

Dookan Sets Price of €39.99 for Aashirvaad Whole Wheat Atta Bundle (2x10kg)

Dookan sets €39.99 price for Aashirvaad 2x10kg atta bundle, offering EU-wide delivery, direct sourcing, and value for Indian grocery shoppers.

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/EINPresswire.com/ -- [Dookan](#), an online retailer of Indian grocery products, has launched a fixed-price offering of €39.99 for its [Aashirvaad Whole Wheat Atta bundle \(2x10 kg\)](#) on its European platform. This move underscores Dookan's commitment to competitive pricing, authentic sourcing, and reliable service for households throughout the continent.

By establishing a clear price for the two-pack atta bundle, Dookan aims to simplify bulk purchasing of a staple ingredient widely used in Indian cooking. Aashirvaad, produced by ITC Limited, adheres to stringent milling and traceability standards. Direct procurement from certified mills allows Dookan to eliminate intermediate markups, ensuring transparent costs for customers who routinely prepare chapati, paratha, and other whole-wheat breads.

Competitive Pricing for Essential Ingredients

Dookan's new bundle price responds to market trends showing increased consumer interest in value-driven online grocery options. The retailer's data indicates that whole wheat atta consistently ranks among the top five best-selling items on its site. A defined price point helps



Aashirvaad Whole Wheat Atta (Bundle of 2 x 10kg) - 20kg



DOOKAN
Europe's No.1 Indian Grocery Store

Dookan Indian Grocery Store



By offering a fixed price for this bundle, we aim to provide clarity and value. Customers want authentic ingredients without navigating fluctuating costs.”
Sandeep Sharma, Founder & CEO of Dookan

customers plan their grocery budgets and reduces uncertainty associated with fluctuating rates or promotional variations.

Authentic Products and Direct Sourcing

The platform’s catalogue features more than 1,200 SKUs, including flours, pulses, rice, edible oils, and specialty health foods, all sourced directly from manufacturers in India. These established supplier relationships enable Dookan to verify quality standards at origin, maintain

product integrity, and pass savings on to end users. Industry analysts highlight direct sourcing as a key differentiator in the ethnic grocery market, noting its role in stabilizing prices and ensuring consistent availability.

Trusted by Over 250,000 Registered Users

Since its inception, Dookan has served more than 250,000 registered customers across the European Union. The user base comprises both expatriate communities seeking familiar cooking ingredients and local consumers exploring Indian cuisine. Regular customer feedback, collected via surveys and platform reviews, guides Dookan’s inventory and pricing strategies, helping to prioritize products in high demand.

Pan-European Delivery Coverage

Dookan’s distribution network extends virtually all EU member states, with primary hubs in London, Berlin, and Rotterdam. The retailer delivers to the following countries:

- Austria, Belgium, Bulgaria, Croatia, The Czech Republic, Denmark, Estonia, Finland, France, Germany
- Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Poland, Portugal
- Romania, Slovakia, Slovenia, Spain, Sweden

Standard shipping fees apply uniformly across these regions. Customers can select next-day or two-day delivery options based on their location and order size. For households in areas with limited access to local Indian grocery stores, Dookan’s large-format offerings provide a convenient alternative.

Supporting Customer Engagement

In addition to its core grocery services, Dookan offers cooking guides, recipe suggestions, and storage recommendations through its website and mobile app. Collaboration with food bloggers

and nutrition experts yields practical tips for using staple products like [Aashirvaad atta](#). This educational content is designed to enhance the customer experience and promote confidence in preparing traditional and fusion dishes at home.

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