



माझी शेती  
माझी “दौलत”

An ISO 22000:2005  
BRC Certified Company



Daulat Agro (India) Pvt. Ltd

# Core Purpose, Core Values & Vision

## Core Purpose

- ✓ Minimizing the wastage of agriculture produce.
- ✓ Providing healthy & hygienic food.
- ✓ Changing the food habits.

## Core Values

- ✓ Improving the standard of living of farmers.
- ✓ Value for human being (Customer, Channel Partner, Staff)
- ✓ Continuous efforts towards up gradation for excellence.
- ✓ Thought leadership in elevating our nation's status in international market.

## Vision

- ✓ Become India's No.1 company in Frozen food industry.



# Daulat Agro (India) Pvt. Ltd.

The seed of Daulat Agro was sown to bridge the gap between the farmer and the end consumer. Latest research, technology and mediums were harnessed to provide a robust solution.



# Daulat Agro (India) Pvt. Ltd.

Forming a chain of Agricultural Business with a process on farm produce in rural area is the prime goal set by **Daulat Agro (I) Pvt. Ltd.**

With assurance of fixed rate & direct marketing of processed farm produce from farm to consumer, an infrastructure (with the help of information technology) has been established by the company.

## CORE OBJECTIVES

- ✓ Developing entrepreneurs among the farmers.
- ✓ Employment opportunity to the youth in rural area.
- ✓ Small scale industrial development for the Mahila Bachat Gat.

## MISSION

- ✓ Providing quality, hygienic & healthy food at reasonable rates to the end consumer.



# DAULAT AGRO PLANT



**An ISO 22000:2005  
BRC Certified Company**



# PRODUCTS

**Daulat Agro (India) Pvt. Ltd.** has established Cold Chains, Value addition & preservation infrastructure for Fruit & Vegetable.

It includes handling, Processing, Distribution Hubs and Export Center in Ahmednagar district (Maharashtra).

The company will be processing & supplying following products:

**Fresh Fruits for selling in indigenous markets and exports :**

Grapes, Pomegranate, Sapota ( Chicku), Custard apples, Banana, Mango, Papaya, Fig etc.

**We have been supplying best quality Indian Fruits for long time.**



All types of **Farm Fresh Vegetables**

Sweet Corn ,French Beans, Cabbage, Carrots,  
Capsicum, Cucumber , Cauliflower, Okra,  
Green Peas, Pumpkins, Drum sticks, Tomato, Leafy  
Vegetables etc.

A perfect fusion of best quality fresh garden  
vegetables at very reasonable prices.



We offer a variety of **Fresh Cut Vegetables**

Top quality vegetables grown with best organic fertilizers, which are then harvested with utmost care, sorted, graded, washed, cut and packed as per the customer's choice.

Our state of the art packaging facility ensures the Cut Vegetables retain freshness for longer time.

To ensure customer satisfaction a simple but efficient network of outlet ensures timely delivery of Fresh Cut Vegetables at the client's doorstep.





## IQF

### **[INDIVIDUAL QUICK FREEZING]**

This technology is harnessed to increase the shelf life of processed Fruits & Vegetables.

This technology ensure the Fruits and Vegetables are kept naturally fresh without any loss of nutrients, flavor, color, texture or shape.

**Fruits :** Mango, Papaya, Chicku, Pomegranate, Strawberry, Kiwi etc.

**Vegetables :** Traditional and exotic vegetables available in all seasons.



## **Ready To Eat**

Our infrastructure enables us to also processing of We offer tasty and delicious food items such as **Samosa, Wada, Paratha, Naan, Kulcha, Burger, Thalipith, Puran poli** along with traditional **Aluwadi, Kothimbir wadi** and several other **delicacies.**

These Ready to Eat Food items are made from best quality ingredient and are quick to cook and tasty to eat.



# PROCUREMENT



## TRANSPORT VAN



FARMERS' TRANSPORT

## MINIMAL PROCESSING UNIT



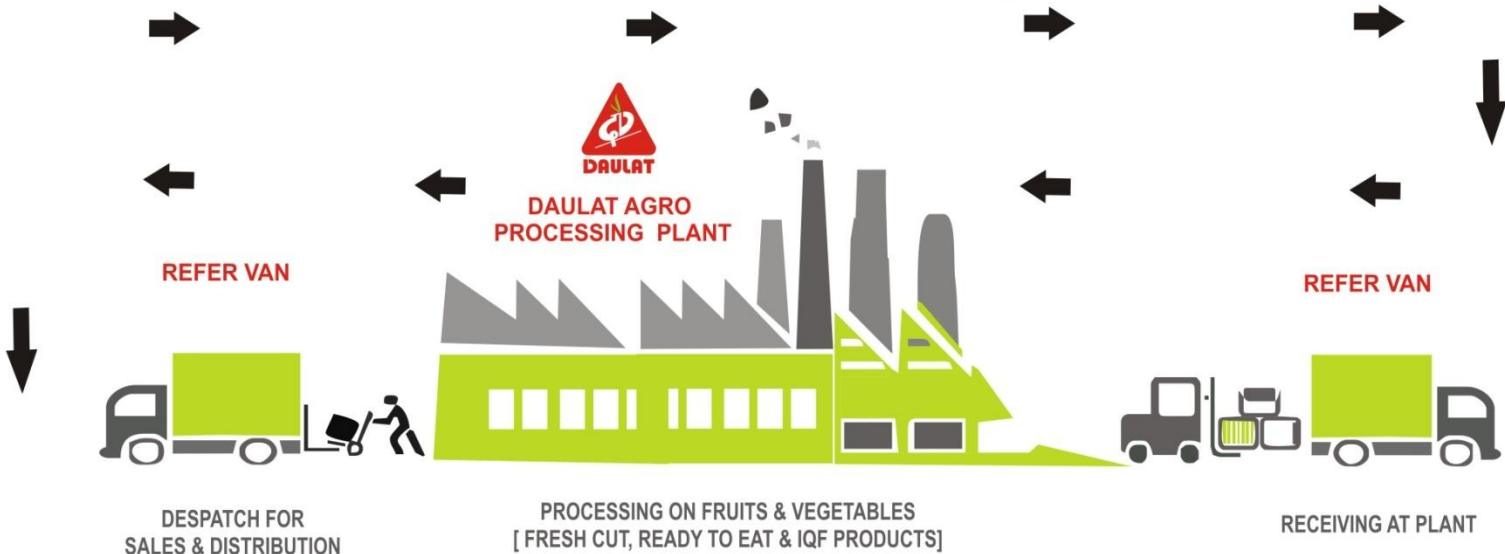
SORTING, GRADING, CUTTING, WASHING,  
PRE-COOL, & COLD STORAGE

## REFER VAN



TRANSPORT TO PLANT

# PROCESSING



# MARKETING



## REFER VAN



BULK & RETAIL  
DISTRIBUTION

## RETAIL KIOSKS



RETAIL OUTLETS  
IN SOCIETIES

## HOUSEHOLDS



DOORSTEP DELIVERY



IQF & READY TO EAT (FROZEN)  
PRODUCTS

DOMESTIC BULK

DOMESTIC RETAIL

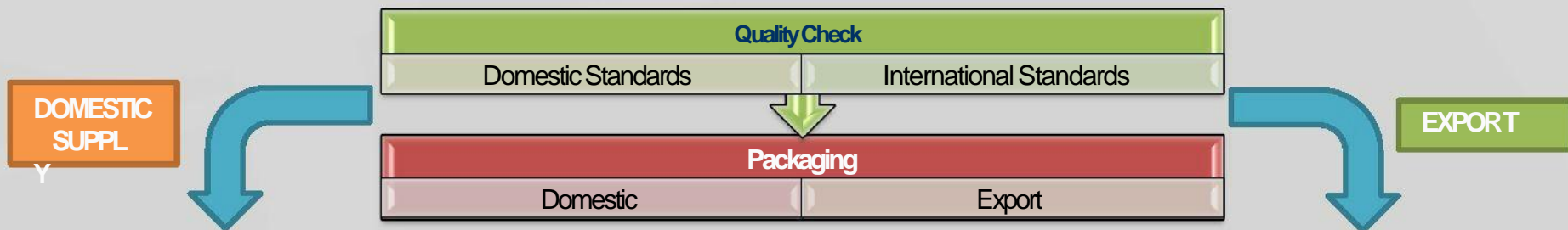
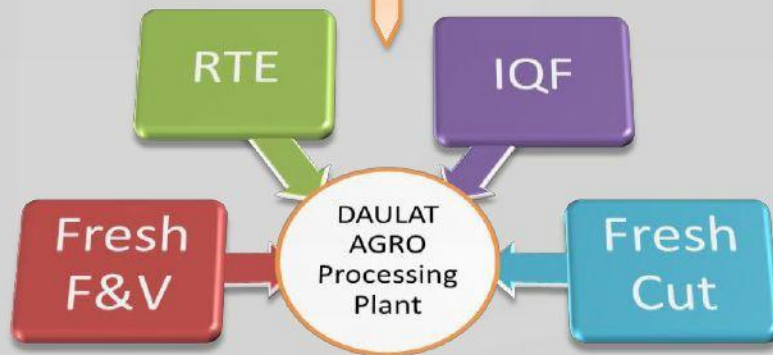
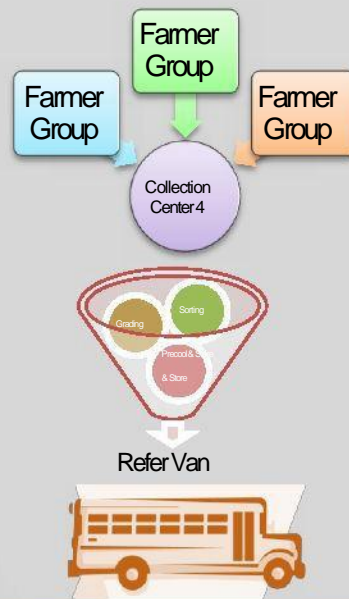
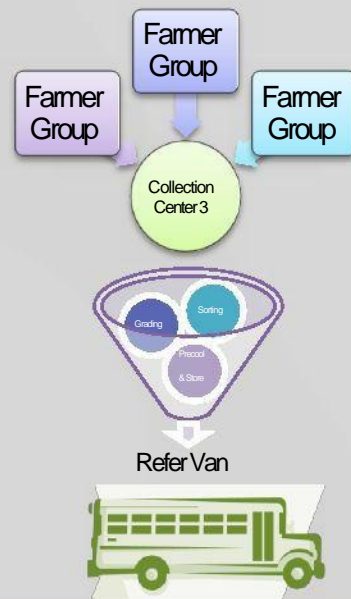
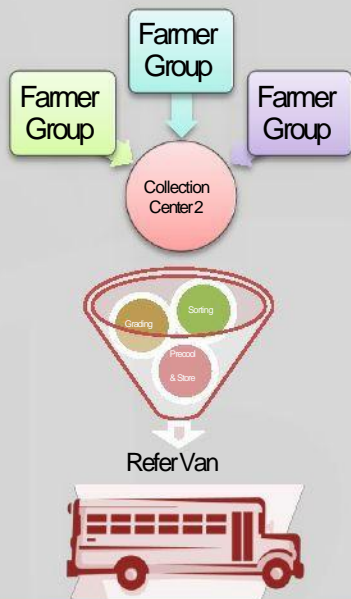
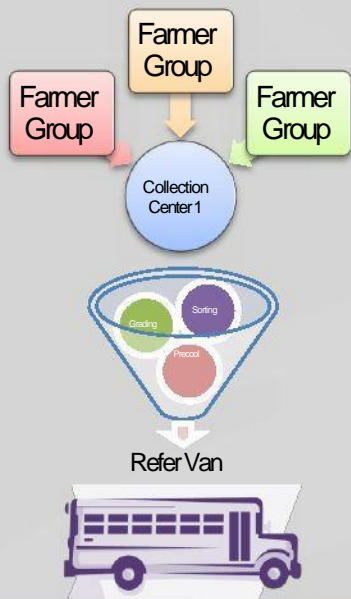
EXPORT SALE

# SEED TO SPOON

## The Process Flow











DOMESTIC SUPPLY



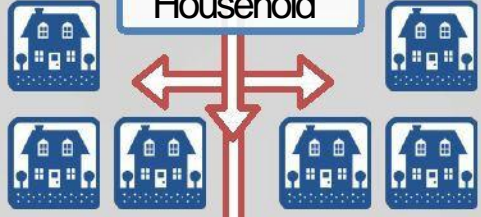
EXPORT



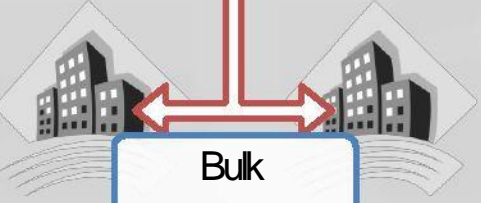
Cold Store  
1



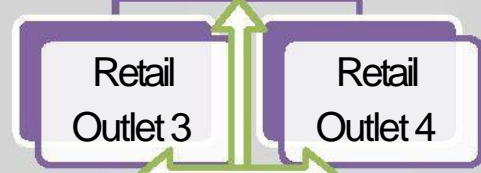
Household



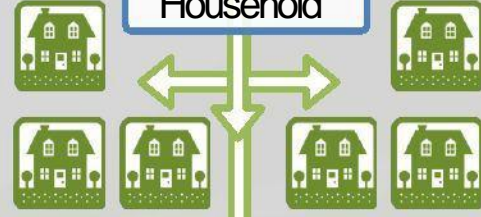
Bulk  
Customer



Cold Store  
2



Household



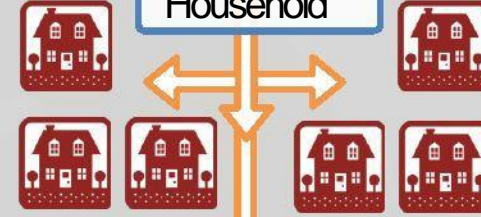
Bulk  
Customer



Cold Store  
3



Household



Bulk  
Customer



# Target Customers

## Individual House Hold :

- ✓ Major townships
- ✓ Housing Societies in Metros
- ✓ Working couples & bachelors

## Bulk Sale :

- ✓ Canteen (Industrial, Educational, Hospitals etc.)
- ✓ Caterers (In-house, Outdoor, etc.)
- ✓ Star Hotels and chain of Restaurants
- ✓ Indian Armed Forces (Army, Navy, Air Force)
- ✓ Merchant Navy
- ✓ Border Security Force
- ✓ North Eastern Remote States
- ✓ Foreign Buyers



# Procure | Process | Supply

## Procurement sources :

Direct contract with more than 5000 farmers in different locations near AhmedNagar, Pune, & Nashik (Maharashtra).

## Cultivation :

We are closely monitoring selected cultivated areas, variety of fruits & vegetables, and cultivation processes followed by farmers.

## Harvest :

Daulat agro is consulting farmer on Best Harvesting techniques and practices to obtain best quality.





# Procure | Process | Supply

**Daulat Agro (I) Pvt. Ltd.** has establishing collection centers at various locations in many villages, this reduces logistics cost & time of farmer.

Farmers bring their farm produce to nearest collection center where the produce is sorted & graded. Special care is taken when weighing is done to ensure accuracy.

This produce is delivered to Processing plant in crates having barcodes to determine each specification of the produce.

**To ensure our promise of top quality, hygienic products and convenience to customers, we have procured High standard equipment from different parts of the world.**

**Processing:** Fully automated machines, for slicing, dicing, and cutting in various shapes

**Transportation :** Raw goods are delivered either by freight forwarders or directly delivered by the farmers themselves.

**Sanitation :** Hygienic products is a main focus & an important aspect of any production process. Our specialized sanitary team ensure sterile environment is maintained.

**Storage :** 1.5 acre sterile storage room with storage capacity 2000MT

Semi processed & finished products are stored as per norms of FPO & HACCP standards.

# Quality, Hygiene & Grades

- ✓ **Quality control** is not just a process but a uncompromising commitment of a good company.
- ✓ **International standards of quality and hygiene** is maintained not just at the initial stage i.e procurement of raw materials but till the final stage of packing, storing and dispatch.
- ✓ All the products undergo strict quality test which ensures uniform & consistent quality **QA-Quality Assurance** guidelines are set at highest level.
- ✓ Strict Implementations of **Hygiene, Sanitation**, and other concerned **food safety norms** in the plant & process channels.
- ✓ **(MRL) Minimum Residue Level** are checked at the time of Harvest.
- ✓ Waste and garbage is eliminated at collection center & convert this organic waste to useful manure.
- ✓ **Optimum space utilization** (Inventory management).
- ✓ Grading system ensures exact usage metric & **High Accountability**.





# Storage & Transportation

The company has established **cold storage collection centers** for Vegetables / fruit for harvests from Ahmednagar, Pune & Nashik district.

The company has also invested in **Pre-cooling mobile centre, Refrigeration Van, CA, MA Chambers** for Fresh Vegetables and Fruit handling.

The Value addition plant is equipped for **Grading, Sorting, washing, Storage/Export and preliminary processing** of fresh vegetable for up to 3200Mt/annum.

**GPS monitored vehicles :** The delivery can be tracked real time, this remphasizes on our promise of customer satisfaction and flawless process planning.



# Production & Supply Capacities

Final products are checked & verified by our dispatch division staff, Container loading takes place upon submission of valid certificates & due check list.

## Supply Capacities :

- ✓ Ready to Eat [RTE] - up to 5 tonnes per day.
- ✓ IQF - Up to 30 tonnes per day
- ✓ Fresh Cut Vegetables & Fruits- 50 tonnes per day.
- ✓ Pastes (Ginger, Garlic) & Ketch ups- Up to 15 tonnes per day.

(All above figures may vary according to availability of resources  
& other important constraints of production)

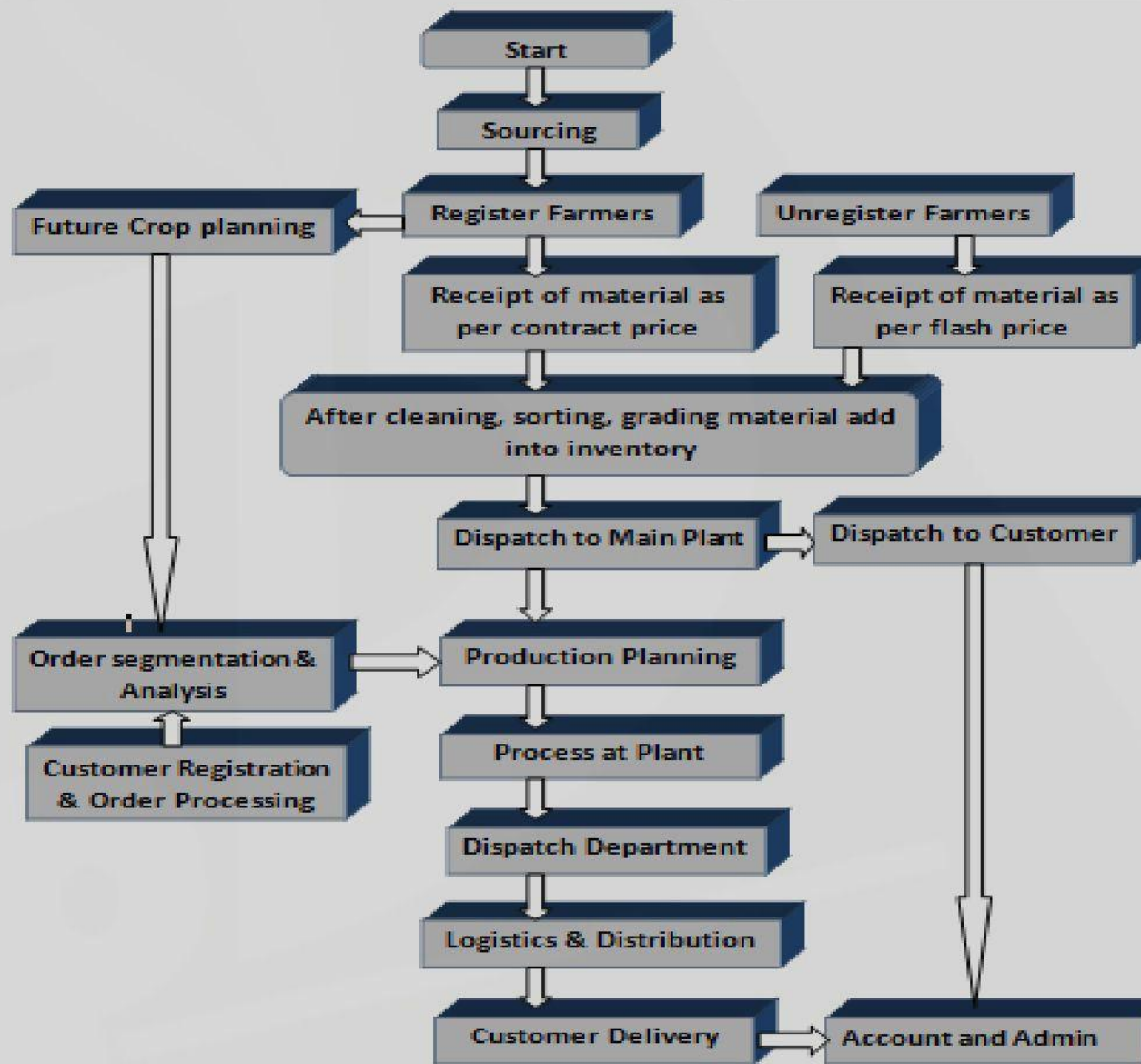


# Information Technology

Without the support of Informational technology no industry can sustain. Daulat agro understand this and has focused in IT to develop customized solutions at every stage.

- ✓ **ERP System** : Customized process automation software.
- ✓ **CCTV** at plant for safety & quality. Export/Abroad clients can visit the plant online which maintains transparency in business practices.
- ✓ **Computer systems with internet facility** at Collection centers & distribution centers.
- ✓ Comprehensive trendy **E-commerce portal** for online Sales
- ✓ Adaptation of **SKU**- stock keeping Unit system (**Bar-Coding**) at source as well as distribution.







# FARMERS : THE SOURCES

# PROBLEMS

- ✓ **Subsistence farming** (Only for bread & butter).
- ✓ Structure of **land holding** : The share **Small & marginal farmers** in land holding were **83%** in year 2011. (IGIDR report, 2012).
- ✓ Produce wastage at farm level.
- ✓ **Before harvesting** the crop losses could be with pest, birds, rodents and wild animals and the natural disasters also can cause for crop damages.
- ✓ **Post harvest losses** : Dehydration loss, quality deterioration during transportation etc.
- ✓ **Macroeconomic fluctuation** :
  - Irregularity in Demand & supply,
  - Price fluctuation, (Auction System)
  - Inflation, etc

# Contract farming with Daulat Agro

- ✓ Contract farming is facilitating transformation from **subsistence to commercial farming**.
- ✓ Contract farming has a potential to help the small and marginal farmers overcome constraints in accessing **inputs, credit, extension and marketing**.
- ✓ Food processing **increases vegetable life up to one year**.
- ✓ Also we encourage **precision farming practices** throughout the farmers which help to reduce losses and also integrate regular supply.
- ✓ Enhancing assured market & promotes **price stability with higher returns**.
- ✓ As we know the exact demand in the market for a product, we can **plan the planting** of fruits & vegetables with help of ERP system for 10,000 farmers & for 40,000 ultimate consumers in start phase, (and could be increased maximum in future as & when required.) which determines the stability in demand & supply.



# 'Daulat' for Farmers

## ✓ **Daulat Agro - Farmer :**

Direct purchase agreements.

Direct approach to individual as well as group Farmers.

No outside party or mediator involved.

## ✓ **Stable Income through fixed rate policy :**

Daulat Agro offers fixed rate scheme for agro-produce.

On that basis farmers may plan his production (farming).

## ✓ **We purchase Each variety & quality of produce :**

Farmers need not to worry about varieties & grades of quality which they produce. As we have different product lines (Fresh, Fresh Cut, RTE, IQF) as well as different customers with distinct requirements (Households, Caterers, Hotels, Armed forces, Hospitals, Canteens, Schools & Colleges, etc.)



# 'Daulat' for Farmers

## ✓ Freedom from long distance transportation & Heavy costs:

Collection centers located in different villages help farmers to save time & cost involved in transportation from farm to cities.

Farmer gets more time to devote it in his farm as he doesn't have to worry about transport & sales.

## ✓ Systematic Sorting, Grading, & Weighing process :

At collection centers, experts for sorting and grading are available to ensure fair & best practices.

Computerized weighing & bar coding system helps to maintain accuracy in stock at each location, throughout the process.



# 'Daulat' for Farmers

## ✓ **Farmer Field School - FFS :**

Experts of Daulat Agro provide technical guidance & practical knowledge at FFS to improve efficiency and yield. We keep farmers updated with modern techniques & innovations around the world. Practical knowledge is must, which is provided periodically.



## ✓ **Encouragement to Group & Contract Farming :**

We believe in unity. Teamwork gives best output in any case as compared to individual efforts.

Daulat Agro hence encourage group farming among farmers. Contract farming ensures quality, variety & better rates for each produce.





# 'Daulat' for Farmers

## ✓ Employment schemes for farmer and his family :

Farmer's major support is his family. Not only his farm but his family should grow & earn for themselves.

Daulat Agro provides employment opportunities in **own plant** as well as assist to connect with other employment options in **industry** as well.

Special focus is kept on **Women Empowerment** which is always considered at each level of planning. Various programs to educate, employ & empower them are organized which encourage them to grow & create an identity in the society.



## ✓ Support to start & grow side businesses :

**Natural conditions** & other constraints are not always favorable for farmer. One should always look for **additional source of income** as well.

We **develop entrepreneurs** among farmers and encourage them to diversify their resources in different business opportunities such as **Dairy, Poultry, Bakery, Agri-clinic**, etc.



# 'Daulat' for Farmers

## ✓ Overall standard of living development :

Our fixed rate policy assures stable & consistent income to the farmer. Standard of living of the maximum farmers, is not that high as compared to their hard work, investment & efficiency in work.

**We at Daulat Agro, are consistently concentrating & working on this aspect of the farmers.**

## ✓ Loyalty programs benefits :

Daulat Agro is in process to make official associations with various firms, organizations & business houses. The purpose is to run a loyalty program for farmers, members of Daulat Agro so that they can avail benefits from those associates.

These associations could be with-

**Hospitals, Seed & Fertilizer supplier, Animal Doctors, Hotels, Vehicle dealers, Education Institutes, Farm/Agriculture equipment's suppliers etc.**



# 'Daulat' for Customer & community

Our efforts have dual benefits for both Customers and community

## A win situation

- ✓ Reduce your current transportation cost with our doorstep delivery service.
- ✓ Minimize wastage of vegetables & fruits with our fresh cut, assorted & processed products. Increases yield ratio for corporate customers & restaurants
- ✓ Reduced labour cost and time. (logistics, sorting, cutting, cleaning)
- ✓ Saving water - Our ecomatic process can save more than one lac liters every day. Complete hygienic products suitable for the modern lifestyle
- ✓ Strong procurement network & company owned cold chains ensures availability of all fruits & vegetables irrespective of seasonal demands.
- ✓ Quality of fruits & vegetables as per requirement.
- ✓ Competitive & consistent rates.
- ✓ Periodic Agreements to ensure quality & regular Supply.





# 'DAULAT' for Suppliers & Vendors

## New challenges & opportunities :

This project is unique in its ideology and competes with global market in process adaptation. It requires comprehensive **planning and a strong foundation**. Daulat agro understands this and has focused to associate itself with **industry experts** right from the ideation phase till date.

Daulat agro believes in **transparent business policy** towards stakeholders, business partners, Suppliers and vendors.

The supplier and vendors are treated with **utmost respect just as the end customer**.

- ✓ We believe organic growth is only possible when the support system grows together.
- ✓ We ensure our suppliers and vendors **grow with us**.



# Special Credits

The real difference between success and failure of a new business concept can be traced to the question on how it receives support and encouragement of the Government and allied bodies.

We heartily thank and welcome these authorities towards an effort that will benefit the society at large.

Daulat Agro family is thankful to the '**Agriculture Department**' and '**Maharashtra State Agricultural Marketing Board**' (MSAMB) for contributing positive efforts towards the revolutionary step taken for welfare of the society!

**Here we request & propose respected Government Authorities to consider the project under PPP model.**



# Reach | Contact | Enquire



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# DAULAT AGRO PRODUCT LIST



**IQF Sweet corn**



**IQF Cut Okra**



**IQF Green Peas**



**IQF Mango Dices**



**IQF Carrot Dices**



**IQF Strawberry**



**IQF Kiwi**



**IQF French Bean**



**IQF Onion Dices**



**IQF Green Capsicum**



**IQF Carrot Slice**



**IQF Cauliflower**





**Aloo Paratha**



**Paneer Paratha**



**Veg Burger**



**Corn Cheese Nuggets**



**Cheese Finger**



**Breaded Corn & Cheese Ball**



**Corn Samosa**



**Punjabi Samosa**



**PANEER CHEESE PARATHA**



**Veg Spring Roll**



**Garlic Naan**



**French fries**





THANK YOU

