



BASMATI...

...the Indian Heritage



BHARAT CEREALS PVT. LTD.

AN ISO 9001:2008, HACCP & GMP CERTIFIED COMPANY

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BHARAT CEREALS PVT. LTD.

BASMATI CONTINUING THE INDIAN HERITAGE OF AROMA & TASTE

Basmati is the crowned king of rice has been the choice of kings and royal dignitaries since long. Whenever the name Basmati passes through the ears, an individual's mind is filled with sensibility of taste and aroma. Basmati word possesses its root in the Sanskrit word 'vasavanti' which means engrossed in aroma and softness. The grains of Basmati when cooked are longer and are free flowing, rather than being sticky. Cooked basmati rice can be invariably identified by its fragrance. Delicious food travels to the heart of people. Basmati has lovable qualities which make it unprecedented and different than any other rice. The elegance of basmati after cooking makes it more delectable. God has only sacrificed the land of India in case Basmati is grown only in India and in few regions of Pakistan.

Since centuries Pilgrims and Basmati are global choices when they are prepared with exquisitely identified Basmati rice. Even a connoisseur can't dare to challenge the taste of slender and sleek Basmati, which is grown in the foothills of Himalayas and fertile Gangetic plains, fed by underground pools water of Northern India, thrived under the specific conditions and temperatures of day and night. Its delicacy is another reason which grows it as a king of rice.

Basmati rice is unforgettable in taste, delicacy and aroma, and is the splendor of the global palate. After tasting our Basmati no global palate would like to miss Basmati rice. Incredible India's yield provides unbridled joy with inherent natural fragrance is it. The world's most relished Basmati rice becomes choice of each and every consumer when it is engrossed in highest quality and perfect blend of species in post-cooked state. It would not be exaggeration to call it 'QUEEN OF THE FRAGRANCES'. Basmati has a fine perfumed flavor with long and sleek grains. It's polished, kernel like flavor and its odor can be attributed to the fact that the grains are aged to diminish its moisture content. When it becomes fit for heavy consumption, it swells only length wise, thereby resulting in long, slender grains that are soft, split and leafy. Basmati is no doubt unbeatable in competition. It stands at its unique and unprecedented place for ever. Love for delicacies, aroma and taste prompted the directors of the company into Basmati market.

Only few in millions can have a clear vision and can visualize a crystal clear picture of the future. Mr. Panna Lal Gupta was getting to provide the essence is the quality of rice to the common man on an affordable price. His dreams flew on the planes of reality in the year 1969 with the emergence of Basmati rice and oil mills which later transformed into Basmati cereals private Ltd (BCPL) in the year 2010 with its factory situated at (Tarnora, Kurhal), withstanding the fact that Tarnora is known as hub of the premium basmati rice.

However, the urge of reaching to the heart of the people was not yet satisfied and organization went one step ahead by adopting hi-tech resources. No stone was left unturned to transform a miniature organization into a dynamic one and a congenial atmosphere was upheld to maintain the standards which an organization requires for the global market.

The company grew by leaps and bounds, spreading its wings far and wide by taking the courageous step of going global with a bang into highly competitive export market, company took the foreign markets by storm, no doubt, capital got implicated in scheme of a Rs. 10 million (usual turnover) company into the company of Rs. 5000 million annual turnover, in the year 2012-2013. Organization's efforts were acknowledged by the Government of India in the form of distinction of 'A' star rating, 'house for organizations' relentless pursuit of quality and perfection, a distinction enjoyed by a selected few Indian companies. BCPL is also bestowed with the internationally covered ISO 9001-2008, ISO 22000-2005, HACCP & GMP for its quality location adopted at every stage of production.

"LET'S GET

INTRODUCED
TO A DYNAMIC
ORGANIZATION



MANAGEMENT

Management is the process of

organizing resources to achieve

the organization's purpose and

mission. It involves setting

direction, motivating people,

and ensuring that the organization

is able to adapt to change.

Management is a key function

of all organizations, and it is

essential for their success.

Management is a complex

task that requires a range of

skills and abilities. It is a

dynamic process that is

always evolving and changing.

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INFRASTRUCTURE AND R&D facilities



Giant Infrastructure and milling facilities

Organization has state of art fully automated processing plants in Bharat Cereals Pvt. Ltd. The total capacity of the plant is 40 TON per hour milling capacity. The entire initial activities of processing, length grading, separators and de-husking, are carried out in-house to ensure the quality of the product to be elevated up to global standards. Organization uses color sorter machines (which are five in number), with the packaging capacity of 50 TONS per hour, with meticulous electronics that combines embedded system with digital image technique perfectly.



Research and Development

Research and development is a major part of the company's expenditure because almost one percent of total income is spent on it. An incessant assessment of quality standards and their refinement is done in the way so that consumers must be delivered Indian Heritage premium Basmati with utmost perfection. As this epoch is the epoch of globalization, we motivate our staff members to attend different seminars and conventions worldwide for keeping them abreast with latest developments and technologies.





SPECIFICATION

INDIAN TRADITIONAL BASMATI SELLA RICE

NATURE	SPECIFICATIONS
Moisture Content	MAX. 12.50 %
Average Grain Length	7.25 MM
Polishing Grade	Double Silky Polished
Damaged Discolored Grain	MAX. 0.50 %
Broken Grains	MAX. 2.0 %
Chalky Grains	MAX. 1.0 %
Foreign Matter	NIL
Natural Admixture	MAX. 5-6 %
Paddy Grain	NIL
Crop Year	Current Crop

SPECIFICATION

INDIAN RAW BASMATI SELLA RICE

NATURE	SPECIFICATIONS
Moisture Content	MAX. 12.50 %
Average Grain Length	7.20 MM
Polishing Grade	Double Silky Polished
Damaged Discolored Grain	MAX. 0.50 %
Broken Grains	MAX. 2.00 %
Chalky Grains	MAX. 1.00 %
Foreign Matter	NIL
Natural Admixture	MAX. 5-6 %
Paddy Grain	NIL
Crop Year	Current Crop



SPECIFICATION

INDIAN 1121 BASMATI SELLA RICE

SPECIFICATION

INDIAN 1121 BASMATI STEAM RICE

SPECIFICATION

INDIAN 1121 BASMATI GOLDEN SELLA RICE

NATURE		SPECIFICATIONS		NATURE		SPECIFICATIONS		NATURE		SPECIFICATIONS	
Moisture Content		MAX. 12.50 %		Moisture Content		MAX. 12.50 %		Moisture Content		MAX. 12.50 %	
Average Grain Length		8.40 MM		Average Grain Length		8.40 MM		Average Grain Length		8.35 MM	
Polishing Grade		Double Silky Polished		Polishing Grade		Double Silky Polished		Polishing Grade		Double Silky Polished	
Damaged Discolored Grain		MAX. 0.50 %		Damaged Discolored Grain		MAX. 0.50 %		Damaged Discolored Grain		MAX. 1.00 %	
Broken Grains		MAX. 2.0 %		Broken Grains		MAX. 2.0 %		Broken Grains		MAX. 2.00 %	
Chalky Grains		MAX. 1.0 %		Chalky Grains		MAX. 7.0 %		Chalky Grains		MAX. 1.00 %	
Foreign Matter		NIL		Foreign Matter		NIL		Foreign Matter		NIL	
Natural Admixture		MAX. 5-6 %		Natural Admixture		MAX. 5-6 %		Natural Admixture		MAX. 5-6 %	
Paddy Grain		NIL		Paddy Grain		NIL		Paddy Grain		NIL	
Crop Year		Current Crop		Crop Year		Current Crop		Crop Year		Current Crop	



SPECIFICATION

INDIAN 1509 BASMATI SELLA RICE

SPECIFICATION

INDIAN 1509 BASMATI STEAM RICE

SPECIFICATION

INDIAN 1509 BASMATI GOLDEN SELLA RICE

NATURE		SPECIFICATIONS		NATURE		SPECIFICATIONS		NATURE		SPECIFICATIONS	
Moisture Content		MAX. 12.50 %		Moisture Content		MAX. 12.50 %		Moisture Content		MAX. 12.50 %	
Average Grain Length		8.40 MM		Average Grain Length		8.40 MM		Average Grain Length		8.35 MM	
Polishing Grade		Double Silky Polished		Polishing Grade		Double Silky Polished		Polishing Grade		Double Silky Polished	
Damaged Discolored Grain		MAX. 0.50 %		Damaged Discolored Grain		MAX. 0.50 %		Damaged Discolored Grain		MAX. 1.00 %	
Broken Grains		MAX. 2.0 %		Broken Grains		MAX. 2.0 %		Broken Grains		MAX. 2.00 %	
Chalky Grains		MAX. 1.0 %		Chalky Grains		MAX. 7.0 %		Chalky Grains		MAX. 1.00 %	
Foreign Matter		NIL		Foreign Matter		NIL		Foreign Matter		NIL	
Natural Admixture		MAX. 5-6 %		Natural Admixture		MAX. 5-6 %		Natural Admixture		MAX. 5-6 %	
Paddy Grain		NIL		Paddy Grain		NIL		Paddy Grain		NIL	
Crop Year		Current Crop		Crop Year		Current Crop		Crop Year		Current Crop	



SPECIFICATION

INDIAN 1401 BASMATI SELLA RICE

SPECIFICATION

INDIAN 1401 BASMATI STEAM RICE

SPECIFICATION

INDIAN 1401 BASMATI GOLDEN SELLA RICE

INDIAN 1401 BASMATI SELLA RICE		INDIAN 1401 BASMATI STEAM RICE		INDIAN 1401 BASMATI GOLDEN SELLA RICE	
NATURE	SPECIFICATIONS	NATURE	SPECIFICATIONS	NATURE	SPECIFICATIONS
Moisture Content	MAX. 12.50 %	Moisture Content	MAX. 12.50 %	Moisture Content	MAX. 12.50 %
Average Grain Length	7.70 MM	Average Grain Length	7.70 MM	Average Grain Length	7.65 MM
Polishing Grade	Double Silky Polished	Polishing Grade	Double Silky Polished	Polishing Grade	Double Silky Polished
Damaged Discolored Grain	MAX. 0.50 %	Damaged Discolored Grain	MAX. 0.50 %	Damaged Discolored Grain	MAX. 1.00 %
Broken Grains	MAX. 2.0 %	Broken Grains	MAX. 2.0 %	Broken Grains	MAX. 2.00 %
Chalky Grains	MAX. 1.0 %	Chalky Grains	MAX. 7.0 %	Chalky Grains	MAX. 1.00 %
Foreign Matter	NIL	Foreign Matter	NIL	Foreign Matter	NIL
Natural Admixture	MAX. 5-6 %	Natural Admixture	MAX. 5-6 %	Natural Admixture	MAX. 5-6 %
Paddy Grain	NIL	Paddy Grain	NIL	Paddy Grain	NIL
Crop Year	Current Crop	Crop Year	Current Crop	Crop Year	Current Crop



SPECIFICATION

INDIAN SUGANDHA SELLA RICE

SPECIFICATION

INDIAN SUGANDHA STEAM RICE

SPECIFICATION

INDIAN SUGANDHA GOLDEN SELLA RICE

INDIAN SUGANDHA SELLA RICE		INDIAN SUGANDHA STEAM RICE		INDIAN SUGANDHA GOLDEN SELLA RICE	
NATURE	SPECIFICATIONS	NATURE	SPECIFICATIONS	NATURE	SPECIFICATIONS
Moisture Content	MAX. 12.50 %	Moisture Content	MAX. 12.50 %	Moisture Content	MAX. 12.50 %
Average Grain Length	7.85 MM	Average Grain Length	7.85 MM	Average Grain Length	7.80 MM
Polishing Grade	Double Silky Polished	Polishing Grade	Double Silky Polished	Polishing Grade	Double Silky Polished
Damaged Discolored Grain	MAX. 0.50 %	Damaged Discolored Grain	MAX. 0.50 %	Damaged Discolored Grain	MAX. 1.00 %
Broken Grains	MAX. 2.0 %	Broken Grains	MAX. 2.0 %	Broken Grains	MAX. 2.00 %
Chalky Grains	MAX. 1.0 %	Chalky Grains	MAX. 7.0 %	Chalky Grains	MAX. 1.00 %
Foreign Matter	NIL	Foreign Matter	NIL	Foreign Matter	NIL
Natural Admixture	MAX. 5-6 %	Natural Admixture	MAX. 5-6 %	Natural Admixture	MAX. 5-6 %
Paddy Grain	NIL	Paddy Grain	NIL	Paddy Grain	NIL
Crop Year	Current Crop	Crop Year	Current Crop	Crop Year	Current Crop



SPECIFICATION

INDIAN PR-11 SELLA RICE

SPECIFICATION

INDIAN PR-11 STEAM RICE

SPECIFICATION

INDIAN PR-11 GOLDEN SELLA RICE

INDIAN PR-11 SELLA RICE		INDIAN PR-11 STEAM RICE		INDIAN PR-11 GOLDEN SELLA RICE	
NATURE	SPECIFACTIONS	NATURE	SPECIFACTIONS	NATURE	SPECIFACTIONS
Moisture Content	MAX. 12.50 %	Moisture Content	MAX. 12.50 %	Moisture Content	MAX. 12.50 %
Average Grain Length	6.85 MM	Average Grain Length	6.85 MM	Average Grain Length	6.80 MM
Polishing Grade	Double Silky Polished	Polishing Grade	Double Silky Polished	Polishing Grade	Double Silky Polished
Damaged Discolored Grain	MAX. 0.50 %	Damaged Discolored Grain	MAX. 0.50 %	Damaged Discolored Grain	MAX. 1.00 %
Broken Grains	MAX. 2.0 %	Broken Grains	MAX. 2.0 %	Broken Grains	MAX. 2.00 %
Chalky Grains	MAX. 1.0 %	Chalky Grains	MAX. 7.0 %	Chalky Grains	MAX. 1.00 %
Foreign Matter	NIL	Foreign Matter	NIL	Foreign Matter	NIL
Natural Admixture	MAX. 5-6 %	Natural Admixture	MAX. 5-6 %	Natural Admixture	MAX. 5-6 %
Paddy Grain	NIL	Paddy Grain	NIL	Paddy Grain	NIL
Crop Year	Current Crop	Crop Year	Current Crop	Crop Year	Current Crop