

FREE GUIDE • DIET SWAD

# Ghar Se Brand Tak

*7 kade sawal we had to answer while building Diet Swad - and the honest lessons behind each one*

You unlocked this guide by commenting 'SAPNA' - thank you!



**Ancient Wisdom, Modern Life**

Diet Swad | Ancient Wisdom, Modern Life | FSSAI Lic. No. 22825041000300 | [dietswad.in](https://dietswad.in) | [@dietswad](https://www.instagram.com/dietswad)

## What's inside

1. Why we wrote this
2. Sawal 1: 'Kya main sach mein kar paunga?' (Self-doubt)
3. Sawal 2: 'Pehla order kaun dega?' (First customers)
4. Sawal 3: 'Sasta ingredient kisko pata chalega?' (The shortcut temptation)
5. Sawal 4: 'Values ya growth - pehle kya?' (Staying true)
6. Sawal 5: 'Family ke saath kaam - blessing ya risk?'
7. Sawal 6: 'Real ingredients ka daam kaun dega?' (Pricing honestly)
8. Sawal 7: 'Log follow kyun karenge?' (Earning trust)

## Why we wrote this

Everyone shows you the highlight reel - the launch day, the happy customers, the nice packaging. Nobody shows you the nights you sit at the kitchen table wondering if you are fooling yourself. This little guide is the part we usually don't post. Seven hard questions we had to answer while turning a home kitchen idea into Diet Swad - and what each one taught us.

*"A brand is not built in a boardroom. Ours was built between a kitchen, a notebook, and a lot of self-doubt."*

## Sawal 1: 'Kya main sach mein kar paunga?' (Self-doubt)

The first enemy is not the market. It is the voice in your own head. We had no factory, no funding, no marketing team - just recipes we believed in. The lesson we learned: you don't wait for confidence, you borrow it from action. Make one batch. Get one honest opinion. Fix one thing. Repeat. Confidence is a result, not a requirement.

## Sawal 2: 'Pehla order kaun dega?' (First customers)

Our first orders came from people who knew us - family, friends, neighbours. And honestly? That is the hardest audience. They eat your product in front of you and you can see the truth on their face before they say a word. The lesson: your first 10 customers are not revenue, they are your teachers. Ask them what they didn't like. That feedback built our recipes more than any expert could.

## Sawal 3: 'Sasta ingredient kisko pata chalega?' (The shortcut temptation)

This is the question that defines every food brand, because cheaper ingredients are always available. Palm oil instead of ghee and butter. Refined sugar instead of dates and jaggery. Nobody would know... except us. We decided early: if we wouldn't happily feed it to our own family, it does not go in the pack. That single rule made every future decision easy - and yes, sometimes more expensive.

**What this means in your pack**

Power Bites are sweetened with dates (53.8% of the recipe is actual dates). Our cookies use real butter and jowar (sorghum millet) flour, sweetened with desi khand and jaggery - not refined white sugar. Roasted cashews have exactly 2 ingredients: cashews and a little salt.

**Sawal 4: 'Values ya growth - pehle kya?' (Staying true)**

There were moments when adding a preservative would have doubled our shelf life, and a little artificial flavour would have made things 'tastier' for mass appeal. We said no. Growth that costs you your reason for starting is just a slower way of quitting. The lesson: write your non-negotiables down on day one, because on day 300 you will be tired and tempted.

**Sawal 5: 'Family ke saath kaam - blessing ya risk?'**

Working with family means the business comes home with you - dinner conversations become planning meetings. It can be messy. But it also means there is someone who cares about the dream as much as you do, on the worst days. The lesson: separate the roles, never the respect. Disagree about the work, never about the person.

**Sawal 6: 'Real ingredients ka daam kaun dega?' (Pricing honestly)**

Real food costs real money. Arabian dates, real butter, cashews, almonds - these are not cheap fillers. We priced every product at ₹499 with free shipping across India: one clean price, no games, no 'small pack big pack' confusion. The lesson: don't apologise for the price of honesty. Explain it. People who read labels understand instantly.

**Sawal 7: 'Log follow kyun karenge?' (Earning trust)**

Nobody owes a new brand their trust. So we decided to earn it the slow way - by teaching, not shouting. Label reading, ingredient truth, no-jargon nutrition. If we help you shop smarter even when you don't buy from us, we've done our job. That is the whole Diet Swad content philosophy in one line.

**The dream, in one paragraph**

Diet Swad exists so that 'healthy snack' stops being a marketing phrase and starts being a label you can actually read. Every product - Power Bites, Royal Bites, Peanut-Sesame Delights, Millet Cookies, Roasted Cashews - is made with ingredients you can pronounce, at ₹499 with FREE shipping across India.

**Enjoyed this guide?**

Follow [@dietswad](#) on Instagram for honest, no-jargon nutrition content in simple language, every single day. And when you want a snack whose label you never have to worry about - every Diet Swad product is ₹499 with FREE shipping all over India. Visit [dietswad.in](#) (link in bio).

*This guide shares general nutrition information in simple language, prepared by the Diet Swad team. It is not medical advice. If you have a health condition, an allergy, or special dietary needs (pregnancy, diabetes, children under 2, etc.), please talk to your doctor or a qualified dietitian before making changes. All ingredient examples describe common label patterns, not any one specific brand.*