



## SPICES BOARD

(Ministry of Commerce & Industry Govt. of India)

Sugandha Bhavan  
N.H. By-pass  
P.B. No. 2277  
Palarivattom P.O.  
Cochin - 682 025, India

## स्पाइसेस बोर्ड

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

सुगन्ध भवन  
एन. एच. बाईपास  
पी. बी. नं 2277  
पालारिवट्टम पी. ओ.  
कोचिन - 682 025, भारत

**D. SATHIYAN IFS  
SECRETARY**

Dear Spice Exporters,

Greetings!

As you are all aware, the mega celebrations to commemorate the 75th anniversary of India's Independence has been flagged off by the Honorable Prime Minister Shri. Narendra Modi and these celebrations will go on every week for 75 weeks till August 15, 2022.

As part of the commemorative events, Spices Board proposes to join hands with the spice exporters to organize a '*One Day Spice Promotional Campaign*' across India, highlighting the health benefits/immune boosting properties of spices, by distributing to the public, branded consumer packs/ sachets of preferred immune boosting spices (turmeric powder / cumin seed/ coriander seed/ cardamom), which are considered as the most appropriate products during the Covid-19 pandemic period.

Considering the national importance of the occasion and for promoting spices, I request you to join the campaign with Spices Board and make available your branded consumer packs/ sachets for distribution to the public, to commemorate the 75<sup>th</sup> year of our Independence. Branded, high quality products are proposed to be distributed, with special mention about the occasion on the packs. We would jointly organize the distribution in public places, preferably leading hospitals, schools, offices, etc. across the country, as per the convenience and preference of the participant exporters. The exact date for the one day promotional campaign and distribution will be communicated soon.

The Director (Marketing), Spices Board will communicate further details on the initiative.

I look forward to having your active participation and support.

Regards,

Yours Sincerely,