



## BHARAT CEREALS PRIVATE LIMITED

BASMATI IS THE

*Heritage*  
OF BHARAT

Elevate  
your meals with  
**BCPL**





# Basmati Continuing The Indian Heritage of AROMA & TASTE

The origins of Basmati rice can be traced back to the Indian subcontinent, specifically the Himalayan foothills. The name "Basmati" is derived from the Sanskrit word "Vasmati," meaning "fragrant" or "perfumed." For centuries, Basmati rice has been cultivated in the Indo-Gangetic Plain, where the unique combination of soil, climate, and water creates the perfect conditions for its growth.

Basmati rice is an integral part of Indian cuisine, renowned for its distinctive nutty flavor and aroma. This long-grain rice has been a staple in Indian households for centuries, and its popularity has only grown with time. The grains of Basmati are longer and free flowing when cooked rather than being sticky.

Basmati rice has fantabulous qualities that make it unprecedented and different from any other rice. Its elegance after cooking makes it a rare delicacy. For centuries, pulao and biryani have been global choices when 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

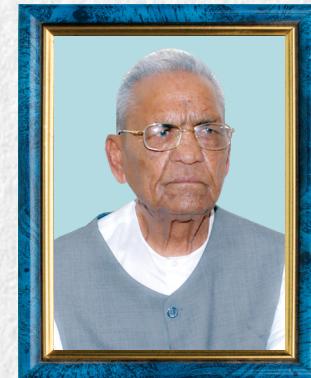
foothills of Himalayas and fed by under ground pious water of northern India, thrived under the specific conditions and temperature of day and night. Its delicacy is the reason why it's crowned the king of rice.

Basmati rice is unforgettable in taste, delicacy and aroma making it the splendor of the global palate. After tasting our Basmati, no global plate would like to miss it. Incredible India's yield provide sun bridled joy with in her ited natural fragrance in it. It would not be exaggeration to call it the queen off fragrances. Basmati rice has a fine perfumed flavor with long and sleek grains. its perfumed kernel-like flavor and odor can be attributed to the fact that the grain is ripened to diminish its moisture content. When it becomes fit for human consumption, it swells only length wise, resulting in long, slender grains that are a rid, split and feathery. Basmati rice is no doubt unbeatable in competition, stands at its unique and unprecedented place forever. Love for delicacies, aroma and taste prompted our company to enter the Basmati market.





# Let's Get Introduced to A Dynamic Organization



**Late Sh. Panna Lal Gupta Ji**

Only few in millions can have a clear vision and can visualize a crystal-clear picture of the future.

**Late Sh. Panna Lal Gupta Ji** was gritty to provide the eminence in the quality of rice to the common man on an affordable price. His dreams flew on the plumes of reality in the year 1969 with the emergence of Bharat Rice and Oil Mills which later evolved into Bharat Cereals Private Limited (BCPL) in the year 2010 with a state-of-the-art factory situated at (Taraori, Karnal), just over 125 KM. from the capital of India withstanding the fact that Taraori, 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. Established in 2010, we've achieved remarkable growth with a turnover of figure of USD \$ 80 million in (2023-24). We beam with sheer pride to inform that our efforts were praised by government of India and we were recognized as a 3-star export house, a distinction enjoyed by a selected few in the country. At present, we are working on making ourselves more noted among prospective customers by consistently supplying enhanced quality of Basmati Rice and others.

BCPL is also bestowed with the internationally coveted **ISO 22000-2018, HACCP, GMP, Kosher, Halal & IPQC** for its unparalleled quality adopted at every stage of production.





# Board of Directors

## Vision

"To be a globally trusted leader in delivering premium-quality rice, fostering sustainable agriculture, and enriching lives through ethical trade practices and innovation."

## Mission

"To cultivate and deliver the finest quality rice, blending traditional practices with innovative techniques, while empowering farmers, and exceeding customer expectations globally."

**Mr. Gaurav Gupta**



**Mr. Sourabh Gupta**



**Mr. Rakesh Gupta**



**Mr. Pankaj Gupta**



## Management

**Specializations are explored and exerted in an unprecedented way**

A well-nit business works on the bases of the specializations and excellence of divergent members and works with their expert advice on all the matters right from rice cultivation to rice exports, as company comprehends that precision lies in mastering in one field not in being jack of all trades. We bloom under the ace advice of our founder **Late Sh. Panna Lal Gupta** and under the leadership of **Mr. Rakesh Gupta** (Chairman, BCPL), our efficient management including **Mr. Pankaj Gupta** (Managing Director- Sales & Marketing), **Mr. Sourabh Gupta** (Director- Purchase & Sales) and **Mr. Gaurav Gupta** (Director-Finance, Production & Planning) heads each and everything in an exemplary manner and manages responsibilities with great excellence that helped the organization to explore and make a flawless perfect company in an awesome way.



Brand building and innovation



Strengthening new-age business



Evolving a route to market



Optimising productivity to drive growth



Team Count 400+



Experience in Over 50 Years





## Infrastructure & R&D Facilities

Bharat Cereals Pvt. Ltd. Own a top infrastructure with innovative milling facilities. Organization possess automated processing plants boasting of 50 ton milling capacity per hour and it has attained many feather in its cap by serving superior quality of rice across the territory. Firm executes handling, de-husking, length grading, separator and a host of other processes in-house for enhancing quality standards of it produce. Organization uses color sorter machines (which are five in number), with the packaging capacity of 60 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 rice with UTMOST Perfection. As this epoch is THE EPOCH of globalization. we motivate Our staff members to Attend different seminars and conventions world wide for keeping THEM abreast with latest developments and Technologies.





## **"NOT A Millimeter less than quality, is ACCEPTED AND Hygiene standards ARE TOO UNCOMPROMISED.**

At BCPL, quality is our top priority. We ensure that every step of our process from production to packaging, meets the highest standards of quality and hygiene. To guarantee the quality of our products, we carry out all operation, including packing, stuffing and fumigation in-house before export. This allow us to maintain complete control over the quality of our products.

At BCPL, we follow stringent hygiene standards from production to packaging. Our facilities are designed to ensure a clean and sanitized environment for processing and packaging our products.

We Source our paddy from certified and standardized supplier who are renowned for their excellence. We take extra care to store

our paddy in a controlled environment to prevent spoilage. We monitor temperature and humidity levels and regularly reshuffle our stocks to ensure that our paddy remains fresh and free from contamination.

Our packaging process is designed to ensure that every grain of rice is kept safe and sound. We use laminated, fabric and jute bags to package our rice, guaranteeing that our products reach our customers in perfect condition.

At BCPL, we are committed to delivering the highest quality products to our customer. Our rigorous quality control processes and attention to detail ensure that every product that leaves our facility meets our exceptionally high standards.





## Our Process

BCPL believes in offering its consumers the best because they deserve it. This is reflected in the sourcing process of Paddy, its selection, the manufacturing process, packaging and finally the distribution of the final product.

To ensure the qualitative delivery of the product all other operations such as: packing, stuffing, fumigations are carried out in house before exports, to maintain quality. Hygiene standards are followed from production till packaging.

**FROM PADDY TO PERFECTION**



**Research & Development**



**Advanced Processing & Milling**



**Paddy Sourcing**



**Quality Control**



**Massive Storage Capacity**



**Packing**



## Our Products

In addition to traditional Basmati, our organization offers a diverse range of rice varieties, including 1121, 1718, 1509 and Pusa Basmati, as well as short and long grain non-Basmati rice. We cater to various customer preferences by providing all type of parboiled (White Sella, Creamy Sella, Golden Sella), Steam and Raw rice in all varieties.

### Indian Basmati Rice

(White Sella, Golden Sella, Steam Rice)

1121 BASMATI RICE

1718 BASMATI RICE

1509 BASMATI RICE

1401 BASMATI RICE

PUSA BASMATI RICE

TRADITIONAL BASMATI RICE

### Indian Non Basmati Rice

(White Sella, Golden Sella, Steam Rice)

SUGANDHA RICE

SHARBATI RICE

PR11 RICE

IR64 RICE

### PESTICIDES Residue Free Rice

Experience the Purity of Nature in Every Grain Discover a healthier and more flavorful alternative to conventional rice with our **Pesticide Residue-free Basmati Rice**. Cultivated without harmful chemicals, our rice ensures a safer and more wholesome option for consumers.

Indulge in the superior flavor, texture, and aroma of our rice, carefully crafted to elevate your culinary experiences. Our commitment to quality is further underscored by our rice's traceability, which aligns with global regulations.





## OUR BRAND



EVERY  
NEEDS A **SPECIAL RECIPE  
SPECIAL RICE**



for online buying





## PRIVATE LABELS COMPLETE SOLUTION

To meet the diverse requirements of our national and international customers, we offer a range of packaging options. We provide packaging options ranging from 1 kg to 50 kg in laminated bags, fabric bags and jute bags. These packaging materials serve as a protective cover for our delicate rice products, ensuring that the goodness inside is preserved.

We specialize in offering comprehensive solutions to our valued clients for their Private Labels. With our extensive



experience and expertise in the industry, we take pride in assisting businesses to create and develop their own unique brands.

Our dedicated team is committed to providing end-to-end services that encompass everything from product sourcing and packaging design to quality assurance, ensuring that your Private Label products meet the highest standards.

Partner with us to bring your brand vision to life with our tailored solutions.

NON-WOVEN

JUTE

PP

POUCH

BOPP

JAR



Available in: 1 to 50 Kg.



## Media Presence & Exhibition



*The*  
**Saudifood**  
*Show*

 **WorldFood**  
Istanbul

 **AGRO PACK**  
IRAQ



*Gulfood*

   
**FoodAfrica** Cairo  
**Iran agrofood**  
agro

**INDUS**  
**FOOD**





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Scan for Location



Corporate Office:  
Pakhana - Nadana Road, Taraori-132116  
Karnal, Haryana, INDIA

**Global presence**  
**30+**  
**Countries**



# BCPL

Around The **World**



America



Australia



Austria



Bahrain



Belgium



Canada



Egypt



Israel



Jordan



Kuwait



Kenya



Libya



Lebanon



Malaysia



Philippines



Qatar



Saudi Arabia



Singapore



Syria



Sudan



Turkey



## Spreading its veins around the world

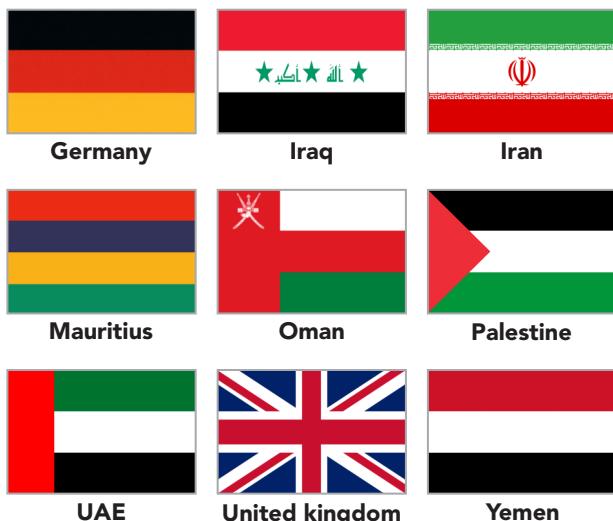
Bharat Cereals Private Limited continues to strive for excellence, driven by an unwavering pursuit of perfection. Our state-of-the-art manufacturing unit prioritizes hygiene at every stage, from processing to packaging.

Our company has carved a niche for itself in the export market, with our products being exported to numerous countries worldwide. Our export network spans across:

- Middle East: Saudi Arabia, Iran, Iraq, Qatar, UAE, Kuwait, Oman, Syria, Jordan, Lebanon and Turkey
- Asia: Singapore, Malaysia and Australia
- Americas: USA and Canada
- Europe: Various European Countries

Our rice products have gained worldwide recognition, satisfying millions of taste buds globally. We have won numerous admirers who appreciate the exceptional taste and enchanting aroma of our rice products.

**“Striving to attain excellence, by making Basmati more pious and hygienic with precision.”**



## Our Certifications



NPPO  
USA  
CHINA



## Our Membership



# BHARAT CEREALS PRIVATE LIMITED

AN ISO 22000-2018, HACCP & GMP CERTIFIED COMPANY

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Scan to Download  
Brochure PDF



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BHARAT CEREALS

Product Specification

