Sodium	13 mg	1.6 mg	0.7%
Calcium	54 mg	6.8 mg	5.4%
Iron	3.1 mg	0.4 mg	16.3%
Potassium	220 mg	28 mg	6.3%

*Per ICMR 2020. Polyol warning must appear on front-of-pack panel adjacent to nutrition, per FSSAI guidance for polyol-containing products. Per-serve = per 100g × 0.125.

3. APPROVED & PROHIBITED CLAIMS

APPROVED FOR FRONT-OF-PACK

- ✓ **Sugar-Lite** — 95% less sugar than Atta Original*
- ✓ **No Added Sugar** — no glucose/sucrose added
- ✓ Sweetened with maltitol
- ✓ Source of Fibre (6.2g/100g)
- ✓ No palm oil · No maida · Made with desi ghee
- ✓ *Reference: Munchingo Atta Original (27g sugar/100g)

PROHIBITED / LEGALLY INDEFENSIBLE

- ✗ **"Sugar Free"** — fails FSSAI (1.2g lactose > 0.5g threshold)
- ✗ **"Zero Sugar"** — fails
- ✗ **"Lite"** (unqualified) — must specify "Sugar-Lite"
- ✗ **"High in Fibre"** — 6.2g just above 6g threshold; unsafe with ±20% tolerance
- ✗ **"Suitable for Diabetics"** — needs medical disclaimer



Atta Ajwain

AJWAIN-SPICED · THE CHAI COMPANION · SAVOURY & SPICED

MN-NAM-200

1. INGREDIENT DECLARATION

Descending weight order · allergens emphasized · INS numbers per FSSAI Reg 2.2.2

INGREDIENTS: Whole wheat atta (49.9%), desi cow ghee, sugar, milk solids (milk powder), glucose, salt, raising agent (ammonium bicarbonate, INS 503(ii)), ajwain (carom seed).

CONTAINS Wheat (gluten), milk. Manufactured in a facility that also processes tree nuts and other spices.

2. NUTRITION INFORMATION

Calculated values · per 100g of product

SERVING SIZE 3 biscuits (approx. 12.5g)

SERVINGS PER PACK 16

Nutrient	per 100g	per serve (12.5g)	% RDA* per 100g
Energy	450 kcal	56 kcal	22.5%
Protein	6.8 g	0.85 g	12.4%
Carbohydrate	52 g	6.5 g	17.3%
of which Total Sugar	20 g	2.5 g	—
of which Added Sugar	19 g	2.4 g	38.0%
Dietary Fibre	5.8 g	0.7 g	23.2%
Total Fat	24 g	3.0 g	36.9%
Saturated Fat	14.5 g	1.8 g	65.9%
Trans Fat	0 g	0 g	—
Cholesterol	60 mg	7.5 mg	—
Sodium	403 mg	50 mg	20.2%
Calcium	50 mg	6.3 mg	5.0%
Iron	2.8 mg	0.35 mg	14.7%
Potassium	196 mg	25 mg	5.6%

*Per ICMR 2020. Positioning note: at 19g added sugar/100g, "Ajwain" reads as flavour-descriptive not category-defining — product presents as a mildly-sweet ajwain biscuit. Per-serve = per 100g × 0.125.

3. APPROVED & PROHIBITED CLAIMS

APPROVED FOR FRONT-OF-PACK

- ✓ No palm oil
- ✓ No maida
- ✓ 100% whole wheat flour
- ✓ Made with desi ghee
- ✓ With ajwain (carom seed)
- ✓ No trans fat (0g)

PROHIBITED / RISKY

- ✗ "100% Atta" (atta is ~50% of product)
- ✗ "Low Sodium" — fails (~20% RDA per 100g)
- ✗ "Truly Savoury" — 19g sugar/100g contradicts
- ✗ "Low Sugar" — fails
- ✗ "Healthy" / "Diet" — undefined under FSSAI

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