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WTC Goa brings together Tradition and Taste through Chaitanya Enterprises' product Launch

World Trade Center Goa organized the launch of products from the sales basket of Chaitanya Enterprises, an esteemed member of WTC Goa. The event was held with the objective of promoting member enterprises and supporting local trade initiatives. Chaitanya Enterprises has undertaken the marketing of two of India's noted brands - rasoi tatva and Svitemblica. rasoi tatva offers a wide range of Indian spices such as Red Chilli Powder, Turmeric Powder, and Biryani Masala, along with whole spices including Cardamom, Cassia and Cloves. The brand emphasizes quality and purity, using only the freshest raw materials with no added additives or artificial enhancers to maintain the natural taste and aroma of its products. Svitemblica brings to the market a distinctive range of carbonated soft drinks, offering consumers refreshing flavors inspired by popular local tastes such as Amla, Kokum, and Ginger Lemon. The beverages are attractively packaged, ensuring both visual appeal and durability. Both product lines proudly carry the Food Safety and Standards Authority of India (FSSAI) certification, reflecting their adherence to the highest standards of quality and safety.

The launch event highlighted WTC Goa's continued commitment to providing its members with opportunities to showcase their products and expand their business reach within and beyond the shores of Goa. The Product Launch took place at World Trade Center Goa WTC Goa brings together Tradition and taste the Event was held at WTC Goa in Panaji on October 18, 2025