

Quality Fragrances



TASTAROM[®]

Taste and Aroma People

Fragrances

TASTAROM

The name **TASTAROM** is a combination of two words, Taste and Aroma. Taste and Aroma are two of the Five eternal human senses. These are Chemical senses, while the other three senses of sight, hearing and touch are physical senses. Flavours and Fragrances belong to the category of products that directly influence our sense of Taste and Aroma.

TASTAROM is led by Chaitanya M. Varia S/O Mahendrabhai S. Varia. Mahendrabhai S. Varia. initiated the making of flavours and fragrances in 1985, in Jamnagar (Gujarat-India). He then moved to Surendranagar (Gujarat-India) in 1962 and continued making flavours and fragrances.

Chaitanya. M Varia joined business activities in 1976 with more emphasis on expanding the business. **CARAFE** a Promising brand in Flavours was launched in 1989. Chaitanya M. Varia has more than 42 years of experience in manufacturing Flavours and Fragrances. His expertise has helped **CARAFE** to earn reputation and maintain an unbeaten track record of 30 years. With a relentless vision to move forward in business, **TASTAROM** Products LLP established in August 2010. Since then, **TASTAROM** has invented many Flavours and fragrances to serve valued customers.

Our Mission

We will utilize our strength, understanding our capabilities and enrich the same. We look ahead to explore opportunities and abate threats. The Focus of **TASTAROM** is to provide “Quality Flavours” and fragrances.

Our Vision

To make **TASTAROM** the most trusted Flavors and Fragrance Company in the Taste and Aroma world.

Fragrance Wheel



Application Of Fragrance

A fragrance can unlock Your memory, transport You across the world, or journey You to Your happy place – all in one breath. Understanding its interaction with our senses and emotions, we translate feelings into aromas and develop best-selling fragrances for our clients.

Our extensive experience and knowledge in the industry equips us to analyse and predict the latest trends for scented products. Gaining instant insight into our customer's preference, We push the boundaries of creativity to develop unique concoctions.

Overwhelm Your senses with our range of fragrances. We believe in innovation thus there is a zing in each of our essence.

Our fragrance exceeds expectation in terms of quality; and our commitment to the brand and its customers have given us a reputation of trust.

Fragrances are being used in

Air Care



Whether for prayer or pleasure, fragrant moments are always filled with special aromas in the air.

Whether it is the crisp scent of a beach, green aroma of dewy mountains, or fresh whiff of a forest, the smells that you find most comforting act as our compass to help transform every space into your space.

*Air Freshener-Candle-Incense-Mosquito Repellent

Personal Care



OUR QUALITY OF FRAGRANCES ENSURES THAT WHETHER THEY ARE SIMPLE BATHING PRODUCTS OR SHOWER LUXURIES, EACH OF THE FRAGRANCES WILL HEIGHTEN SATISFACTION AMONGST CONSUMERS.

Whether one has a Dermatological Application or a simple Antiperspirant Applications like Deodorants and Talcum Powders, one can be sure that our fragrances will appeal to the consumer's senses, giving a feeling of completeness and harmony without ever offending their sensibilities.

*Soap-Shower Gel-Face Wash

Fabric Care



The smell of our clothes has direct psychological impact on us. We devoted to researching and designing aromas that rejuvenate and re-energise your soul.

Consumers expect the products not only to clean but also care for the fabric, each experience being fashioned and heightened by fragrances, that must be substantive at every stage of fabric care from Pre-Wash to Post Wash and even beyond. We aim to turn your daily chores into activities you enjoy.

*Detergent-Cake-Detergent Powder-Fabric Softner-Liquid Detergent

Pet Care



A human's response to smell involves interaction of each fragrance molecule with 350 olfactory receptors in the nose.

Our R&D decode how each of these fragrance molecules is perceived by your pets to develop a highly sensitive sensory experience that is safe for them.

Our goal is to give you the care product that your pet deserves.
*Pet home care -Pet Wash

Deodorants



From Cleopatra time immemorial mankind has sought to enhance their appearance and presentation by perfuming themselves.

Our endeavour is to produce a feel good appeal for our customers, driven by the artistic pursuit for newer and more sophisticated fragrances, each more exotic and more unique than the other.

Our quest for perfection in delivering the pinnacle of fragrant experience has led us to create fragrances for every sense and sensibility covering old and new fragrance notes for men, women as well as unisex fragrances.
*Deodorants

Hair Care



Therapeutic Remedies and Spa Fragrance Oils help deliver an enriching experience to customers, providing them a fragrant feeling of sheer luxury and indulgence. This holistic experience is also extended to

our Hair Care and Cleansing products like Shampoos, Perfumed Hair Oils as well as Hair Sprays, Conditioners, Styling Gels & Mousse; each designed to deliver a supreme sense of pleasure.

*Hair Care Products

Cosmetics



Inspired by the needs and wants of our global consumer base, we develop aromas that elevate the cosmetic experience.

We want to offer you sensory solutions that are ideal for your skin and resonate with your spirit.

*Make-Up

Home Care



On floors, kitchen surfaces, or dishes, bacterias are always looking to make your home their own – spreading foul odours.

We develop focussed results to give you a range of products that help eradicate malodour and keep your home freshly scented all day long.

*Dish Wash-Floor Cleaner-Floor Disinfectant- Multipurpose



Perfume is described in a musical metaphor as having three sets of NOTES, making the harmonious scent ACCORD. The NOTES unfold over time, with the immediate impression of the top note leading to the deeper middle notes, and the base notes gradually appearing as the final stage. These NOTES are created carefully with knowledge of the evaporation process of the perfume.

Top Notes: Also called the head notes. The scents that are perceived immediately on application of a perfume. Top notes consist of small, light molecules that evaporate quickly. They form a person's initial impression of a perfume and thus are very important in the selling of a perfume.

Middle Notes: Also referred to as heart notes. The scent of a perfume that emerges just prior to the dissipation of the top note. The middle note compounds form the "heart" or main body of a perfume and act to mask the often unpleasant initial impression of base notes, which become more pleasant with time.

Base Notes: The scent of a perfume that appears close to the departure of the middle notes. The base and middle notes together are the main theme of a perfume. Base notes bring depth and solidity to a perfume. Compounds of this class of scents are typically rich and "deep" and are usually not perceived until 30 minutes after application.



**“ FLAVOURS FOR BETTER TASTE
FRAGRANCES FOR BETTER AROMA ”**

TASTAROM[®]
PRODUCTS LLP

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