



Premium Agro-Products by

RAJDHANI

An ISO-9001 Company



Stone-Ground Whole Wheat Flour (Atta)

Gram Flour (Besan)

Pulses (22 Varieties)

Semolina, Puffed Gram Flour

Whole Spices

Pickles

Papad and Barri (Dal and Soy)

The **RAJDHANI** Group is represented in the EU by **iSolutions (UK) Limited**

i solutions^(UK)

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ABOUT RAJDHANI GROUP

- The Rajdhani group of companies are subsidiaries of New Delhi-based Victoria Foods Ltd. Started as 'Rajdhani Flour Mills' in 1966, the Rajdhani group of companies has grown to encompass a wide range of businesses actively involved in the production of diverse products.
- Today the Rajdhani group of companies is a \$50 million conglomerate with its product portfolio ranging from wheat processing to floriculture, cold storage to warehousing, leasing and finance to dealing with financial securities.
- The group is professionally managed with a strong emphasis on brand marketing of its quality products along with an efficient distribution network.

STRONG BRAND

- Rajdhani has become a household name especially in Northern India and has been widely appreciated for the kind of products and services it has been providing to its esteemed customers.
- Having built an excellent brand image which commands tremendous respect in the market for agro-products, the company today has made inroads into almost every Indian kitchen, winning the confidence of millions of households.
- The Rajdhani brand has become a synonym of excellent quality, friendly customer and efficient networking.

EXCEPTIONAL PRODUCT QUALITY

- Keeping up with international standards, the company is always in the process of introducing the latest possible state-of-the-art machinery and techniques in upgrading its production processes.
- Rajdhani has several high-profile technical collaborations with leading equipment manufacturers, including **Buhler (Switzerland)**, **Westrup (Denmark)** and **Sortex (UK)**, and the most respected technical consultants in the Indian-subcontinent.
- The main companies of the Rajdhani Group are **ISO-9001** certified and the group's pioneering products Besan and Atta have been approved by **AGMARK** – the most prestigious Indian quality control standard.
- Quality controlling measures have been setup in consultation with highly acclaimed laboratories including **FRAC**, New Delhi & **CFTRI**, Mysore.
- High premium product quality is ensured by selecting only the best quality wheat of northern India in terms of fineness, texture, maturity, infestation and moisture content thereby retaining the natural taste and nutritional value of wheat grains.
- Much emphasis is placed on the use of ultra modern grain processing machines such as Vibro-Separators and Destoner Magnets from renowned European manufacturers to remove wheat impurities, shriveled grain, stones, dust, iron particles and other unhygienic materials. Furthermore, the grinding of wheat is carried out in extremely controlled conditions and dust proof atmosphere using neat and clean stone grinders.
- Pulses are naturally polished, cleaned, carefully hand-picked and color-sorted by imported ultramodern machinery to ensure that all the natural goodness of the pulses are retained.
- All products are superbly packed in strict hygienic conditions to provide unmatched quality, consistently.

RANGE OF PACKAGING FORMATS

- All products are available in a range of packaging formats with sizes depending on customer specifications.
- Ready-made packaging available in attractive and eye-catching poly bags made of special food-grade plastic that is moisture proof, insect resistant as well as strong.
- All Rajdhani products can also be procured on a private-label basis.

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PREMIUM PRODUCT OVERVIEW



Atta – Premium Stone-Grind Whole Wheat Flour

- Made from the finest Indian wheat, fresh Rajdhani Atta holds its place in the global market for being one of the only brands to use real stone-grinding on an industrial scale.
- Only stone-ground Atta is the real flour suited for all Indian breads! **Research has shown breads made from stone-milled Atta are superior in terms of softer texture and better flavor** as compared to Atta processed using roller-mills.
- Unlike Atta flour milled by roller-mills, stone-grinding offers the unique advantages of higher nutritional value, facilitating formation of haemoglobin and the prevention of cholesterol.
- To further ensure the highest quality of Atta and maintain its original nutritional contents Rajdhani does not subscribe to the common practice of refracting semolina and flour.
- Choose from a range of Atta varieties (Makki, Missa, Super).

Besan – Gram Flour

- All varieties of premium Rajdhani Besan (Gram Flour) are processed from quality gram procured from best sources in the world. The purchase goes through a multilevel check and is procured by thorough testing and analysis.
- The purest Besan (Gram Flour) varied for different users. It is the only Besan that is produced from chana dal that is 100% free from green grains using the renowned SORTEX systems.
- First Indian company to make Besan on such a large scale and provide such phenomenally great quality.
- Being the market leader in Besan since 5 decades Rajdhani is the only brand name with a wide range of Besan granularity to suit demand.



Pulses

- Rajdhani premium pulses have a higher cooking yield (30% more quantity after cooking as compared to other pulses available on the market).
- Over 22 varieties to choose from.
- Unmatched taste and consistency in quality throughout the year.
- Extremely clean pulses using the latest in cleaning technology

The above products only represent a selection of Rajdhani products. Other products are available on request.

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Registration Certificate

This is to certify that the Management Systems of

Victoria Foods Pvt. Ltd.

have been assessed by International Certifications Ltd and found to comply with the requirements of

ISO 9001:2000

DB Bans

13238.03

Managing Director

Certificate Number

JAS-ANZ



Accreditation by the Joint Accreditation System of Australia and New Zealand, Acc No. S1400594NA.

The scope of registration is defined on the Registration Schedule that accompanies this certificate.

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