

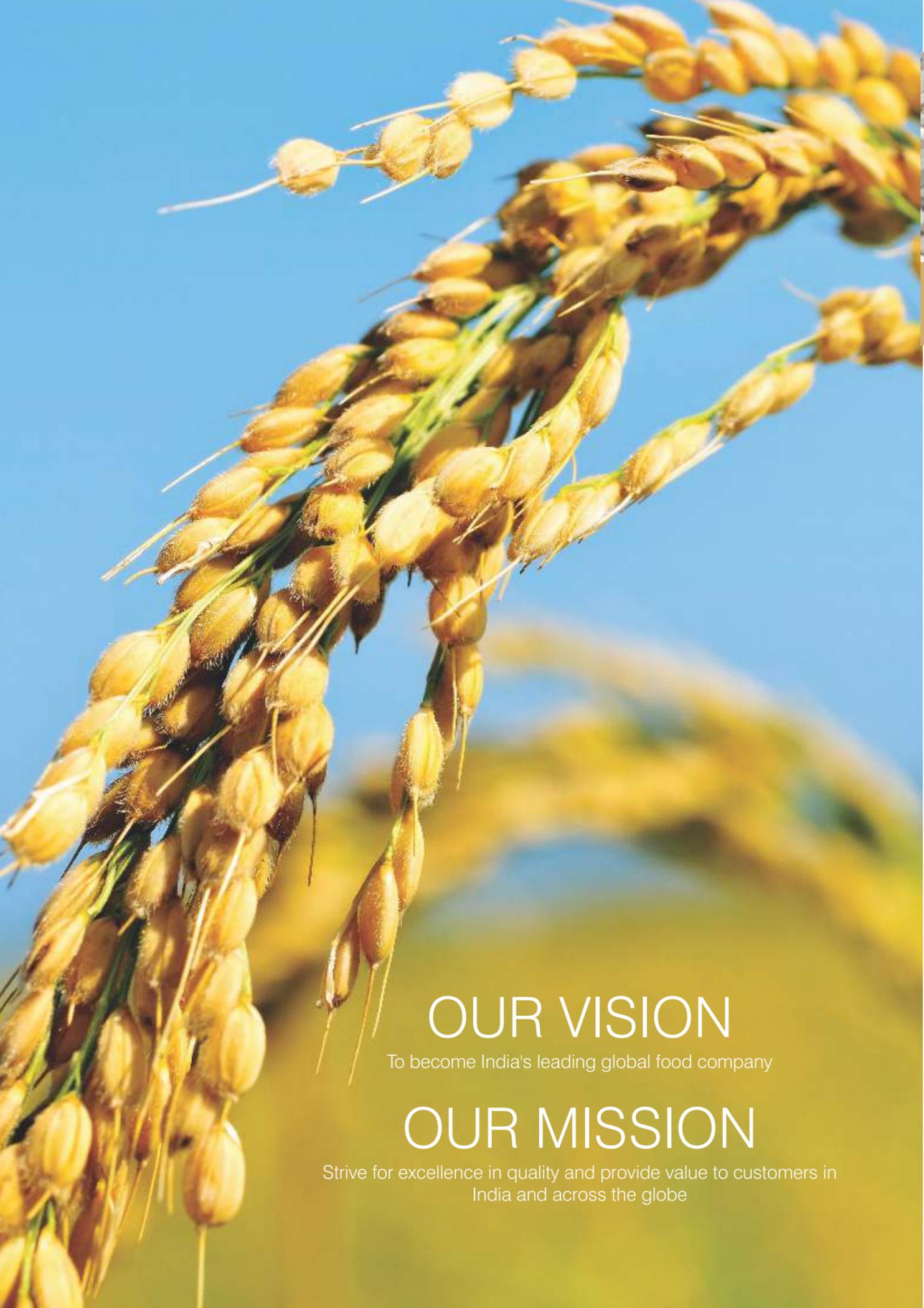


Discover...

...the authentic taste of Indian Basmati



VEER OVERSEAS LIMITED



## OUR VISION

To become India's leading global food company

## OUR MISSION

Strive for excellence in quality and provide value to customers in India and across the globe



## ABOUT US

Fired by a passion to translate a dream into reality, the Veer Group began its operations in 1979, starting with a factory at Gharaunda in Karnal, Haryana.

Since its inception, the company had witnessed a high growth rate and has become a INR 6 Billion Group with diverse interests. Apart from the traditional business of Basmati and Non-Basmati Rice, the Veer Group has major expansion plans to enter other food items like wheat, pulses etc. We have invested highly in the latest technology equipments, warehousing facilities, paddy procurement processes and other various areas, which make us the first choice for major Global Basmati Rice importing organizations.

Over the years, we have achieved high customer satisfaction and have worked with clients who have been associated with us for decades. We are proud to be amongst the largest Basmati Rice exporters from India.

The Veer Overseas team is highly professional and has great experience in the rice production. Our team works in unity and is highly appreciated for timely delivery. All the levels in the company work with a dedication that assures the finest quality products for our valued customers.

## GLOBAL PRESENCE

Our top quality products and timely delivery make it possible for us to work with clients across the world. We export to more than 21 countries at present and are looking for a larger presence in the global market.

Currently we are exporting to Saudi Arabia, UAE, Iran, Yemen, Iraq, Bahrain, Kuwait, Israel, Jordan, Lebanon, Syria, Oman, Turkey, Italy, Cyprus, UK, Greece, Egypt, Switzerland, Spain, France and Germany.



## OUR MANAGEMENT

### Excellence behind Great Taste

The group was started by Late Sh. N.C. Jain and his son Late Sh. Parmod Kumar Jain.

Immensely qualified, Mr. Sushil Kumar Jain, Managing Director, has given further thrust to the Veer Group's expansion. His keen interest in the key processes i.e. administration, corporate affairs, production and exports has increased the business of the group.

Under the guidance of Mr. Sanjay Jain, Director, the exports of the company have increased by leaps and bounds.

Mr. Amit Jain and Mr. Puneet Jain, Directors are actively involved in Quality Control, Production, Expansion and Marketing.

At Veer Overseas, all the systems are predefined so that management can easily get high quality final output. The core group is assisted by a dedicated team of technical and financial managers.



## OUR INFRASTRUCTURE

### Distinction in Production and Processing

Our Company has invested in the latest technology in order to improve production and quality, which also keeps us at par with international standards. With a milling capacity of 500 MT of Paddy per day and sorting capacity of 600 MT of rice per day, the company handles bulk orders from overseas buyers with great efficiency.

All the Milling Plants and Colour Sortex Machines are PLC operated and have been imported from Japan and the UK. The finest quality rice is packed after proper Cleaning, Grading and Sorting.

We believe in quality and ensure that only best quality Basmati Rice reaches our customers across the world. The quality control department ensures that every grain meets its requisite specifications after which it undergoes aging process under controlled conditions for about a year.



## OUR BRANDS



### A Flagship of Delicious Indian Rice

To give you the taste of real Basmati, the king amongst the rice, we bring you our internationally acclaimed Basmati Rice Brands based on different tastes of people in India and around the world. Our products always meet the expectation of our customers in terms of finest quality, unique aroma and authentic taste.

#### VEER ELITE

For your healthy lifestyle, Veer Overseas brings you nutritious and 100% traditional natural Raw Basmati Rice. It is packed with assurance of no contact with air and once cooking is complete it elongates to twice its original size. Aged to perfection for years, Veer Elite Basmati Rice is a glorious journey that can only be described as majestic.

#### VEER SUPER

Veer Super is a longer and whiter grained rice with exotic aroma. On cooking the grains are light and fluffy. Its distinct aroma is irresistible to one and all. Having an average length of 7.40 mm, this rice is specially aged for a minimum of one year to help every grain acquire the best of the best Basmati characteristics.



#### VEER ROYAL

Handpicked from the eternal snow-fed valleys of the Himalayas and grown and nurtured in the most fertile fields of Punjab, Veer Royal is a rare gift of nature. The steamed Basmati Rice has an average length of 8.40 mm and is specially aged for a minimum of one year. Each grain of Veer Royal elongates to be its best. Its natural and distinct aroma makes your every meal a royal feast.

#### VEER DELIGHT

Veer Delight is a Biryani rice eater's delight. On cooking, it becomes exceptionally long and is absolutely non-sticky. The rice doesn't even break on cooking. Each grain separates out distinctly thus making rice eating a memorable experience. So, make it a part of your home and give yourself a royal treat daily.

#### DILSHAD PREMIUM

Veer Overseas brings to you the best quality and 100% Parboiled Basmati Rice. With average length of 8.40 mm each grain elongates to its best. The paddy is soaked, steamed and dried before milling which helps each grain to retain the nutrients and adding more nutritional value than any other rice quality. It is the best biryani rice relished all over the world.

#### DILSHAD GOLD

Dilshad Gold is low GI 100% Parboiled Basmati Rice with all the natural nutrients, texture and flavour. It is also advisable for diabetic patients. It not only reduces cholesterol but also controls blood sugar levels. Thus it keeps you fit and healthy with no post lunch lethargy. It is one of the trusted brands in the industry for years.



**Head Office & Manufacturing Unit**

**Veer Overseas Limited**

G T Road, Gharaunda  
District Karnal, Haryana, (India) - 132114  
Ph: +91-1748-250135/250526  
Fax: +91-01748-250329  
Email: [info@veeroverseas.com](mailto:info@veeroverseas.com)

**Sales and Marketing Office**

307, 3rd Floor, KLJ Tower, Netaji Subash Place,  
Pitampura, New Delhi, (India) - 110034  
Ph: +91-011-45083301/32944746,  
Fax: +91-011-27354265