



**WHITEFIELDS GLOBAL
PRIVATE LIMITED**

Serving Tradition with Every Grain and Meal







WHITEFIELDS GLOBAL PRIVATE LIMITED

Whitefields was established in 1999. True to its name, which means, "FIELDS OF THE PURE" Whitefields is committed to the purity of its products and its business activities. From a modest beginning in 1999, Whitefields is today one of the leading exporters of rice, ready to eat foods and other agro commodities around the globe with the presence in over 60 countries.

Since our inception, Whitefields has grown tremendously and has emerged as one of the leading exporters of Basmati and Non-Basmati Rice from India. We ensure prompt delivery of premium quality merchandise at the most competitive prices. International arena is the success story of Whitefields.

Our Premium Quality brand of Basmati Rice "India Crown" is well acclaimed and accepted brand in the International markets and has earned the goodwill of our valued customer. From Australia in the east to Canada in the west India Crown Basmati Rice is a well acclaimed brand and a choice of many consumers. The Company has added to its product portfolio traditional India food under the brand India Crown. Our Ready to eat Indian Food, Ready to Cook and frozen foods are available in overseas markets.



Our Vision

Being the first class suppliers of the finest quality of products, we excel in our endeavour to deliver a consistently high level of the customer care and bring to our valued customers quality products. We constantly seek growth, improvement and satisfaction and believe that our foundation is built on the support of our valued customers and dedicated team of people committed to meeting and exceeding the high demand of our customers worldwide.

Management

The company is managed by professionals having vast experience in marketing of Agro-Commodities (Rice, Spices & Food Products). The management consists of individuals from the field of marketing, operations and finance.

The company is managed by Mr. Sandeep Mandawewala who is a Chartered Accountant and is known to have cracked large financial deals followed by Mr. Sumeet Saluja having vast experience in marketing of FMCG products and Agro-Commodities.

They both are accompanied by Mr. Devendra Chaudhari and Mr. Sachin Gupta and being the Directors of the company Mr. Devendra Chaudhari and Mr. Sachin Gupta have vast experience in manufacturing, operations and team management.

Team

One of the main reasons for the company's success has been due to its team. The company has in its team motivated, young and dynamic individuals who excel in their fields and are steering the company to new heights. In its team, the company has professionals who are experienced in their respective fields of who contribute to the overall success of the organization. Our team has been with the company since inception and it's because of them the company has managed to reach various countries around the globe.

Packaging Facility

The company operates a state-of-the-art packaging facility located on the outskirts of New Delhi. Designed to meet international standards, the facility ensures high levels of hygiene, precision, and quality throughout the packaging process. It includes a climate-controlled environment to preserve the freshness, aroma, and overall quality of rice and other agro-products.

An in-house, advanced laboratory is integrated within the facility to conduct stringent quality checks at every stage. This guarantees that all products consistently meet the highest standards of safety, appearance, and shelf-life.

With a packaging capacity of 100 metric tons per day, the facility is capable of meeting large-scale requirements while maintaining product integrity. A variety of packaging formats are available, including laminated pouches, bulk sacks, and customized private-label options tailored to client needs.

The facility's strategic location facilitates efficient procurement of raw materials from across India and supports timely delivery to international markets. This robust infrastructure reflects the company's unwavering commitment to quality, customer satisfaction, and global standards.

Quality Control

Since inception, the twin aspects of quality and catering to the demand of our customers have driven the corporate ethos at Whitefields. Quality has always been foremost consideration with the company. Our quality process begins from the procurement stage and continues till the product finally reaches the customer. All the products are delivered as per the agreed specifications with the uniform quality and consistency that is maintained for all consignments.

Accreditation



We at Whitefields deliver high standards of safe products that we strive to achieve and are committed to the Food Safety Management System (FSMS) due to which our company has been certified with **ISO 9001:2015, ISO 22000:2018/HACCP** and FDA. We seek continuous improvement to enable us to be focused on consistently delivering value, excellence and good service to our esteemed customers.

Products

We ship all varieties of Rice be it Basmati, Non-Basmati, Sona Masoori, Palakkadan Matta or any other variety of Rice

- / Basmati Raw Rice
- / Basmati Sella Rice
- / Basmati Brown Rice
- / Pusa Raw Rice
- / Pusa Sella Rice
- / Pusa Brown Rice
- / 1121 White Rice
- / 1121 Sella Rice
- / 1121 Golden Sella Rice
- / 1121 Steamed Rice
- / 1718 Steamed Rice
- / 1718 Sella Rice
- / 1718 Golden Sella Rice
- / 1509 Sella Basmati Rice
- / 1509 Golden Sella Rice
- / 1509 Steamed Basmati
- / Sharbati Raw Rice
- / Sharbati Sella Rice
- / Sharbati Steamed Rice
- / PR-11 Raw Rice
- / PR-11 Sella Rice
- / PR-11 Golden Sella Rice
- / PR-11 Steamed Rice
- / IR-64 Raw Rice
- / IR-64 Sella Rice
- / Swarna Raw Rice
- / Swarna Sella Rice
- / 100% Broken Rice
- / IR-8 Sella Rice
- / Sona Masuri
- / Palakkadan Matta



India Crown Basmati Rice Classic



India Crown Basmati Rice Classic is a long grain delicate flavored Indian Basmati Rice with a firm texture, fragrance and exquisite flavor. India Crown Basmati Rice Classic is aromatic Rice that is being cultivated at the foot of Himalayan mountain ranges in India for thousands of years. The grains of India Crown Basmati Rice are much longer and grown even longer as they are cooked and stay firm and separate and India Crown Basmati Rice is available as pure white Basmati Rice which has been aged and dried to intensify its flavor and it has its own attributes in the grain double in size, won't break or stick together and release characteristics aroma. India Basmati rice is the best Rice that makes it a delicious accompaniment for all cuisines. Available in all kinds of standard sizes (jute bags, Non-Woven Bags, PP bags & Paper bags)



India Crown XXL Long Grain Basmati Rice

INDIA CROWN XXL LONG GRAIN RICE brings you the longest Rice to tickle your taste buds-full of texture and flavor. Grown in the fields of Northern India and fed with pure Ganges water of Himalayas which makes INDIA CROWN XXL LONG GRAIN RICE enriched with the fragrance and makes it exclusive from other basmati Rice.

Like Wine and Champagne, basmati Rice always gets better with age as it enhances and intensify its taste, aroma and cooking characteristics. INDIA CROWN XXL LONG GRAIN RICE is measured by its length as its grows double its size after cooking, fluffy and aromatic. Available in all kinds of standard sizes (jute bags, Non-Woven Bags, PP bags & Paper bags)



**XXL LONG GRAIN
BASMATI RICE**

Savanna Premium Sella Rice

'SAVANNA PREMIUM SELLA RICE' an exclusive high quality XXL Basmati Sella Rice with excellent properties and is well cleaned, hygienically processed and packed.

'SAVANNA PREMIUM SELLA RICE' is very nutritious and we procure it direct from Rice fields which make it very special and are probably the best easy cook XXL Sella Rice available.

'SAVANNA PREMIUM SELLA RICE' can grace any cuisine you can think of with its adorable taste and attains all characteristics to be called 'SAVANNA EASY COOK XXL BASMATI SELLA RICE'

Available in all kinds of standard sizes (jute bags, Non-Woven Bags, PP bags & Paper bags)



Marhaba Basmati Rice

The finest variety of Marhaba Basmati Rice has extra-long grain and is rich flavored rice. Its every grain fluffs up and transforms into exotic rice.

We pack it hygienic conditions after procuring it from the selected paddy grown in the rice fields of North India. It gives high nutritious value, is delicious in taste. Perfect Basmati Rice for all occasions and a choice for Basmati rice lovers.

Available in all kinds of standard sizes (jute bags, Non-Woven Bags, PP bags & Paper bags)

Marhaba BASMATI RICE



Private Label Packaging

We have various packaging options in different weight variants as started from 1Kg to 1Mt. We also have different packaging options like Jute, P.P. & Non-Woven. We also do Poly Pouches for our brand packing and some are available in the weight variants of 1kg, 5Kg, 10kg, and 20 kg and 1Kg and 5 Kg Pet jars. We do customized packing in private labels for number of esteemed clients of ours. We use only new, clean and dry packing materials. We ensure complete safety against moisture, pests, insects and dust.

- ✓ Customised rice variety for your market
- ✓ Designing and artwork of ideal packaging and marketing communications for your brand
- ✓ Quality control, right from cleaning of rice to packing and dispatch
- ✓ Available in from 1Kg to 1Mt. and have different packaging options like Jute, P.P & Non Woven.
- ✓ Wide array of rice bag machinery



Convenience Food

The company has recently ventured into providing tasty indian ethnic food to its valued customers world-wide. To name a few we are shipping the below mentioned products to our customers world-wide. We also do Ready to Cook Sauces and Gravies

Ready to Eat



Dal Makhani

Originating from the famous Punjabi cuisine, India crown Dal Makhani is a delight to savour and rich in texture. It offers the piquant spices, subtle flavours and aromas of authentic Indian Cuisine with the added convenience of carefully pre-cooked dishes. Blended with a selection of lentils and aroma of cinnamon enhance the tangy taste.

Chana Masala

India Crown Channa Masala has been prepared in the traditional Punjabi dhaba style. The dish is fragrant with warm and exotic spices such as black cardamom, cloves, cinnamon and bay leaves. Fruity pomegranate and mango powder, tickles the flavor. The unique preparation and passionate cooking method makes it most flavor some.

Rajma Masala

India Crown Rajma Masala is an authentic North Indian delicacy, red kidney beans are simmered in a delicately spiced tomato and onion sauce, creating a distinctive Indian flavor.

Ready to Eat



Dal Tadka

India Crown Dal Tadka is a classic dish in traditional Indian cuisine, enjoyed across the country. Tadka is a rich blend of spices, garlic, onions and tomatoes that is added to enhance the flavor.

Aloo Matar

India Crown Aloo Matar is an appetizing and simply flavoured dish created with the delicate combination of spices such as, black peppercorn and fenugreek seeds. Potato & Green Peas Simmered in a blend of garlic, ginger, tomato is a flavor of delight.

Jeera Rice

India Crown Jeera Rice is a simple but delicious way to enjoy a complete meal with your favorite India crown curries.

Sarson Ka Saag

India Crown Sarson Ka Saag is rich flavoured mustard leaves curry with authentic Punjab touch. Right blend of ginger, garlic chillies and tomato to preserve the original taste of Saag. The traditional treat is best in winters with Makki ki Roti.

Veg Biryani

A fragrant medley of basmati rice, fresh vegetables, and aromatic Indian spices, traditionally slow-cooked to perfection.

Frozen Products



ALOO PARATHA



MIX VEG PARATHA



MALABAR PARATHA



LACCHA PARATHA



PUNJABI SAMOSA



FROZEN GREEN PEAS



FROZEN CAULIFLOWER



FROZEN CARROT



FROZEN SWEET CORNS



FROZEN MIX VEG

India Crown Savouries

Papad
Papadam



PUNJABI MASALA PAPAD



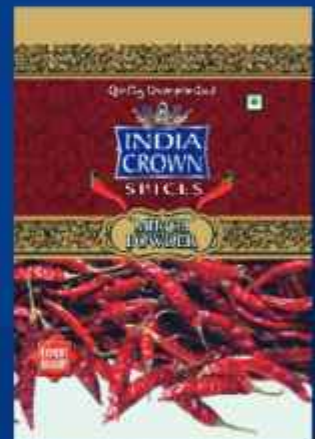
GOLD PUNJABI MASALA PAPAD

INDIA CROWN

Spices

We also export wide range of spices. "India Crown Spices" are primarily used for flavouring, colouring or preserving food. The products range is as follows:

- Red Chilli Powder
- Turmeric Powder (Haldi)
- Coriander Powder
- Chicken Tikka Masala
- Chaat Masala
- Garam Masala
- Barbeque Masala



Exhibitions

Whitefields has Marked its presence around the globe and is in process of expanding by participating in various leading Exhibitions to develop and maintain close business relations.

The various Exhibitions in which we participate are:-



•Anuga, Germany



•Fancy Food Show, USA



•SIAL paris



•Fine Food, Australia



•World Food, Istanbul



•World Food, Moscow



•Gulf Food, Dubai

Customer Base

Whitefields has established a long-term relationship with esteemed customers around the globe. We commit to provide sincere services to new and existing valuable customers. We have our presence in almost 55 countries around the globe and are in the process of expanding our customer base to new markets around the world. To name a few, below is the list of countries where we have our presence.



Saudi Arabia, Kuwait, Bahrain, Oman, Jordan, Libya, Lebanon, Yemen, Iran, Syria, Mauritius, Iraq, Germany, Malaysia, Denmark, Australia, New Zealand, Norway, USA, Canada, South Africa, Benin, Singapore, Swaziland, Ukraine, Jamaica, Russia, Albania, Bosnia, Bulgaria, Czech Republic, Estonia, Poland, Lithuania, Belarus, Haiti, Qatar, Nigeria, Ghana, Chile, Algeria, Cyprus, Israel, Re Union, Italy, UK, Mauritania, Egypt, Croatia, UAE

Global Presence





**WHITEFIELDS GLOBAL
PRIVATE LIMITED**

Govt Recognized Two Star Export House
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