

Pan Masala Sada, Meetha & Zarda - Market Survey cum Detailed Techno Economic Feasibility Project Report

Description:

Pan Masala is a balanced mixture of betel leaf with lime, areca nut, clove, cardamom, mint, tobacco, essence and other ingredients. It is an agricultural product with herbal properties, also available in hygienic pack and pouches. It acts as a mouth freshener and unlike other Western synthetic pan masala made with chemical and petroleum ingredients, the Indian pan masala is safe. But excessive use may have adverse effect. The ingredients in pan masala vary widely, depending on personal taste and region. One version of pan masala, guthka, includes tobacco, which may be flavored or treated with various additives. As a result, sales are restricted or banned in some regions, and there is some confusion about pan masala, with some people dismissing all mixtures as unhealthy, while others distinguish between those with tobacco and without it. Available in brands in India like 'Raj Darbar', 'Paan Bahar', 'Goga', 'Rajnigandha', 'Tulsi', the paan masala is consumed by all age groups and social classes. The active chemical compounds of betel nut are alkaloids called arecaine and arecoline, arecaidine, arecolidine, guracine (guacine), guvacoline, etc. which is comparable to nicotine due to their stimulating and mildly intoxicating characteristics. The culture of paan eating rose to the zenith in North India as a mark of cultural custom and sophistication, especially in Lucknow and the North-east. In most of the Hindu religious traditions, the raw areca nut along with the betel leaf is offered to the deity as an offering.

Uses and Applications

PanMasala is widely used for removing bad odour to impart a pleasant feeling, usedfor scenting the breath in order to impart a pleasant feeling, for serving theguests and friends and in the parties and functions. It is also used assubstances for tobacco chewing and smoking. It can be used in the Hotel andrestaurants as well.

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