



Majestic Basmati Rice Pvt. Ltd. Plot no. 14,
New Satlapur Industrial Area, Mandideep Raisen 462046
www.mbrpl.com | Customer Care +91 98110 98110

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Tradition meets modernity,
to create lip-smackingly delicious,
perfect Basmati.



www.mbrpl.com

Majestic
BASMATI RICE PVT.LTD.



Majestic Basmati Rice Pvt. Ltd

We are really passionate about rice.
How passionate, you might ask?

When it comes to rice mills, we placed our trust in **Satake, Japan**. They are considered to be unparalleled. The same holds true for **Mysilo, Turkey**, for silos. And we sourced our silos from them.

Our paddy of course is from the best fields. And our storage, from loading to milling, is the talk of the industry.

All for that final moment when your rice dish, your pride, is presented on the table. And becomes the centre of dinner conversations.

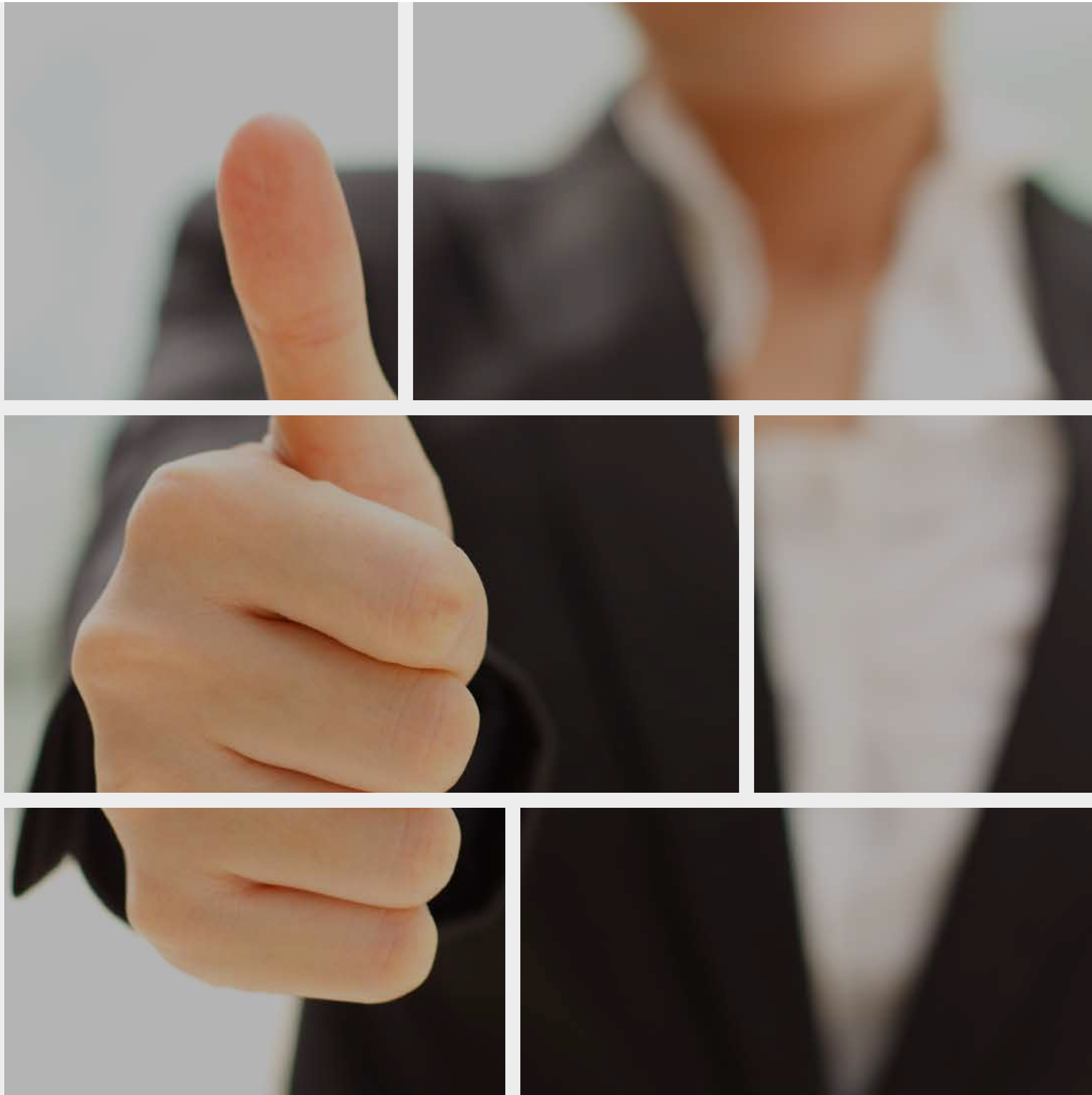
We are Majestic Basmati Rice.

Our Vision

We aim to become a research and development centre in the area of food products. We wish to be recognized as an innovation driven company and want to play a significant role in the development of the nation's food industry, especially in the areas of new rice products development.

Our Mission

"Excellent product quality and safety along with diversity that continuously meets and exceeds customer expectations."



The Visionary

Majestic Basmati Rice Pvt Ltd is the brainchild of **Mr. P.C. Mahnot, an entrepreneur, food technologist, and a doyen among food marketers in india**, having over 30 years' of experience in the field of nutritional food production and installation of manufacturing plants. Mr. Mahnot started his career as Technical Officer with M/s 'Amul', Anand, India and served for 12 years. Thereafter he remained abroad for a decade in Zambia, Zimbabwe, Malawi, Kenya and South Africa for setting-up Supplementary Nutrition Food manufacturing plants in these countries.

Mr. Mahnot decided to return to his home country India and promoted **JVS FOODS PVT. LTD.** in the year 1995 at Jaipur. JVS is in successful operation for the last 14 years, having enough production capacity to cater to very large orders.

With Majestic Basmati Rice Pvt Ltd, Mr Mahnot is set to transform the basmati rice market in india with his unique ideas and his focus on product quality and innovation.

The Management

Under the able guidance of Mr Mahnot, Majestic Basmati Rice Pvt Ltd is helmed by two young and dynamic technocrats; Samkit Hirwat and Vigyan Lodha. They bring their experience of food industry combined with a youthful dynamic leadership, to make Majestic Basmati Rice a company to watch out for.

Samkit and Vigyan are totally focused on product quality and manufacturing excellence. This is visible from the emphasis on plant and machinery and the processes invovled in souricng paddy and making it into finest basmati in india



Basmati Rice

Hand-picked, long grains, aged to maturity and put through the most technically advanced process. Packed carefully, to retain the aroma of this heavenly Basmati. Whichever variant you choose - Raw, Steam or Sella - it brings out the best in your cooking. Dilnoor Basmati Rice, its perfect.

Dilnoor Basmati Rice is available in three variants and within each, there are 6 sub-variants.

We offer consumers a wide variety to choose from depending on their taste and preference.

The 3 main variants of Dilnoor Basmati Rice are Platinum, Diamond and Gold.

Dilnoor Gold Rice is a perfectly balanced, par boiled rice, which is easy to cook and has delicious taste and aroma of Basmati. It's Ideal for those who consume rice as a staple diet. We have a unique milling process to ensure that this rice retains its nutritional value.

Dilnoor Diamond Rice (Pusa 1121), is a long grain rice, with perfect aroma of Basmati. The grain, which is 8.9 mm in length elongates to 21/2 times its size. The steam variant of Dilnoor is perfect for special occasions when you want to show your culinary skills.

Dilnoor Platinum Rice Copy awaited from client.



Platinum
Basmati Rice



Diamond
Basmati Rice



Gold
Basmati Rice



Paddy Procurement

We procure the paddy from the best fields. Paddy is sourced after intensive quality check of soil and the crop.

Paddy sourced is tested for aflatoxin, microbiological tests and residual tests.

On arrival at the milling unit, paddy is sorted and stored in state of the art Silos.





Storage & Safety

Majestic basmati rice has invested in the high tech, state of the art silos from **Mysilos of Turkey**, makers of finest silos and storage systems

We take pride in ensuring that very best paddy is sourced and is stored using the latest technology. For consumers it means a superior quality product that is stored and processed using the very latest technology.

Milling Plant

The milling unit at Majestic Basmati Rice uses state of the art Satake Milling unit, which is among the very best globally.

The Satake Milling Separator SFI is an all-purpose separator for the cleaning of cereal grains, such as rice, wheat, maize, soya, rye, oats, etc. The oscillation of the double deck sieves

efficiently removes both large or coarse material, and fine impurities from the grain being efficient removed.

The SFI is available as a Silo rice (elevator) Intake Separator for high Capacities and as a Milling Separator, to provide more precise separation.

The SFI can be used with a simple exhaust or can be matched to either a SCA Closed Circuit Aspirator or an open circuit aspirator.

Features:

- High separating efficiency.
- Large capacity.
- Robust construction with low maintenance requirements.
- Easy sieve removal.
- Easy inspection cover removal.
- Simple and precise motor alignment.

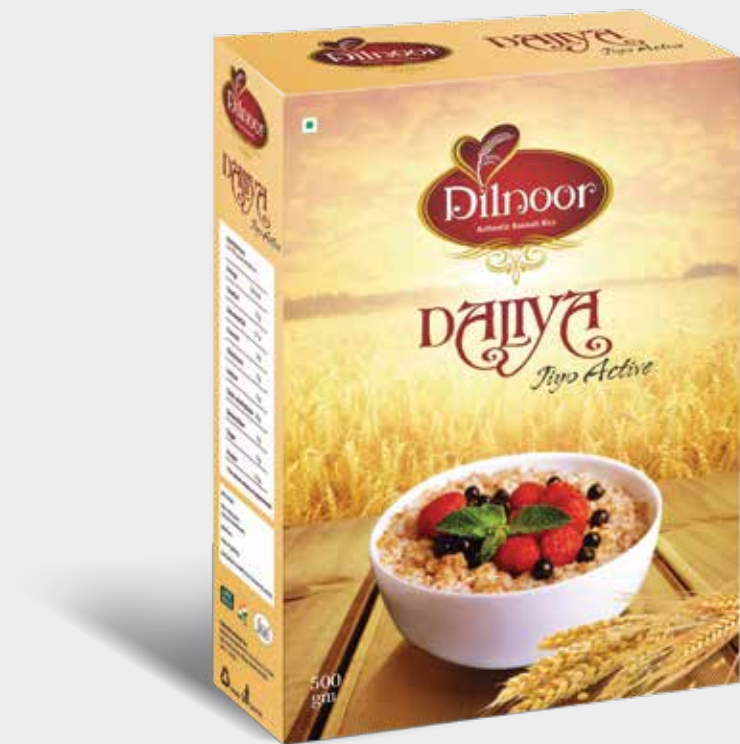
Quality Assurance

Majestic adheres to the requirements of the ISO 9001 quality management system, international practices, and customer standards. We have published the latest Quality Policy 2015 as guidelines for all personnel.

Some salient features of Quality Policy 2015:

- Selecting only superior quality raw materials
- Health and safety guidelines conforming to international standards.
- Continuously improving the performance of every processes in all areas; production and operations.

- Creating awareness amongst employees about the importance of quality system and their participation in all applicable events.
- Promoting development of knowledge, vision and skills to be able to perform efficiently to match the company's targets and empowering functionality.
- Utilising appropriate technologies to manage environmental care and safety in workplace.
- Strictly monitoring the production processes so that the food produced is of better quality and meets the customer requirements, health hygiene safety and consumer laws.



More From Dilnoor

Value Added Products

Starting with Basmati Rice, we at Majestic Basmati Rice Pvt Ltd, plan to launch a range of innovative, value added products, high on quality, taste and nutrition.

Towards this end, our second product is Dilnoor Dalia is being launched. Dilnoor Dalia is available in three variants; Natural, Oats and Chocolate. To ensure that our products are accessible to a large number of people, Dilnoor Dalia is being launched in pouch packs along with standard pack sizes.

Majestic Basmati Rice Pvt Ltd, is all set to transform the face of food market in India, and has planned a series of launches in the next few months.

Certifications

Majestic owes its success to various policies and systems that the company has implemented to ensure the quality and safety of its products.

Majestic Basmati Rice Pvt. Ltd., has all the necessary health certificates and every product undergoes stringent inspections on a regular basis from independent research institutes.

ISO 14001:2004: For Processing, Milling, Trading Marketing
And Export Of Basmati & Non-basmati Rice

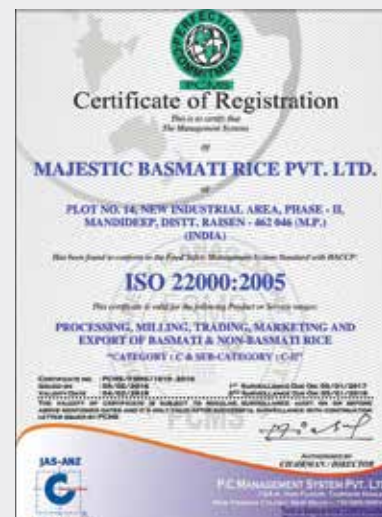
ISO 9001:2008: For Processing, Milling, Trading Marketing
And Export Of Basmati & Non-basmati Rice

ISO 22000:2005: For Processing, Milling, Trading Marketing
And Export Of Basmati & Non-basmati Rice

GMP: The safety of food products from Majestic is guaranteed through the effective implementation of Good Manufacturing Practices (GMP). It is a system to ensure that products meet food safety, quality and legal requirements.

ISO 9001: 2008 : Majestic is accredited with ISO 9001: 2008 on Quality Management System.

HACCP Certification: The Hazard Analysis Critical Control Points system is a quality assurance system on food safety which can effectively prevent hazards; including biological, chemical and physical contamination by placing emphasis on monitoring manufacturing procedures, especially the points or stages that are critical control points (CCP), with consumer safety as the major objective. It is applied in the whole production and supply chain at Majestic.



Contact us

Thank you for your interest in Majestic Basmati Rice Pvt. Ltd. If you want to know more about any of our products, have a specific question or want to visit our premises, then do get in touch. Send an email to us at info@mbrpl.com so that we can understand your requirements and provide you with a more detailed response. You can follow us on facebook and twitter. You can also contact us through our website www.mbrpl.com or by calling us on our customer care number 9811098110

Sales Network

Majestic Basmati Rice Pvt Ltd has an india network of stockists and distributors.

Each area is served by Area Manager who reports to the state sales head. This is to ensure that our stockists and distributors get prompt service and attention.

We plan to have a presence in modern trade formats, traditional stores and neighbourhood grocery stores.

