

The Legacy of Taste & Goodness

CORPORATE BROCHURE

Catering To The Taste Of India Since 1947

YEARS OF Trust & Legacy

The enriching 75-year-old legacy of the Jairaj Group reflects strong core values and unwavering principles passed down from generation to generation. We take immense pride in our heritage and continue to uphold the same values that have made us a trusted name in the industry.



"Don't just run after establishing business; there's a kind of peace which you can attain through business, try to achieve that."

- Shri Hirabhai Shah (Chokhawala) Founder - Jairaj Group

"उद्यमेन हि सिध्दन्ति कार्याणि न मनोरथै:"

JAIRAJ # OVER 75 YEARS OF AN EXPANSION STORY

1947



EMBARKED ON A BUSINESS JOURNEY

Founded in 1947, the Jairaj Group, under the visionary leadership of its founder, Shri Hiralal Dayalal Shah, has gone places. Over the decades, this enterprise has evolved to changing times, earning a reputation for its dynamic and forward-thinking approach. With a deep commitment to its core values, the Jairaj Group has sustained its legacy and set an inspiring example for future generations.



- A solid foundation of ethics and sound business practices
- · A brand synonymous with quality, authenticity and taste
- · Sourcing and providing the finest and most nutritious food products
- Assurance of the highest industry standards in authenticity, quality, hygiene and packaging

HIGHLIGHTS OF OUR JOURNEY

- Largest Sellers of Basmati Rice in India for 38 Consecutive Years
- · Catering to 450+ HORECA Clients
- · A Network of 25+ Distribution Channels
- Supplying 5000+ Retailers as Channel Partners
- · 3,00,000 Direct Households
- Over 6 million Indirect Customers





HUMBLE BEGINNING AT BHAVANI PETH, PUNE

A modest start commenced with a small Jairaj store located at Bhavani Peth in Pune, where the seeds of ambition and hard work were sown. From this humble beginning, the Jairaj Group's journey has been marked by resilience, turning challenges into opportunities and ultimately blossoming into a thriving conglomerate known for its commitment to quality and customer satisfaction.



To be a leader in the food distribution industry and the first choice of every household and hospitality business.

To develop pioneering brands that set benchmarks in terms of quality and excellence. To introduce our customers to global trends.

MISSION

To occupy 70% of every household kitchen with Jairaj products. To be a 'One-Stop-Shop' for all grocery needs and a cross-section of consumers.

To evolve as a state-of-the-art product and service provider. To ensure the growth of every stakeholder in the Company and the satisfaction of every customer.

CORE VALUES











OUALITY

SUSTAINABILITY

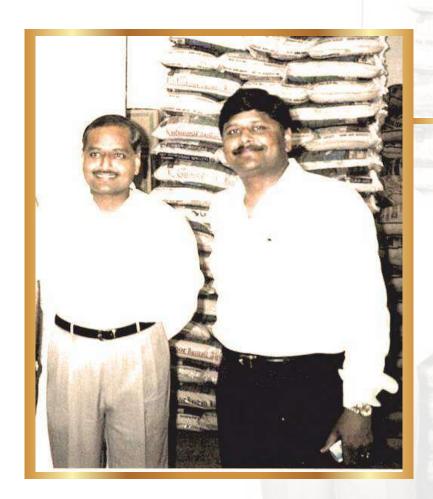
INTEGRITY

SERVICE

TRUST

Our core values are the strong pillars of our success. They are deeply ingrained in our culture and guide us in our operations. With a steadfast commitment to these values, we remain dedicated to providing outstanding products to our valued patrons.

(1975)



THE SECOND GENERATION JOINS HANDS

The second generation of the Jairaj family joined forces to carry forward the family's legacy. With their united vision and fresh perspectives, Mr. Rajesh Shah and Mr. Jayant Shah brought new vigour into the business, propelling the Jairaj Group to greater heights of success. This marked a pivotal moment in the company's history, ensuring its relevance and modernity.

TRAILBLAZERS OF CHANGE

Our Dynamic Visionaries



MR. RAJESH SHAH
Director

Mr Rajesh Shah, the custodian of his family's heritage, gracefully steered the company towards excellence through his profound dedication and keen business acumen in distribution and branding. He is also our CSR Guru, creating impactful philanthropic initiatives.



MR. JAYANT SHAH
Director

Mr. Jayant's innovation has empowered the Group to venture into the real estate and construction business as Jairaj Developers, a name trusted for quality and commitment.



MR. DHAVAL SHAH
Director

Mr. Dhaval strives to make the brand a one-stop solution and works towards directly taking the products to consumers through traditional mediums as well as futuristic and efficient online platforms. He has institutionalised people-friendly policies within the Group.



MR. MALAV SHAH
Director

Backed by his management background and global exposure, Mr. Malav gives crucial and ground-breaking insights. He works towards bringing newer changes and better developments in Jairaj Developers, the real estate wing of the Jairaj Group.



OUR PRODUCTS

Our Basket Of High-Quality Products Trusted By Millions!

Enriching Indian households with high-quality rice, dals, pulses, whole spices, dry fruits, cereals and superfoods is our passion.

Jairaj's products are trusted by millions because they are -

- · Sourced from the finest farms
- · Carefully processed to retain their nutritional value and flavour
- · Safe, wholesome and reliable



(1978)



A NEW BEGINNING AT A NEW SPACE IN MARKET YARD

The acquisition of a new space in Market Yard marked the start of a fresh beginning and a bold leap into a promising future. This result-oriented plan expanded the Jairaj Group's footprint and symbolised its unwavering commitment to growth and progress, setting the stage for a journey of even greater accomplishments and prosperity.





TOWARDS A CONSTRUCTIVE FUTURE IN REAL ESTATE

Taking a significant step towards a prolific future in the real estate sector, the Jairaj Group has expanded its horizon. This thoughtful decision exemplified the Group's foresight and determination to diversify and thrive in new domains, scripting a remarkable and value-driven success story in the real estate industry.

OUR GROUP COMPANIES



JAIRAJ & COMPANY

Providing over 150 premium rice varieties



JAIRAJ DEVELOPERS

Creating enriching lifestyles since 1988



HIRAJ SONS

Providing top-quality cereals, pulses and lentils since 1995



JAIRAJ FOODS

Providing top-notch products and services to HoReCa (Hotels, Restaurants and Cafes)



JAIRAJ AGRO FOOD PRODUCTS

Handling processing and packaging



JAIRAJ GLOBAL INC

Our global venture





"OUR PLANT " A Promise Of Quality

Our state-of-the-art plant is well-equipped with cutting-edge machinery and advanced technology. The skilled and dedicated workforce at the plant ensures that the production process is efficient and up to the best industry standards.



Sprawling, well-equipped 30,000 sq.ft. area



Accredited with
Plant Protection,
Quarantine & Storage
Certification

- · State-of-the-art machinery of reputed brands
- · Contactless process with no human touch ensuring complete hygiene
- Experienced and expert, wellbalanced team with female employees contributing to women empowerment



JAMNALAL BAJAJ AWARD FOR FAIR BUSINESS PRACTICES

The Jairaj Group received the prestigious Jamnalal Bajaj Award for Fair Business Practices in 1999. This recognition brought great delight and a profound sense of pride and validation. It affirmed the Group's steadfast commitment to ethical business practices and served as a testament to its enduring legacy of integrity and excellence.

OUR CERTIFICATIONS

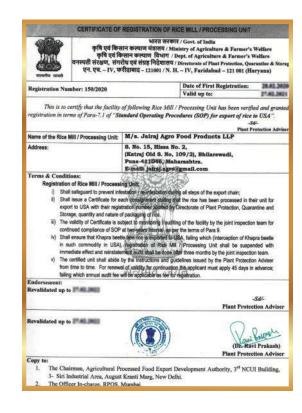
We Adhere to Global Quality Standards

Our stringent quality certifications guarantee the consistent quality of our products. Our certifications are a testament to our COMMITMENT to EXCELLENCE, ensuring that our customers receive the FINEST products.

We Keep Achieving New Pinnacles In Quality Excellence

We constantly review and enhance our processes and have a stamp of excellence-'Plant Protection, Quarantine & Storage Certification'.









THE THIRD GENERATION SET TO CONTRIBUTE

The Group stood on the threshold of a young perspective as the third generation of the family - Mr. Dhaval and Mr. Malav got ready to contribute their energy and vision. Their dynamism and determination marked the dawn of a new era, where the blend of tradition and modernity would drive the Jairaj Group towards even greater accomplishments as a forward-thinking enterprise.

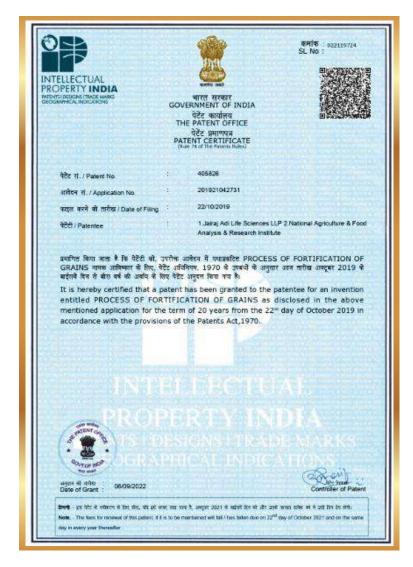
PATENT FOR FORTIFIED RICE

Enhancing Nutritional Quality For Public Health Benefit

- Fortification is the process of adding micronutrients, including iron, folic acid and vitamin B12, to rice. This intervention helps prevent, reduce and control micronutrient deficiencies.
- Jairaj Group and the National Agriculture & Food Analysis & Research Institute, NAFARI, have collaborated since 2017 to develop groundbreaking technology for fortifying food grains.
- · Jairaj Group has been awarded the first patent in India for the Fortification Of Grains. Through this patent, we aim to impact human health and well-being positively.
- The innovation and commitment of our research and development team has translated into a healthy solution that has the potential to be the answer to the issue of malnutrition.
- Equipped with the patent, we are ready to meet the global demand for fortified rice.







- · Proud to Support the National Objective
- Aiming to Make a Positive Impact on Human Health and Well-being



CARVED A NICHE WITH OUR OWN EXCLUSIVE RICE BRAND

In 2016, we carved a niche for ourselves with the introduction of our exclusive rice brand, showcasing our unwavering dedication and market acumen. This strategic move not only accentuated our robust market presence but also served as the epitome of our commitment to quality, innovation and a future of delivering exclusive and top-quality products consistently.

UR OVERSEAS BUSINESS



QUALITY SOURCING

- Extensive research and best supplier selection
- Assurance of excellent quality, fair pricing and certifications
- Dedicated sourcing team

DISTRIBUTION TO RETAIL STORES AND INSTITUTIONS

Distribution to retail stores and institutional clients builds our brand recognition and strengthens our market position.

END-TO-END PRIVATE LABEL DEVELOPMENT SERVICES

Our comprehensive private labelling handles the following aspects.

- Product Customisation
- Planning and Brand Design
- Legal Consultation and Services
- Customs Clearance
- Product Packaging
- Delivery and Completion



A FUTURISTIC INITIATIVE -A NEW AGE PROCESSING PLANT

Establishing a state-of-the-art Processing Plant was a defining moment. This strategic investment led us to the forefront of innovation, ensuring that our products and services continue to meet the highest standards of quality and efficiency. With this new facility, we ushered in a new chapter of growth and competitiveness, reinforcing our position as industry leaders.



JAIRAJ DEVELOPERS

Creating Real Estate Benchmarks

A trusted name in Pune's construction industry with over 40 years of experience, lifestyle creation, and design excellence.

OUR STRENGTHS







Quality Construction



Timely Delivery



Finest Specifications



Committed Team



Excellent Service





EVOLVING WITH TIMES WITH OUR E-COMMERCE VENTURE

Embracing the wave of technological progress, we are propelling ourselves into a techsavvy future through our ecommerce venture, highlighted by the recent launch of the Jairaj App. This strategic move amplifies our reach and reinforces our dedication to providing modern and convenient buying solutions to our retail buyers and distributors.



OUR CSR ACTIVITIES

Jairaj Group is a socially responsible enterprise and strives to give back to society for collective upliftment and empowerment. We are committed to the welfare of society and make regular contributions to various causes that add value to people's lives. Jairaj strives to make the world a better place.



















Welfare कतेव्य सेवाभाव Sustainable Kindness CARE भरोसा Care जिम्मेदारी

TRUST EMPATHETIC

























TOWARDS A BETTER TOMORROW



सेवाभाव TRUST

COMPASSIONATE

Sustainable HUMANITY Welfare

EMPOWERMENT CARE





HELP







YOUR SEARCH FOR A TRUSTED NAME IN FOOD PRODUCTS ENDS HERE

Let's Connect....

Our unwavering commitment to customer satisfaction and ethical practices has earned us the trust and loyalty of our valued clients and partners. We continue to evolve and remain dedicated to delivering the best, fostering long-term relationships and creating a positive impact in the community.

Join this remarkable journey of growth and success with the Jairaj Group.

Jairaj - Experience the Legacy, Quality & Expertise of Seven Decades









Scan to follow us on social media



Scan to check out our premium product range

530-31, Gate No. 5, Market Yard, Gultekdi, Pune - 411037, India Follow us: jairajgroup f jairajindia in The Jairaj Group

Call: 020-24270440/1/2 | e-mail: enquiry.jairaj@gmail.com Web: www.jairajgroup.in | www.jairaj.shop