



Vichi Agro Products Private Limited - *Redefining Commodities*

Information Memorandum
Private & Confidential

Company Overview

- Started in 2006, Vichi Agro (“Vichi”) is a **agro-products company** based in Maharashtra and Gujarat
- Promoters are in the **field of commodities over four decades; Currently run by the 4th generation** headed by Rajendra Shah and Viraj Shah having **industry leading domain expertise**
- One of **largest and respected players in the Dry staples segment within the grocery market viz. Rice, Dals and Pulses, Wheat etc.**
- **Presence across the Agri Value chain** from sourcing, processing, sorting & grading, warehousing, storage, packing and delivery
- **Amongst the few players in India operating across multiple agro-product segments viz. Rice, Dals and Pulses, Wheat etc.**
- **Present across all Distribution channels through Kirana’s, APMC, Modern Retail (DMart, Reliance Fresh etc.) and HoReCa; Recently forayed into Online Retail channel**
- Inline with company’s desire to move up the food value chain, Vichi **launched its own brand “PickNCook” through Modern Retail**
 - Plans to enter the Ready-to-eat (RTE) and Processed foods segment in the near future
- In 2020, commenced a joint venture with Kanji Kalyanji & Co. for their K.K. Oil brand in groundnut oil & cottonseed oil.

Facilities



Milling facility at Khambhat Gujarat

Facility Location	Type	Function	Capacity/ Size
Khambhat, Gujarat	Own	Milling unit - Rice and Dal	150 MTD (Rice) 40 TPD (Dal)
Navi Mumbai	Own	Grading, Sorting, Polishing and Packaging	15,000 sq. ft
Warehouse, Paldi, Gujarat	Own	Storage & Distribution of Paddy	14,000 sq. ft
Warehouse, APMC, Mumbai	Own	Storage and Distribution of processed goods	1400 sq. ft
Cold Storage, Mumbai, Anand & Rajkot#	Rental	Cold Storage for goods	Per bag basis

Done on 3rd party basis

Vichi's Business Operating model



Domestic

- Rice - Direct procurement of Paddy from farmers
- Pulses - Direct procurement of unpolished pulses from Farmers and Mandis

Import

- Direct procurement of imported pulses from Farmers and Trade Hubs
- Efficient storage at Company's warehouse

In-house Processing for: Rice

- Drying
- Pre-Cleaning
- Hulling (removal of husk)
- Whitening/ Polishing
- Grading and Sorting

Dals and Pulses

- Pre-Cleaning
- Gravity separation
- Sorting and Grading

Dry Fruits & Masalas

- Sorting and Grading
- Flavouring
- Consumer Packaging

Own Packaging Unit



In-House Transport



Own Distributors



Own Stockist

• APMC

• Modern Retail

• HoReCa

• Kiranas

• Online Retail

- Positioned as a strong player across the agri value chain; biggest entry barrier for any player
- Significant value addition at all levels - procurement, grading, packaging, branding, distribution etc.
- One of few companies in India having imported sorting machines from Buhler, Switzerland and Satake, Japan (**First in Asia to have the belt sorter**)

Product Overview - Main range



- **RICE - Contributes ~39% of sales in FY20**

- **Kolam** - Surti | Wada| Daftari | Sona Masoori | Sonam| Jeerasar | HMT | DPT| Shree Ram| Samba | Rupali
 - **Basmati** -Traditional | 1121 |1509 |1401| Pussa | DP
 - **Regional** - Krishna Kamod | Red Mata | Ambemor | Kalimuch |Ponni
 - **Long Grain** - Parimal | IR64 | IR 8 | IR 1| PR 11 | PR 14
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- **PULSES - Contributes ~54% of sales in FY20**

- **Toor** - Red Fatka | White Fatka | White Sawa | Unpolished |Touch Polish
 - **Moong** - Mogar | Chilti
 - **Chana** – Chapa | Mosambi | Vishal | Katada
 - **Udad** - Chilti | Udad Dal
 - **Masoor** - Masoor Dal
 - **Peas** - **Green Peas** | **Yellow Peas**
 - **Kabuli Chick Peas/Garbanzo Beans**
 - **Brown Eye Beans** | **Black Eye Beans**
 - **Rajma** - Light Speckled Kidney Beans | Red Kidney Beans | Big Red Kidney Beans
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- **WHEAT - Contributes ~5% of sales in FY20**

- **Lokwan**
- **Shehore**
- **Sarbati**



Product Overview

- **Dry Fruits**



- **Cashew** – Whole | Flavoured | Broken
Origin: India, Africa.
- **Walnut** – Shelled | Without Shell
Origin: India, USA.
- **Almond** – Salted | Flavoured
Origin: USA, Australia.
- **Pista** – Ahmedugai | Akbari | Fandugi | Kernal
Origin: Iran, USA.
- **Raisins** – Sandukani | Indian

- **Pine Nuts**
- **Pecan Nuts**
- **Macadamia**
- **Cranberry**
- **Figs**

- **Masalas / Spices**



- **Wholes**
- **Powder**

- **Oils**



- **Groundnut Oil**
- **Cottonseed Oil**
- **Sunflower Oil**
- **Soyabean Oil**
- **Palm Oil**

Product Overview - Wide range

Vichi offers a wide range of product basket to its customers



Sago/ Sabudana



Kurmura



Poha



Sugar



Dry Fruits



Gur



Masalas/ Spices



K.K. Groundnut Oil

Long Standing Relationships with Reputed Brands

MODERN RETAIL



ONLINE RETAIL



HORECA



Bombay Hospital
& Medical Research Centre



BIG CORPORATES



A PERFECT BLEND OF PURE SPICES

APMC and KIRANA

- Vichi is a leading supplier to the APMC market
- Vichi is a large supplier to 3000+ Kirana stores in Maharashtra and Gujarat

Long-standing relationship directly with customers, has been one of the significant growth factors for Vichi