



Nihal Shatak

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RATED 5.0 Have you ever wondered of a paan that claim to be supporting the Swachh Bharat Mission?

Sounds crazy, right ?

But, it's true. In the Indian state of Maharashtra the paan culture is widely criticised due to the cleanliness problems created by people who spit in public places. In Mumbai, there have been attempts to put pictures of Hindu gods in places where people commonly tend to spit, in the hope that this would discourage spitting, but success has been limited. One of the great Marathi artists P L Deshpande wrote a comic story on the subject of paanwala (paan vendor), and performed a televised reading session on Doordarshan during the 1980s in his unique style.

What if a paan is there that you don't have to spit as well as its healthy for you ?

As per Ayurveda, our food contains 6 (Six) primary juices/fluids called Rasa's, they are Pungent, Sweet, Sour, Salty, Bitter and Astringent.

The Astringent Rasa is found in Amla, unripe fruits, and Beeda. Thus consuming Beeda after food improves digestion, by the inclusion of astringent fluid, which it benefits our metabolism.

Beeda has also aphrodisiac qualities which have been expounded in Kamsutra.

Ancient literature emphasizes the fact that, Beeda enhanced the beauty of historic evergreen Valentine's Radha & Mastani by adding cosmetic value to their lips.

Rasarang Beeda thus is a Digester, Mouth Freshner, Corporate Gift, Valentine Gift, Anytime bite, Welcome gesture, Dessert.

So, what are you waiting for grab your paan from their exclusive retail outlets at :-

SGS Mall

231, Moledina Rd, Camp Pune-411001, Maharashtra, India.

Wanowrie

Shop No 5, Girme Heights, Salunkhe Vihar Road, Opp Green Acres Society, Wanowrie, Pune-411040, Maharashtra, India.

— with **FreakyFoodie**, **Maanas Shah** and **2 others**

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