

ASYURA PTE LTD

## Home Cooking Made Easy

Asyura Pte Ltd began in 2004 as a humble idea in the family kitchen of founder, Norhuda Rabani. Being a strong believer in customer satisfaction, Norhuda wanted her pastes to help everyone make cooking easy, healthy, and delicious – especially working moms. Asyura soon became a name which took households by storm.

Asyura has a mission to prepare the best, high-quality pastes to make cooking easier for everyone, anywhere. Asyura paste is cooked with the freshest ingredients to ensure that customers get the wholesome taste of home-cooked food in every pack.

The business was then commercialised at Tuas Bay Walk in 2011 and in 2014, Prime Minister Lee Hsien Loong cited the company as an example of a well-run company that has succeeded tremendously in a pressurising and competitive environment.

Now, Asyura Pte Ltd is in its 17th year of operations, and has 20 full-time staff with over 20 whopping different products in the market that caters to different segments and markets of Singapore's multi-racial palette.



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Tasty Singapore-endorsed brand(s):

**Asyura Paste**