

ODOD LLC Wholesale food products for Indian cuisine · odod.us

Masala Shing / Masala Singdana / Talelia Shenga

Specification sheet · typical values · issued 2026-10-10

Masala Shing is a popular Indian snack featuring crunchy, fried tapioca (shing) coated with a bold, spicy masala seasoning. Loved for its addictive crunch and vibrant flavors, Masala Shing is a perfect teatime snack and appetizer. ODOD LLC supplies premium-quality Masala Shing in retail-friendly 2

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| Product code     | ODOD-0324                                                                                                                                                                                                                                                                                                                             |
| Category         | Snacks & Namkeen                                                                                                                                                                                                                                                                                                                      |
| MOQ              | 500 kg per SKU; mixed namkeen loads accepted up to 1 x 20ft container                                                                                                                                                                                                                                                                 |
| Packing options  | 200 g, 400 g, 800 g and 1 kg retail pouches (metallised laminate, nitrogen flushed) packed in master cartons; 2 lb, 10 lb, 25 lb and 50 lb food-grade bulk packs; 5 kg and 10 kg laminated bags in corrugated cartons; palletised, shrink-wrapped cartons for FCL and LCL consolidation. Private label and customer artwork accepted. |
| Shelf life       | 6 months in original unopened packing when stored in a cool, dry place away from direct sunlight; 9 months for nitrogen-flushed retail packs                                                                                                                                                                                          |
| HS code          | 20081100                                                                                                                                                                                                                                                                                                                              |
| Availability     | available                                                                                                                                                                                                                                                                                                                             |
| Salt             | 1.5-3.0%                                                                                                                                                                                                                                                                                                                              |
| Size             | Coated kernel size 10-16 mm, blanched/split kernel base as specified                                                                                                                                                                                                                                                                  |
| Color            | Golden brown to reddish brown, uniform coating                                                                                                                                                                                                                                                                                        |
| Grade            | Premium export grade, uniform masala-coated fried groundnut kernels                                                                                                                                                                                                                                                                   |
| Purity           | min 99% sound coated kernels                                                                                                                                                                                                                                                                                                          |
| Texture          | Crisp, crunchy; no sogginess or rancid odour                                                                                                                                                                                                                                                                                          |
| Moisture         | max 3%                                                                                                                                                                                                                                                                                                                                |
| Additives        | No artificial colours; no added preservatives (standard recipe)                                                                                                                                                                                                                                                                       |
| Aflatoxin        | total max 15 ppb (or destination limit, e.g. max 4 ppb total for EU)                                                                                                                                                                                                                                                                  |
| Oil content      | 18-26%                                                                                                                                                                                                                                                                                                                                |
| Microbiology     | TPC max 10,000 cfu/g; yeast and mould max 100 cfu/g; E. coli absent/g; Salmonella absent/25 g                                                                                                                                                                                                                                         |
| Product form     | Whole coated kernels, free flowing, non-clumping                                                                                                                                                                                                                                                                                      |
| Customisation    | Spice level (mild/medium/hot), coating thickness, salt level and low-oil variants available to buyer specification                                                                                                                                                                                                                    |
| Foreign matter   | max 0.1%                                                                                                                                                                                                                                                                                                                              |
| Peroxide value   | max 10 meq O2/kg                                                                                                                                                                                                                                                                                                                      |
| Flavour profile  | Spicy, tangy and savoury; chilli, cumin, chaat masala and black pepper notes                                                                                                                                                                                                                                                          |
| Free fatty acids | max 1.0% (as oleic acid)                                                                                                                                                                                                                                                                                                              |

|                          |                                                                                                       |
|--------------------------|-------------------------------------------------------------------------------------------------------|
| Allergen declaration     | Contains peanuts and gram flour; may contain traces of other nuts, sesame and wheat depending on line |
| Broken and loose coating | max 3%                                                                                                |

Values are typical for the grade and vary by lot and season; contractual specifications, tolerances and test methods are stated in the quotation. Country of origin is stated on the quotation and shipping documents. Certifications: US FDA, ISO, Halal, HACCP, GMP; certificates supplied with each quotation. Request a quotation at <https://odod.us/products/snacks-namkeen/masala-shing-masala-singdana-talelia-shenga> or [hello@odod.us](mailto:hello@odod.us).