



Enhancing the Traditional Culture



**LATE. SHRI SHROTI LAL BANSAL**

## WHO WE ARE...

**Vrinda Group India** is an Emerging name with the market presence since 1950's When our Great Grand Chairman Late Shri Shroti Lal Bansal has entered into the business world & earned great reputation globally by providing Best in class services to our stakeholders.

**Vrinda Group** has its deep roots in various sectors of businesses i.e. Home Textiles, Food products, Real Estate & Construction.

"Empowering Growth:  
Transforming With  
Innovations....."



## VISION

We envision leading in innovative solutions that enhance lives. We are committed to quality, integrity and a sustainable future.

## MISSION

Delivering innovative solutions to meet our customers' needs and community standards. We leverage our skills and resources to ensure high-quality service and continuously improve for a positive impact.

# Our Leadership



**Mr. Manoj Bansal**  
Chairman



**Mr. Arpit Bansal**  
Managing Director



**Mr. Anurag Bansal**  
Managing Director

# OUR BUSINESS PORTFOLIO



RICE



TEXTILES



REAL ESTATE AND  
CONSTRUCTION



AGRICULTURE  
FARMING



FMCG

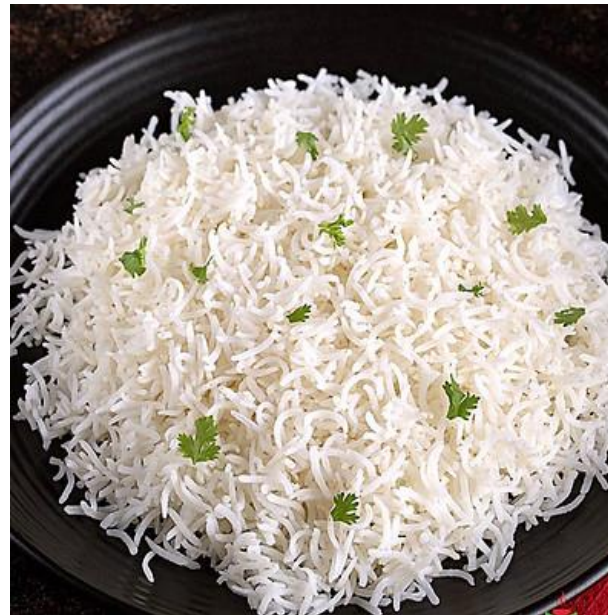
A close-up photograph of rice grains. Some grains are in sharp focus in the foreground, while others are blurred in the background, creating a sense of depth. The grains are a warm, golden-brown color.

## RICE : An Indian Heritage

# ABOUT INDIAN RICE

India is the world's second-largest producer of rice, with this staple crop deeply ingrained in its culture, cuisine, and agriculture. The country boasts a rich diversity of rice varieties, each with unique characteristics and regional significance.

From fragrant Basmati, known for its long grains and aromatic fragrance, to sticky and glutinous varieties used in traditional sweets, Indian rice is celebrated for its versatility.



Other varieties like Sona Masoori, Jasmine, and Red rice are commonly used in everyday meals. Whether steamed, boiled, or used in pilafs, Indian rice plays a vital role in the diverse culinary landscape.

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Our Commitment to  
Quality

Farm-to-Plate  
Excellence

Global Reach &  
Customer Satisfaction

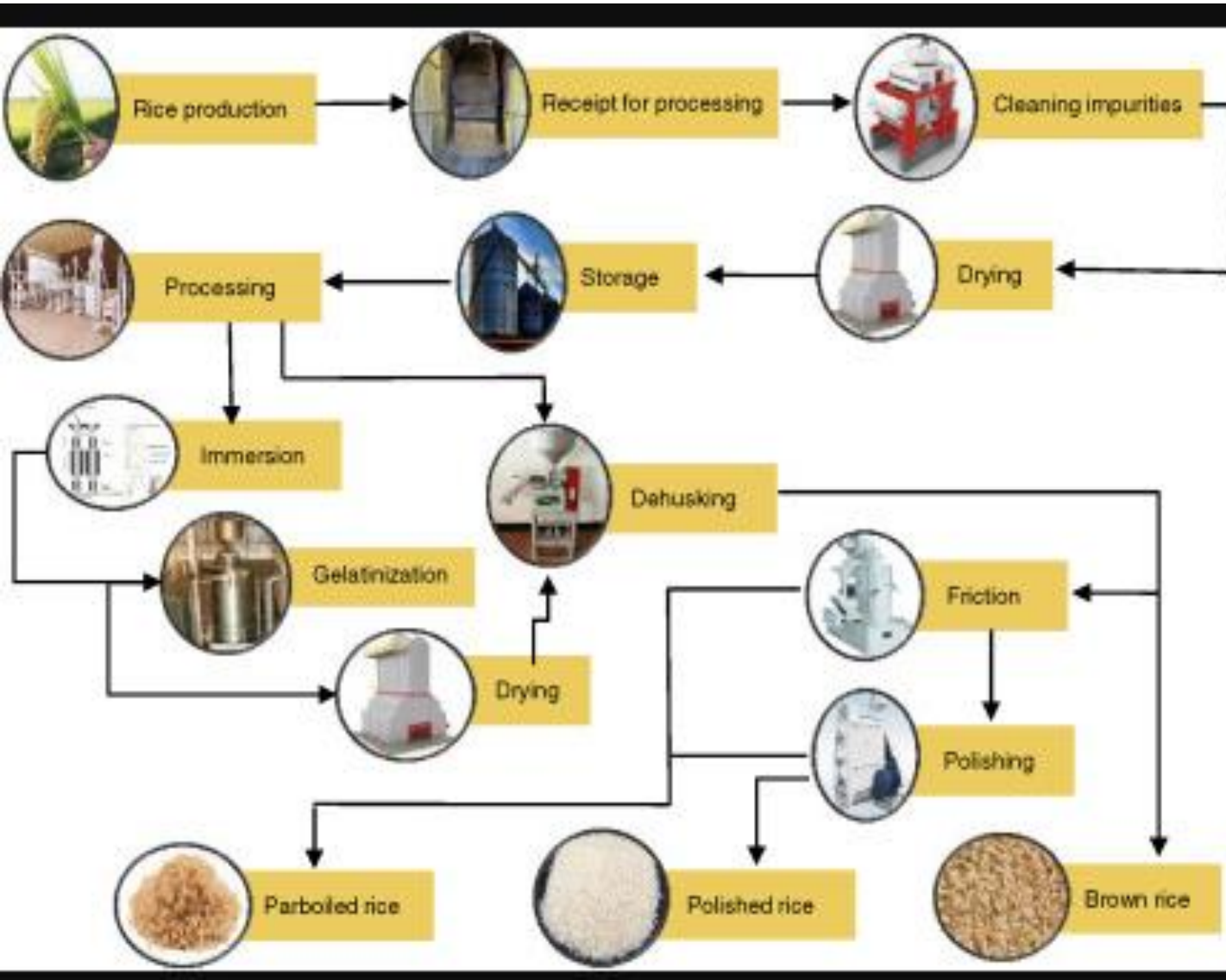
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# VRINDA GROUP INDIA: Committed to Excellence in Rice Processing

At VRINDA GROUP INDIA, we are driven by a vision of excellence and backed by years of expertise in the rice industry. Our unwavering commitment is to deliver premium-quality rice that meets international standards and satisfies the diverse needs of consumers worldwide.

We don't just process rice - we cultivate a legacy of Trust, Tradition, & Excellence.

# Our Process & Value chain



# How We Ensure Superior Quality

*"At the core of our organization lies a deep-rooted culture of continuous improvement"*

## PROCUREMENT

By working closely with farmers, we ensure that farmlands remain **fertile and sustainable** through **ethical sourcing, crop rotation, and advanced agricultural practices**.

We offer **fair pricing** for their yield and provide guidance on using **premium seeds and the latest farming techniques** to enhance productivity and quality.

## PROCESSING

WE have tied up with best in class **rice milling facilities** that are equipped with the latest technology to ensure **precision at every stage**.

From cleaning and husking to polishing and grading. Every batch undergoes **stringent quality control measures** to guarantee consistency and excellence.

## PACKING & LOGISTICS

Beyond production, we focus on **hygienic packaging, efficient logistics, and a seamless supply chain**, ensuring that our rice reaches consumers worldwide in its  **freshest and most natural form**.

# OUR CERTIFICATIONS

**Government of India / भारत सरकार**  
Ministry of Commerce and Industry / वणिज और उद्योग मंत्रालय  
Directorate General of Foreign Trade / विदेश व्यापार निदेशालय  
Office of the Additional Director General of Foreign Trade, CLA Delhi / अतिरिक्त निदेशक जनरल, विदेश व्यापार, सीएलए, दिल्ली

Central Licensing Area (CLA), A Wing I.P. Bhawan, I.P. Estate, CENTRAL DELHI, DELHI, 110002 / केंद्रीय लाइसेंसिंग क्षेत्र (सीएलए), ए विंग, आई.पी. भवन, आई.पी. एस्टेट, सेंट्रल दिल्ली, नया दिल्ली, दिल्ली, 110002

**Importer-Exporter Code**

This is to certify that VRINDA INDUSTRIES is issued an Importer-Exporter Code (IEC) AAZFV2795A with details as follows:-

IEC	AAZFV2795A
आईएक्स ईएम कोड (IEC) / PAN	AAZFV2795A
फर्म का नाम/Firm Name	VRINDA INDUSTRIES
व्यवसाय की प्रकृति/Nature of Concern	Partnership
आवृत्ति जारी की तारीख/Date of Issue	22/11/2024
पता/Registered Address	H10, C4, RAYOS BUSINESS PARK, C BLOCK, SECTOR 63, NOIDA, GAUTAM BUDDHA NAGAR, UTTAR PRADESH, 201301
हस्ताक्षर करने वाले व्यक्ति / Name of the Signatory	Amurag Bansal
निदेशक / Director Details	Refer online at <a href="https://dgft.gov.in">https://dgft.gov.in</a> or scan the QR Code
शाखा/ब्रांच/Details	Refer online at <a href="https://dgft.gov.in">https://dgft.gov.in</a> or scan the QR Code

Last Modified : 22/11/2024  
File Number : DLIECPAPPLY00069723AM25

Note : This is a system-generated certificate. Authenticity / Updated details of the IEC can be checked at official DGFT website <https://dgft.gov.in> by entering the IEC and Firm Name under Services > View Any IEC Details. You can also authenticate the certificate by scanning the QR code.

**Government of India**  
Form GST REG-06  
[See Rule 10(1)]  
Registration Certificate  
Registration Number : 69AAZFV2795A1Z1

1. Legal Name	VRINDA INDUSTRIES
2. Trade Name, if any	VRINDA INDUSTRIES
3. Additional trade names, if any	
4. Constitution of Business	Partnership
5. Address of Principal Place of Business	Building No./Flat No. : C-4 Road/Street : SECTOR-63 City/Town/Village: Noida District: Gautam Buddha Nagar State: Uttar Pradesh PIN Code: 201301
6. Date of Liability	
7. Period of Validity	From 22/11/2024 To Not Applicable
8. Type of Registration	Regular
9. Particulars of Approving	Centre
Signature	Validity until 22/11/2025 AND NEW REGISTRATION IS NOT REQUIRED
Name	Ajit Kumar Tiwari
Designation	Superintendent
Jurisdictional Office	MEERUT
Date of Issue of Certificate	22/11/2024

Note: The registration certificate is required to be prominently displayed at all places of business in the State.

This is a system generated digitally signed Registration Certificate issued based on the approval of application granted on 22/11/2024 by the jurisdictional authority.



**Form C**  
Government of India  
Food Safety and Standards Authority of India  
License under FSS Act, 2006

अनुमति संख्या / License Number: 12724999000787

1. Name & Registered Office address of Licensee / अनुमति प्राप्त करने वाले व्यक्ति का नाम और पता:	VRINDA INDUSTRIES C-4, SECTOR-63, Noida, Gautam Buddha Nagar, Uttar Pradesh-201301
2. Address of Authorized Premises / अनुमति प्राप्त करने वाले पता:	C-4, SECTOR-63, Noida, Gautam Buddha Nagar, Gautam Buddha Nagar, Uttar Pradesh-201301
3. Kind of Business / subject on which:	Trade/Retail - Trader/Merchant - Exporter
4. Dairy Business Details / दही व्यवसाय के बारे में:	No
5. Category of License / अनुमति का वर्ग:	Central License

This license is granted under and is subject to the provisions of FSS Act, 2006 all of which must be complied with by the licensee. / यह अनुमति पत्र दही और अन्य खाद्य पदार्थों, उनके उत्पादन और वितरण के संबंध में प्रदान की जाती है।

Place / स्थान: FSSAI Delhi  
Issued On / जारी: 29-11-2024 (New License)  
Valid Upto / वैध: 28-11-2025 (For details, refer Annexure)

Designated Officer (Tatkal License)

**Annexures:**  
1. Product Annexure  
2. Valuation Annexure  
3. Non-Food Annexure  
4. Conditions of License



**Disclaimer :**  
1. This is an instantly issued license on the basis of self-declaration made by the applicant. Any false declaration shall attract penalty up to Rs. 10 lakh under Section 61 of the FSS Act, 2006.  
2. This license copy shall not be used to claim ownership of the premises.  
3. Jurisdictional Designated Officer / Registration Authority / Food Safety Officer shall have all the powers as laid down under FSS Act, 2006, Rules and Regulations made thereunder to conduct any enforcement activity in their jurisdiction to enforce the provisions of Food Safety against these instantly issued License.  
**Note:**  
1. Application for renewal of License can be filed as early as 180 days prior to expiry date of License. You can file the application for renewal or modification of License by login into FSSAI's Food Safety Compliance System (<https://fosscs.fssai.gov.in>) with your user id and password or call us at 18001212100

# VARITIES WE OFFER

## BASMATI RICE

1121 BASMATI RICE

1509 BASMATI RICE

1401 BASMATI RICE

1718 BASMATI RICE

TRADITIONAL BASMATI RICE

PUSA RICE

## NON BASMATI RICE

SUGANDHA RICE

SHARBATI RICE

PR11/14 RICE

PARMAL RICE

SONA MASOORI RICE

GOVIND BOGH RICE

IR64 RICE

SWARNA RICE

BLACK RICE / RED RICE

# 1121 BASMATI RICE

- 1121 GOLDEN BASMATI RICE



- 1121 SELLA BASMATI RICE



- 1121 RAW BASMATI RICE



- 1121 STEAMED BASMATI RICE



1121 Basmati rice has the world's longest grain , before as well as after cooking and gives 30% more volume than any other Basmati variety.

- This variety of rice is very light and easy to digest by anyone. People who are suffering from chronic constipation and heartburn always prefer this variety in their plate.
- 1121 Basmati rice always serves delicious taste in every bite. As per a survey, children mostly love to have this rice variety.
- It's easy to cook process is loved by house makers , as it does not require any specific time or method.

## RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.35mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

# 1509 BASMATI RICE

- 1509 GOLDEN SELLA



- 1509 STEAM BASMATI RICE



- 1509 SELLA BASMATI RICE



- 1509 RAW RICE



## RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.40mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

# TRADITIONAL BASMATI RICE

- TRADITIONAL RAW RICE



- TRADITIONAL SELLA RICE



## RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.30 mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

# 1401 BASMATI RICE

- 1401 GOLDEN SELLA



- 1401 STEAM BASMATI



- 1401 SELLA BASMATI



- 1401 RAW BASMATI



## RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.70mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

# PUSA BASMATI RICE

- PUSA RAW BASMATI



- PUSA STEAM BASMATI



- PUSA SELLA BASMATI



- PUSA GOLDEN SELLA



## RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.45mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

# INDIAN NON – BASMATI RICE

## SUGANDHA RICE

- SUGANDHA RAW RICE



- SUGANDHA STEAM RICE



- SUGANDHA SELLA RICE



- SUGANDHA GOLDEN SELLA RICE



### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.90mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

# SHARBATI RICE

- SHARBATI RAW RICE



- SHARBATI STEAM RICE



- SHARBATI SELLA RICE



- SHARBATI GOLDEN SELLA



## RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.10mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

# PR 11 / 14 RICE

- PR 11/14 GOLDEN SELLA



- PR 11/14 STEAM BASMATI



- PR 11/14 SELLA BASMATI



- PR 11/14 RAW RICE



## RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 6.90mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- % Max.
Foreign Matter	- Nil

# PARMAL RICE

- PARMAL RAW RICE



- PARMAL STEAM RICE



- PARMAL SELLA RICE



- PARMAL GOLDEN SELLA



## RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 6.50mm
Moisture	- 12.5% Max.
Broken Grain	- 1 % Max.
Damage/Discolor Grain	- %Max.
Immature Grain	- 1 % Max.
<u>Foreign Matter</u>	- Nil

# SONA MASOORI RICE

- SONA MASOORI STEAM RICE



- SONA MASOORI RAW RICE



## RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 5.20mm
Moisture	- 13% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

# OTHERS VARITIES WE DEAL IN

- JEERAKASALA / GOBIND BOGH RICE



- BLACK RICE



- IR 64 PARBOILED RICE



- IR 64 RAW RICE



- SWARNA RICE



- RED RICE



# PESTICIDE FREE RICE

- Pests come close to harvest time, when it is happening, so, pesticides are used globally in farming sector to control pest population. But contamination from pesticides proved to be negative affect for human health and environments so necessary steps have been started taking to grow few rice varieties which are grown under set pesticide residue tolerance level. Pesticide residue in rice has been investigated since the growing of demand of food safe. Pesticides Residues Free Rice is proven to be more nutritious and safer than Conventional rice.
- Our Non Pesticides range of rice are carefully produced while keeping all your concerns about health and quality in mind. The Himalayan foothills comprise the best geographical area for producing the crops of basmati rice and non-basmati rice.
- The land and other geographical benefits offer the perfect atmosphere for the crops of basmati rice to grow naturally without any modifications. Our pesticides residues free range of rice is strictly grown without using any harmful pesticides which is one hundred percent safe and healthy for consumption, without any compromise on their taste, quality or texture.



## SHARBATI STEAM RICE

### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.10mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



## 1121 STEAM RICE

### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.35mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



## 1509 STEAM RICE

### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.40mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



## 1121 SELLA RICE

### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.35mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



## 1509 SELLA RICE

### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.40mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



## SHARBATI SELLA RICE



### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.10mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



## SUGHANDHA SELLA RICE

### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.90mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



## SUGHANDA GOLDEN SELLA RICE

### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.85mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



## • 1121 GOLDEN SELLA RICE

### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.30mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



## • 1509 GOLDEN SELLA RICE

### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.35mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



## • 1401 RAW RICE

### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.70mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



## • PUSA RAW RICE

### RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.45mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



# PRIVATE LABELLING CONCEPTS

- Discover the Power of Private Labeling with **Vrinda Group India** - Your Premier Rice Supplier! Elevate your brand with our top-quality rice products, expertly crafted and packaged for private labeling opportunities. Partner with us to create captivating web content that showcases your unique brand identity and our premium rice offerings, providing your customers with an unforgettable culinary experience.
- QUALITY AND QUANTITY IN PRIVATE LABELING : **NON:WOVEN / JUTE / PP / POUCH / BOPP / JAR** .
- Offering custom-designed packaging under **your brand name**, enhancing product appeal and customer recognition for competitive advantage. Preferred bag size of **1Kg, 2Kg, 5Kg, 10Kg, 20Kg, 25Kg**.





# CONTACT US

Corporate Office

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Sector 63, Noida, India 201301

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+91 9266556410

# THANKYOU...

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