



Punjab Riceland

Agro Foods Private Limited

SINCE 1942



WE PROVIDE MORE THAN QUALITY YOU CAN TRUST

Our manufacturing facility covers an area of 2,000,000 sq. ft. and
we process 200,000 MT of rice per year.

• India • UAE • Oman • Saudi Arabia • Bahrain • Mauritius • Djibouti • Ethiopia • Uganda • Tanzania • Kenya
• Somalia • Benin • Conakry • Seychelles • Australia • Canada

(Presence including, but not limited to)



81+ Years of Excellence

81+ years of experience with 1000+ customers in 50+ countries served
by 500+ employees.

Our Story

In the year 1942, members of the Aggarwal family diversified into the rice manufacturing industry from the family agro-banking business.

Punjab Riceland Agro Foods is the result of their dedication and efforts put together with the manufacturing facility at Tarn Taran (Punjab- India) now covering 2,000,000 sq. ft. of land with an incredibly well equipped rice plant for manufacturing Basmati rice.

The younger generation that followed learnt and developed the qualities and skills needed to succeed from the founders such as commitment, ambition, innovation and the ability to maintain long-term fruitful relationships with customers.

Apart from the factory in India, the current business model comprises of three parts:

- The distribution business is established in the UAE and Oman, and is now the largest importer of rice in the UAE. PRL Agro handles roughly 100,000 MT of rice in various brands through the facility in the UAE.

- In the private labeling business, there are clients in over 50 countries around the globe.

- The branding business consists of subsidiaries and associates in more than 15 countries.





Mission and Vision

- To be recognized and respected as one of the premier Basmati Rice trading firms in the World.
- To provide impeccable quality through innovation, initiative and operating excellence.
- To partner and collaborate with local and international distributors, suppliers and customers through simplicity, commitment, integrity and professionalism.
- To gain market share and cater to all market segments through unmatched brand quality and word of mouth.





Core Values



Commitment and Quality

We commit ourselves to providing impeccable quality at every stage, that is, from production to delivery.



Responsibility

We recognize the value of our Customers, Suppliers, Business Partners and fellow Team Members, hence we keep each other accountable to one another.



Integrity

We take full accountability for our actions. We believe in honoring our contracts and obligations irrespective of the outcome. We promote ethical behavior through transparency and lawful operations.



Continuous Improvement

We embrace a culture of continuous improvement by seeking feedback, working closely with our Customers and encouraging our employees to take initiatives to bring about effective changes to better our operations.



OUR WIDE RANGE OF RICE BRANDS



Best in Quality

Distribution

PRL Agro boasts of having a network of around 900+ customers in the UAE & Oman and 200+ customers in the other countries worldwide which includes Wholesalers, Supermarkets, Catering, Hotels, Restaurants etc.

PRL Agro also trades in other commodities such as sugar and palm oil. We import brown and white sugar from India, Pakistan, Brazil and Thailand. Currently we are importing cooking oil from countries like Malaysia and Indonesia.





INDIA

Our manufacturing facility, Punjab Riceland Agro Food Private Limited located at Tarn Taran (Punjab) is the largest among all our manufacturing units across the country. Built over 45 acres of land. We process 200,000 MT per year.

We have a quality assurance testing lab setup, supervised by our rice experts, and the processing plant/warehouse in Kandla, Gujarat by the name of Punjab Riceland Agrofoods (P) Ltd which covers an area of 500,000 sq. ft. which stores around 80,000 MT of rice. The Facility in Kandla also has 7 modern processing and sortex plants which fall under Punjab Agro our manufacturing facility. The Facility has a processing capacity of 1000 M.T of rice per day.

Our office in Mumbai has been formed to focus on sourcing & procurement of south Indian varieties of rice hence allowing us to practice more systematic & organized methods of our procurement operations.

Our plants on the other hand are equipped with new state-of-the art milling and sorting technology, with our focus on food safety, that is evident in every step of our operations.

Also in order to save energy we have implemented water re-use processes effectively across all our facilities.



Infrastructure

PRL Agro maintains its excellent quality products and incomparable customer satisfaction with its unbeatable infrastructure and facilities.



GCC COUNTRIES

PRL Agro's office is the main base for its distribution channels and hence is located at Shaikh Zayed, Latifa Tower.

Our corporate office is the part of our infrastructure that deals with important tasks such as strategic planning, corporate communications, clearing and logistics, legal matters, marketing, finance, human resources, and information technology.

PRL Agro has its very own in-house clearing and logistics team which is mandatory in terms of efficiency, effectiveness and timely deliveries. We are proud to have our brand new warehousing facility spread over a vast area of 161,000 square feet.

Along with Dubai, we have our business activities in countries like, UAE, Oman, Saudi Arabia, Bahrain, Mauritius, Djibouti, Ethiopia, Uganda, Tanzania, Kenya, Somalia, Benin, Conakry, Seychelles, Australia and Canada.







We concentrate on upgrading the facilities through technological investments and operational efficiency.

Our Brands



Gautam XXL

Size Available (kg): 39/20/10/5/1
 Packing Material: BOPP
 Quality: 1121 Steam Basmati Rice
 Origin: India



Gautam Classic

Size Available(kg): 35/20/10/5/1
 Packing Material: PP Lamination Pouch/BOPP
 Quality: 1121 Steam Basmati Rice
 Origin: India



Jalal

Size Available (kg): 39/20/10
 Packing Material: BOPP
 Quality: 1121 Steam Basmati Rice
 Origin: India



Hena

Size Available (kg): 35 / 40 lbs
 Packing Material: BOPP
 Quality: 1121 Steam Basmati Rice
 Origin: India



Jalal Platinum

Size Available (kg): 20
 Packing Material: PP Lamination pouch
 Quality: 1121 Steam Basmati Rice
 Origin: India



Hakim

Size Available (kg): 39/20
 Packing Material : BOPP
 Quality : 1121 Steam Basmati Rice
 Origin : India



1121 Sella Basmati Rice

Size Available (kg): 10/5
 Packing Material: Non-Woven
 Quality: 1121 Sella Basmati Rice
 Origin: India



1121 Golden Sella

Sizes Available (kg): 40/10/5
 Packing Material: Non-Woven
 Quality: 1121 Golden Sella Basmati Rice
 Origin: India



Bindaas

Size Available (kg): 35 / 10/5/40 lbs
Packing Material : BOPP
Quality : 1121 Steam Basmati Rice
Origin : India



Aladdin

Size Available (kg): 39/20
Packing Material: BOPP
Quality: 1121 Steam Basmati Rice
Origin: India



Fanoos

Sizes Available (kg): 38/20
Packing Material: BOPP
Quality: 1121 Steam Basmati Rice
Origin: India



Minaar

Sizes Available (kg): 38
Packing Material: Jute
Quality: 1121 Steam Basmati Rice
Origin: Pakistan



Majlis

Sizes Available (kg): 38/20
Packing Material: BOPP
Quality: 1121 Steam Basmati Rice
Origin: India



Asad Superkernel

Sizes Available (kg): 35/20/5
Packing Material : Jute / BOPP
Quality : Supekernel
Origin : Pakistan

City Bird Sella

Bindaas Sella



PR 11 Sella

Size Available (kg): 10
Packing Material: Non-Woven
Quality: PR 11 Sella
Origin: India

City Bird Gold

City Bird Royal



PR 11 Steam

Sizes Available (kg): 35/10/5/40 lbs
Packing Material: BOPP
Quality: PR 11 Steam
Origin: India



Al Wazah
Size Available (kg): 40/5
Packing Material: Non Woven
Quality: Golden sella basmati rice
Origin: India



PRL Zafar
Size Available (kg): 35
Packing Material: Non Woven
Quality: PR 11 Steam
Origin: India



Desert King
Size Available (kg): 35
Packing Material: Cotton
Quality: Steam Basmati Rice
Origin: Pakistan



City Bird Normal
Size Available (kg): 35/20/10/5
Packing Material: Cotton
Quality: Pakistan 386
Origin: Pakistan



Malabar
Size Available (kg): 35/40 lbs
Packing Material: BOPP
Quality: Biryani Rice
Origin: India



City Bird Diamond
Size Available (kg): 35/18
Packing Material: Non Woven
Quality: Biryani Rice
Origin: India



South Indian Range
Size Available (kg): 18/9/4.5
Packing Material: BOPP
Quality: South Indian Varieties
Origin: India

Why Us?



CUSTOMER SATISFACTION

Our passion for quality, coupled with innovation and our technical expertise, help us deliver the best rice in order to keep our customer's confidence and satisfaction high.

ON-TIME DELIVERIES

The goods are delivered within the time scale that is agreed upon as the value of the customer is the most precious asset to us.



COMPETITIVE PRICING

Due to our comprehensive and systematic procurement base and long heritage in the rice industry, we are able to maintain our stable quality and sustain the competitive pricing.

GRAIN QUALITY

Our grains elongate to twice their original raw size with soft & fluffy texture and are matured for a period of 2 years.



COOKING

When cooked, long slender grain comes out distinct from the other without sticking and makes for the perfect visual treat.

AROMA

Our grains have captivating and elegant aroma which have won hearts of millions across our territory, as well as globally. A delight for your sensory nerves.



PACKAGING

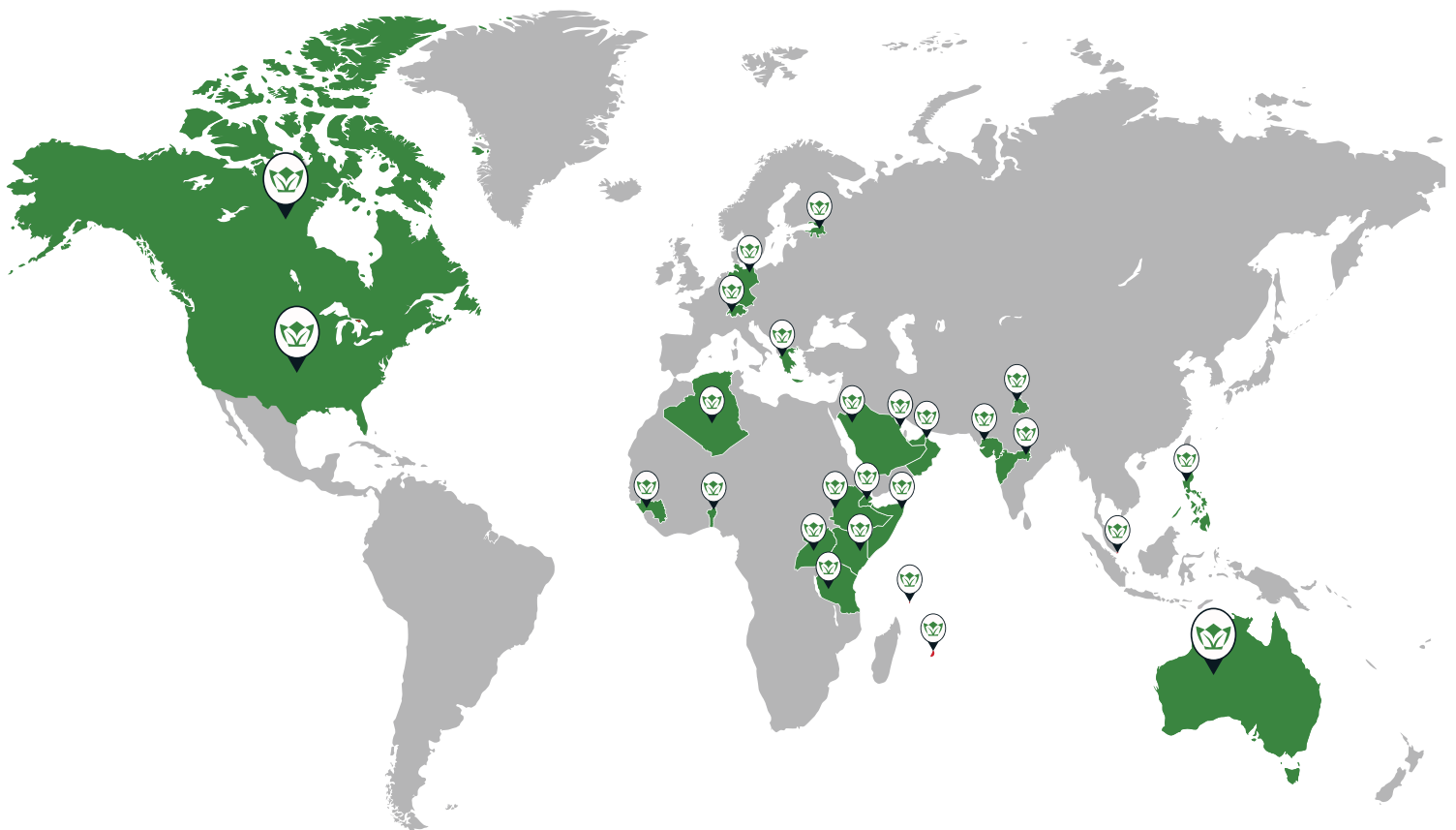
To preserve the quality & wholesomeness of our rice, we pack our grains with the goodness of vitamins, minerals, proteins, and fibers and overall our packaging offers protection against environmental and mechanical hazards.



GLOBAL PRESENCE

PRL Agro is recognized as the world leading finest quality basmati rice miller and distributor.

Certification



India Corporate Office

Punjab Riceland Agro Foods Pvt. Ltd.
615, 6th Floor, D Wing,
Neelkanth Business Park,
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Email: info@prlagro.com
Web: www.prlagro.com

India Processing Plant

Punjab Riceland Agro Foods Pvt. Ltd.
324 / 343, Near Met India, New GIDC-II,
Mithi Rohar, Gandhi Dham - 370201
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India Factory

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