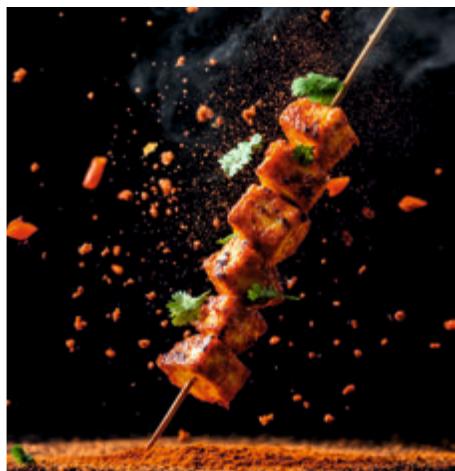


SINCE 1980



THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND



# THE HEART OF TAJ FOODS

FAMILY FAVOURITES. RETAIL POWERHOUSES. FOR OVER 40 YEARS.

SINCE 1980



FOR MORE THAN FOUR DECADES, TAJ HAS SET THE BENCHMARK IN ETHNIC FROZEN FOODS, TRUSTED BY GENERATIONS OF FAMILIES AND RELIED UPON BY LEADING RETAILERS.

OUR PRODUCTS DON'T JUST DELIVER AUTHENTICITY — THEY DELIVER CONSISTENT SELL-THROUGH, REPEAT PURCHASE, AND LONG-TERM CATEGORY GROWTH.

## THE TASTE RETAILERS CAN TRUST

At TAJ, food is more than flavour — it's heritage, care, and credibility.

As the leading ethnic frozen brand across UK and Europe we combine traditional expertise with modern retail thinking.

## OUR PRODUCTS – DESIGNED TO SELL

Since 1980, we've specialised in perfectly portioned, premium frozen ethnic foods that remove complexity for shoppers and reduce friction for retailers.

The result: products that overperform in both mainstream and specialist retail environments.

## DISTRIBUTION YOU CAN DEPEND ON

Our centrally located UK and European distribution hub enables:

Next-day delivery across mainland UK and Europe with an expanding footprint across Europe and international markets, TAJ is a partner built for today — and ready for tomorrow.



TAJ FOODS COVERS EVERY KEY ETHNIC FROZEN FOOD SUB-CATEGORY, MAKING US THE SMART, SIMPLIFIED CHOICE FOR RETAILERS LOOKING TO MAXIMISE FREEZER PERFORMANCE.

## WHY TAJ WINS IN THE FREEZER

- TAJ doesn't just participate in the category — we help define it.
- Award-winning 40+ years of category expertise.
- Proven demand across multiple shopper demographics.
- Retail-ready ranges that are easy to shop and easy to range.
- We treat your frozen aisle as if it were our own — driving value, visibility, and velocity.

## A PRODUCT RANGE BUILT FOR REAL SHOPPERS



### BREADS

Crispy, fluffy & layered Flatbreads



### ROOT VEGETABLES

Gluten free & nutrient rich root vegetables



### CRISPS

Moreish vegetable crisps



### EXOTIC VEGETABLES

Freshly frozen exotic vegetables



### HERBS

Perfectly portioned herbs



### PASTRY

Versatile & Vegan friendly



### STREET FOOD

Aromatic & authentic flavours



### SEAFOOD & HALAL

Sustainably sourced gourmet range

✓ ONE BRAND. ✓ ONE SUPPLIER. ✓ TOTAL FREEZER CONFIDENCE.



- ✓ Inspirational, high-rotation product ranges
- ✓ Excellent value without cutting corners
- ✓ Strong service levels retailers can rely on
- ✓ Investment-led mindset focussed on growth
- ✓ Ranges designed to lead, not copy

# RETAIL SUCCESS STARTS WITH AWARD-WINNING TAJ FOODS



Partner content

## Driving the future of frozen world foods: Taj Foods celebrates milestone win at the Asian Achievers Awards



Taj Foods proudly celebrated a historic milestone at the prestigious Asian Achievers Awards 2025 – an event where the combined net worth in the room exceeded £30 billion.



International Food & Drink Event

PART OF  
Food Drink & Hospitality Week  
20 March – 24 April 2026 Event Dates

22 Sept 2025

Taj Foods crowned Entrepreneur of the Year at the Asian Achievers Awards 2025



Co-Directors Jimal, Nishal and Devik Solanki of Taj Foods, an exhibitor at IFE 2026, have been awarded the title of Entrepreneur of the Year at the prestigious Asian Achievers Awards 2025, held at the London Hilton on Park Lane.



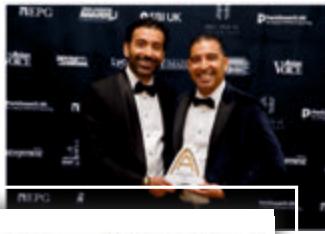
## Huge milestone for Taj Foods founders

07 OCTOBER 2025, 06:00 AM

INSPIRATIONS

PARTNER CONTENT

> Award honours family-run, pioneering frozen food business



The Taj Foods team were honoured recently to rub shoulders with some of the most respected names and voices in the Asian community—from global music pioneer Rishi Rich to National Theatre artistic director, Indhu Rubasingham MBE – at the 23rd Asian Achievers Awards.

## Grocery Trader

Neerja Birla, Rishi Rich and Taj Foods win big at awards worth of over £30bn gathers, at Asian Achievers Awards in London

Winners included Neerja Birla (millionaire founder and chairperson for the Aditya Birla Education Trust), Indhu Rubasingham MBE (artistic director of the National Theatre), Rishi Rich (the first British South Asian referee in the Premier League) and Prof Devik Solanki (Co-Founder and CEO, Taj Foods). For building Taj Foods into one of the most successful ethnic food brands in the UK, Jimal, Nishal and Devik Solanki also won for their exceptional work in the community. The Asian Achievers Awards is the only awards ceremony in the UK to recognise the achievements of the Asian diaspora.



**TAJ FOODS TRIO CROWNED ENTREPRENEUR OF THE YEAR 2025 – CONTINUING A FAMILY LEGACY**

When Neerja Birla, Rishi Rich and Indhu Rubasingham MBE were presented with the Entrepreneur of the Year award at the Asian Achievers Awards 2025, they could hardly have imagined that the award would be the first of many more to come. The trio, who have built a successful business, became a household name in the UK and beyond, supplying major brands, including Marks & Spencer, Sainsbury's, Morrisons, and Whole Foods Market, with their products. The Taj Foods team were honoured recently to rub shoulders with some of the most respected names and voices in the Asian community—from global music pioneer Rishi Rich to National Theatre artistic director, Indhu Rubasingham MBE – at the 23rd Asian Achievers Awards.

With a combined net worth of over £30 billion, the Taj Foods team were honoured recently to rub shoulders with some of the most respected names and voices in the Asian community—from global music pioneer Rishi Rich to National Theatre artistic director, Indhu Rubasingham MBE – at the 23rd Asian Achievers Awards.

Their success is a testament to the hard work and dedication of the Taj Foods team, who have built a successful business, becoming a household name in the UK and beyond, supplying major brands, including Marks & Spencer, Sainsbury's, Morrisons, and Whole Foods Market, with their products.

This year's awards ceremony, a joint venture between the Asian Achievers Awards and the Asian Business Awards, saw the Taj Foods team receive the Entrepreneur of the Year award, continuing a family legacy that began with Neerja Birla's vision for a better future for the Indian diaspora.

Indhu Rubasingham MBE, artistic director of the National Theatre, was also a joint winner of the Entrepreneur of the Year award, alongside Rishi Rich (the first British South Asian referee in the Premier League) and Prof Devik Solanki (Co-Founder and CEO, Taj Foods). For building Taj Foods into one of the most successful ethnic food brands in the UK, Jimal, Nishal and Devik Solanki also won for their exceptional work in the community. The Asian Achievers Awards is the only awards ceremony in the UK to recognise the achievements of the Asian diaspora.

## ASIA PACIFIC Entrepreneur

Neerja Birla, Music Producer Rishi Rich and Taj Foods win big at Asian Achievers Awards in London

The Asian Achievers Awards received more than 500 nominations from across the UK and the overseas diaspora. The event's position as the most prestigious and respected South Asian Awards in the UK.

BY ED TAJPRENTREUR STAFF SEP 28, 2025

Winning Entrepreneur Asia Pacific, an international franchise of Entrepreneur Media. Winners included Neerja Birla (millionaire founder and chairperson for the Aditya Birla Education Trust), Indhu Rubasingham MBE (artistic director of the National Theatre), Rishi Rich (the first British South Asian referee in the Premier League) and Prof Devik Solanki (Co-Founder and CEO, Taj Foods). For building Taj Foods into one of the most successful ethnic food brands in the UK, Jimal, Nishal and Devik Solanki also won for their exceptional work in the community. The Asian Achievers Awards is the only awards ceremony in the UK to recognise the achievements of the Asian diaspora.

Entrepreneur of the Year: Jimal, Nishal and Devik Solanki



**23<sup>rd</sup> ASIAN ACHIEVERS AWARDS**  
*The people's choice awards*

# SOCIAL MEDIA AND INFLUENCER POWER FAR BEYOND OUR COMPETITION

OVER 30K ENGAGED FOLLOWERS



WITH 2.5× HIGHER ENGAGEMENT THAN LEADING SOUTH ASIAN FROZEN BRANDS

500K+

VIEWS ON HIGH-PERFORMING COOKING & SERVING CONTENT, DRIVING STRONG BRAND RECALL AND PURCHASE INTENT

PROVEN RETAIL VELOCITY, COMMANDING SIGNIFICANT FREEZER SHARE IN FLAGSHIP INDEPENDENT AND MAINSTREAM RETAILERS



# TAJ RETAIL ACTIVATION UNMATCHED

-  **World Foods frozen activation that delivers**
-  **One of the largest national sampling programmes in World Foods frozen, executed at scale**
-  **Proven to convert at freezer, driving immediate uplift and faster stock rotation**
-  **Queue-led engagement that increases dwell time and creates in-aisle theatre**
-  **Focused on high-repeat SKUs, delivering sustained sales beyond the event**
-  **Backed by trusted Halal and BRC certification, removing barriers to purchase**





THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

## THE PARATHA RANGE THAT RAISES THE BAR

**Flaky • Authentic • Unmatched**



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





**FAMILY PACK ORIGINAL PARATHA**

400G | 5 PCS & 1440G



**ONION PARATHA**

400G | 5 PCS



**FAMILY PACK CHAPATTI**

900G | 20 PCS



**ALOO PARATHA**

400G | 4 PCS



**GOBI PARATHA**

400G | 4 PCS



**MASALA PARATHA**

340G | 4 PCS



**MIXED VEG PARATHA**

400G | 4 PCS



**MULI PARATHA**

400G | 4 PCS



**METHI THEPLA**

300G | 5 PCS



**MALABAR PARATHA**

400G | 5 PCS



**HOME STYLE PARATHA**

300G | 5 PCS



**ALOO PALAK PARATHA**

400G | 4 PCS

**BREADS**



THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

*Naan So **Authentic**,  
It Sets a **New Standard**.*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





**GARLIC NAAN**

300G | 4 PCS



**CHILLI CORIANDER NAAN**

300G | 4 PCS



**TANDOORI NAAN**

300G | 4 PCS

**BREADS**



THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

- ✓ Premium cassava.
- ✓ Zero prep.
- ✓ Maximum demand.

A CATEGORY GAME-CHANGER.



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





**CASSAVA CHUNKS**

1 KG



**MOGO CHIPS**

1 KG



**QUICK COOK MOGO CHIPS**

750G

**ROOT VEGETABLES**



THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

✓ Superior Taste.

✓ Superior Freshness.

THE EXOTIC VEG RANGE THAT LEADS THE CATEGORY.



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

## 2026: FLAVOURS REDEFINED BY TAJ

✓ *Finer Cut.*

✓ *Bigger Demand.*

*The Coconut Upgrade  
Shoppers Look For.*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





CUT OKRA

300G | 1KG



WHOLE OKRA

300G | 900G



KARELA

300G | 1KG



TOOVAR LILVA

300g



CHOLIYA

300G



GREEN GOOVAR

300G | 1KG



TINDORA

300G | 1KG



SHREDDED COCONUT

300G



GRADED COCONUT

300G



CHOPPED METHI

300g



CHOPPED SPINACH

450G



LEAF SPINACH

450G

EXOTIC VEGETABLES



**CURRY LEAVES**

100G



**UNDHIO MIX**

300G



**VALOR LILVA**

300G



**VAL PAPDI**

300G



**PUNJABI TINDA**

300G



**SURTI PAPDI**

300G



**DRUMSTICK**

300G



**SURTI PAPDI LILVA**

300G



**SURAN**

300G

**EXOTIC VEGETABLES**



THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# GREEN PROTEIN





**PIGEON PEAS**

500G



**GREEN CHICKPEAS**

500G



**VAL BEANS**

500G



**BLACK EYE BEANS**

500G

**GREEN PROTEIN**



THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

✓ Fresher Aroma.

✓ Stronger Flavour.

*Herbs That Outperform The Rest Every Time.*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

✓ *Cleaner Cuts.*

✓ *Fresher Flavour.*



**Diced Herbs  
That Lead the  
Category.**

Over 40 years of flavour innovation

Over 30K+ food lovers engaging





THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ



**WHERE INNOVATION  
FILLS THE RANGE GAP**  
*Exclusively from TAJ Foods.*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

**IT'S TIME TO LEVEL UP YOUR HERBS GAME**



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





**CRUSHED GARLIC & GINGER MIX**  
400G



**CRUSHED GARLIC**  
400G



**CRUSHED GINGER**  
400g



**CRUSHED GREEN CHILLI**  
400g



**GARLIC CLOVES**  
400G



**CRUSHED TURMERIC**  
200G



**DICED GARLIC**  
200G



**CURRY BASE MIX**  
400G



**DICED GINGER**  
200G



**CRUSHED SAUTEED ONION**  
400g

**HERBS**



THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

Where Superior Cut, Strength,  
and Consistency  
Define the Best Pastry.



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

## 2026: FLAVOURS REDEFINED BY TAJ

*Where Superior Pastry Delivers Perfect Results,  
Every Single Roll.*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





**SAMOSA PADS**

60 SHEETS



**SAMOSA PADS**

30 SHEETS



**SPRING ROLL PASTRY**

10" | 30 SHEETS



**SPRING ROLL PASTRY**

8" | 40 SHEETS



**SAMBOSA PASTRY LEAVES**

500G | 50 SHEETS (MEDIUM SIZE)



**SAMBOSA PASTRY LEAVES**

850G | 100 SHEETS (SMALL SIZE)



**SAMBOSA PASTRY LEAVES**

1KG | 100 SHEETS (MEDIUM SIZE)



THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

THE PUNJABI SAMOSAS  
THAT LEAVES THE REST BEHIND.





THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ



- ✓ Exceptional Crunch.
- ✓ Elevated Spice.
- ✓ Designed to Drive Repeat Sales.



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

- ✓ **Restaurant-Level Quality.**
- ✓ **Freezer-Aisle Convenience.**



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

EXCEPTIONAL VALUE. AUTHENTIC FLAVOUR.  
A TRUE SAMOSA VALUE PACK  
CRAFTED TO SUPERIOR STANDARDS



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

*The Aloo Tikki That Redefines the Standard*



- ✓ Crisp
- ✓ Authentic
- ✓ Unmatched



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





VEGETABLE PUNJABI SAMOSAS

900G | 20 PCS



JUMBO PUNJABI SAMOSAS

750G | 10 PCS



MINI PUNJABI SAMOSAS

500G | 25 PCS



ALOO TIKKI

600G | 15 PCS



MIXED VEG SAMOSAS

875G | 25 PCS



SOYA SPRING ROLLS

875G | 25 PCS



SOYA SAMOSAS

875G | 25 PCS



VEGETABLE SPRING ROLLS

20 PCS | 50 PCS



VEGETABLE SAMOSAS

20 PCS | 50 PCS



UNFRIED PATRA / PATRA ROLLS

900G



GREEN PEAS KACHORI

600G | 20 PCS



MOONGDAL KACHORI

600G | 20 PCS

STREET FOOD



## MASALA FRIES

500G



## VEGGIE BURGERS

800G | 10 PCS



## VALUE PACK MINI PUNJABI SAMOSAS

1.5 KG | 75 PCS



## VALUE PACK PUNJABI SAMOSAS

1.5 KG | 20 PCS

STREET FOOD



THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

*Setting the Standard in*

**HALAL EXCELLENCE**



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

- ✓ Pure, ✓ Clean,
- ✓ Premium Tilapia

*Quality That Customers Trust*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





### CHICKEN SAMOSAS

650G | 20 PCS



### CHICKEN SEEKH KEBAB

630G | 18 PCS



### MEAT SAMOSAS

650G | 20 PCS



### MEAT SEEKH KEBAB

630G | 18 PCS



### TIPIA FILLETS

500G  
400G (Net of ice glaze)

SEAFOOD & HALAL

UP

UP

UP

UP

UP





## LIGHTLY SALTED CASSAVA CRISPS

200G



## UNSALTED CASSAVA CRISPS

200G



## CHILLI & LEMON CASSAVA CRISPS

200G

CRISPS



SINCE 1980

THE UK & EUROPE'S  
LEADING ETHNIC  
FROZEN FOOD BRAND



SINCE 1980



THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

FIND US IN THE FREEZER AISLE OF YOUR LOCAL SUPERMARKETS

**WHERE TO BUY**



SCAN HERE TO DISCOVER THE FUTURE OF  
FROZEN WORLD FOODS



[www.tajfoods.com](http://www.tajfoods.com)

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