



Over six decades of  
excellence in food  
processing, patronised  
by millions of consumers



Cereals · Pulses · Flour



## A Visionary Leader

Shri. B S Amaranarayana Gupta, was a visionary leader with an intention to serve millions of people with quality food products. His passion to create a firm footing for the growth of an empire that is proud not only to be a pioneer in food processing, but also boasts of a grand portfolio of over 20 products, rendering services to markets across South India, spanning six decades.

### B. S. Amaranarayana Gupta

Founder - 1933 - 2001

Shri. B S Amaranarayana Gupta envisaged the need for quality food processing owing to the increasing urbanisation and the demands of the new-age consumers. Sri Bhagyalakshmi

Foods has a rare distinction of starting a Rice mill during the pre-independence era, and then progressed on to processing Wheat, Cereals and Pulses, leading the way for the next generation of entrepreneurs to expand the business horizon.



## Sri Bhagyalakshmi Network of Companies

# A legacy, unmatched in the food industry

Sri Bhagyalakshmi Foods is a fourth generation business venture specialising in the manufacturing and supply of a large variety of food grains, flour and pulses to distributors, large retailers, Hotels, Restaurants, Caterers, branded supermarkets and to wholesalers.

With an excellent distribution network, Sri Bhagyalakshmi Foods has significant retail presence in South India, with an aspiration to scale nationwide.

Owing to the legacy, stringent quality standards in food processing and relationship management, Sri Bhagyalakshmi Foods has earned its position as the most sought after brand by consumers, restaurateurs and retailers alike.



## Vision

To be an admired retail brand for a wide range of food products, supported by an excellent distribution network pan India, with quality that is at par with international standards.

## Mission

Continuous enhancements in quality of food processing and packing, through adoption of technology, and to strengthen the distribution network to ensure availability, visibility and affordability.



## Management

### Committed to serve You.

The management team at Sri Bhagyalakshmi Foods comprises of dynamic entrepreneurs with an appetite for calculated risks!

A right blend of seasoned businessmen and thorough professionals with vast experience forge strategies for the future and manage the operations to take the company to new realms.



**B A Srinivasa Gupta** is a dynamic leader with a penchant for taking calculated risks. His passion for innovation and establishment of new business models to compliment the company's growth is path-breaking!

He is a Director on the board and manages the Finance portfolio of the business.



**B A Raviprasadis** is a seasoned entrepreneur, with a successful track record of expanding the business horizon. He is passionate about a grand vision to scale the operations Pan India and is leaving no stone unturned.

He is a Director on the board and manages the portfolio of Marketing.



**B A Nagaraj** is adept at manufacturing processes and manages the entire operations of the business. His acumen enables the company to progress with speed, and empowers the workforce to enhance efficiency without compromising on quality.

He is a Director on the board and Heads the operations.



**Shashank B Gupta** is an emerging fourth generation entrepreneur with a Bachelors degree in Business Management from CMS College and a Masters in FMB - SP Jain, Mumbai. He is the Sole Proprietor managing the Gupta Foods business unit, with primary focus on servicing the HoReCa clients.



**Shantan B Gupta** is a professional food technologist with Bachelor's degree in Mechanical Engineering from RVCE, with two additional credits, one from Flour Milling Technology ISMT, CFRTI - Mysore and another - Advanced Flour milling Technology from Swiss Milling School, St Gallen - Switzerland.

He is a Director on the board, responsible for quality control and innovation.

## Track record



### Upholding Traditional Values and Trust

- Over six decades of indelible record, pioneering many processes and quality standards
- Continuous investments in technology adoption and upgradation at par with international standards
- Incredible track record endorsed by **CRISIL Rating of SE 1A**, consistently for last few years
- Brand patronage by consumers, leading distributors, multi-brand retailers, large processed food product brands, leading luxury Hotels and professional caterers

## Sri Bhagyalakshmi Network of Companies

To cater to the fast evolving markets, \* Sri Bhagyalakshmi Foods has setup a network of food processing units and trading units to render comprehensive, end-to-end services to clients, both in India and overseas, including,

- Sri Bhagyalakshmi Trading Corporation** is a renowned trading corporation and the trading hub for all the food grains, pulses, flours, cereals, and feeds the requirements of other companies in the network. In addition, this unit also imports cereals and pulses from USA, Canada and Africa.
- Sri Bhagyalakshmi Agro Foods Pvt. Ltd.** specialises in the processing of wheat and manufacturing of wheat-based products, with a distinction of one of the most advanced infrastructure and stringent quality standards.
- Sri Bhagyalakshmi Commercial Corporation** is a well recognised business unit that specialises in the processing of Rice and manufacturing of Rice-based products. This unit also trades in a wide variety of Rice through a network of agencies.
- Sri Bhagyalakshmi Poha Industries**, specialises in manufacturing of thick and thin Rice flakes, Maize flakes and processing of cereals, pulses, Maize, and a range of other products. This unit also services the requirements of the modern retail segment.

## Sri Bhagyalakshmi Network of Companies

- Gupta Foods** is an emerging enterprise focusing on wholesale of cereals and pulses for local markets and exports.
- Sri Bhagyalakshmi Farms** is another brain-child of the third generation entrepreneurs to experiment with horticulture, dairy farming, culture of aquatic plants for exports to South-East Asian countries, and animal husbandry.
- Nyagatare Agro Ventures Rwanda Pvt. Ltd.**, is a wholly owned subsidiary of Nyagatare Agro Ventures (India) Pvt. Ltd., which is based in Rwanda, Africa. This company is focusing on large scale paddy farming, establishment of Rice mills and Maize processing in Rwanda. This company is also empowering the farmers in Africa with rental of agricultural equipments, which otherwise was not affordable by the local farmers.
- Golden Globe Agro Ventures Pvt. Ltd.**, headquartered in Mozambique, Africa specialises solely on export of food products from Mozambique to other parts of the world. The company has established grain milling units in Mozambique for processing food grains locally.
- GrainTech** based in Tumkur specialises in Rice Milling backed by a state-of-the-art infrastructure to process and pack superior quality rice.
- Amar Trading Company** was established as a hub-spoke model for trading of paddy and other food grains, through a network of agencies in the food grain growing areas.
- Agratha Mega Food Park**, is a one-of-its-kind initiative by an Indian company that is being setup in Bengaluru, which will house end-to-end solutions for the agro foods industry, including manufacturing units, food processing units, packing units, cold-storage units, and an array of ancillary units to support the mega food park.
- Food valley impex LLP** is a 100% EOU based in Mumbai dedicated for the export of food products and spices.
- SLV Polypack** specialises in the manufacturing, printing and supply of a wide range of packing materials.

\* Sri Bhagyalakshmi Foods is not a legal entity . It is only a name intended to represent Sri Bhagyalakshmi Network of Companies, for the purpose of this marketing collateral only.

## Infrastructure



### Pioneering technology adoption and innovation

- Four advanced food processing units established in Bengaluru, churn out more than 800 tonnes of finished food products everyday, as per GMP
- State-of-the-art food processing units equipped with advanced machineries from **BUHLER** and **SORTEX**
- One-of-its-kind food processing industry to establish two state-of-the-art quality testing laboratories, both for the raw material testing and for checking the quality of finished food products
- The food processing units are equipped with state-of-the-art FFS multi-weigh head packing machines
- Dedicated fleet of 40 cargo vehicles, ranging from 3-wheelers to 12-wheelers, to cater to any quantity of supply
- Professional teams manning respective manufacturing processes, adept at technology and quality control

## Testing Laboratory



### Quality, an allegiance!

- Sri Bhagyalakshmi Foods deploys comprehensive, innovative detection technologies to improve critical decision making with respect to raw material selection and also food processing.
- The processed food products are subjected to stringent Physical, Microbial and Chemical tests using advanced testing equipments.
- To facilitate research and analysis on raw materials and finished products for quality, the company has invested in a wide range of modern measuring and testing equipments imported from USA, Canada, Japan, Brazil, and indigenous equipments.
- A team of dedicated professionals with a passion for quality and an eye for perfection, work on precision equipments, and record the tests meticulously to create standardisation, leading to quality control.
- Sri Bhagyalakshmi Foods in technical collaboration with CFTRI, Mysore is in the process of developing products that are ready-to-eat and ready-to-cook.
- The company has another significant advantage of a trained technologist from Swiss milling School - St Gallen., to oversee the milling operations, in addition to professionals from ISMT, CFTRI, Mysore.

## Supply chain



### Seamless, just-in-time delivery!

Over decades of experience, Sri Bhagyalakshmi Foods has refined the processes in supply chain management, to overcome time-losses, ensuring quick, easy and hassle-free delivery to the distribution network, resulting in availability of products at all the outlets and also providing reach to remote areas.

Sri Bhagyalakshmi Foods is fully-equipped with a company-owned, dedicated fleet of 40 cargo vehicles, ranging from 3-wheelers to 12-wheelers to cater to any quantity of supply and to ensure highest standards in logistics, resulting in effective supply chain management and overall customer delight!

## Sri Bhagyalakshmi Range of products



### Quality, Guaranteed!

Sri Bhagyalakshmi Foods boasts of a wide range of quality products under one umbrella, available in visually appealing, convenient packing size, to suit the needs of different customers.

## Sri Bhagyalakshmi Range of products



### Enhanced Nutrition & Taste!

All the products are manufactured adopting Good Manufacturing Practices, under stringent quality monitoring systems.



#### Gram Flour

A flagship product patronised by consumers for over 3 decades



#### Bansi Sooji

Semolina is one of the most sought after product from the stable of Sri Bhagyalakshmi Foods



#### Toor Dall

Skinned and split superior quality toor dal is one of the most popular lentil from the stable



#### Atta

Best quality Atta processed from wheat grains



#### Maida

Most sought after product by HoReCa clients and retailers, alike.



#### Rice Flour

Consumers choice Rice Flour processed from excellent quality Rice Grains



#### Fried Gram

A leading product sourced and processed from the best grams available in the market



#### Ragi Flour

Processed from high quality Ragi to retain rich nutrients and taste



#### Rice Flakes

High quality beaten thin Rice Flakes processed at dedicated units



#### Sugar

High quality processed sugar, free of any contamination



#### Thick Rice Flake

High quality beaten thick Rice Flakes processed at dedicated units



#### Roasted Sooji

Roasted Semolina for quick, easy to prepare dishes

## Sri Bhagyalakshmi Range of products



### Enriching Tastes; Enhancing Health and Well-being.

All the products are certified by FSSAI, packed using advanced FFS multi-weigh head packing machines, using multi-layered polypack to retain freshness, and to make it contamination-free.



#### Idli Sooji

Pure, fine quality Sooji, specially processed as a main ingredient for preparing Idlis



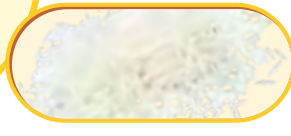
#### Chakki Fresh Wheat Atta

The finest quality Chakki Fresh Atta ground from best quality whole wheat grains



#### Basmati Rice

Superior quality slender, aromatic Basmati Rice processed from paddy grown at the foot hills of the Himalayas



#### Maize Flakes

Processed from Best Quality de-germinated maize grits



#### Gold Pemium Sona Masoori Rice

Sortex cleaned superior quality bright white raw rice packed in attractive bags



#### Canvery Deluxe Sona Masoori Rice

Most sought-after nutritious steam rice, Sortex cleaned

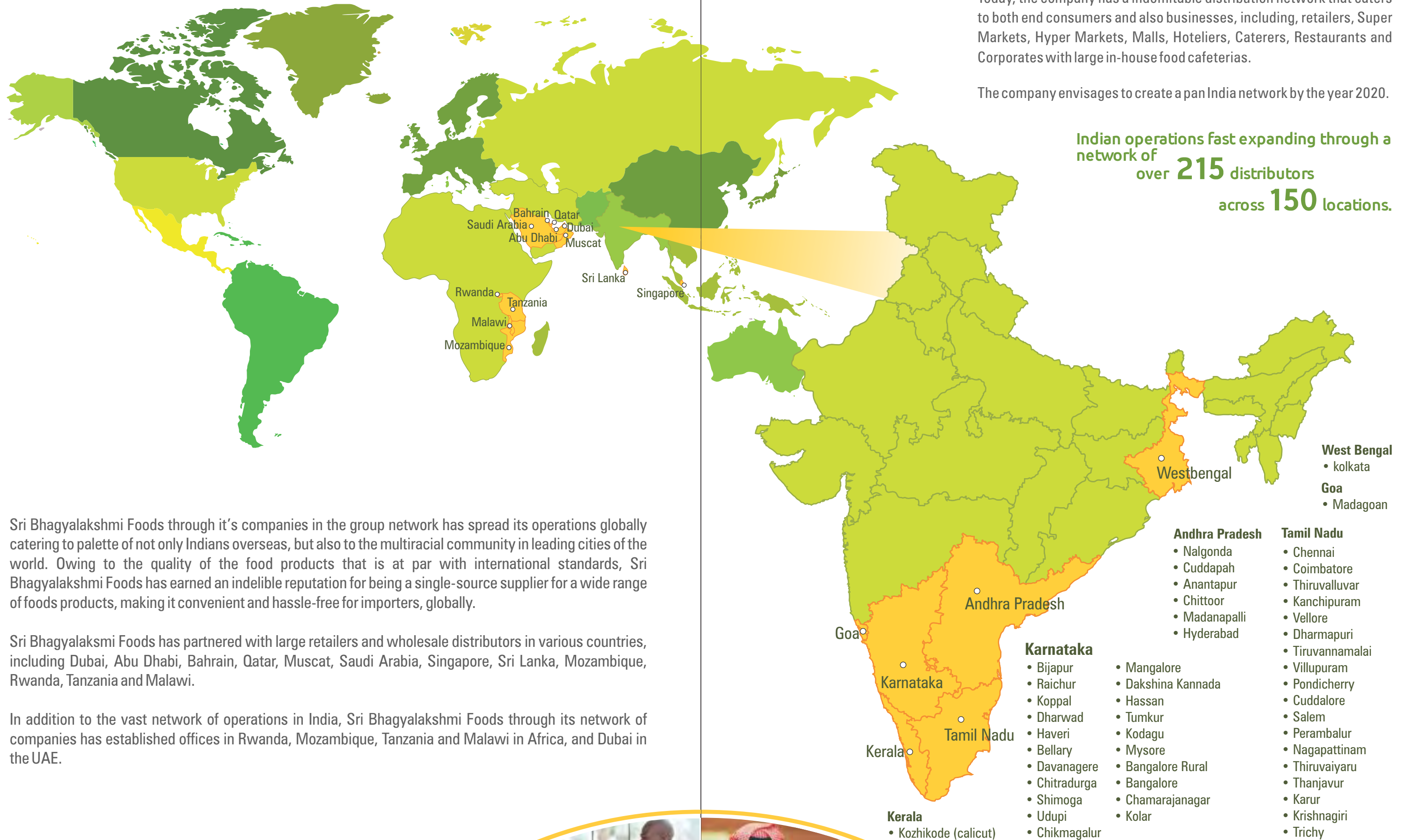


## Unique Value Proposition



- With an unmatched Capacity of 800 tonnes / day, demand exceeds supply
- Dedicated state-of-the-art quality testing laboratory for testing raw materials and finished products
- Quality food products, at affordable cost, under one umbrella
- Farm-to-Fork, resulting in quality consistency
- Continuously growing distribution network - over 215 distributors across 150 locations
- Well-planned back-end integration to farmers through contract farming and networked supplychain
- Dedicated fleet of cargo vehicles ranging from 3-wheelers to 12-wheelers to supply any quantity, backed by professional warehousing and logistics for in-time delivery
- One-of-its-kind dedicated support network for large multi-brand retailers
- Products Certified for quality standards under FSSAI
- Excellent CRISIL Rating of **SE 1A**, consistently for the last few years.

## Presence



Sri Bhagyalakshmi Foods through it's companies in the group network has spread its operations globally catering to palette of not only Indians overseas, but also to the multiracial community in leading cities of the world. Owing to the quality of the food products that is at par with international standards, Sri Bhagyalakshmi Foods has earned an indelible reputation for being a single-source supplier for a wide range of foods products, making it convenient and hassle-free for importers, globally.

Sri Bhagyalakshmi Foods has partnered with large retailers and wholesale distributors in various countries, including Dubai, Abu Dhabi, Bahrain, Qatar, Muscat, Saudi Arabia, Singapore, Sri Lanka, Mozambique, Rwanda, Tanzania and Malawi.

In addition to the vast network of operations in India, Sri Bhagyalakshmi Foods through its network of companies has established offices in Rwanda, Mozambique, Tanzania and Malawi in Africa, and Dubai in the UAE.

## Clients

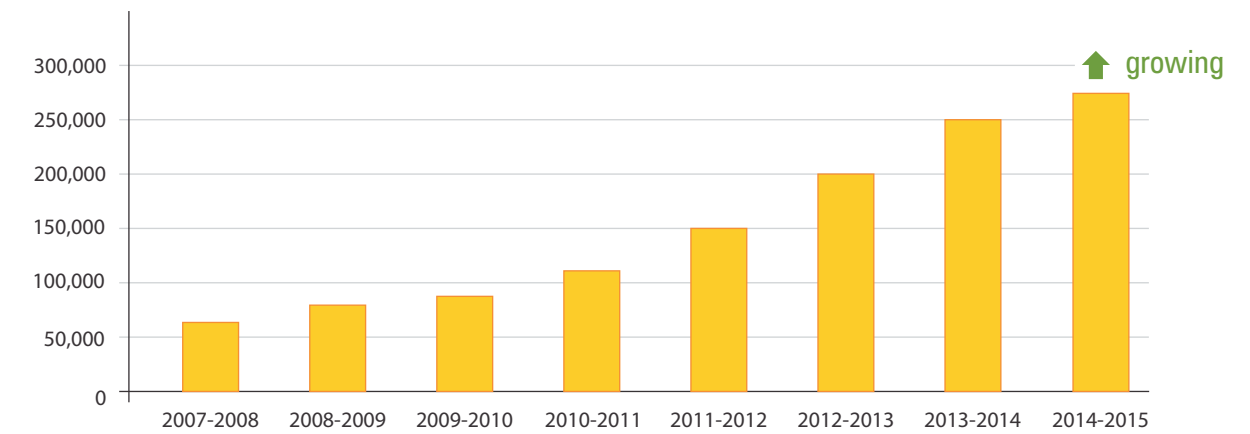
### Proud to be serving you!

Sri Bhagyalakshmi Foods is equipped with machinery, processes and logistics to cater to your end-to-end requirements, enabling a single-point-of-contact for comprehensive list of superior quality food products coupled with seamless services to enable just-in-time inventory.

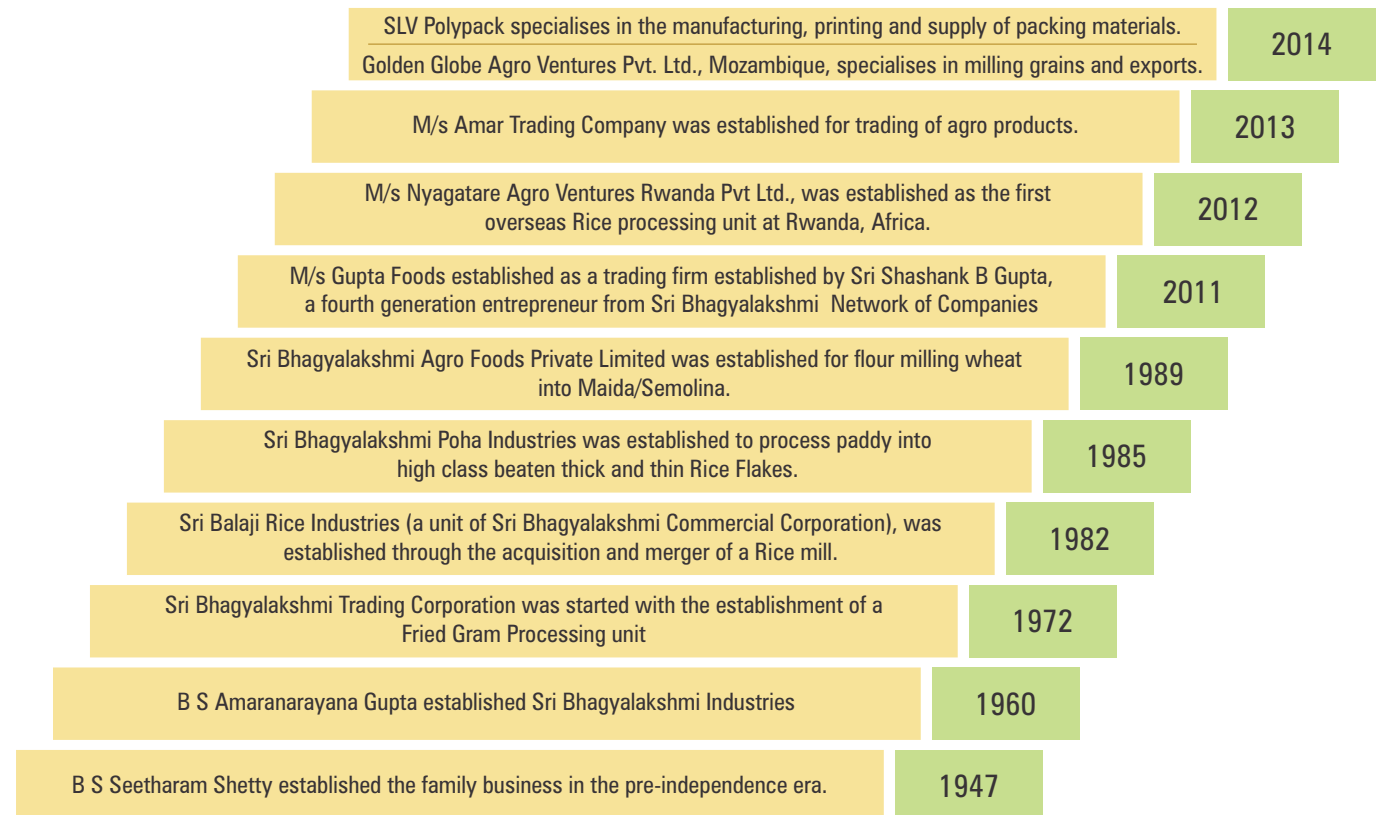
Sri Bhagyalakshmi food products are available at over 10,000 retail outlets in 150 locations, serviced by more than 215 distributors. The brand is also patronised by a large corporate client base, just to name a few...



## SALES in Tonnes



## Milestone Chart



## Way Forward

Sri Bhagyalakshmi Foods in partnership with its network companies is poised to make the next big leap in agro food processing through the establishment of a privately-owned, state-of-the-art Agratha Mega Food Park in Bengaluru.

This food park will cater to processing of agro based food products and agro processed foods, through dedicated, advanced milling units, manufacturing units, packaging units, modern silos for storage, cold storage and an array of ancillary units to compliment the processes. The company aims to create a pan-India presence by 2020.



“ *Our mental and Spiritual well-being is based on the food we consume. Sri Bhagyalakshmi Foods is committed to delivering superior quality food products to enhance your health and well-being.* ”



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