



**health mantra**  
NUTRITIOUS CHOICE FOR HEALTHIER YOU

**AROMA  
TASTE  
&  
QUALITY**

**DRIVING US  
TOWARDS PROSPERITY**



**BALAJI PULSES**  
Quality at its Best



### **Vision**

To bond people with common language of food best in terms of taste, quality, aroma & nutrition.

### **Mission**

To make India experience the true Indian flavours in its most authentic form that brings joy and happiness to the plates of all the family members.

### **Core Values**

We believe in treating our customers with respect and faith. We grow through creativity, invention and innovation. We integrate honesty, integrity and business ethics into all aspects of our business.

# COMPANY OVERVIEW

Welcome to the world of nutrition. Since 1985 we are engaged in processing and marketing of premium quality of pulses rich in taste, aroma and nutrition. We work tirelessly to process the raw pulse in the most possible natural environment to preserve its nutritional value. As the Indian agriculture changes, so do we. Openly. We do it for the farmers. For the people working for them. For ourselves. For the future.

We are into this field with its comprehensive infrastructural expertise to handle all kinds of pulses and cereals. Balaji Pulses provides full logistic support from procurement, quality control to guaranteed timely deliveries of products to different parts of India through a wide distribution network of regional offices nationwide.

Balaji Pulses is geared up to meet the challenges stemming from wide variations in quantity/ product range available besides broadening the commodity profile to ensure future sustainability of business growth.



# THE DIRECTORS



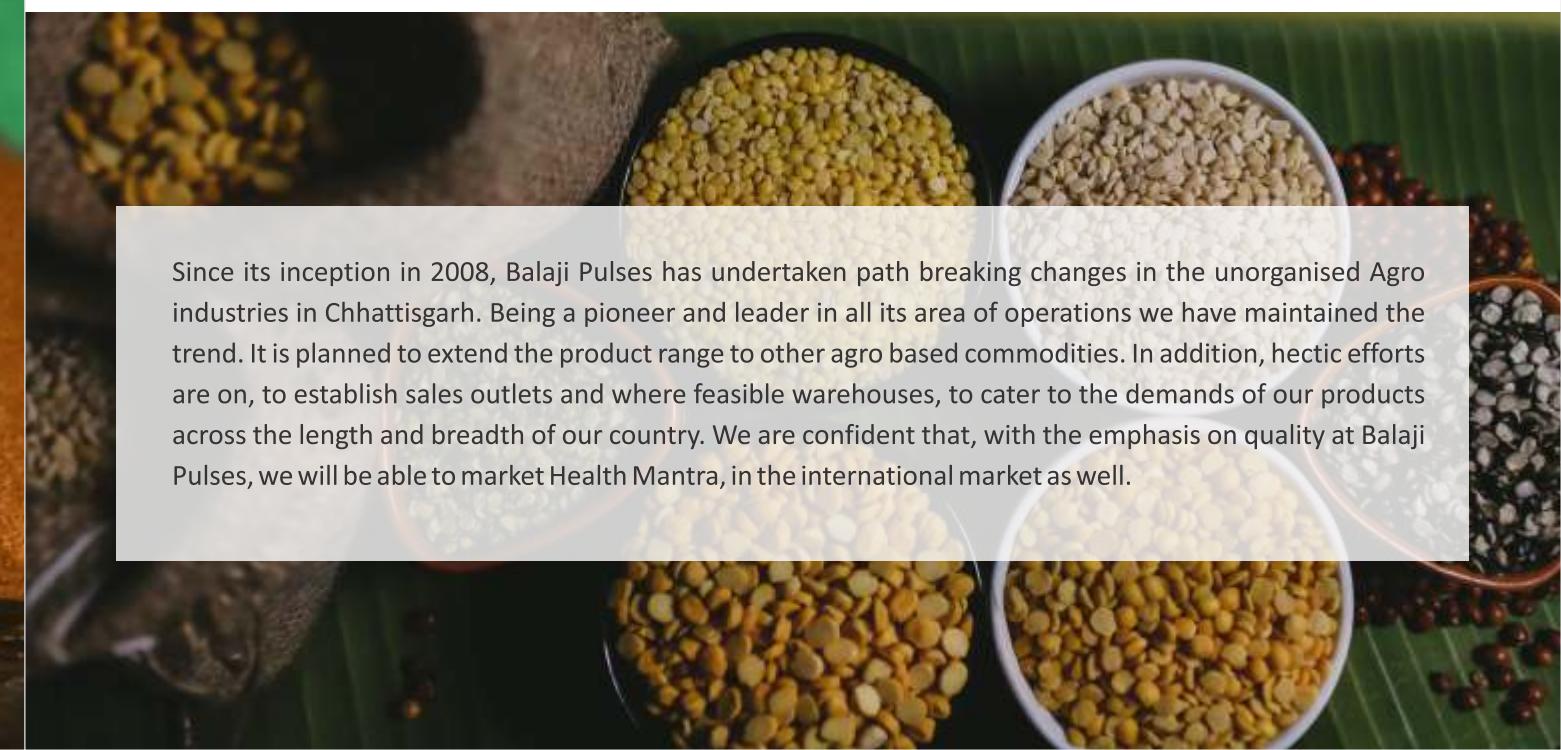
**Mr. Hemant Maheshwari**  
Founder of Balaji Pulses

The man behind the success story of BALAJI PULSES. He is the man who has inspired us to dream more, learn more, do more and become more. His unwavering determination has helped us achieve numerous benchmarks time & again.



**Mr. Pranay Maheshwari**  
CEO, Balaji Pulses

He acted as one of the major force in steering the company to the right direction. His efficient working mechanism has been one of the endeavor's to make our brand amongst the top. He says, "Being a customer oriented company, we have to focus on identifying, understanding & serving our esteemed clients".





## Rahar Dal (Toor)

Rahar Dal is one of our most demanded products which contains high proteins, folic acids, nutrition and extremely good aromatic taste and affirmative fragrance. It is well processed and adheres to the highest standards of quality in very pocket friendly price range.

Premium-quality dal having all natural, farm fresh qualities without added chemicals, polish or colors. It is cleaned and graded with Japanese Technology. **Packed in attractive 1kg, 5 kg & 25 kg packets** maintaining natural savour and taste.



## Urad Dal

We have a premium range of Urad. Under the supervision of experts, Urad is sorted & processed keeping it 100% natural with hygiene. With respect to its other features, this dal is low in fat, zero cholesterol and is an excellent source of protein and fiber.

We have made the use of technologically advanced tools and equipment in packaging of these pulses that ensure their reliability and longer shelf life. Our pulses are delectable and highly nutritious. Its nutritious value witnesses a large demand in market. **Available in attractive packaging of 1kg, 5 kg & 25 kg**

- Washed



## Moong Dal

We are having best quality of Moong grown in different parts of country. Moong Dal offered by us are processed without artificial ingredients in order to maintain the integrity of the food. Our customers can avail from us products at market leading prices.

Moong has great energy content due to its high protein value. It is easily digestible and is an important element for an optimum health. The premium range of moong dal offered by us are suitably packed so as to preserve the rich nutritional values and hygienically processed before finally delivered.

**Available in attractive packaging of 1kg, 5 kg & 25 kg**

- Washed



## Chana Dal

We are offering a wide variety of Channa Dal for our customers. Widely appreciated for its freshness, longer shelf life and optimum quality, this pulse is processed hygienically by our experienced workforce. Chana Dal have high nutritional value and is rich source of protein and other elements. It ensures maximum nutrition, presence of required vitamins and minerals and is free from any harmful chemicals. Available at a low price, our product has great market demands.

These are procured from reliable vendors, farmers and they are purified, cleaned hygienically and packed firmly to meet the quality standards.

**Available in attractive packaging of 1kg, 5 kg & 25 kg**



## PREMIUM RANGE OF PULSES FOR A GOOD HEALTH

### What Makes Us Special?

We focus not only on winning the trust of the end users but also the confidence of whole sellers & retail outlets. Processing & supplying premium quality products at reasonable price is our USP. By performing such functions, we have secured a recognized reputation in the market.

### Business Ethics

Being a professional entity, we operate our business on the grounds of morality and honesty. By strictly adhering to our ethical business practices, we ensure our customers can trust on us in every aspect-be it related to product quality or timely delivery or any other business deals.



## BALAJI PULSES

Quality at its Best

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