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**Foodtown Magazine's People's Choice Awards**

Jewel of India Butter Chicken Frozen Convenience Meal has been chosen as the most popular choice in the 2007 Foodtown Magazine People's Choice Awards. This is the second win in the last 3 years. Jewel of India won the top award for the first time in 2005 and was also the finalist in 2006.

The popular product is manufactured by Auckland based ethnic food manufacturer Dakshin Products (NZ) Ltd and operator of Jewel of India Restaurant.

"We are simply blown away by the second award in 3 years. Our consumers have obviously struck on a winning product, and it is testimony to the fact that our standards have not dropped. We were up against major international brands, and we have still won without any considerable media coverage. We can only thank the thousands of satisfied customers for their loyalty," says Ram Rai, Director.

The Foodtown Magazine is currently New Zealand's second largest food publication and the glossy lifestyle format launched over seven years ago has given the magazine credibility and encouraged high brand awareness. The magazine has a readership of 269,000.



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