**Abstract**

Every region has different culture and different perceptions related to food. Main responsibility for the preparation of food lies with women. For working women it is difficult to give time to cooking after a long working hours. It is quite tiring to plan and prepare a food for working women, where every day chores as well as office work have no avoidance. She has more purchasing power however less time to cook and eat. There are options available for the food that fills the empty tummies which are also healthy and take less time and even some of them have pretty good taste too. As the work habits of women have increased, it has as effect on life style. The easiest way one could think of was ready to cook food. Food industry in response to consumers varying lifestyles and preferences has seen an concerted effort to meet up the desires of a time-hungry consumer through enlarged offerings of semi prepared ready to cook food. The people who are health conscious and want to a high quality meal or try a new eating experience prefer to have ready to cook meals.