

PROFILE OF M/S RAM LAL ANEJA FOODS PVT.LTD,
FEROZEPUR- FAZILKA ROAD, JALALABAD (W), DISTT:
FAZILKA (PUNJAB)

1) Promoters of the Firm and the Establishment of the Unit:

When we go back to the history of M/s RAM LAL ANEJA FOODS PVT.LTD, Arain Road, Jalalabad (West)-152024, Distt. Fazilka (Punjab), a Paddy Milling/Processing Unit then we don't forget the names of Mr. Ram Lal Aneja & his Son Mr. Ashok Kumar Aneja, the real Promoters of the said Unit. Because of their Pioneering & Ground-Breaking Efforts, a Foundation Stone of the said Unit was laid down in the year 2010.

2) Location of the Unit:

This Unit is located at Arain Road, some 2 Miles away from Jalalabad (West), a Tehsil of District Fazilka (Punjab). This belt, where Unit is located, is rich in the cultivation of various varieties of Paddy and that's why Jalalabad, at present, is having the highest number of Paddy Processing Plants in India numbering some 120 or even more. The Govt. of Punjab is planning to declare Jalalabad as "Rice Hub of India".

3) Present Structure & Capacity of the Unit:

Units are accommodated with all ultra-modern facilities like Milling/Processing Plants & Sortex Plants. One plant is taken from the Leading Company of the World viz., M/s Buhler Ltd., London & another plant is taken from Satake Corporation, Japan. Apart from these plants, both units are also having Parboiling Plants attached to Four Dryers in each. The present capacity of each Paddy Processing Plant is 6 MT per Hour. There is round-the-clock production in both units during first Six Months from the start of Paddy Season and thereafter they run in two shifts of 8 hours each.

4) Performance of the Unit:

This is only the outcome of the above facilities, the unit is running on progressive trail since its establishment by selling its finished products i.e., Rice in Indian Markets like Punjab, Haryana, Delhi, U.P., Kolkata, Silliguri, & etc., but for the last two years, the Promoters of the firm changed their vision and started their foreign business operations in Countries like Saudi Arabia, Kuwait, U.A.E. etc. Presently, No Mill in Jalalabad is matching our qualities which are being booked in advance of Production.-

5) Management of the Firm:

Keeping in view the widening business operations both in Domestic as well as International Market, the firm needed a Professionally Managerial person of high vision who could direct and manage the firm's operations prudently. So, Mr. Gaurav Aneja S/O Mr. Ashok Kumar Aneja, a young & dynamic M.B.A. (Finance & International Marketing) took his family firm's responsibility on his young shoulders giving

a new direction to the firm. Presently, under the noble thoughts, high impartial visions and Esprit-de-Corps attitude of Mr. Gaurav Aneja, the firm is running smoothly and fulfilling all the targets set by the management from time to time. He has freshly employed a team of Highly Qualified Professionals on different levels so as to make concrete plannings and organizing the things in a well established manner.

6) Our Value Addition Projects in Pipeline:

Further to meet the growing demands of our Foreign as well as Domestic Clients for both Raw & Sella/Parboiled qualities of Rice, the management of the firm have planned to enhance our present capacity by putting in the following new Plants next year within the premises of our Factory;

- a) Milling/Processing Plant to be taken from Buhler Ltd., London.
- b) A-5 Series Advance Sortex Machine also to be taken from Buhler Ltd., London's.
- c) Two more Dryers.
- d) Two Multi-purpose big Warehouses.

With the help of the above additions to existing plant & machinery, we will be more conversant to fulfill all the requirements of our domestic as well as foreign buyers by timely execution of their orders.

7) Range of Products:

Our main product includes Rice which we supply equally in Local as well as Overseas Markets.. We prepare all varieties of Rice in the following different forms as demanded by our Foreign as well as Domestic Clients.

- (a) Raw Rice (b) White Sella Rice (c) Creamy Sella Rice (d) Golden Sella Rice (e) Steamed Rice (f) Brown Rice & etc.

Hence, the total range of our products includes: 1) 1121 Rice 2) Traditional Basmati Rice 3) DB/Pusa Rice 4) Sharbati Rice 5) Sugandha Rice 6) PR-11 Rice 7) PR-106 Rice, etc.

8) Sales Graph of the Firm:

The Sales graph of the firm is consecutively rising over the years. In the Financial Year 2010-2011, the firm showed a recorded Turnover of Rs. 5000.00 Lakhs and in the Current Financial Year we are committed to jump this figure to the tune of around Rs. 6000.00 Lakhs.

9) Our Newly-Launched Brand In Indian Market:

To cater the daily nutritional requirements of Indian kitchens, we have launched a New Brand in Indian Market viz., PEARL TREAT Brand. Pearl Treat Pure Basmati Rice is cultivated by traditionally experienced farmers who have been doing the job through generations. Extra long grains are picked and packed in this brand. Initially, we are packing Traditional Pure Basmati Rice as well as 1121 Rice in 1 Kg & 5 Kg Packs. Basmati Rice is being packed in 1 Kg & 5 Kg Packs in PLATINUM, SILVER, SPECIAL & KHICHDI Brands, Similarly, 1121 Rice in 1 Kg & 5 Kg Packs in SUPER Brand.

10) Our Overseas & Domestic Markets:

Saudi Arabia, Kuwait & Dubai are our regular overseas markets since we started our export transactions, now we are also planning to enter into some European Markets.

In Domestic Market, we are supplying Rice to Punjab, Haryana, Delhi, U.P., Kolkata, Silliguri, etc., and as our supplementary stride, we are also searching for some other Indian Markets.

11) Corporate Office of the Firm:

In order to organize the high level business meets with our Foreign Clients as well as some Important Business Tycoons of India, the firm has set up its Corporate Office in Hotel Grand Pearl (A 3-Star Hotel) in Sahnewal, Ludhiana (Punjab)

12) Organizational Chart of the Firm:

The present strength of employees at all levels- Top, Middle & Lower level includes the following:

(i) Top Level Management:

Three persons having good experience in their respective fields like Exports, Accounts & Quality Management, etc., have been employed by the Managing Director & Directors of the firm at Top Level Management of the Firm. All these persons are directly concerned to their immediate bosses for any decision making as well as future planning of the firm.

(ii) Middle Level Management:

At this level, there are around 25 Persons who are delegated their duties by the Top Level Management of the Firm and they are directly concerned to Top Level Management for their duties & responsibilities. Hence, in this category of Management come people like Supervisors, Paddy Purchasers, Lab Rice Analysts, Packagers, Sales Executives, Technicians, & etc.,

(iii) Lower Level Management:

This is the ultimate category of Management which includes persons like Foremen & their Assistants working in Processing/Milling, Parboiling & Sortex Units, people working on Boiler, Labourers like Loaders & Unloaders, Watchmen working inside & outside factory Gate. At this Junior Level, all Staff are entrusted their duties by the Supervisors of Middle Level Management. Hence, atleast 150 people are working on this Lower Level Management of the Firm.

Apart from that, we are also getting our following works done by some outsiders for which we pay them for their following works:

- a) Issuance of Apeda Certificate from Apeda Office, New Delhi;
- b) Any Work in the Office of Joint Director of Foreign Trade, New Delhi;
- c) Attestation of Export Documents from Chamber of Commerce & Commerce Ministry; New Delhi;
- d) Legalization of Export Documents from the Embassies of the Country of Export.

14) Contact Numbers of Managing Director & Director:

Mr. Ashok Kumar Aneja (Managing Director) : 0091-9814056515

Mr. Gaurav Aneja (Director) : 0091-8146400018

Mr. Sumit Kumar (Sales & Marketing Manager) : 0091-8558803100

About Pearl Treat

Basmati in Sanskrit means **SUPREME FLAVOUR** and **FRAGRANCE**. Basmati rice is grown only at the foothills of Himalayan Mountains watered by the snow-fed rivers where the soil compositions unique and climate especially conducive for rice. **PEARL TREAT** Pure Basmati rice is cultivated by traditional farmers who have been doing this through generations from time immemorial and extra long grains are handpicked and packed.

Pearl Treat is synonymous with authenticity, exclusivity and excellence. We are one of the largest leading processor/exporter of Indian Basmati rice producing.

Has capability to pack in all forms of packaging materials, suitable for rice and has good third party tie-up for organic and inorganic contract farming with the farmers.

Besides we are a preferred supplier for the major internationally known brands and now we are doing very good in our brand "**Pearl Treat**" in Domestic and Overseas markets.



Platinum Basmati Rice

It is amazingly white luster, the enchanting aroma and an unforgettable taste.



Super Basmati Rice

a celebration of Nature's finest offering in the form of Traditional Basmati.

Mission

To become a Market leader by providing the highest quality products and Services with building long term relationship with customer

Our beliefs

- Providing the best service to the customers
- Giving real time price to the farmers for their work
- Constantly striving for more inspiring targets and greater achievements
- People oriented organization
- Appreciating the innovative ideas and team work
- Essential to achieve kaizen quality
- Responsibility towards nation and society
- Using world class technology to attain market leadership
- Developing work culture on the basis merit, integrity and transparency

Product Practice(Heading)

Procurment

SACC(Selection,Audit,Check&Confirmation)

Our channel

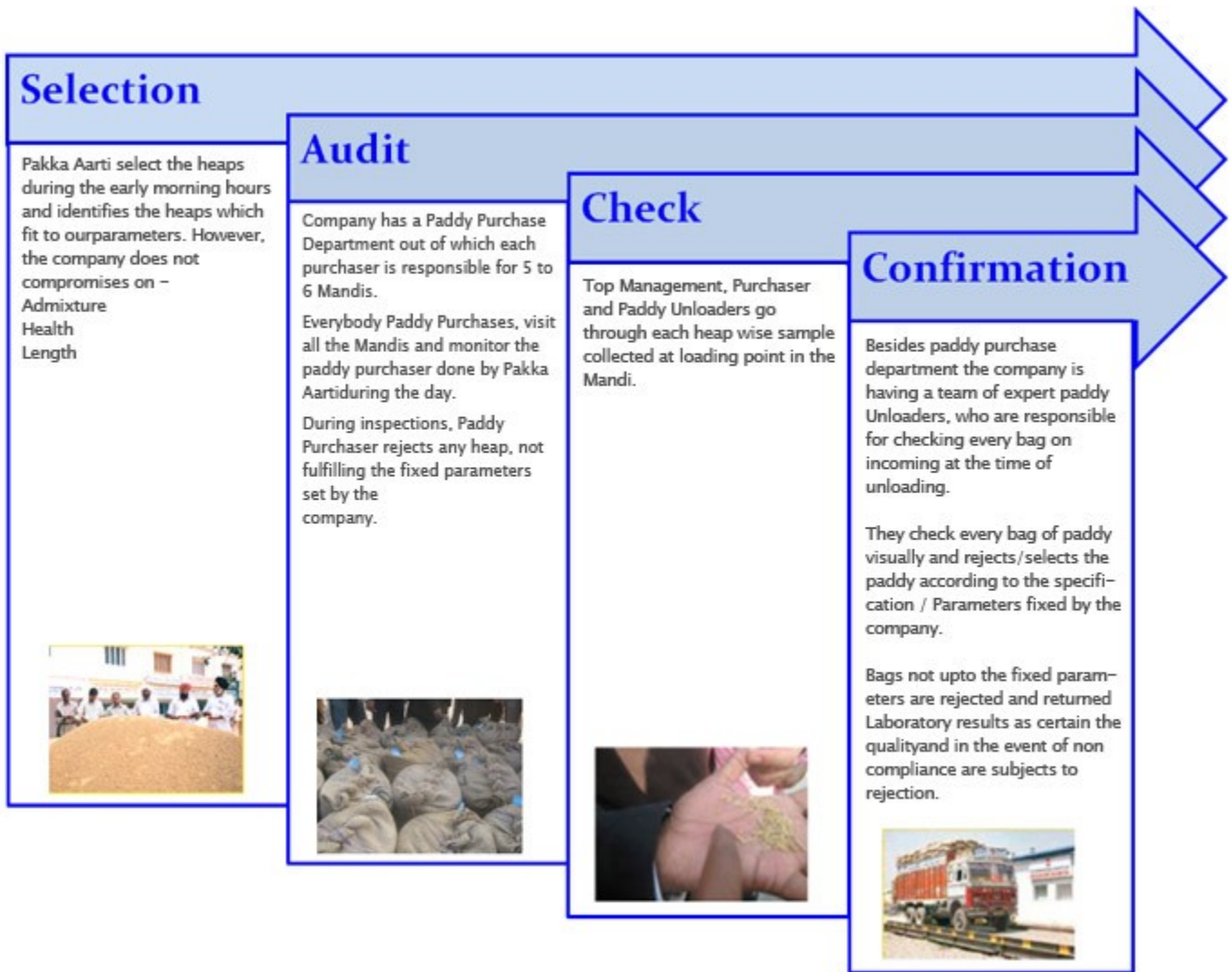
The Farmer, Kaccha Aarti & Pakka Aarti.

- **Farmers** : The person growing the crops of paddy Basmati is called as Farmer.
- **Kaccha Aarti** : The Intermediary between the Company and the Farmers who is responsible for the negotiations and finalization of the Sale of Paddy to the company is called as Kaccha Aarti.
- **Pakka Aarti** : The Person responsible for the buying of the paddy on behalf of the Company is called as Pakka Aarti.

Process

- Farmers bring their Basmati Paddy to Kaccha Aarti in the local nearest Mandi.
- Kaccha Aarti arranges Auction.
- Pakka Aarti participates in Auction and Bidding.





Storage

SPAP – Storage Prevention And Preservation

Storage Preservation for Safety –

The paddy is stored at a certain Moisture Level in all 2 Storage Modes

Ware House Safer Storage Mode

Open Stack Safe Storage Mode (Crates on the ground, with stacks on and covered with Tarpaulin, which are periodically removed for aeration.

PEARL TREAT has annual contracts for maintenance and protection of the storage infestation with SGS and NBHC, the best in the field.



Basmatireclopedia(Heading)

Cumin flavored vegetable Pulao is one of the most popular dishes to be served in Indian Dining. Vegetable Pulao cooked using premium quality super Basmati Rice is certainly a tempting inclusion in the menu with its sweet smelling aroma and mouthwatering taste. Vegetable Pulao is one of the most preferable Indian Basmati Rice Receipts



PEARL TREAT Basmati Rice	1 ¼ cups
	2 medium sized bundles
	1 one inch knob
Green cardamom	2 cardamom
Garlic	4-6 cloves
Green chilies	2-3 chilies
Oil	1 ½ tea spoon
Cumin Seeds	1 tea spoon
Bay leaf	1
Cloves	2
Pepper corns	5
Frozen Corn kernels	¾ cup
Black cardamom	2
Cinnamon	1 inch piece
Mace	1 blade
Lemon juice	1 table spoon
Salt	to taste

Method of Preparation :

- Wash PEARL TREAT Basmati Rice in plenty of water and then soak it in water for half an hour.
- Wash and chop spinach.
- Thaw frozen corn kernels till they are soft.
- Peel, wash, and finely chop ginger and garlic. Wash green chilies, remove stem and then slit them into two.
- Heat oil in a non-stick pan, add cumin seeds and when they start to change color, add bay leaf, cloves, pepper corns, green cardamom, black cardamom, cinnamon and mace. Stir fry briefly.
- Add chopped ginger, garlic and slit green chilies
- Cook on medium heat for a minute.
- Add Corn Kernels and continue cooking for two to three minutes. Drain and add PEARL TREAT Basmati Rice, stir gently for about a minute.
- Add two and a half cup of water, add salt to taste. Bring to a boil, add chopped spinach and mix well. Cook on high heat stirring gently, but continuously.
- When water is almost absorbed, add lemon juice and lower the heat.
- Cover the pan and continue cooking for about five to seven minutes or till the rice is completely cooked.

The nutritional value of Soya chunks and a variety of vegetables put in this Pulao, promotes healthy eating. The sweet fragrance, rich color, texture, aroma and exotic taste of PEARL TREAT rice would surely make cooking and dining a pleasure.

PEARL TREAT Basmati Rice	1 ½ cups
Ginger	1 inch knob
Tomatoes	2 medium size
Onion	1 medium size
Fresh Coriander Leaves	¼ cup
Soya Chunks	1 ½ cups
Cumin Seeds	1 tea spoon
Coriander Powder	2 tea spoon
Red Chili Powder	1 tea spoon
Turmeric Powder	1 tea spoon
Garam Masala	1 tea spoon
Salt	to taste



Method of Preparation :

- Wash PEARL TREAT Basmati Rice in plenty of water and soak it in water for half an hour.
- Peel and chop onion and ginger.
- Wash and chop tomatoes.
- Clean, wash and finely chop fresh coriander leaves.
- Soak Soya Chunks in hike-warm water for fifteen minutes and squeeze to remove excess water and cut each piece into two.
- Heat oil in a thick-bottomed pan, add cumin seeds and let them crackle.
- Add chopped onion and sauté for two minutes. Cook on medium heat, stirring continuously till onions turn brown.
- Add coriander powder, turmeric powder, and red chili powder and chopped tomatoes and continue cooking on medium heat for three to four minutes or until tomatoes are cooked.
- Add Soya Chunks, PEARL TREAT Basmati Rice and chopped fresh coriander leaves and stir gently for a minute. Stir in three cups of water, Garam Masala Powder salt to taste and bring it to a boil.
- Reduce the heat, cover the pan and simmer till all the water has been absorbed and rice is cooked. Serve hot.

The PEARL TREAT Basmati Rice, which has a unique nutty flavor, is used in cooking a wide variety of rice dishes. Navratan Pulao with its aromatic flavor and mouthwatering taste is a royal dish, which is heavily garnished with cashew nuts, almonds and sultanas.

PEARL TREAT Basmati Rice	250 grams
Green Food Color	6 drops dissolved in 1 tea spoon water
Red Food Color	4 drops dissolved in 1 tea spoon water
Peas	60 gram, boiled
Egg	White portion 60 grams, boiled and chopped
Tomatoes	60 grams, diced
Cumin	½ tea spoon
Salt	to taste
Green Chilies	2, Fine Chopped
Coriander Leaves	1 tea spoon
Cinnamon	1 stick
Cloves	6
Peppercorns	12
Green Cardamoms	4
Ginger	15 grams
Garlic	6 Cloves
Onions	60 grams, sliced
Ghee	60 grams
Water	450 ml

Method of Preparation :

- Wash and soak PEARL TREAT Basmati Rice for 20 minutes.
- Heat the ghee, add the onions, garlic and fry till done.
- Add salt, green chilies, cumin seeds and ginger till done.
- Add PEARL TREAT Basmati Rice, water and cook till tender.
- Divide the cooked PEARL TREAT Basmati Rice into three equal parts.
- In the I Part, add Green Food Color, peas, coriander leaves and mix.
- In the II Part, add Red Food Color and diced tomatoes and mix.
- In the III Part, add only chopped egg white or fried paneer cubes.

- Set them in a dish keeping three separate heaps. Garnish with cashew nuts, almonds, sultanas (The arrangement can be varied by making three different layers of one color each).