

SWARANG Self-made colours

Pure, beautiful, safe, natural, & luxurious - self made colours in the celebration of India's oldest natural festival, Holi....

Featuring 100% floral gulaals, artisanal blends and revival of traditional desi gulaals by our master blenders.

Swarang is a sensual delight – of sights, colours, fragrances and textures

Gulaals made from natural, mostly edible materials for the loveliest Holi,

Holi Hai!



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ORDERING INFO

View the colour catalogue on
www.redearthindia.com

Colours available at:

1. Genda Mahal
F 342 A, Second Floor
Old M.B Road, Lado Sarai
Behind Crescent Mall, New Delhi
By appointment.
41671100 / 41764054 /
himanshu@redearthindia.com

Also available online - we can courier you
Holi love!

Contact us for details and customisations

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Genda Gulaal Pooja Thaali Marigold colours + Holi poojan

1 kg. gulal contains the best of 30 kg flowers, probably the purest gulal ever! Features 5 varieties – Orange; Yellow; Maroon; Triple Genda Mix; and Rose-Genda Mix, of varying consistencies. Seedy Gulaal, for your plants, is laced with an assortment of seeds.

Ingredients: 100% Floral gulaal, home made with marigold petals. Vintage pooja thali + diyas.

How to use: Use Genda Gulaal for Holi (colour play), Rangoli (floor decorations), painting (by soaking it), in the temple for worship, and much more - celebrate the versatile genda!

Quantity: approx. 60 grams genda gulaal

Price: Rs. 1750/-



Rose Gulaal Lotas Pink rose dreams!

Ingredients: 100% Floral gulaal, home made with rose petals

How to use: Use Rose Gulaal for Holi (colour play), Rangoli (floor decorations), painting (by soaking it), in the temple for worship, and much more - celebrate the versatile rose!

Quantity: approx. 100 grams genda gulaal

Price: Rs. 800/-



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Char Bagh Chai Set Sensual natural blends

Never felt before, artisanal gulaals by our in house master blenders. Rare sensual delights you will love to throw this Holi. Features four types - Chandan Haldi (Sandalwood-Turmeric), Chocolate Cinnamon, Chanderi Gulaab (Rose), and Chandni Chowk (Henna based).

Ingredients: Pure and mostly edible materials - arrowroot base, natural colourants and aromas. Chai Set packing also features edible goodies corresponding to the gulaals - cloves, turmeric, cardamom.

How to use: Use for Holi - dry colour play.

Quantity: approx. 300 grams gulaal

Price: Rs. 750/-



Char Bagh by the kilo/ potlis Sensual natural blends

Never felt before, artisanal gulaals by our in house master blenders. Rare sensual delights you will love to throw this Holi. Features four types (clockwise)- Chandan Haldi (Sandalwood-Turmeric), Chandni Chowk (henna based), Chanderi Gulaab (rose) and Chocolate Cinnamon.

Ingredients: Pure and mostly edible materials - arrowroot base, natural colourants and aromas.

How to use: Use for Holi - dry colour play.

Price: Chandan Haldi, Chocolate Cinnamon and Chandni Chowk: Rs. 550/kilo; 275/ half kg. & Chanderi Gulaab: Rs. 1100/kilo; 550/half kg.

Price of bags: Banarasi brocade potlis: 1 kg: 1000/-; half kg. 700/-; Polka potlis: 1 kg: 600/-; half kg. 600/-



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Char Yaar Chai Set Classic Indian Infusions

Holi is incomplete without these potent char yaar - from neem and haldi which are medicinal and therapeutic to the decorative aesthetic of mehendi and sacred chandan - these 4 friends are cultural emblems that give a lofty edge to any celebration.

Featuring Neem, Haldi (turmeric), Chandan (sandal) & Mehendi (henna). Chai set also features mauli (thread), rice, dhoop cones, & liquid bindi.

How to use: As a tilak, in the temple, or during Holika dahan. Use unalloyed, or mix with other colours to make them potent and magical. Neem, Haldi are also good for adding to liquid colour.

Quantity: approx. 300 grams genda gulaal

Price: Rs. 750/-



Shvet Abeer 1 Kilo Matki The purity of white

White abeer has traditionally been popular in spring festivities, but this aesthetic of purity and ecological sustainability is lost in urban India today. In Krishna temples across the country, we are still blessed with a similar abeer during the Holi sevas. It also allows you to play endlessly, wipe out the colour with this white powder, and then start all over again!

Ingredients: Natural flours and aromatic substances. Packed in earthen pot.

How to use: Use for Holi - dry colour play.

Quantity: 1 kilo

Price: Rs. 600/-



Lal Abeer 1 Kilo Matki Traditional red powder

Going back to age old ways of making natural spring powders, we present Lal Abeer, a fragrant powder comprising of only the best and purest, natural, even edible materials. The natural hue of this abeer stands out in sharp contrast to the bright saturated synthetic gulaals we see in the market - a colour that will surely touch your heart, naturally!

Ingredients: Arrowroot, Haldi (turmeric). Packed in earther pot.

How to use: Use for Holi - dry colour play.

Quantity: 1 kilo

Price: Rs. 600/-



Shvet / Lal Abeer by the kilo / potlis

Traditional Abeers - in white and red hues.

(See the Lal Abeer and Shvet Abeer page for details of the colour concepts and ingredients.

How to use: Use for Holi - dry colour play.

Price: 550 / kg ; 275 / half kg. packet

Price of bags: Banarasi brocade potlis: 1 kg: 1000/-; half kg. 700/-; Polka potlis: 1 kg: 600/-; half kg. 600/-



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Gulabjal Sprinklers Douse the party with love!

A valuable item culled from temple paraphernalia, the rose water sprinklers can be a great aid in Holi celebrations. Spray rasikas gently with fragrant water and awaken their consciousness!

Made of brass.

How to use: Fill the sprinkler with plain or coloured rose or kewra water, and spray away.

Size: height: 10.5 inches

Price: Rs. 450/-



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Holi Body Scrub in Kulhad Clean up beautifully!

An all natural body and face scrub to wash the colours away with hung-over joy. Our colours itself nourish your skin manifold, but the face pack adds that special post Holi glow to your being. A good return gift idea for your Holi Utsav!

Ingredients: Besan (gram-flour), Haldi (turmeric), Multani mitti (fuller's earth), Neem, Sandalwood, rose petals, mint leaves.

How to use: Mix body scrub with rose-water or milk, and soak for fifteen minutes. Apply on skin and leave on till it dries, wash off scrubbing the love!

Quantity: approx. 100 grams

Price: Rs. 250/-



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Navrangi Tokri The magic of nine colours

The Swarang holi hamper features the best of our natural Holi colours, from floral gulaals, to our sensuous blends, and sacred powders, the Navrangi basket introduces you to the world of Red Earth's famed colours, indeed a crash course in Swarang!

Ingredients: Chandni Chowk, Chandan Haldi, Chanderi Gulaab, Chocolate Cinnamon blends; Laal abeer, shvet abeer; chandan, haldi and neem; tesu flowers for liquid colour.

How to use: Use powders for dry colour play. Tesu yields liquid colour - strain it overnight and strain it to get coloured water.

Quantity: approx. 500 grams gulaal

Price: Rs. 1000/-

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Navrangi Tokri with Bhupal Shahi Lahariya Saree

Celebrate nine colours with Swarang's sensational holi colours, and textiles curated for the Holi mood. The tie-dye Bhupal Shahi lahariya originates in Udaipur, inspired by the royal attire of the Maharanas. One of the most difficult patterns to hand-dye, the Bhupal Shahi lahariya presents Navrang colours in a staggering composition, indeed, an intangible heritage. Stun the Holi party!

Ingredients: Natural holi colours (see Navrangi Tokri page for details); Hand dyed Saree with georgette fabric

Quantity: approx. 500 grams gulaal, 1 saree

Price: Rs. 4500/-



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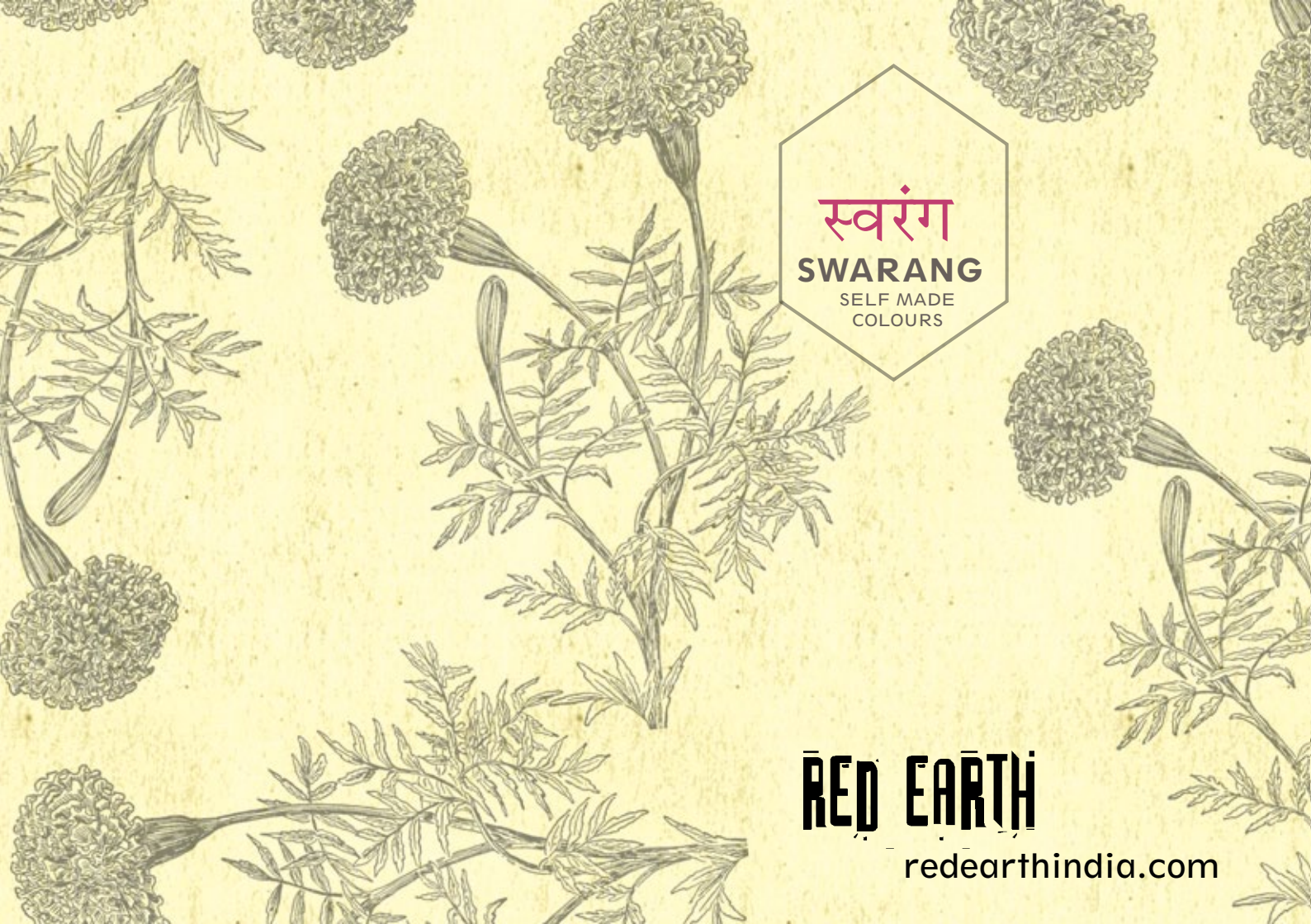
Navrangi Tokri with Bhupal Shahi Lahariya Scarf

Celebrate nine colours with Swarang's sensational holi colours, and textiles curated for the Holi mood. The tie-dye Bhupal Shahi lahariya originates in Udaipur, inspired by the royal attire of the Maharanas. One of the most difficult patterns to hand-dye, the Bhupal Shahi lahariya presents Navrang colours in a staggering composition, indeed, an intangible heritage. Stun the Holi party!

Ingredients: Natural holi colours (see Navrangi Tokri page for details); Hand dyed scarf with georgette fabric

Quantity: approx. 500 grams gulaal, 1 scarf

Price: Rs. 2650/-



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