

Dookan Announces Exclusive June Offer: Save 15% on Haldiram's, Priya, India Gate, and More

Dookan rolls out 15% June discount on top Indian grocery brands, including Haldiram's, Priya, and India Gate, for customers across Europe.

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/EINPresswire.com/ -- [Dookan](#), the Europe-based online grocery platform specializing in Indian products, has announced a new seasonal promotion offering customers a 15% discount on various household brands. The campaign, active for June, provides consumers with savings on top-selling items from Haldiram's, Priya, India Gate, TRS, Townbus, Tirupati, and others. The discount can be redeemed by entering the code JUNE15 at checkout.



Dookan Europe - Save 15% on Haldiram's, Priya, India Gate, and More

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At Dookan, we aim to make authentic Indian groceries more accessible and affordable across Europe. This June offer helps customers save on everyday essentials they know and trust.”

Sandeep Sharma, Founder & CEO of Dookan

The initiative reflects Dookan's strategy to bolster access to everyday Indian groceries for European customers, many of whom seek authentic and trusted brands from the Indian subcontinent. The [June offer](#) comes as households begin preparations for summer events, family visits, and cultural festivities, an active season for food shopping and hosting.

The promotion covers everyday Indian grocery items currently listed under Dookan's June campaign, with price reductions available across well-known brands. Notable products include TRS Red Peanuts (375g) at €3.79, Priya Cut Mango Pickle (300g) at €2.89, and Townbus Madras

Mixture (170g) at €1.99, all available before the 15% discount is applied at checkout. These items,

commonly found in Indian kitchens, reflect the company's focus on both pantry staples and snack-ready options as part of the seasonal pricing effort.

Focused Selection of Essential Indian Brands

The products included in this promotion represent a focused selection of items familiar to Indian kitchens. They range from staple ingredients like India Gate Basmati Rice and Tirupati roasted grains, to prepared snacks and condiments such as Haldiram's Soan Papdi, Priya pickles, and Townbus banana chips. The inclusion of TRS Kashmiri chili powder reflects attention to core cooking ingredients used daily in Indian households.

By centering its promotion around items that are both culturally meaningful and practically essential, Dookan is aiming to increase purchase frequency and retain its existing customer base while simultaneously attracting first-time buyers interested in exploring Indian cuisine.

Market Context and Customer Access

In recent years, the demand for Indian grocery products across Europe has increased, driven by diaspora growth, greater cultural visibility of Indian cuisine, and rising food delivery preferences. Despite this demand, the availability of specific brands remains uneven across brick-and-mortar stores in the region. Dookan's business model addresses that gap by offering a streamlined, online-first experience, optimized for selection, freshness, and regional delivery.

The June offer acts not only as a seasonal incentive but also as a reaffirmation of Dookan's market position in providing dependable access to Indian groceries in cities and towns that lack dedicated specialty stores. By focusing on well-known Indian brands, the company seeks to build both familiarity and loyalty among its users.



India Gate Extra Long Basmati Rice Excel (Bundle of 2 x 5kg) - 10kg



DOOKAN
Europe's No.1 Indian Grocery Store

Dookan - #No.1 Indian Grocery Store in Europe

Operational Footprint and Logistics

Dookan operates with a centralized logistics model that allows for consistent inventory tracking and efficient cross-border delivery across EU member states. Its platform integrates multilingual interfaces and local payment systems, enabling seamless ordering for users in multiple countries, including Germany, Austria, Slovakia, Poland, Hungary, Italy, Sweden, Bulgaria, Belgium, Denmark, Croatia, Netherlands, Finland, Slovenia, Romania, Luxembourg, Latvia, Lithuania, Estonia, France, Spain, Portugal and Greece, and others.

The company has reported year-on-year growth in both order volume and customer acquisition and continues to expand its catalog in response to user demand. The June discount campaign also acts as a mechanism for supply chain optimization, encouraging high-volume movement of popular stock before the next quarterly inventory cycle.

Terms and Campaign Scope

The promotional code JUNE15 applies to all eligible products marked under the campaign banner on Dookan's website. Customers can apply the code once per transaction, with a discount capped at the cart level.

Products featured in the campaign are expected to rotate in limited quantities to ensure consistent availability throughout the promotional period. Full terms and conditions are published on Dookan's website.

Highlighting Key Indian Grocery Essentials

Outside the scope of the June promotional campaign, Dookan continues to offer a range of low-priced Indian grocery staples that remain available throughout the year. These products, often used in everyday cooking, represent a separate category of cost-efficient options across core pantry needs:

[India Gate Exotic Basmati Rice \(5kg\)](#) – €12.99

Daawat Extra Long Basmati Rice (Bundle of 2 x 5kg) - 10kg – €29.98

India Gate Premium Basmati Rice (5kg) – €14.99

Daawat Broken Basmati Rice (20kg) – €31.99

TRS Black Eye Beans (500g) – €1.79

These items, not included in the current June discount selection, reflect the platform's ongoing focus on pricing accessibility for essential dry goods commonly used in Indian home cooking.

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