

75  
YEARS OF  
*Trust & Legacy*



*The Legacy of Taste & Goodness*

PRODUCT CATALOGUE



*The Legacy of Taste & Goodness*

JAIRAJ GROUP

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Website: [www.jairajgroup.in](http://www.jairajgroup.in)

SCAN TO BUY JAIRAJ'S  
PREMIUM RICE, CEREALS, DALs,  
PULSES, DRY FRUITS, WHOLE  
SPICES & SUPERFOODS



FOR RECIPES  
AND FUN RICE FACTS,  
SCAN THE QR CODE







*The Legacy of Taste & Goodness*

Jairaj carries forward a rich, **75-year-old legacy** of taste and goodness. Our commitment lies in bringing the best, healthiest and nutrient-rich products to your table. As the preferred choice of our customers, we prioritize sourcing only the finest products, upholding the highest industry standards in terms of authenticity, quality, hygiene and packaging.

For generations, Jairaj's products have been an integral part of Indian households. Our **rice, dals, millets, pulses, whole spices, dry fruits, cereals and superfoods** are carefully selected from the finest farms and processed to retain their nutritional value and flavour. Our high-quality, wholesome and safe products have earned the unwavering trust of domestic customers as well as international markets.

Jairaj serves as a reliable partner for **over 5000 retailers**. Additionally, the brand directly **serves 3,00,000 households** and indirectly **reaches over 6 million homes**. At the core of our mission is a steadfast commitment to uplifting the Indian farming community. We achieve this by creating job opportunities and advocating for environmentally friendly farming practices.

Jairaj has become a reliable name that resonates with the broader community. As a company, **we are deeply dedicated to nurturing a healthier society**. Our wide range of products adds value and spreads joy while contributing to the pursuit of a more sustainable and equitable world.



## TRADITIONAL BASMATI RICE



## TRADITIONAL RICE

### *Supreme* TRADITIONAL BASMATI RICE GREAT TASTE • ELEVATED BY TIME

Experience the unmatched quality & taste of Jairaj Supreme Traditional Basmati Rice. Sourced from the fertile soil of the Himalayan mountains, our aged basmati rice is the best choice for any special occasion, elevating every dish to newer heights.



Available in 1Kg, 5Kg and 10Kg.



# Supreme

## TRADITIONAL BASMATI RICE BROKEN RANGE

Discover the unparalleled excellence and delightful flavour of Jairaj Supreme Traditional Basmati Rice Broken Range. Sourced from the finest origins, it boasts a distinct, softer texture, enhancing its ability to absorb flavours easily. This broken rice cooks faster, conserving fuel, and is ideal for rice recipes that require extended cooking durations.



Supreme Tibar 10Kg



Supreme Dubar 10Kg



Supreme Mini Dubar 10Kg



Supreme Super Mongra 10Kg



Supreme Mongra 10Kg



Supreme Mini Mongra 10Kg



Supreme Mini Mongra II 10Kg



# 1121 BASMATI RICE



## 1121 BASMATI RICE

**ROYAL**  
1121 BASMATI RICE

GOLD STANDARD FOR AUTHENTIC BIRYANI

Indulge in the epitome of royal luxury with Jairaj Royal 1121 Basmati Rice, featuring long, slender grains that are perfect for a feast fit for kings. This premium aged basmati is the gold standard for authentic biryani, with a perfectly balanced quality, taste, flavour and aroma.



Available in 1Kg, 5Kg, 10Kg and 26Kg.





## BROKEN 1121 BASMATI RANGE

Enjoy delicious rice porridge or other rice recipes prepared from Jairaj Broken 1121 Basmati Range. Acquired from trusted sources, this best-in-class rice has a softer texture and excellent flavour. It cooks fast, saves your fuel and gives you a delightful culinary experience.



Royal Tibar 10Kg

Royal Dubar 10Kg

Royal Mini Dubar 10Kg



Royal Super Mongra 10Kg

Royal Mongra 10Kg

Royal Mini Mongra 10Kg



## 1121 BASMATI SELA RANGE

Relish the rice delights with Jairaj 1121 Sela Basmati Rice. Every bite of this soft and fluffy rice is full of taste and health. The long-grain aromatic basmati rice is a favourite for its exceptional qualities, delightful taste, captivating aroma, and exotic flavour.



Royal Best Choice Sela 26Kg



Royal Super Sela 26Kg



Royal XXL Sela 26Kg



Royal Everyday Sela 26Kg



# 1121 BASMATI RICE



# 1121 BASMATI RICE

## NOOR 1121 BASMATI RICE

OUR FINEST BASMATI RICE FOR  
THE PERFECT BIRYANI

As a premium aged rice, Jairaj Noor 1121 Basmati is a perfect melange of quality and taste. Ideal for hotels and restaurants, this basmati is renowned for its fluffiness after preparation and its high yield, making it a popular choice among chefs.



Available in 1Kg, 5Kg, 10Kg and 26Kg.



# Shuddh

LONG GRAIN SLENDER RICE

TOP RANGE RICE AT EVERYDAY PRICE

Our Jairaj Shuddh Long Grain Slender Rice is a wholesome, long-grain variety that is perfect for everyday use. With its pearly, slender grains, this rice promises health and goodness with every bite.

Available in 1Kg, 5Kg, 10Kg and 26Kg.



# Khichdi Rice

COMFORT FOOD FOR YOUR SOUL

Jairaj Khichdi Rice is a nutritious basmati rice, perfect for health-conscious individuals looking to add more nutrients and fibre to their diet. Its superbly balanced taste and flavour make it a preferred choice and an enjoyable experience.

Available in 1Kg and 5Kg.



# Joy

LONG GRAIN RICE

DAILY DOSE OF HAPPINESS  
AT AN AFFORDABLE PRICE

Our budget-friendly Jairaj Joy Long Grain Rice is perfect for everyday use. With its amazing quality at the best price, this is one of the most popular rice variants offering a daily dose of essential nutrients.

Available in 1Kg, 5Kg, 10Kg and 26Kg.



# Rozana

BASMATI RICE

HEALTHY BHI AUR KIFAYATI BHI

Complete your meal with our Jairaj Rozana Basmati! This rice is perfect for your daily needs and has an impeccably balanced quality, taste, flavour, and aroma, making it a favourite basmati every family loves.

Available in 1Kg and 5Kg.





# BASMATI RICE RANGE





## REGIONAL RICE



## REGIONAL RICE

### Sarvottam Indrayani Rice

AROMATIC AND HEALTHY • PRIDE OF MAHARASHTRA



Indrayani Rice is the perfect choice for those looking to add some aromatic goodness to their meals. Sourced straight from the banks of the Indrayani river in Maharashtra, this long-grain rice will elevate any dish to newer heights.

Available in 1Kg, 5Kg and 10Kg.

### Sarvottam Ambemohar

KANN KANN MEIN SHUDDHATA KI MEHEK



Ambemohar Rice, a short-grained variety, will win your heart with its distinctive aroma and taste. Seeded in West Bengal and nurtured in Madhya Pradesh and Andhra Pradesh, this rice is a true delight with its fragrance of Mango Blossom. It has been an integral part of millions of kitchens for generations.

Available in 1Kg, 5Kg and 10Kg.





*Sarvottam*  
**Kali Mooch**  
HERITAGE IN EVERY BITE

The pure flavour of Kali Mooch Rice earns it the reputation of being the basmati of non-basmati rice varieties. Sourced from Madhya Pradesh and packed with nutrients and flavour, it enhances the deliciousness of your pulao. A hit with your taste buds!

Available in **1Kg, 5Kg and 10Kg.**



*Sarvottam*  
**Sona Masoori**  
SEHAT AUR BACHAT EK SAATH

Sona Masoori Rice is the perfect choice for those looking for a tasty yet healthy option. Sourced from Madhya Pradesh, Maharashtra, Gujarat and Andhra Pradesh, this rice promises taste, flavour and health.

Available in **1Kg, 5Kg and 10Kg.**



*Sarvottam*  
**Kalam Rice**  
TRADITIONAL & FAMILY VALUED GRAIN

Maharashtra's top choice for taste, Kalam Rice, is a must-try for those looking to add flavour to their meals. Sourced from Madhya Pradesh, Maharashtra, Gujarat and Andhra Pradesh, this tasty rice is part of the food heritage of millions of households.

Available in **1Kg, 5Kg and 10Kg.**



*Sarvottam*  
**Surti Kalam**  
A NATIVE TREASURE

Surti Kalam Rice is the perfect choice for those looking for a light, tasty option that is easy on the stomach. Sourced from Madhya Pradesh, Maharashtra, Gujarat and Andhra Pradesh, this rice is sure to be loved by all in your family.

Available in **1Kg, 5Kg and 10Kg.**



## Sarvottam IDLI RICE

AUTHENTIC SOUTH INDIAN RICE

Idli Rice is the perfect choice for preparing soft, fluffy idlis. This range is best suited for South Indian cuisine, making your dishes taste like they have been prepared in a South Indian household.

Available in 1Kg.



## Sarvottam RED MATTA RICE

AUTHENTIC SOUTH INDIAN RICE

Originated in Kerala, Red Matta Rice is an ultra-healthy, uniquely-flavoured, and fibre-rich source for making traditional South Indian dishes, such as Adai Dosai, Murukku, Lemon Rice and Paal Payasam.

Available in 1Kg.



## Sarvottam PONNI BOILED

AUTHENTIC SOUTH INDIAN RICE

Ponni Boiled Rice is a healthy, short-grained variety that is perfect for a variety of dishes. Versatile and packed with nutrients, this rice is a great choice for those looking to add a healthy touch to their meals.

Available in 1Kg.



## Sarvottam PONNI RAW

AUTHENTIC SOUTH INDIAN RICE

Add a touch of tradition to your meals with Ponni Raw Rice. Enriched with nutrients, Ponni Raw rice is a healthy and tasty choice to incorporate into your daily meals, especially South Indian dishes like Pacharisi Idli, Ven Pongal and Athirasam.

Available in 1Kg.





# REGIONAL RICE RANGE





## PREMIUM DALS & PULSES



## PREMIUM DALS & PULSES

### Sarvottam PREMIUM TUR DAL *The Best in Class*

Carefully selected and processed to ensure the highest quality, Jairaj Sarvottam Premium Tur Dal delivers a protein-rich value addition to your daily diet. Easy to cook, it is an excellent choice for various recipes. Elevate your cooking to a wholesome level with our premium tur dal.



Available in 1Kg.



*Sarvottam***PREMIUM KABULI CHANA***The Best in Class*

For a truly elevated culinary experience, opt for Jairaj Sarvottam Premium Kabuli Chana. This premium chana gives the best taste and health, infusing an exotic flavour into your cuisine. In addition to its unparalleled taste, our Kabuli chana is packed with protein, fibre, vitamins and minerals, making it an ideal addition to your diet. Your family will love it.



Available in 1Kg.

*Sarvottam***PREMIUM CHANA DAL***The Best in Class*

Experience Jairaj Sarvottam Premium Chana Dal, a delectable addition to your meals and brimming with essential nutrients that enhance your well-being. Adaptable to an array of sumptuous recipes, it is an indispensable ingredient in your kitchen. Indulge in our chana dal and relish the distinctive taste!



Available in 1Kg.

*Sarvottam***PREMIUM MOONG DAL***The Best in Class*

Jairaj Sarvottam Premium Moong Dal is a class apart, with its outstanding taste, texture, and nutritional value. Meticulously handpicked and loaded with essential nutrients, including protein, fibre and vitamins, it is an asset to your kitchen. Savour its unique and delectable flavour.



Available in 1Kg.

*Sarvottam***PREMIUM URAD DAL***The Best in Class*

Jairaj Sarvottam Premium Urad Dal is an exceptional product that stands out from the rest due to its outstanding quality and taste. Rich in protein, fibre, iron and calcium, our urad dal undergoes rigorous quality checks to ensure that only the best reaches your kitchen. Treat your family with its healthy goodness.



Available in 1Kg.





*Sarvottam*

**CHANA DAL**

Healthy Eating Starts Now

Trusted by millions, Jairaj Sarvottam Chana Dal is a must-have in every kitchen. A quality product that is a perfect combination of delicious and nutritious. Use it to make your favourite mouth-watering recipes and healthy dishes and taste the difference!

Available in **500g** and **1Kg**.



*Sarvottam*

**GREEN PEAS**

Healthy Eating Starts Now

These little gems are packed with essential vitamins and minerals, including vitamin C, potassium and iron, that add a delicious, slightly sweet flavour to any dish. Whether you want to add some extra nutrients to your diet or just want to jazz up your meals with a little extra flavour, Jairaj Sarvottam Green Peas are the best choice.

Available in **500g** and **1Kg**.



*Sarvottam*

**CHANA**

Healthy Eating Starts Now

Why settle for bland when you can enjoy the delicious taste and unbeatable health benefits of Jairaj Sarvottam Chana. It is a rich source of protein, fibre and minerals that improve digestion, promote weight loss and enhance wellness. Try it and see what this amazing chana can do for you!

Available in **500g** and **1Kg**.



*Sarvottam*

**KABULI CHANA**

Healthy Eating Starts Now

To bring ultimate joy to your family, consider cooking a Kabuli chana dish using Jairaj Sarvottam Kabuli Chana. A balanced blend of health and taste, it fetches an exotic flavour to your cuisine. With protein, fibre, vitamins and minerals, our Kabuli chana comes with unparalleled nutritional benefits.

Available in **500g** and **1Kg**.





**Sarvottam**  
**KASHMIRI RAJMA**  
Healthy Eating Starts Now

Jairaj Sarvottam Kashmiri Rajma is an excellent source of plant-based protein, dietary fibre, vitamins and minerals. It has a low glycemic index and maintains healthy blood sugar levels. It is sourced from the finest farms and is carefully processed to ensure maximum freshness and flavour. Choose our Kashmiri rajma for a nutritious addition to your diet.

Available in **500g** and **1Kg**.



**Sarvottam**  
**MATKI**  
Healthy Eating Starts Now

Jairaj Sarvottam Matki is a nutritional powerhouse that is incredibly versatile and easy to cook, making it a go-to ingredient for health-conscious foodies. Whether you're looking to boost your immune system, improve your digestion, or just add a little extra flavour to your meals, our matki is a perfect choice.

Available in **500g** and **1Kg**.



**Sarvottam**  
**MASOOR DAL**  
Healthy Eating Starts Now

Jairaj Sarvottam Masoor Dal is an excellent source of health and wellness. It is good for the heart and helps lower blood pressure. A nourishing source of protein, B-vitamin, folate, it maintains a healthy metabolism. Include it in your daily diet for the best results.

Available in **500g** and **1Kg**.



**Sarvottam**  
**MOONG**  
Healthy Eating Starts Now

Jairaj Sarvottam Moong is a brand that stands out from the crowd. With years of experience and a commitment to sourcing only the finest, our excellence is second to none. So whether you're a professional chef or a home cook preparing a delicious and healthy meal, choose the best - Jairaj Sarvottam Moong!

Available in **500g** and **1Kg**.



**Sarvottam**

## MOONG DAL CHHILKA

Healthy Eating Starts Now

Jairaj Sarvottam Moong Dal Chhilka places a strong emphasis on quality and consistency. It is meticulously chosen for optimal nutritional value. You can rely on our moong dal chhilka to deliver top-notch split moong with every purchase. Say yes to the best of the best!

Available in **500g** and **1Kg**.



**Sarvottam**

## MOONG DAL

Healthy Eating Starts Now

Easily digestible and highly beneficial, Jairaj Sarvottam Moong Dal is a powerhouse of nutrients. Rich in high-quality proteins, it is an excellent source of carbohydrates, vitamins, minerals, fibre and essential fatty acids. An integral part of India's food culture, this dal is a boon for you.

Available in **500g** and **1Kg**.



**Sarvottam**

## TUR DAL

Healthy Eating Starts Now

Jairaj Sarvottam Tur Dal is a delicious and nutritious addition to any meal. Packed with protein, vitamins and essential nutrients, it is an ideal choice for a healthy and balanced diet. It's an easy-to-cook versatile ingredient for a variety of tasty recipes. Try it.

Available in **500g** and **1Kg**.



**Sarvottam**

## URAD DAL

Healthy Eating Starts Now

Bring home Jairaj Sarvottam Urad Dal and elevate your meals to a new level. Rich in protein, fibre, iron and calcium, our urad dal has significant health benefits. It is chosen by quality-conscious households and is highly popular for its authentic taste and flavour.

Available in **500g** and **1Kg**.





# DALS & PULSES RANGE



SCAN TO CHECK OUT ALL OUR PREMIUM PRODUCTS TODAY



## DALS & PULSES



## DALS & PULSES

*Sarvottam*

PREMIUM COLLECTION



Live a healthy and nourishing life with Jairaj's selection of Dals and Pulses. We provide an array of options available in **500g** and **1Kg** quantities. Incorporate these nutritious delights into your daily diet to savour a regular dose of essential nutrition.

BLACK EYE CHAWLI

SMALL CHAWLI

RAJMA CHITRA

RAJMA SHARMILEE

URAD DAL CHHILKA / SPLIT

MATKI DAL

WHITE PEAS

PAWTA

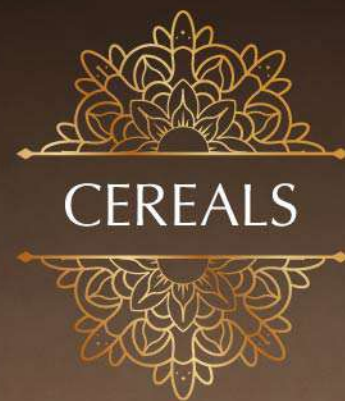
DOUBLE BEANS

BLACK PEAS

WAL DAL

HULGA / HORSE GRAM





CEREALS



CEREALS

*Sarvottam*

PREMIUM COLLECTION



Make eating healthy, a way of life with the help of Jairaj Cereals. We offer a wide variety, available in **500g** and **1Kg** quantities. Add nutritional and sumptuous dishes to your diet, ensuring a steady intake of proteins, vitamins and minerals.

PATLA POHA (500g)

KANDA POHA (1Kg)

SABUDANA (1Kg)

GROUND NUTS (500g & 1Kg)

MURMURA (200g & 500g)

PUFFED RICE (SALI / LAHI) (100g)

PUFFED RICE (BHADANG) (200g & 500g)

ROASTED POHA YELLOW (500g)

ROASTED POHA WHITE (1Kg)

DAHI POHA (500g)

ROASTED BENGAL GRAM DAL (200g, 500g & 1Kg)

SEMOLINA / BHAGAR (500g)

OATS (1Kg)

POPCORN (1Kg)



# DALS, PULSES & CEREALS RANGE



SCAN TO CHECK OUT ALL OUR PREMIUM PRODUCTS TODAY









































## SUPERFOODS



## SUPERFOODS

# Superfood

Experience the richness of our superfoods, meticulously sourced from the best origins, ensuring purity and uncompromising quality. Ideal for consumption for all age groups, these superfoods are the must-haves in your kitchen.

ROASTED CHANA BLACK (200g) 	KANGNI/ FOXTAIL MILLET (1Kg) 
ROASTED CHANA YELLOW (200g) 	KUTKI / LITTLE MILLET (1Kg) 
SOYA CHUNKS (200g) 	KUTTU/BUCKWHEAT (1Kg) 
RAGI / NACHNI (500g) 	RAJGIRA /AMARANTH (1Kg) 
DALIYA - BROKEN WHEAT (500g) 	BARRI/ PROSO MILLET (1Kg) 
KINWA/QUINOA (500g) 	SANWA/BARNYARD MILLET (1Kg) 
SANWA/BARNYARD MILLET (500g) 	KORALE/BROWNTOP MILLET (1Kg) 
KODO MILLET (500g) 	MAKHANA (100g) 
JOWAR (500g) 	PUFFED WHEAT (200g) 
KANGNI/ FOXTAIL MILLET (500g) 	PUFFED BARLEY (200g) 
KUTKI / LITTLE MILLET (500g) 	PUFFED JOWAR (200g) 
KUTTU/BUCKWHEAT (500g) 	PUFFED RAGI (200g) 
RAJGIRA /AMARANTH (500g) 	PUFFED SOYA (200g) 
BARRI/ PROSO MILLET (500g) 	PUFFED BAJRA (200g) 
KORALE/BROWNTOP MILLET (500g) 	MAKHANA (200g) 
RAGI / NACHNI (1Kg) 	FLAX SEEDS (200g) <input type="checkbox"/>
KINWA/QUINOA (1Kg) 	CHIA SEEDS (200g) <input type="checkbox"/>
DALIYA - BROKEN WHEAT (1Kg) 	SABJA SEEDS (200g) <input type="checkbox"/>
KODO MILLET (1Kg) 	WATERMELON SEEDS (200g) <input type="checkbox"/>
JOWAR (1Kg) 	SUNFLOWER SEEDS (200g) <input type="checkbox"/>
	PUMPKIN SEEDS (200g) <input type="checkbox"/>

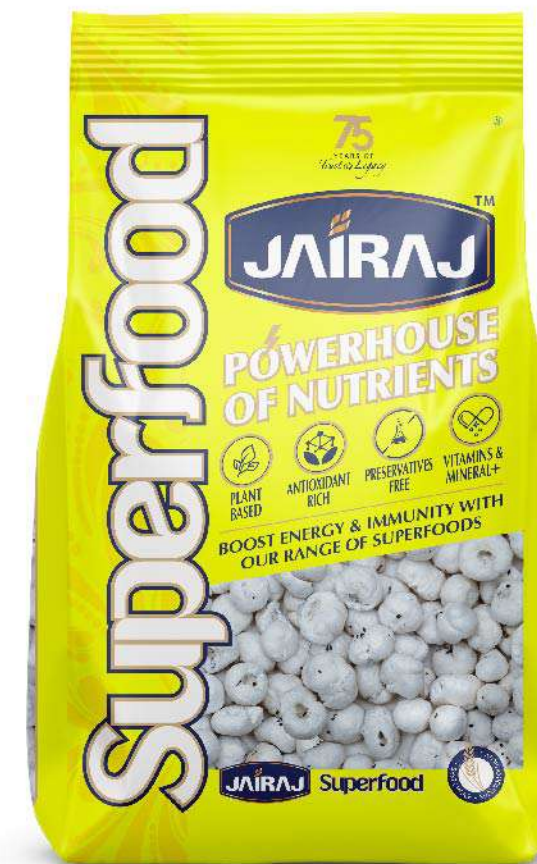


# Superfood

Experience why Jairaj superfoods are the first choice of health-conscious people. These hygienically packed and assorted superfoods have high nutritional value and fulfil your family's dietary needs.



Available in 1Kg



Available in 200g and 500g



Available in 200g and 500g



Available in 200g



SUPERFOOD



SCAN TO CHECK OUT ALL OUR PREMIUM PRODUCTS TODAY







Elevate your culinary creations with Jairaj WholeSpices. Experience exclusive flavour and unmatched quality sourced from top-tier suppliers. Our hygienically packed spices are not only a gastronomic delight but also a wholesome choice for your family's well-being. Available in 10g, 25g, 50g, 100g, 250g and 500g.

- BLACK ELAICHI
- BLACK PEPPER
- LAVANG
- STAR ANISE
- JAYVANTRI / MACE
- GREEN ELAICHI
- KHASKHAS
- RAI / MUSTARD
- JEERA
- METHI
- AJWAIN
- SESAME SEEDS
- SAUNF
- KASURI METHI
- DALCHINI
- TEJPATTA
- BLACK TIL
- KALONJI



# DRY FRUITS

## DRY FRUITS

### Sarvottam THE FINEST DRY FRUITS



People love Jairaj Dry Fruits for a myriad of reasons. Firstly, their unparalleled quality and freshness ensure a delightful snacking experience. Secondly, the natural richness of vitamins and minerals packed into them promotes well-being. Their versatility makes them a tasty addition to a variety of dishes.

Available in 25g, 50g, 100g, 250g, 500g and 1Kg.

- BADAM
- KAJU
- PISTA
- GREEN PISTA WITHOUT SHELL
- CHAROLI
- KISMIS - ALL VARIETY
- ANJIR
- WALNUTS
- HAZELNUTS
- PINENUTS
- KHAJLOOR / DATES
- APRICOTS
- JARDALU
- PECAN NUTS
- DRY BERRIES - ALL TYPES
- DRY KIWI
- DRY MANGO
- DRY PINEAPPLE
- DRY ORANGES







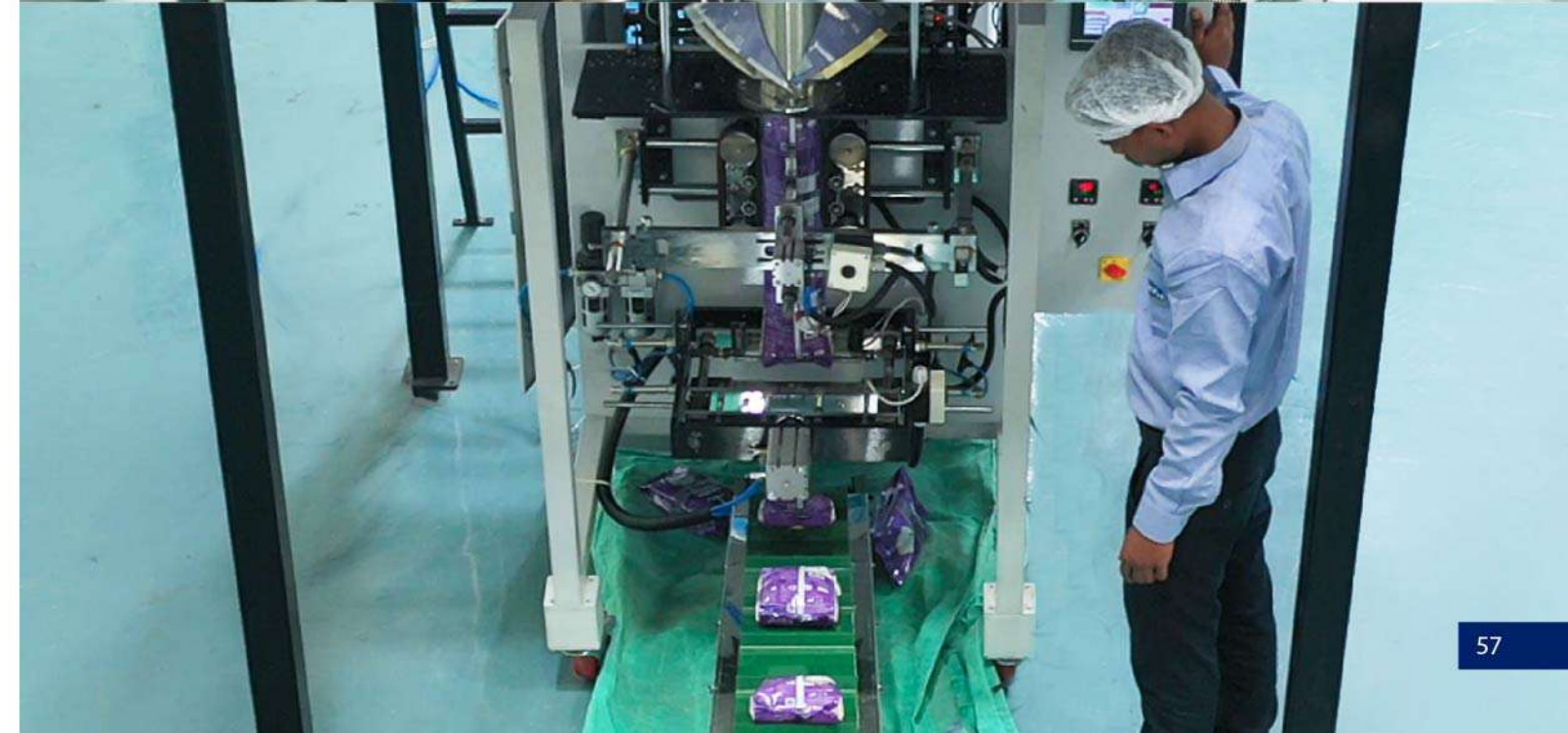
## OUR STATE-OF-THE-ART PLANT – A PROMISE OF QUALITY

The Jairaj Group achieved a landmark milestone with the inauguration of its state-of-the-art new plant in 2023. It signifies our unwavering commitment to excellence and innovation. The facility is well-equipped with cutting-edge machinery and advanced technology.

With the rising demand for a diverse and top-quality range of rice, cereals, dals, pulses, dry fruits, whole spices and superfoods, the strategic decision to invest in such advanced infrastructure is highly fruitful.

The skilled and dedicated workforce at the plant ensures that the production process is efficient and up to the best industry standards. This new achievement in our journey ensures elevating the offerings to the optimum and setting a benchmark of quality and efficiency in the industry.

- Sprawling, well-equipped 30,000 sq. ft area
- State-of-the-art machinery of reputed brands
- A contactless process with no human touch ensuring complete hygiene
- Accredited with Plant Protection, Quarantine & Storage Certification
- A gender-balanced team with highly experienced and expert employees







## END-TO-END PRIVATE LABEL DEVELOPMENT SERVICES

Our comprehensive private labelling offerings address and fulfil your every exclusive business requirement and assist you in setting up your business seamlessly. Our team handles and takes care of diverse activities for you as a part of our private labelling assistance.

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







*The Legacy of Taste & Goodness*

Being in the industry for more than **75 years**, we have been dedicated to offering the best in everything – from products to our long-term associations and our endeavours to give back to society.

We always strive to ensure optimum customer satisfaction and adherence to ethical practices. It has been a cherishable journey to fulfill the food requirements of diverse audiences and we will continue it with the same zeal.

Get in touch to source a wide range of high-quality food grains effortlessly and on time.

Contact us at **[info@jairajgroup.in](mailto:info@jairajgroup.in)**

India Enquiry No.: +91-20-24270440 / 1 / 2

Overseas Enquiry No.: +91-9890290999

## NOTES





## OUR GLOBAL PRESENCE



We are based in the city of Pune, Maharashtra, but taking our legacy and quality to the world has always been our passion. After being a leading name in the country, we took a step ahead by establishing Jairaj Adi Global Food Products LLP for exclusive export import trading. Jairaj products have earned credibility in the quality-conscious global markets in the USA, Canada, Norway, Italy, Germany, Gulf Countries, the UK, and Australia.

