

Dookan Introduces Fixed-Price €1 Sale for Selected Indian Grocery Items Across Europe

Dookan launches Europe-wide €1 sale on essential Indian groceries, lentils, flours, & beverages, offering 40–80% discounts at checkout, no coupons needed.

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/EINPresswire.com/ -- [Dookan](#), the Europe-based online platform for Indian groceries, has launched a new pricing initiative: a “[1 Euro Sale](#)” offering select Indian food staples and household items at a flat rate of €1.00. The sale, which is live across the company’s website, covers essential products including lentils, flour, noodles, beverages, and millets, many of which are staple ingredients in Indian households.



The 1 Euro Sale features a clear fixed price point applied to eligible products irrespective of their original price, with discounts ranging between 40% and 80%. The initiative is positioned as a fixed-price affordability drive aimed at helping consumers manage food budgets without compromising on culturally significant ingredients.

“

With the 1 Euro Sale, we’re taking a step toward practical pricing, clear, honest, and stable, so families know upfront what they’ll pay for essential Indian groceries.”

Sandeep Sharma, Founder & CEO of Dookan

Fixed Pricing Applied to Pantry Staples

Items currently included in the 1 Euro Sale span both dry goods and packaged foods. Examples include:

Tirupati White Corn Flour (2 x 500g) – down from €2.79

Tirupati White Rice Flour (2 x 500g) – down from €1.99

Cans Fanta IND (2 x 300ml) – reduced from €3.58

Wai Wai Noodles Chicken Flavour (5-pack) – previously €4.45

Priya Barnyard Millet (500g) – formerly €3.49

Tirupati Crushed Wheat (2 x 500g) – originally €1.79

These discounts are implemented without requiring coupon codes or additional conditions, allowing customers to access the €1.00 pricing directly at checkout. The listed items are available while supplies last, with expiry dates ranging into mid and late 2025.



Operational Motivation and Broader Reach

The 1 Euro Sale is accessible across Dookan's EU-wide delivery network, which includes Belgium, the Netherlands, France, and Germany. Products are shipped from centralized fulfillment hubs, with logistics configured to support both regular and bulk purchases.

The pricing model is part of Dookan's effort to increase cost transparency and reduce economic barriers to accessing traditional Indian food items, especially for students, families, and working professionals across Europe. According to the company, the 1 Euro Sale is intended to run as a persistent price category rather than a time-limited promotion, with stock updated based on availability and procurement cycles.

Consumer Simplicity and Product Rotation

Dookan has indicated that the 1 Euro Sale will operate on a rotating inventory model, with new eligible products added periodically. Each product listing within the category includes relevant shelf life information (Best Before Dates) and origin labels to assist customers in making informed choices.

As of June 2025, the category includes goods manufactured or packaged by Tirupati, Priya, Wai Wai, and TRS, brands recognized in Indian cooking and snacking traditions. While many products in the category fall under staples and dry goods, several ready-to-eat and beverage items are also included.

The platform has created a dedicated navigation tab for the 1 Euro Sale to ensure visibility and user access. Items are sortable by brand, type, and quantity.

No Code Required, Availability While Stocks Last

Unlike percentage-based promotions that often require coupons, the 1 Euro Sale applies automatically at the product level. Quantities per customer are not currently capped, though

Dookan reserves the right to adjust limits based on stock levels and order volume.

There is no announced end date for the 1 Euro Sale, though customers are advised to check product listings for availability and shelf life.

Expanding Affordability: Dookan's '[Lowest Offer Price](#)' Initiative

In addition to the €1 Sale, Dookan has introduced the "Lowest Offer Price" category, offering significant discounts on Indian grocery items. This initiative aims to provide cost-effective options for consumers across Europe, particularly benefiting students, families, and working professionals seeking to manage their food budgets without compromising on quality.

Products currently featured in this category reflect notable savings, including:

India Gate Range

India Gate Extra Long Basmati Rice (Bundle of 3 x 5kg) – 13% Off

India Gate Exotic Basmati Rice (20kg) – 9% Off

India Gate Extra Long Basmati Rice (20kg) – 12% Off

India Gate Premium Basmati Rice (Bundle of 4 x 5kg) – 17% Off

Daawat Range

Daawat Original Basmati Rice (Bundle of 2 x 5kg) – 25% Off

Daawat Broken Basmati Rice (Bundle of 2 x 20kg) – 11% Off

Daawat Original Basmati Rice (5kg) – 25% Off

These discounts are automatically applied at checkout, eliminating the need for coupon codes. The "Lowest Offer Price" category is part of Dookan's broader strategy to enhance cost transparency and make traditional Indian food items more accessible across its EU-wide delivery network.

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