



*CONNECTING NATURE TO PURITY*

**Fortune Rice Limited**



# INTRODUCTION

We have dedicated ourselves to working with farmers closely at the ground level. This has helped us produce rice that is compliant with the stringent food safety standards of the European Union (EU), U.S and other countries across the globe. Our production model ensures that our products meet the highest levels of quality and safety standards for our discerning customers.





## MEET OUR LEADERSHIP



*Mr. Ajay Bhalotia  
Director*



*Mr. Dinesh Choudhary  
Director*



*Mr. Jai Kumar Gupta  
Executive Director*

Ajay Bhalotia is an exceptional leader, focused on fostering strong partnerships and driving growth. With a profound dedication towards building collaborative relationships with farmers, he works relentlessly to empower and uplift the farming community.

Dinesh Choudhary is a seasoned professional orchestrating financial success and operational efficiency of the company. With an eye for detail, he ensures the seamless integration of financial planning and production processes.

Jai Kumar Gupta comes with a wealth of experience and a keen business acumen, that drives strategic growth and expansion opportunities. His strategic insights optimise resource allocation and uphold stringent quality standards



## **OUR VISION**

To be the most admired company in the rice sector for its unwavering dedication to quality, purity & exceeding customer expectations.



## **OUR MISSION**

To deliver the pure Indian Basmati Rice to customers worldwide by working closely with farmers at ground level.



# KEY PILLARS OF OUR STRENGTHS

- Deep Collaboration with Farmers at Grassroots Level.
- "Championing Sustainable Agricultural Practices for a Greener Future".





# SUSTAINABLE AGRICULTURAL PRACTICES

- Providing AWD pipes (Alternate Wetting and Drying) technology. It saves approx. 20% water consumption in paddy fields Irrigation.
- Facilitating farmers with weather forecast stations. It helps to provide timely weather forecast information in advance to farmers.
- Providing Canal water measuring equipment to farmers to measure the canal water consumption in paddy fields.
- Providing Borewell/Tubewell water measuring meters to farmers to measure the water consumption in paddy fields.

All these instruments are with IOT based technology for giving online information to farmers.





# DRONE TECHNOLOGY TO OUR FARMERS

- Providing Drones to farmers to spray the pesticides in their fields
- This process is much safer for farmers in comparison to spraying pesticides manually.
- This method ensures that farmers are able to apply pesticides uniformly and efficiently across their fields.
- This method helps to reduce water consumption significantly by up to 80% in pesticides dilution in comparison to manual process.



# A TESTAMENT TO PURITY AND INTEGRITY

Our proactive measures reflect our dedication to supply safe & quality rice to our customers that confirm to international quality standards.

We only pack our rice for distribution after all the stringent checks at the farm level and our mill level are met. This ensures that consumers receive the best quality rice as per all international quality standards



# TOP LEVEL EXPORTER OF BASMATI RICE IN EU MARKET

Fortune Rice Limited proudly contributes to the EU market, capturing a significant share more than 10% of total Basmati Rice exports to EU from India.

This demonstrates our commitment to delivering the high-quality Basmati Rice that resonates with European consumers. Through stringent quality control measures and a focus on customer satisfaction, we have established ourselves as a trusted supplier in the EU market





## ENABLING END-TO-END RICE TRACEABILITY

Within our private Government-approved Mandi Yard, we diligently monitor the entire chain from paddy sourcing from farmers to rice supplied to our customers. Committed to upholding the stringent food safety regulations, we provide farmers with comprehensive agricultural inputs, including seeds, pesticides, bio chemicals and micro nutrients. Through this integrated approach, we ensure complete control over the quality and traceability of our rice, aligning with the rigorous standards.



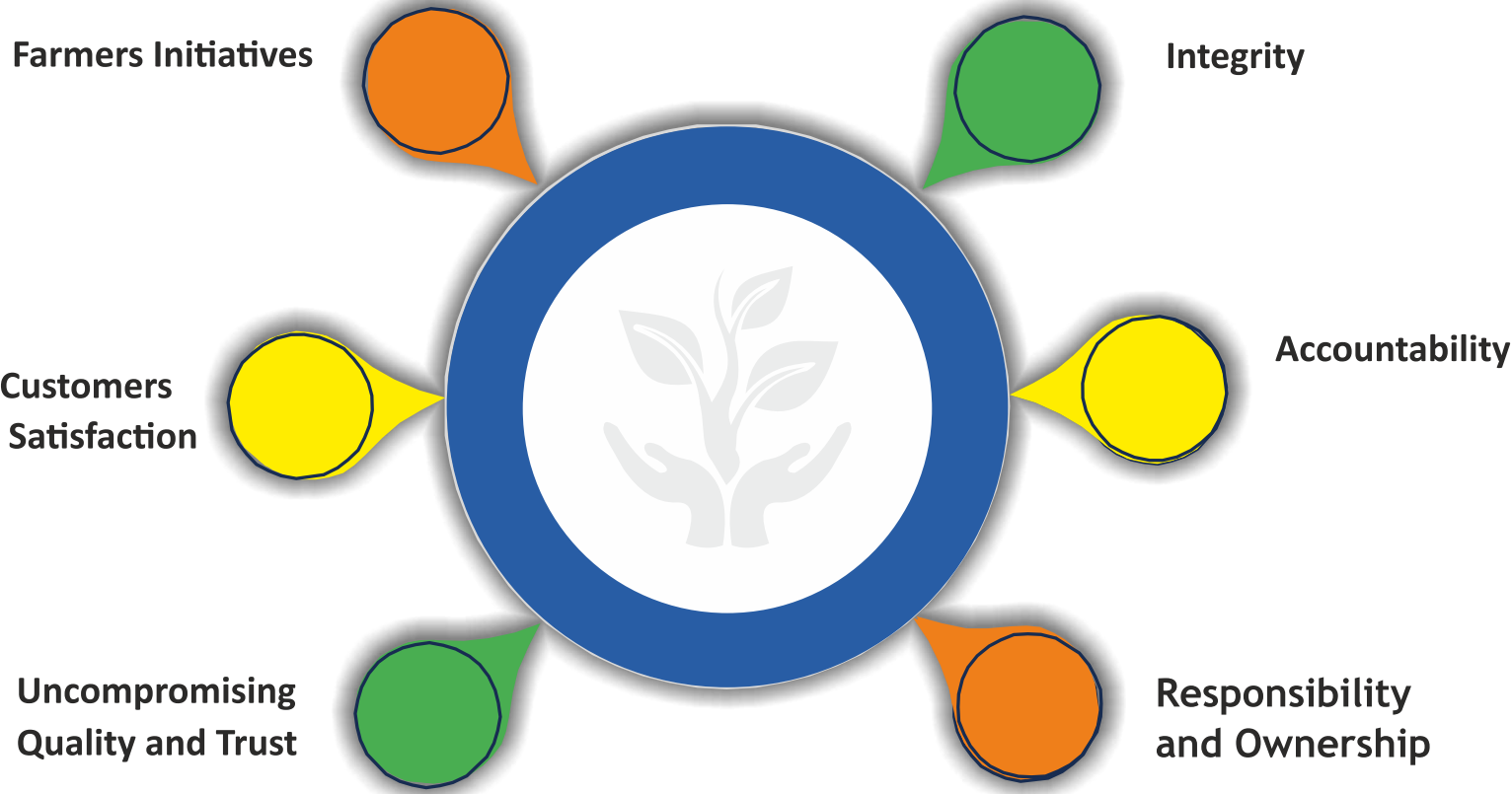
## OUR OWNED MANDI YARD & DISTRIBUTION OF PESTICIDE KIT TO FARMERS

Fortune is only the company in rice sector which one is providing such remarkable facility to farmers community. Fortune has it's own mandi yard, very close to our farmers fields. Fortune provides the genuine rates to farmers for buying their field produce and pay the crop amount to farmers within 72 hours of crop bought.

For judicious use of pesticides, we provide good quality pesticide material kit to farmers on very much subsidized rates to grow healthy and pesticide compliant crop.



# CORNERSTONES OF OUR CORE VALUES





# **STATE OF THE ART OUR RICE MILLING FACILITY**





# OUR PRODUCTS FOR DOMESTIC MARKET



# A STEP CLOSER TO NATURE- ORGANIC PRODUCE



With our dedicated sowing project (ICS), in-house organic rice processing operations, we maintain complete control over the entire organic rice supply chain. We ensure effective infestation control. Through these measures, we uphold our commitment to delivering premium-quality organic rice to meet the demands of discerning customers.











# CERTIFICATIONS & ACCREDITATIONS

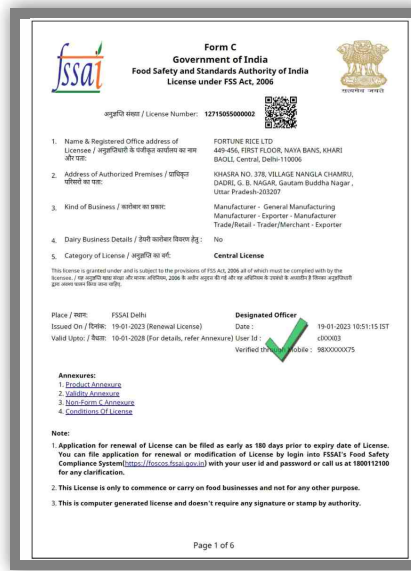
Our company stands proudly equipped with a comprehensive range of certifications and accreditations, setting benchmark standards in the Basmati Rice manufacturing industry. We have obtained numerous certifications that validate our commitment to quality and excellence, ensuring that our products meet the highest industry standards. With these prestigious certifications, we instill confidence in our customers, affirming our dedication to delivering exceptional Basmati Rice products that consistently meet and surpass regulatory requirements.



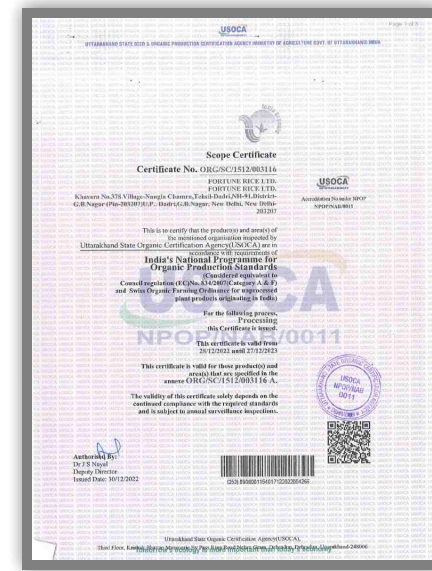
Two Star Export House



Food Safety System Certificate



FSSAI Certificate



Organic Scope Certificate





Committed To  
Serve Our  
Customers  
With Pure  
Basmati Rice



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**Fortune Rice Limited**

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