



LEELA FOODS
PRIVATE LIMITED

“ **EXCEPTIONALLY**
Good &
Healthy ”



What We Do.

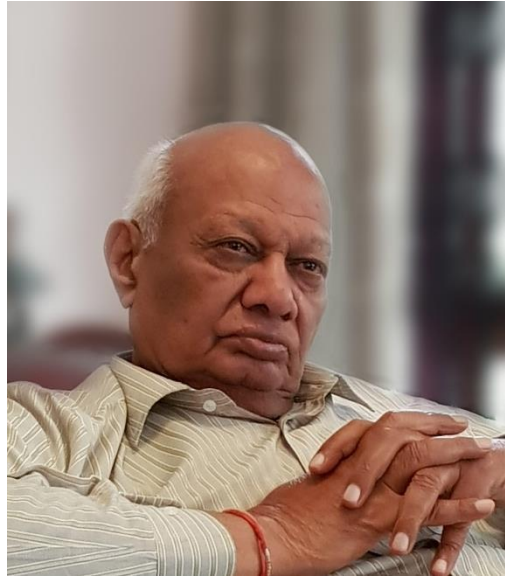
The company has a Roller Flour Mill and Atta Chakki Plant of 450 Tons per day capacity, at Food Park, Nimrani, District Khargone, situated on Agra-Bombay Highway around 100 Kilometre from Indore.

The unit produces wheat products such as Chakki Atta (Whole-wheat flour), Maida (Refined Flour or better known as All purpose Flour), Rava (Fine Semolina), Sooji (Semolina) and Bran (Cattle feed) to cater to the needs of Whole Sale and Retail in Indian & International Market. The required raw material is basically Wheat which is abundantly available in the region.

Intro.

**Krishan
Kr. Chharia**

MANAGING DIRECTOR



**Karan
Chharia**

DIRECTOR



**Dinesh
Chharia**

MANAGING DIRECTOR



MEET OUR T E A M

M/s Leela Food Private Limited is a private limited company incorporated in the year 2013. The promoters are perfect blend of extensive experience and young dynamic verve & enthusiasm. Having rich experience of commerce and trade running in blood as belong to age old Business family. Promoters have conceived the idea to cash in on their trade experience by going in for a Food Processing industry.

From Ground to the **GROUP**

Leela Foods is not just another flour mill, it is an innovator in what has been a traditional business. Driven by research and development and equipped with leading edge technology, we source only the best wheat available to produce just superior quality products, and so stand out as the premium wheat flour producer in the industry.



Our Values

QUALITY

Going beyond customer's expectations with our products and services.

COMMITMENT

Delivering on our promise to implement initiatives which will benefit our customers.



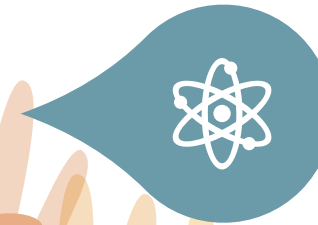
INNOVATION

Creative ideas to pave the way of our business growth and add value for customers.



INTEGRITY

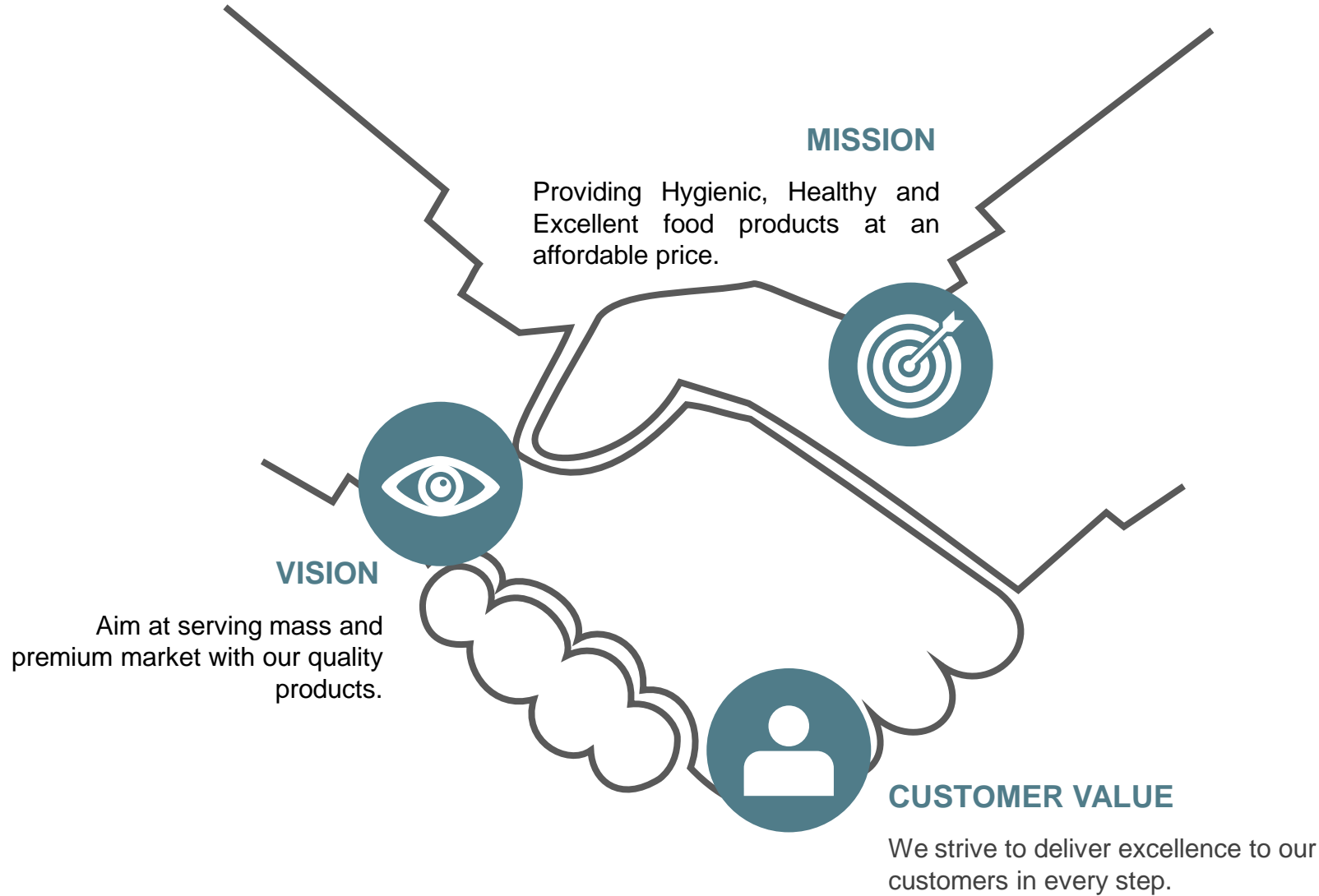
Honesty without compromising the truth and maintaining trust.



PASSION

Pulling our hearts and minds into our work with enthusiastic team work.





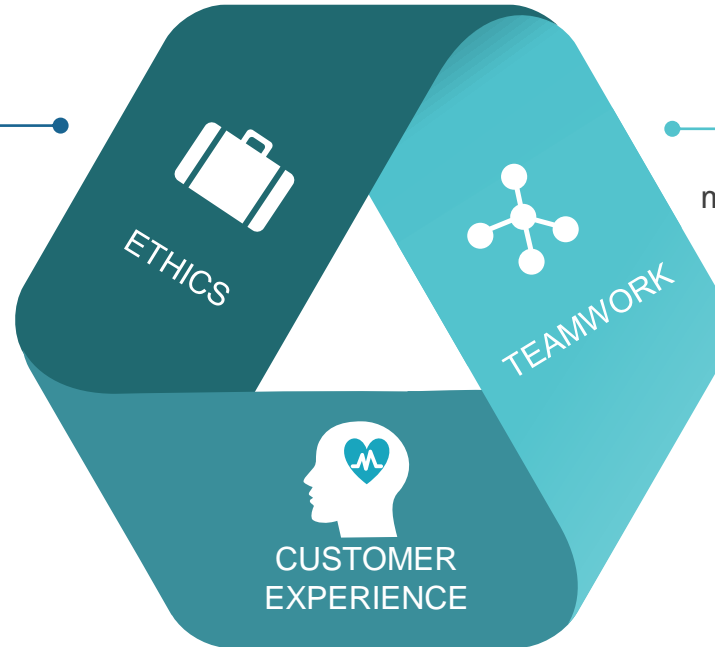
Strength

- Continuous availability of raw material, i.e. high quality wheat
- Latest Technology, automated plant.
- World-class quality and manufacturing excellence.
- Availability of low cost labor.
- Product affordable to all income groups.
- Strategic Location with logistic advantage.

Discipline is the bridge between Goals and Accomplishment.....

Ethics is the core value.

It guides all our actions and decisions.



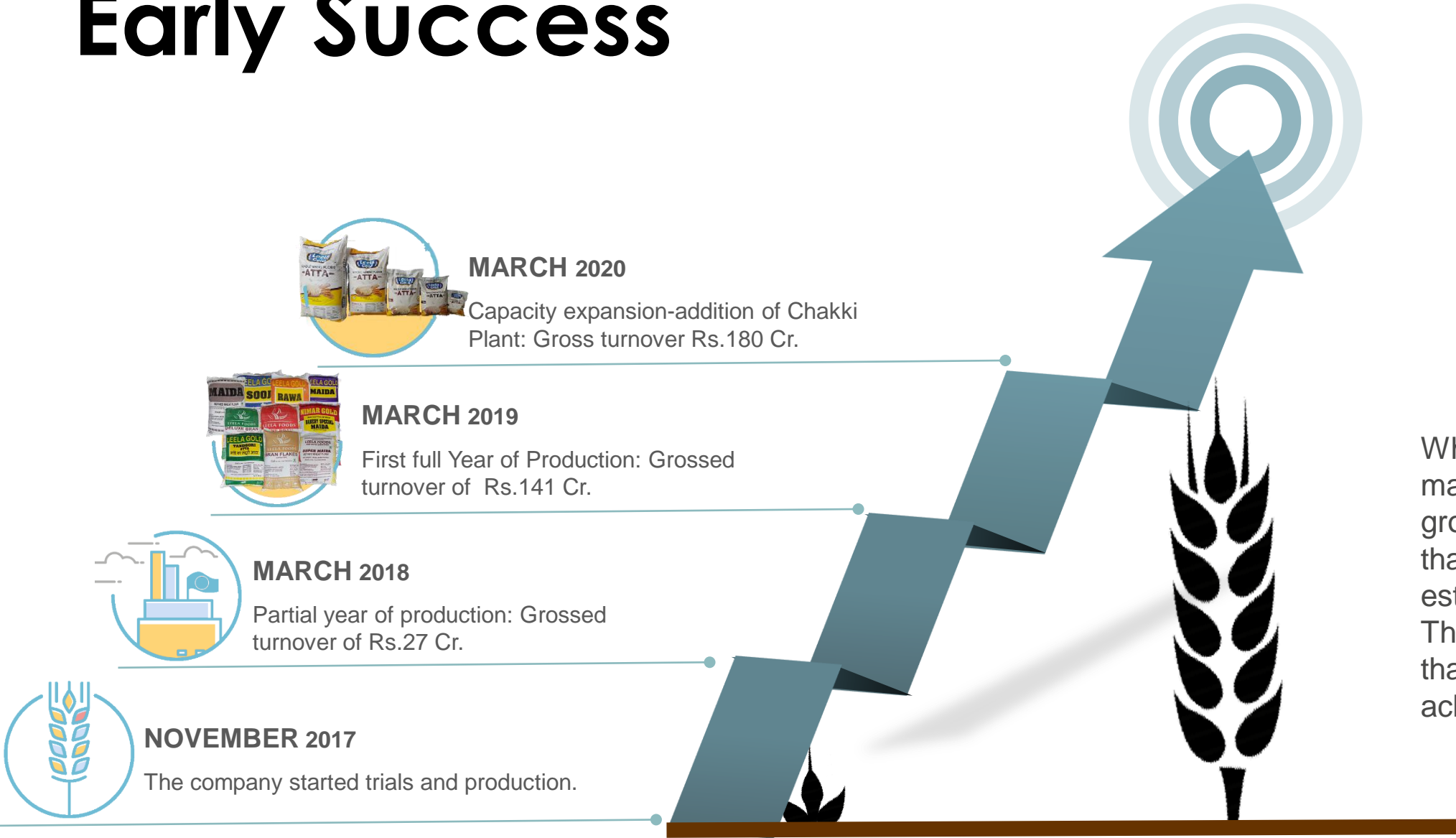
'Our people' are our extended family.

In this our critical asset is our people and we maintain training and support systems that generate pride in what we achieve together and the difference we can make.

Customer satisfaction is the key.

To make our vision reality, we must begin with the most important person, our customer. Each one is unique in their own way and we are continuously researching to learn where we can increase our engagement with them.

Early Success



While new to the market, Leela Foods is growing at a faster rate than any of the established competitors. This is a clear signal that our vision is achievable.



Distribution Network

- Strategic location is one of the essential factors to ensure reliability, sustainability and consistency in production and distribution.
- Leela Foods Pvt Ltd. Is located in Madhya Pradesh, which is in the heart of India.
- These key locations ensure efficient distribution to customers in India as it is positioned in the geographic and commercial centre.
- Distribution has been expanded to cover more and more cities which establishes Leela Foods Pvt Ltd. as a leading manufacturer in the wheat flour industry.

ATTA (WHOLE WHEAT FLOUR)

Traditional stone grinded Chakki Atta which enhances the aroma and retains authentic flavours along with nutritional value.



We have carved a niche for ourselves as a leading supplier of superior quality Chakki Fresh Atta. Stone milled, our flour is rich in digestive fiber, protein, vitamins and is easily digestible. Leela Gold wheat flour is processed in the most hygienic conditions using premium quality M.P. wheat. It is widely used by our clients for making extra soft chapattis and other dishes. We offer this Chakki Fresh Atta in convenient packagings at reasonable rates to our clients.

MAIDA (REFINED WHEAT FLOUR)

- Maida flour is finely-milled wheat flour variety which is used to make Indian breads such as paratha and naan. It is also used in Central Asian and Southeast Asian cuisine.
- Maida is a refined product of wheat. It is extracted from the inner white portion of the wheat after the outer brownish layer is removed.
- After the flour is ground in a flour mill, it is passed through a fine mesh (600 mesh per square inch) to obtain maida.
- Though sometimes referred to as "all-purpose flour" by Indian chefs, it more closely resembles cake flour or pure starch. In India, maida flour is used to make pastries and other bakery items such as bread, biscuits and Pasta.'



BRAN (CHOKKAR) CATTLE FEED

- Bran is the hard outer layer of grain and consists of combined aleurone and pericarp.
- Along with germ, it is an integral part of whole grains, and is often produced as a by-product of milling in the production of refined grains.
- Bran is widely used as a major component in foods for cows, buffaloes, goats, rabbits, guinea pigs, etc.
- Bran is particularly rich in dietary fiber and essential fatty acids and contains significant quantities of starch, protein, vitamins and dietary minerals.
- Bran is often used to enrich breads (notably muffins) and breakfast cereals, especially for the benefit of those wishing to increase their intake of dietary fiber.



RAVA / SOOJI (SEMOLINA)

- Husk removed wheat is ground to form rava, and used extensively in south Indian cuisine.
- In Karnataka and Tamilnadu, it is used to make Rava dosa, Rava idli, upma, khichdi, and also sweets like Rava Ladoo and Rava halwa also known as Rava Kesari.
- Bombay Rava is used in Southern parts of India to make delicious dish called upma. It is also used as an additive in some Dosa items, especially the Rava Dosa.



SPECIALITY PRODUCTS

Speciality flours developed for product specific needs.

TANDOORI ATTA

Flour specially designed for preparation of *tandoori roti* and large sized thin flat breads also referred as *manda / rumali roti*.



EXTRA BOLD SOOJI

Flour specially ideal for preparation of *khara bhaat* and *sheera*. Famous dishes of Southern parts of India.



LAND AND LOCATION

Leela Foods manufacturing facility is located on 5 acres diverted freehold land at Nimrani about 10km from Indore.

The location has good approach road in Food Park from Agra-Bombay Highway. There is labour, transportation, power and water resources in proximity. The area is logistically ideal to locate the unit



Quality



Compromise



QUALITY CONTROL

To ensure the highest standards to the finished products and maintain the quality, a laboratory is also instituted within the plant premises where a chemist is employed to check all the products during the process of manufacture by drawings, samples and also before they do to the market , he also checks the incoming wheat quality. The products are produced according to BIS standards





CLEANLINESS & HYGIENE



TOUCH-FREE PROCESS



*ADVANCED & FULLY
AUTOMATED PLANT*



*ENERGY SAVING &
ENVIRONMENT FRIENDLY*



*LATEST PATENTED TECHNOLOGY
FROM SELIS MAKINA, TURKEY*

PRODUCTION FACILITY

Technology is best when it brings people together

WAREHOUSE FACILITY

Storing With A Conscience

Company has an ultra modern integrated warehousing and logistical management system for storage and movement of the raw material from the market yards to the processing facility and for the finished products from the manufacturing facility to the buyers.



Environmental I M P A C T

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*The EARTH is what we all
have in COMMON...*

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- This project is environmental friendly. Government of India has classified this in Green Category of industries.
- The noise from the factory is very minimal.
- Solid Waste : NIL
- Liquid Effluent : NONE
- Air Pollution : NIL





Get In Touch

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