



iD Fresh Food's
The Best 10 Minutes of Your Life Quiz

(Answers)

1. What does 'iD' stand for?

- Idly & dosa
 - Instant Dishes
 - **Identity**
 - Integrity & Determination
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2. iD Fresh Food was created with an objective to:

- Provide employment to rural folks
 - Serve people food made from natural ingredients, without using preservatives
 - Help people enjoy authentic home-made meals without making any compromises
 - **All of the above**
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3. What are the values followed at iD Fresh Food?

- Organic, Natural, Pure, Traditional
 - **Speed, Simplicity, Authenticity, Integrity**
 - Integrity, Growth, Responsibility, Respect
 - Leadership, Collaboration, Speed, Diversity
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4. What does 100% Authentic in iD's logo stand for?

- 100% Authentic Recipes
 - 100% Authentic Ingredients
 - 100% Authentic Processes
 - **All of the above**
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5. How often is iD food made and delivered to supermarkets and stores?

- **Made daily. Supplied to shops daily.**
 - Made daily. Supplied to shops thrice a week.
 - Made daily. Supplied to shops twice a week.
 - Made weekly. Supplied to shops weekly.
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6. Which of the below statements is true for all iD Fresh Food products?

- Made with premium ingredients
 - Made without added chemicals or artificial flavours
 - Made with RO-purified water
 - **All of the above**
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7. What is iD's flagship product?

- Malabar Parota
- Pizza Base
- **Idly-Dosa Batter**
- Rose Cookies



8. How does iD ensure that its packed food remains fresh?

- By using natural preservatives
 - By adding additives and chemicals
 - By making the products in a lab with food-grade preservatives
 - **By using advanced packaging technology**
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9. What is iD Idly & Dosa Batter made of?

- **Premium rice, urad daal, fenugreek & RO- purified water**
 - Premium rice, urad daal, fenugreek, puffed rice & mineral water
 - Regular rice, urad daal, fenugreek, soda & water
 - Basmati rice, urad daal, rava, flattened rice & mineral water
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10. What is special about iD's patented pack for idly-dosa batter?

- Batter can be used from and stored in the boat-shaped pack like it were a vessel
 - It has a resealable strip which keeps the batter fresh for longer
 - You can leave a spoon standing in the pack while cooking
 - **All of the above**
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11. What makes iD Parotas so delicious?

- They have distinct layers which is characteristic of authentic parotas
- They are made following traditional recipes
- They are made by specialist Parota Masters
- **All of the above**



12. When was the innovative iD Vada Batter launched?

- 2016
 - 2017
 - **2018**
 - 2019
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13. What unbelievable task does the patented iD Vada Batter pack perform?

- It helps you shape vadas into alphabets
 - It helps you make make bondas
 - **It shapes batter into authentic vadas with holes**
 - It contains ready-made vadas
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14. What makes iD paneer soft and delicious like no other?

- It's made with vinegar
 - **It's made with natural lemon juice**
 - It's made with synthetic citric acid
 - None of the above
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15. iD Filter Coffee is:

- Ready to drink from the pack
- An instant Filter Coffee powder
- **Authentic Filter Coffee decoction**
- None of the above



16. What is iD Filter Coffee made of?

- Arabica coffee beans, sugar and chicory
 - Cocoa, Robusta coffee beans and chicory
 - **Arabica, Robusta coffee beans and chicory**
 - Chocolate powder, sugar and chicory
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17. What does KYC mean as far as iD Tender Coconuts are concerned:

- Knead Your Coconut
 - **Know Your Coconut**
 - Kick Your Coconut
 - Know Your Customer
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18. What never-before information does an iD Tender Coconut pack provide you with?

- The sweetness level of the coconut water
 - The amount of pulp in the coconut
 - The volume of water in the coconut
 - **All of the above**
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19. Which of these food products has iD recently launched?

- Chocolate bars
- Mixed fruit jam
- Corn flakes
- **None of the above**



20. In how many countries are iD's Fresh Food products available?

- 2
 - **3**
 - 4
 - 6
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21. iD Fresh Food features as a case study in which of these institutes?

- ISB
 - Harvard business school
 - IIM
 - **All of the above**
-

22. When is World Idly Day celebrated every year?

- 31st Jan
 - **31st March**
 - 31st July
 - Right before World Chutney Day
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23. Which occasion is iD's Khaana Khaaya advertising campaign associated with?

- World Food day
- **Mother's Day**
- World nutrition day
- Father's Day



24. What is iD Trust Shop?

- **A retail concept that lets you to pick up iD food but pay later**
 - A food mall exclusively for iD products
 - A shop you can trust to be open 24 hours a day
 - None of the above
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25. Why do you love iD Fresh Food? And if you don't, what will make you?
(Please answer in 50 words or less).
