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The Mark of Trust



An ISO 22000:2005,
9001-2008, HACCP,
BRC & GMP Certified
Company

مصنع الارز ماهاویر
MAHAVIR RICE MILLS



Rice

Any wonder, rice is known as the Cereal of Prosperity. Rice is a beautiful food. It is beautiful when it grows, precision rows of sparking green stalks shooting up to reach the hot summer sun. It is beautiful when harvested, autumn gold sheaves piled on diked, patchwork paddies. It is beautiful when, once threshed, it enters granary bins like a flood of tiny seed-pearls. It is beautiful when cooked by a practiced hand, pure white and sweetly fragrant.

*Rice the most nutritive
staple in the world.*

Relish

NATURE'S FINEST GRAIN

with

GOODNESS

About Basmati

The word "Basmati" has made its own identity in the world as a high class brand, it is notable for its fragrance and delicate, nuanced flavour.

"Basmati" literally means "the fragrant one" in Sanskrit, but it can also mean "the soft rice". India is the largest cultivator and exporter of the rice, followed by Pakistan.

According to the Ayurveda, Basmati is the purest form of rice and they term it as "SAATVIC" rice. It is also very healthful for body tissues and is easy to digest.

Basmati : The Royal Dish

If we consider the history, Basmati has been on the royal menus of various cultures as the main dish. From the:

"Polou" of Persia,

"Pilay" of Turkey,

"Pilaffs" of Steppers,

"Paellas" of the Mediterranean, to the

"PULAU" of INDIA,

it has been served to great emperors, shahs, maharajas and sultans.

The Name's Origin

Basmati, the "Queen of Rice", is a highly aromatic grain which is long and elegantly thin. "Basmati" word originates from "Vasumati" which means "Earth recognised by its fragrance".

"BAS" originates from "PRAKRIT VAS" which has a Sanskrit root, "VASAY" connotes "AROMA", while "MATI" means "Ingrained from the Origin". Due to common usage the word "VAS" has been changed to "BAS" and thus the word "VASUMATI" is now called "BASMATI".



About Company

M/s. **Mahavir Rice Mills** Established in 1985 in Assandh, District Karnal, Haryana, India. In a short span of time it has risen to be one of the leading millers and exporters in the industry under the guided management of Mr. Suresh Goyal, Mr. Ramesh Goyal and Mr. Raj Kumar Goyal. A unique business model, out of the box approach of the management, and the goodwill of the customers has enabled the company to consolidate on its leadership position. We are specialized rice manufacturing and exporting rice company to over dozens of countries with a large customer base. Having an experience of over 35 year in this industry. we are recognized as **"3 Star Export House of India"** by the Indian Government under **BRC, ISO 22000:2005, ISO 9001:2008, GMP & HACCP** certified company.

Firm is today ascribed with incredible growth, marking its unambiguous presence in the Food Industry by providing the excellent and premium quality. Adept at withstanding winds of change, the firms reflect a consistent effort to adopt and absorb the latest technology and management techniques in Processing & Marketing. We had been exporting 1121 Basmati Rice in bulk quantities throughout the world. We are placed in the best basmati paddy region in all district of Haryana. We had been the suppliers to all top foreign buyer and currently supplying to major bulk rice buyers of :

Saudi Arabia | Iraq | U.A.E | Turkey | Germany | India
Malaysia | United Kingdom | Egypt | Israel | Sri Lanka
Kenya Africa | Yemen | Kuwait | U.K | U.S.A. | Australia





Suresh Kumar Goyal



Ramesh Chand Goyal



Raj Kumar Goyal

I note with great pride and pleasure that the **MAHAVIR RICE MILLS** has attained impressive and sustained growth over the past decade. On behalf of the company I would like to express my deepest gratitude to all our partners, business allies and customers who have shown full confidence in us. It is this confidence bestowed on us by our friends that empowers and inspires us in every step of our operation.

We are an organization that combines quality, purity, managerial and operational skills. We are a company, which was cradled by the most arduous and sincere entrepreneur in the country, benefitted with the support of the flourishing economy of the state and the presence of a diligent citizenry eager to attain success.

MRM is also a dominant player in Indian domestic markets and in line with the global growth strategy implementing various new initiatives in sales and marketing, manufacturing, supply chain and technical & development areas and redefining the Business Plan for accelerating the pace of the growth and winning market share through "Value differentiation" in coming years and rolling out the redefined Mission, Vision and Values across the globe organization.

I would like to end by expressing my sincere appreciation for the continued support of the farmers, trade business partners, suppliers, business associates and last but not the least our own employees for the commendable work and contribution in the journey so far and hope we together can take MRM to a newer & greater heights in the years to come.

We are here to build a great company. A company that has achieved the highest levels of customer satisfaction. A great place to work, a provider of exceptionally high quality service, a Company that carries itself in the market place with the highest levels of business integrity and business ethics, a company composed of dedicated, accomplished professionals, committed to customer. We are here to build a company in which we can all take great pride.



Our Mission

As one of the world's leading Basmati millers and exporters, we are committed to deliver precision-perfect quality to our customers; nurture a professional work environment, which fosters employee excellence, growth and job satisfaction; and build a financially strong, growth oriented company that creates value for our .



Our Vision

To preserve and enrich the legacy of Basmati in India by ensuring genetic integrity of the seed. We encourage farmers to adopt scientific agricultural practices and world-class rice processing technologies to emerge as the industry benchmark for product quality and customer service.



Future Plans

MAHAVIR RICE Mills endeavors to strengthen its relationship with everyone associated with the company. It has equipped itself with powerful strategies to face any challenge in the future. Our vast network helps the company to acquire superior standards in the global market.

There is a huge demand for parboiled rice in the Gulf and this will be a major driving force behind the company's exports in the coming year. MAHAVIR RICE Mills is fully equipped to capitalize on the growing demand of basmati rice. Our marketing strategies is to enhance our sales by sharing information with our buyers and educating them about the extra long 1121 basmati rice.



...a part of our culture





Quality Policy

We at Mahavir Rice Mills are committed,

To provide safe and hygienic products through meeting customer needs as well as legal requirements and controlling process operations from paddy/rice incoming till dispatch of finished rice by involvement of motivated employees at all levels. We are also focused to improve customer satisfaction and food safety system through upgrading resources, infrastructure as well as human resources by arranging training for building better culture and technically sound workforce within organisation.





Authentic

Rice

For Every Home



Infrastructure & Processing

Mahavir Rice Mills unit is well equipped with every modern technology, Plant and Machinery which is imported from Germany, Japan and U.K, so the best quality results are obtained in milling and processing of Rice.







Research & Development

"The best way to be ready for future is to invest in it"

As a part of our ever-growing commitment to one and all, we regularly invest in R & D. Apart from getting latest machinery and well-trained manpower to match the growing demand for rice. We also invest a fair amount of our income in R & D. To top it all, we also encourage our technocrats to participate in various seminars and conventions all over the world to keep pace with the international trends in rice technology. The objective is to make constant check on quality at every step and to deliver ever better products and always stay ahead.



Responsible New Generation

I take this opportunity to thank our valued customers, whose continued patronage and confidence in our products inspires us to extend the best of services and enables us to provide value for their money. We are committed to total customer satisfaction by identifying their specific needs, translating them into Quality products and providing dependable after-sales-services. This commitment is the corner stone of our Quality Policy and we strive to achieve it by putting into place a Quality System, which adheres to the ISO 9001 Quality Standard.



Deepak Goyal

We plan to achieve this goal through our strength - the Employees; and seek their continuous involvement in achieving the Company's objectives. I therefore, seek continued patronage of our valued customers, cooperation of our employees and thank our well-wishers who have contributed to the growth of the company.



Product Range

We produce a wide variety of rice to suit all kind of needs of our esteemed customers spread across the globe. We supply to some of the leading brands in the world and directly package rice for renowned international brands as well.

Our packaged products are available in all varieties in packaging sizes of 1 to 50 Kgs. Our platter of varieties represents rich Indian heritage coupled with impeccable quality and taste, namely

Traditional Basmati Rice

The Traditional Sella Basmati Rice (also known as "queen of fragrance") is processed and exported by us which is truly worth purchasing. Consuming this variety is a sheer delight because of the aroma it exudes (both in cooked and raw state) and the mouth watering taste which gives pleasure to your taste buds. Apart from the taste, it also has high nutritional value which makes it appropriate for adding in your daily meals. Our clients can avail this exotic variety of rice from us at very reasonable prices.

THE *Gems* OF TASTE & AROMA

- Traditional Basmati Rice
- Indian 1121 Super Rice
- Indian Long Grain Rice
- Sharbati Rice
- Sugandha Rice

Indian 1121 Super Rice

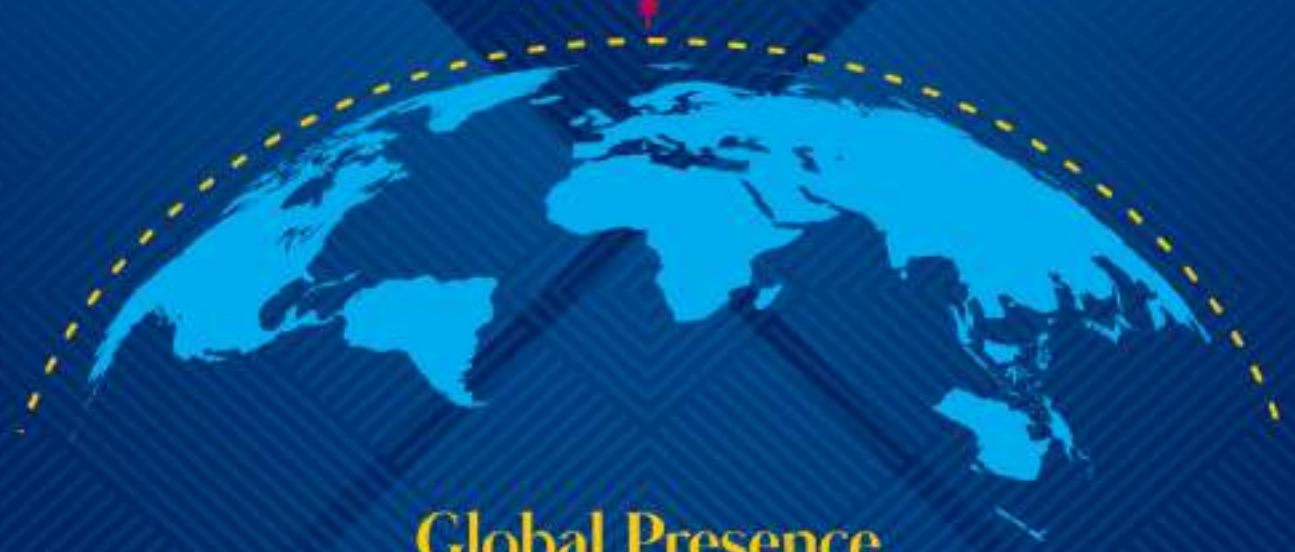
We are regarded amidst the leading 1121 white Sella Basmati Rice processors and exporters of India. Our exclusive range of 1121 Sella Basmati Rice is popular among Indians because of its delicious flavor, high nutritional value and irresistible aroma. This is completely free from stones and dust, therefore our clients do not need to worry about getting it cleaned. 1121 is longest grain rice in world. It is more popular as White Sella/ parboiled Rice. Length range from 8.00 mm to 8.4 mm before cooking.





Accreditations





Global Presence



Saudi Arabia



Iraq



U.A.E



Turkey



Germany



India



Malaysia



Yemen



Kuwait



United Kingdom



U.S.A.



Australia



Russia



Oman



Qatar



Israel



Kazakhstan



Mogadishu



Turkmenistan



Azerbaijan





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Dera Gama Road, Assandh - 132039, Distt. Karnal (Haryana) INDIA
Tel: +91-1749-278529, Fax: +91-1749-278910
Mob: +91 989 635 0529, 982 231 5348
Email: mahavir1121rice@gmail.com, info@mahavirricemills.com