

VEETEE®

THE PERFECT CARE FOR YOUR FAMILY



EAT HEALTHY 

**RICE
UNL
EAS
HED.**



Seed is Sown

The driving force behind Veetee Rice... Moni Varma, founded the company in 1987 and from its humble origin as a producer & supplier to the ethnic market in London.... Veetee Rice has evolved as one of the most reputed and dependable suppliers of Basmati Rice across the world.

Veetee Fine Foods Ltd. was established as a 100% export - oriented unit in 1992 and was one of its kind in India. Over the years Veetee has gained an unrivalled reputation for innovation, leading the market in new product and pack development.

To cater the demands of new era Consumers looking for convenience & safety, Veetee ventured into "Ready to Eat (Ready / Microwaveable Meals)" and "Ready to Cook (Paste, Sauces, etc.)" Product segment with the commissioning of state of art production facility.

Exporting its products to more than 40 countries worldwide and having large production facility in both developing & developed world "VEETEE IS TRULY A GLOBAL FORCE".





In Pursuit of Perfection

With the most modern facilities, strategically placed in the Basmati rice producing region of the globe, Veetee Fine Foods Ltd. is well placed to supply quality products and tackle the challenges of increasingly complex nature of world trade. The consistent quality of the Veetee's product range, is ensuring that more and more consumers are getting associated with us and becoming our 'Brand Ambassadors'.

5 Ps Mantra

Procurement of best quality raw material.

Preservation of raw material in most hygienic conditions.

Processing of raw material in Hi-tech machines.

Packaging of product in high standard packaging material.

People working as a team.





Rice Manufacturing

In some parts of the world, the word “to eat” literally means, “to eat rice”. While each country has its own distinct variety viz. Indian Basmati, Thai Jasmine, Italian Risotto, Japanese Sushi Rice, Spanish Paella, Wild Rice etc., the base of a lot of global meals remain rice.

Veetee Fine Foods Ltd., which came into existence in 1992, is today one of India’s major producer and marketer of fine quality Basmati Rice, With its most modern production facilities, result oriented team of professionals and a stringent quality control, it has all that takes one to reach the pinnacle.

Our belief imparts us the strength to approach the future with confidence, as more and more people discover the great taste of our finest rice.

Rice Processing facility having four separate units in a single campus with capacity to process 175,200 MT (approx.) of paddy / rice per annum. Further, the consumer (1 - 5 Kg Poly/Jar) packing section has capacity to pack 21,900 MT (approx.) of rice per annum. The facility has got all requisite Food Safety & other certifications viz. ISO 22000 - 2005, BRC, Scope Certificate (Organic), IPQC (by Exports Inspection Council), Halal, SFDA Approved, USFDA Approved & FSSAI Registered.

Warehouses: Covered warehousing capacity of 13,000 Sq. Meter





Explore the Range

Veetee Supreme Basmati Rice

Harvested in the foot hills of the Himalayas and carefully matured to achieve the perfect flavor, the High End Product of the Veetee range is aromatic with exquisite flavor, delicate texture and elegant grain length on cooking. A truly Supreme Basmati

- High end aged Basmati Rice.
- Carefully matured for at least 1 year after Harvesting
- Available in:
 - **1 Kg** Re-sealable block bottom Pouch
 - **5 Kg** Poly Bag with see through widow on side Gazettes
 - **5 Kg, 10 Kg, 20 Kg, 25 Kg, 30 Kg, 35Kg, 40Kg** Non-Woven Bag



Veetee Mega Extra Long Grain Premium Basmati Rice

Carefully Selected Extra Long Basmati Rice, Processed and packed at our state-of-the-art plant in an inimitable manner, so that the grain fluff up to more than twice the original length and do not break or stick together.

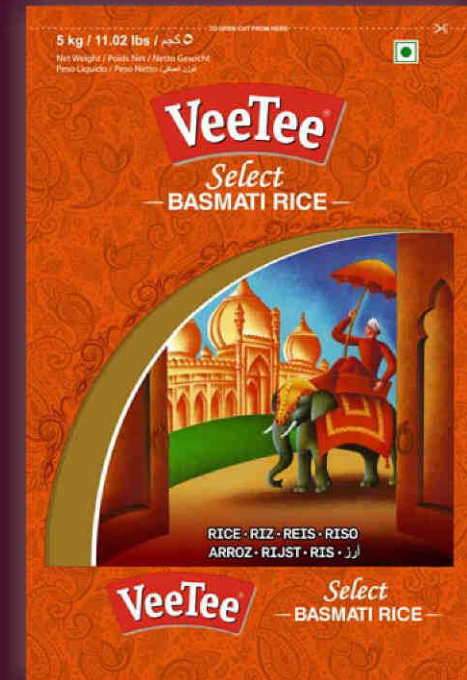
- Flagship Brand and Most Popular Product
- Available in:
 - **1 Kg** Re-sealable block bottom Pouch
 - **5 Kg** Poly Bag with see through widow on side Gazettes
 - **20 Kg** BOPP Bag
 - **5 Kg, 10 Kg, 20 Kg, 25 Kg, 30 Kg, 35Kg, 40Kg** Non-Woven Bag





Veetee Select Basmati Rice

- Popular Product for regular consumption.
- Available in:
 - 5 Kg Poly Bag with see through widow on side Gazettes
 - 5 Kg, 10 Kg, 20 Kg, 25 Kg, 30 Kg, 35Kg, 40Kg Non-Woven Bag



Veetee Everyday Premium Long Grain Rice

- Value for Money Product for everyday use.
- Available in:
 - 5 Kg Poly Bag with see through widow on side Gazettes
 - 20 Kg BOPP Bag
 - 5 Kg, 10 Kg, 20 Kg, 25 Kg, 30 Kg, 35Kg, 40Kg Non-Woven Bag



Veetee Gold

Brown Basmati Rice

Aficionados of Basmati, this is unpolished rice, concealed with an assortment of all essential vitamins, minerals, proteins and fiber.

- Preferred by Health Conscious Consumers
- Available in:
 - **1 Kg, 2 Kg, 5 Kg** Transparent Plastic Jar





Veetee Bukhari

Sella Extra Long Premium Basmati Rice

- Creamy Sella Basmati Rice
- Available in:
 - 20 Kg BOPP Bag
 - 5 Kg, 10 Kg, 20 Kg, 25 Kg, 30 Kg, 35Kg, 40Kg Non-Woven Bag



Veetee Kabsah

Golden Sella Extra Long Premium Basmati Rice

- Golden Sella Extra Long Basmati Rice
- Available in:
 - 5 Kg, 10 Kg, 20 Kg, 25 Kg, 30 Kg, 35Kg, 40Kg Non-Woven Bag

Ready to Eat (RTE) & Ready to Cook (RTC) Food Producing Facility

Food Processing Facility started in 2006 with capacity to process 5 MT/Day (Approx. 7.3 Million pouches) in packing size of 150 Gm to 2.5 Kg of 'Ready to Eat (RTE), Ready to Cook (RTC), Sauces, Paste, etc. The facility has got all requisite Food Safety & Other certifications viz. BRC, Scope Certificate (Organic), Kosher, Halal, USFDA Registered & FSSAI Registered.

The facility is spread over an area of 52000 sq ft with a built-up area of 24000 sq ft. With RCC Construction - spacious and wholesome in conjunction with needs of the food industry Operating the most sophisticated Retort machine from Lagarde. France which facilitates quick heat penetration, thus reducing process time.

- ELLAB system for sterilization, cooking and quality monitoring at every stage.
- Current Capacity of approximately 7.3 million pouches and further scope of expansion.
- All equipment is sourced from reputed manufacturers
- Chemical and microbiological lab for conducting product tests, shelf life studies etc.
- Professionally trained personnel to look into micro and macro aspects of the process.
- Most modern sensory and R&D set-up to conduct product standardization experiments before production.
- Qualified and trained engineers and food technologists.

Ready to Eat

**Dal
Makhani**



**Chole
Masala**



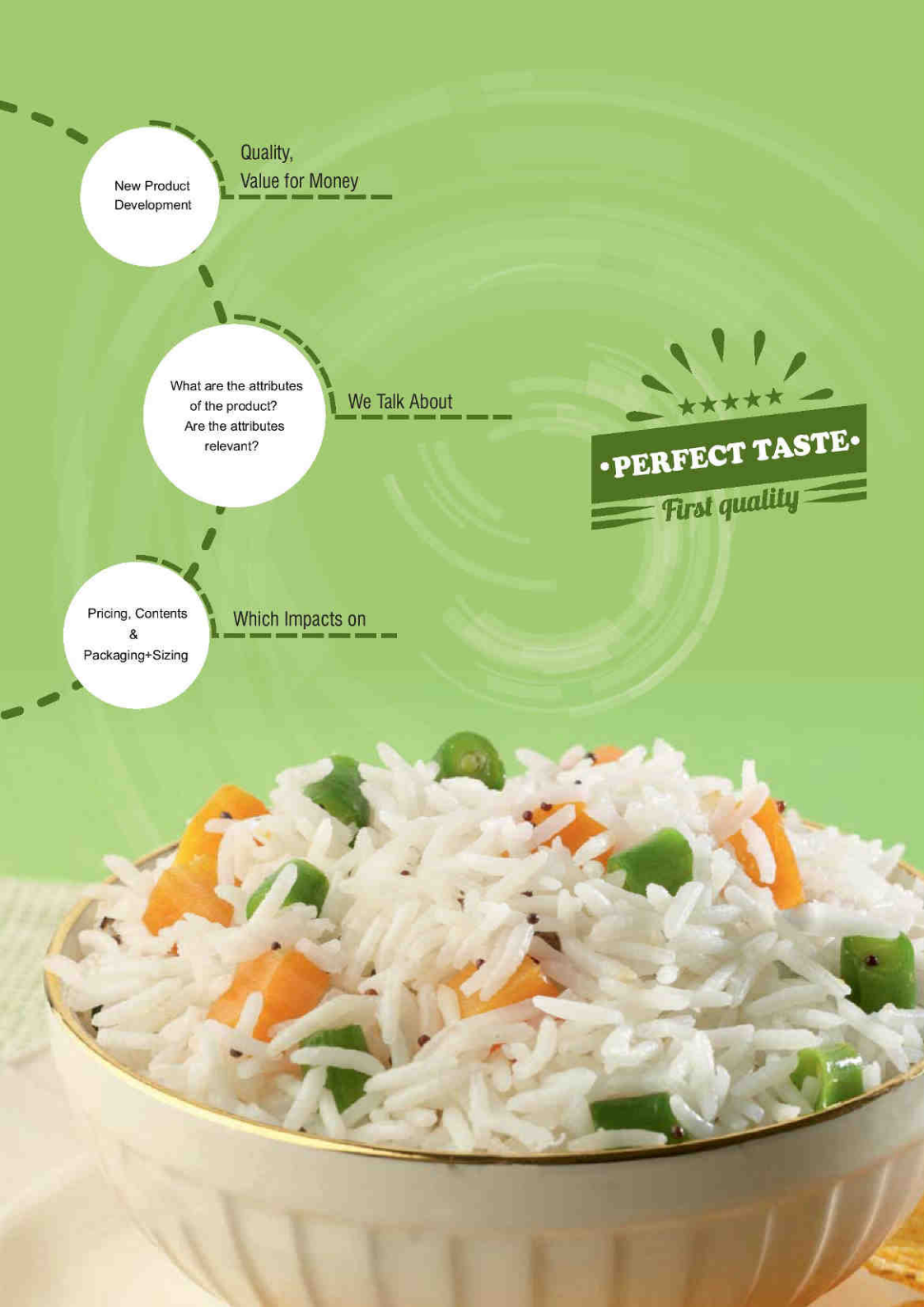
**Rajma
Masala**



**Dal
Tadka**



Biryani



New Product
Development

Quality,
Value for Money

What are the attributes
of the product?
Are the attributes
relevant?

We Talk About

Pricing, Contents
&
Packaging+Sizing

Which Impacts on

• **PERFECT TASTE.**

First quality



Quality Policy

Veetee endeavors to achieve customer satisfaction by producing & supplying Basmati Rice and Microwaveable Meal of consistent and safe quality complying to legislative requirements to our customers all over the world this, we end to attain by continually improving our systems, through technical upgradation & skill enhancement of employess.




Rice Plant :

- BRC
- Organic
- USFDA
- SFDA
- Kosher
- Halal
- FSSC 22000
- FSSAI
- IPQC

Food Processing Plant :

- BRC
- Organic
- USFDA
- Kosher
- Halal
- FSSAI






“Food we serve to our own family – We're here for good food, good rice and a good time. And that's exactly what we want to bring to your home. We test and taste everything we sell. Nothing passes unless we are happy to serve it to our own family and friends. ”

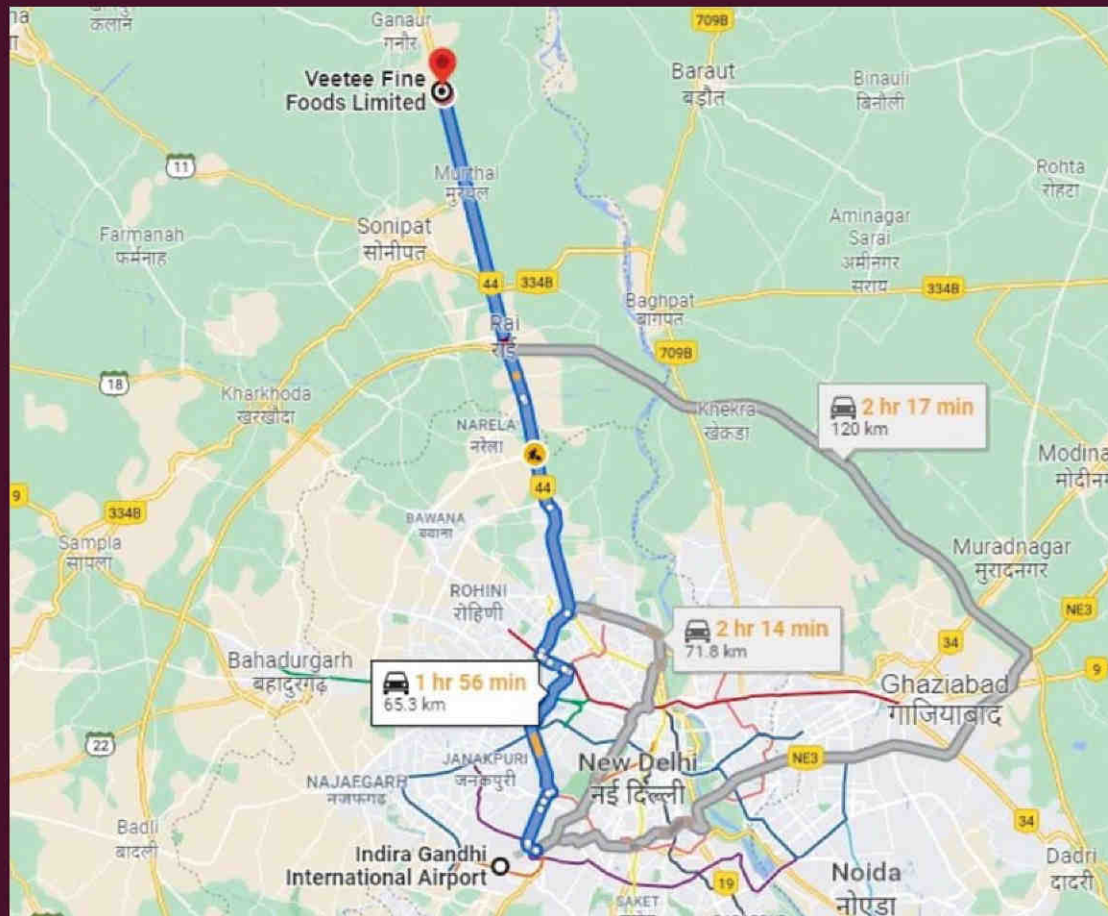
**MY
FAVOURITE
DISH**

Veetee Commitment

We carry out extensive research of global markets with innovation to ensure the compatibility with needs of customers. Veetee assures a streamlined supply of products and dedicates to supply high quality, hygienic products at affordable prices.

Promising to continuously support and promote our products. We are dedicated to constantly innovate - through new products and unique packaging initiatives to create and maximize marketing opportunities, thus enabling overwhelming success both at home and abroad.





Contact Information:

VEETEE FINE FOODS LIMITED

Veetee House, 56-57 K.M. Stone, G.T. Karnal Road,

V.P.O.: Larsauli, SONIPAT - 131039, Haryana, India.

Tel.: +91 89500 06130; Website: www.veetee.com

For General Enquiry:
info.india@veetee.com



For Business Enquiry:
aksingh@veetee.com
mtuli@veetee.com
mmodi@veetee.com