



B.L.AGRO INDUSTRIES LTD.

PURE PERFECTION



B.L. AGRO INDUSTRIES LTD.
(Formerly B.L. AGRO OILS LTD.)

Head Office: B-31, Road No.2,
Parsakhera Industrial Area Bareilly (U.P.)
Tel: 0581-2518300-399
Fax: 0581-2518304 EPBAX: 9927092630

enquiry@blagro.org | www.blagro.org



COMPANY PROFILE 2017-18



B.L. AGRO INDUSTRIES LTD.

With a history that goes back more than 60 years, B.L. Agro Industries Ltd. is a company with a simple corporate objective to manufacture, package and market the purest possible edible oils that would offer healthier and tastier solution to millions of consumers.

The foundations of B.L. Agro Industries Ltd. were laid more than half a century ago by Shri Kishan Lal Khandelwal and Shri Bishan Lal Khandelwal. Presently led by Shri Ghanshyam Khandelwal and Shri Ashish Khandelwal, the management of B.L. Agro has gained an unmatched, in depth insight of the industry and the continuously evolving consumer needs. The leadership at B.L. Agro has a vision for the future and their acumen in adapting to the changing times has translated into consistent growth by the company.

B.L. Agro management team strongly believes that trust and respect from the community are the foundations of success and growth. And over the years this belief has ensured that as a corporate citizen, B.L. Agro Industries Ltd. earns an image of one of the most respected and revered organization in its region of activity.

VISION

To be a way of life for every Indian.

MISSION

To be the benchmark in purity and perfection.
To achieve a leadership position in the Indian market and to become the preferred Indian edible oil name globally.

CORE VALUES

Innovation

We believe that innovation is the specific instrument of vibrant entrepreneurship.

Integrity

We conduct our business fairly, with honesty and transparency.

Excellence

We constantly strive to achieve the highest possible standards in our work and in the quality of the goods we provide.

Consumer Centric

We wish to achieve total satisfaction of our customers leaving minimum cause for complaint.



LEADERSHIP



Success and growth do not mean much unless accompanied by trust and respect from the community.

- Ghanshyam Khandelwal

MANAGING DIRECTOR

Ghanshyam Khandelwal stepped into edible oil trading business in 1970's and single handedly expanded operation in and around Bareilly region. He soon transformed 'Bail Kolhu' into one of the most preferred mustard oil brand in the entire state of U.P. A man of foresight and vision, he has been the guiding force behind consistent growth of B.L. Agro Industries Ltd. Mr. Ghanshyam Khandelwal's philosophies originate from his commitment towards the community. 'He says' "success and growth do not mean much unless accompanied by trust and respect from the community."

EXECUTIVE DIRECTOR

Ashish Khandelwal a commerce post graduate, joined his father's business in late 1990's. A quick learner and a determined professional, he soon established himself as a growth motivator by bringing in new age marketing concepts and innovations, with an unmatched hold on the market pulse, he has taken B.L. Agro to newer heights. Translating the futuristic outlook into action, he took the company into consumer packs segment, equipped the company with latest fully automated packaging system from France and automated racking system from Japan. Having spent about 20 years in the trade, he has shown rare combination of youthful exuberance and experience.



Ashish Khandelwal
Executive Director



Richa Khandelwal
Director Marketing

MARKETING DIRECTOR

Richa Khandelwal B.Tech, MBA adds a fresh dimension to the management competencies at B.L. Agro with path breaking ideas introducing Bail Kolhu and other brands to major geographical areas of the country while expanding the consumer base from rural to metro and cosmopolitan cities. With her efforts Bail Kolhu and other brands have become household names and ‘Bail Kolhu’ is steaming ahead to gain No.1 position in mustard oil sales in all regions. Always forward looking, Richa Khandelwal has helped the organization get into an overdrive with her astute marketing strategies and innovative techniques.

BOARD OF DIRECTORS (INDEPENDENT)



Mr. Vinod Prakash
B.Com, L.L.B.
Executive Director



Dr. Prachi Srivastava
Ph.D, M.Tech
Non-Executive Director



Mr. A.N. Singh
M.A., B.Ed.
Independent Director



Mr. Dheeraj Agarwal
Independent Director

DRIVING FORCE

Mr. Swarandeep Singh Banga, M.B.A., P.G.D.
Vice President (Institutional Sales & Marketing)

Mr. Ajay Bhatt, M.Sc (Chemistry), M.B.A.
General Manager - HR

Mr. Shashi Kant Rai, B.E. (Mechanical), M.B.A.
General Manager - Production

Mr. Ravindra Kumar Jain, C.A.
General Manager - Finance & Account

Mr. Jigar Manharlal Shastri,
Diploma in Mechanical Engineering
General Manager - Production

Mr. Sharad Shrivastava, M.C.A.
Consultant IT

Mr. Dileep Sharma, B.Com
Chief Manager Cash

Mr. Prem Babu Sharma, M.Com, M.B.A.
Chief Manager Administration

Mr. Sanjeev Agarwal, M.Com, M.B.A.
Manager Accounts

Mrs. Subhadra Chauhan, B.Sc., B.Tech
Chief Manager Quality Assurance

Mrs. Priyanka Mishra, M.Com, L.L.B., C.S.
Company Secretary

Current Human Resource Status

Packaging Unit (B-30, 31)
Staff: 211 | Worker: 458

B-4 Refinery Unit
Staff: 148 | Worker: 71

Jauharpur Refinery Unit
Staff: 92 | Worker: 49



B.L. Agro establishes complete automated line for packaging with a capacity of 850 TPD.

MILESTONES

Marking the incredible progress of B.L. Agro Industries Ltd.

1940's

The foundations of B.L. Agro Industries Ltd. dates back to pre-independence era when Shri Kishan Lal Khandelwal and Shri Bishan Lal Khandelwal started commodity trading business.

1976

The business received a real boost when a young Ghanshyam Khandelwal joined his Tau ji (uncle) and father in the year 1976.

1986

Ghanshyam Khandelwal started expanding operations and introduced branded mustard oil by the trade name of 'Bail Kolhu'.

1998

In 1998, the family business was converted into a proper organization and a company called B.L. Agro Oils Pvt. Ltd. came into existence.

2005

In 2005 B.L. Agro commissioned its processing unit with a capacity of 100 TPD.

2007

To broaden our scope B.L. Agro Oils Pvt. Ltd. was raised to B.L. Agro Oils Ltd.

2014

Refining capacity increased to 450 TPD, Packaging capacity to 500 TPD, warehousing capacity to 26000 tonnes B.L. Agro developed own rail siding and fractionation plant.

2015

B.L. Agro established a complete automated line for packaging. Total refining capacity 600 TPD and packaging capacity 1100 TPD. Warehousing capacity increased to 35000 tonnes.

2016/17

Packaging capacity - 1500 TPD

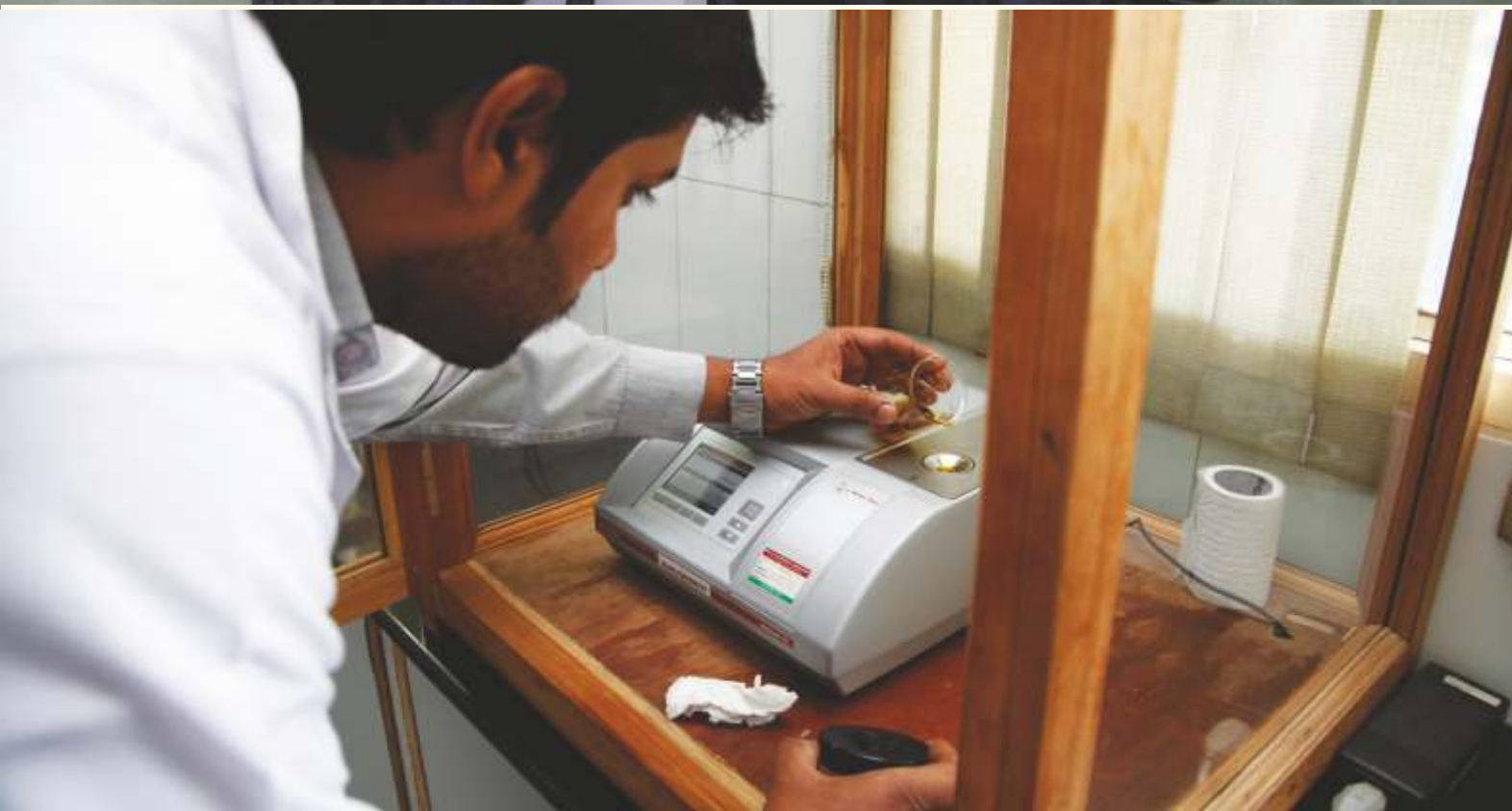
Refining capacity - 700 TPD

Warehousing capacity - more than 48000 tonnes

New fully automated racking system



The new complete automated line for packaging.



LAB AND R&D

B.L. Agro Possess advanced quality control facilities which monitor every step of processing, right from crude oil analysis to the production of final oil. The lab is equipped with analytical equipments like Gas liquid chromatography, UV spectrophotometer, Rancimat, GCMS, Karl fisher, Bomb calorimeter, Tintometer etc. We further aim to proclaim instruments like HPLC, NMR etc. to enhance the area of research and help meeting demands as per customer's choice. We ensure that our quality products conform to FSSAI, Agmark, Metrological act and other applicable laws.

The aim of R&D section is to develop not only new products but also to improve further the existing products for safe dressing or frying properties; Thus expanding our product portfolio maintaining the quality standards not only on the national level but also as per international guidelines. We are ready to face new challenges by incorporation of new technology, new designs to fortify our products.



QUALITY & FOOD SAFETY

B.L. Agro's topmost priority is purity and hygiene factor. At its technologically advanced refinery plant, all processes are designed to be automated. Right from the unloading of crude oil to the filling and packaging of oil in various pack sizes, the product remains untouched by human hand. Our stringent quality control and quality assurance procedures ensure safe and purest quality products to our esteemed customers. We are registered licensee of FSSAI and Agmark and have certifications from FSSC and ISO like ISO 9001:2008, ISO 14001:2004 and ISO 22000:2005. Our lab has NABL accreditation.

We are not the refiners but are the FMCG producers of oils.

STRENGTHS

- B.L. Agro is based at Bareilly in Rohilkhand region of Uttar Pradesh. It is one of the largest states in terms of population density and occupies status of one of the richest consumer of edible vegetable oils like Mustard, Sunflower, Soyabean, Palmolein, Rice bran, Canola etc.

- In India about 30% of the edible oil is indigenous and 70% is imported. The state has to meet its edible oil requirement from other states and outside India. B.L. Agro receives imported oil at Kandla Port (Gujarat) from where it is transported to Bareilly by rail rack right up to its refinery at Jauharpur where the company has its own railway siding. This gives us advantage in terms of economy, as freight is minimized and we are able to provide competitive rates for our high quality products.

- The fractionation facility we have at our refineries (500TPD at B4 unit and 700TPD at Jauharpur unit) makes us possible to

fractionate the oil into desired components. As a result we are able to produce olein & RBO of 7° cloud point. We are able to process CPO into Palmolein and then into PMF, super olein, top olein and yellow olein thus being one of the few players to produce super olein and top olein as per our specifications. We are also able to provide our valued customers the various oil products on melting point basis, as per their requirement.

- For mustard oil, "Bail Kolhu" is our flagship brand of northern India. In addition to regulatory specifications, we have our company's specifications regarding pungency level and other characteristics. We procure mustard oil from various areas of Rajasthan selecting the very best variety. The market field for procurement of mustard is quite large and the crop is affected by varying weather diversities from region to region of Rajasthan. Thus we are able to pick up the right oil so as to maintain a uniform quality of mustard oil throughout the year.

- Our sources for rice bran oil are Haryana, Punjab, Uttarakhand and Uttar Pradesh. Being tough oil for processing, our updated automated refinery at B4 unit, Parsakhera does the task efficiently to produce one of the finest quality refined Rice bran oil with antioxidants and vitamins (oryzanol) to maximum level.

- As most of the sunflower, soyabean and canola oil is solvent extracted and imported, it has to be refined as per regulations and laws, we at B.L. Agro have most advanced and updated refinery to deal with such oils, keeping their natural antioxidants and vitamins to maximum level.

- The company also deals with Maize oil, Til oil, Groundnut oil and mahua oil transforming them into perfect, high quality edible oils for consumer use.

- Our research and development department is constantly working to produce modified and customized frying oils.

- The machines and the systems are so designed to produce products as per our own specifications based on people's choice and demand. The refineries are so fabricated that any kind of oil can be easily processed into people's delicacy.

- We don't supply loose oil even to wholesalers. We only deal in consumer packs of various sizes ranging from 200ml to 15kg in pouches, bottles

or tin. To bulk consumers, we supply oil in tankers with specification labels.

- We have a massive distribution network spread across states, cities and even from street to street. The strategic location of Bareilly being near to Delhi-NCR area on one side and Lucknow, Kanpur on the other through NH-24 further strengthen our distribution network. The NR extending from Jammu & Kashmir to Assam and neighbouring area adds to our easy access to various north Indian states. For Kumaon and adjoining regions of Nepal too, we enjoy upper hand in distribution as we close to these areas.

- We are the sole player in edible vegetable oil area around Bareilly's 200km perimeter. We are complying all the Labor Acts applicable to the Industry. We do not face problems in Human Resource Deployment.

- We are one of the top rankers in the production of blended oils. Some of our brands like Mohan dhara, Kamal Jyoti, Aviral Dhara etc. have deep penetration in the edible vegetable oil market.

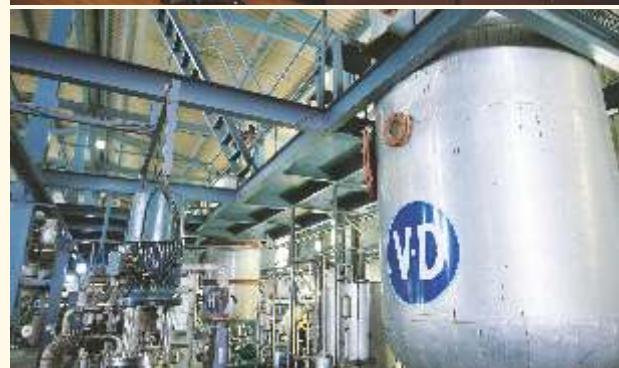
- The M.D. of B.L. Agro Industries Ltd. Shri Ghanshyam Khandelwal himself has a practical experience of various edible vegetable oils of about 40 years. His ability to judge the physical characteristics of oil is exemplary. Be it pungency level in mustard or colour and other features of oils, he has unimaginating prowess to categorize the grades of oils.



OPERATIONS

The operations of B.L. Agro Industries Ltd. are currently divided into the domains of:

- Sourcing
- Quality Control
- Refining
- Fractionation
- Blending
- Packaging
- Research & Development
- Marketing of Edible Vegetable Oils
- Pulses & Besan



FUNCTIONS

The company has installed facilities for Processing, Refining, Fractionation, Blending and Packaging of edible oils located at Parsakhera Industrial area in Bareilly (U.P.).

Warehousing capacity of the company is well over 48000 tonnes. The various refining, warehousing and packaging units are spread well over 100,000 sq.mtrs.

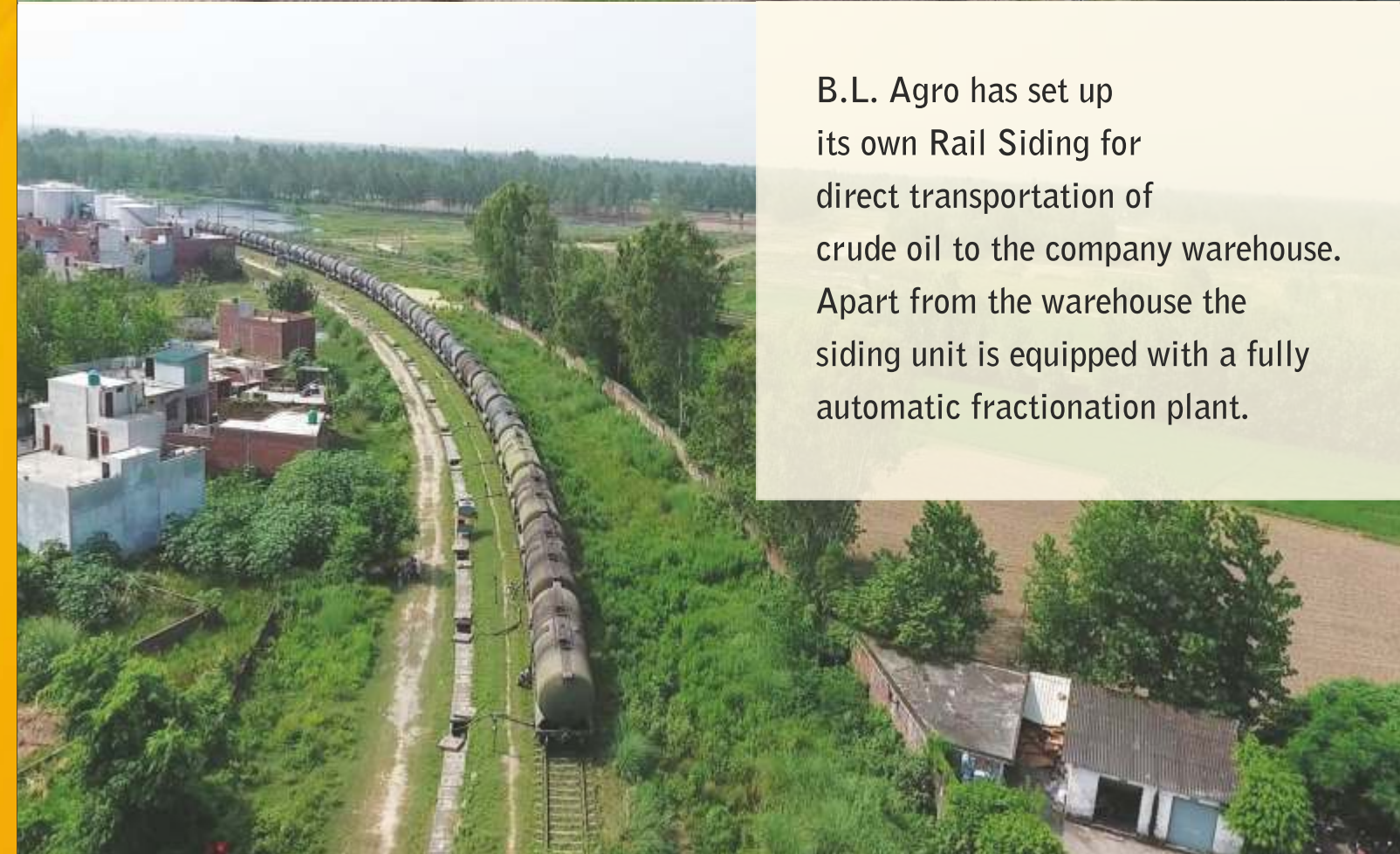
B.L. Agro has two refining units one at Jauharpur (150TPD) and the other at B4 Parsakhera (550TPD), Bareilly. At Jauharpur the company has 700TPD fractionation plant. The packaging unit is spread over about 30,000 sq. meter area. The packaging lines are fully automated having bottle production, filling, labeling and cartoon placing all by machines.

Currently B.L. Agro products are distributed through a network spread over 200 cities across 13 states of India and in Nepal. With the ever increasing demand for B.L. Agro Oils in existing as well as newer territories, the distribution network keeps expanding day by day.

The company enjoys a clear leadership position in most parts of Uttar Pradesh, Uttarakhand, Bihar, Assam and Arunachal Pradesh. Bail Kolhu Kachchi Ghani Mustard Oil and refined sunflower oil has received an instantaneous acceptance and has already gained a substantial market share.

OUR PRESENCE

Jammu
Punjab
Chandigarh
Haryana
Delhi
Rajasthan
Uttarakhand
Uttar Pradesh
Bihar
Assam
Madhya Pradesh
West Bengal



B.L. Agro has set up its own Rail Siding for direct transportation of crude oil to the company warehouse. Apart from the warehouse the siding unit is equipped with a fully automatic fractionation plant.



CSR & SKILL DEVELOPMENT

As per article 21 of Indian constitution and companies Act 2013, the promoters of B.L. Agro are committed to contribute their bit in the nation building process through sustainable development. As socially responsible citizen B.L. Agro understands the need of environment conservation and to meet out this goal, the company has undertaken various steps like setting of effluent treatment plant for water pollution control & conservation, installation of air pollution control equipment and use of only biomass fuel for steam generation, chimneys fitted with cyclone separators. Every year B.L. Agro organizes plantation drives not only in Parsakhera industrial area but in all areas in and around Bareilly city. This year also we have planted over 2000 plants. We are also developing seven parks (of UPSIDC) in Parsakhera industrial area. Under "Swachh Bharat Abhiyan" we have also given our share to construct 250 toilets in Parsakhera municipal area. Regular blood donation camps and health checkups are organized by the company every year.

B.L. Agro continuously updates its employees through skill development programmes. We regularly hold technical and motivational classes by subject experts. The company imparts training to about 200 business and technical graduates including students from I.T. BHU, HBTI Kanpur etc. every year. We allow industrial visits to diploma and graduate students of various streams. The company also publishes newsletter by the name: "Samvad" which shows the companies activities and also educates the society about the use of edible oils in homes & out of homes.



AWARDS

S.NO.	AWARD NAME	YEAR OF AWARD
1.	CITATION FOR THE DEGREE OF DOCTOR OF LETTERS	2017
2.	INDIA STAR AWARD 2017	2017
3.	SUSTAINABLE PACKAGING AWARD	2017
4.	MUSTARD MONARCH OF THE YEAR & MUSTRAD BRAND OF THE YEAR 2017	2017
5.	CORPORATE EXCELLENCE AWARD 2018	2018
6.	EMERGING COMPANY OF THE YEAR 2018	2018
7.	HIGHEST PRODUCTION OF MUSTRAD OIL	2018
8.	ASIA'S MOST ADMIRED RISING STAR BRAND AWARD	2018
9.	MOST VALUABLE BUSINESS BRAND AWARD	2018



GLIMPSES OF CSR ACTIVITIES



B.L. Agro's Film - 'The Story of Liquid Gold' wins Prestigious International Awards.



Ava Digital Awards, Dallas, USA



Aurora Awards, Salt Lake City, USA