

radikal 

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Creating a new way of life...
a **FIT** way of life



radikal

A new way of life

A healthy choice

An active lifestyle

A taste of good life

A Key to success

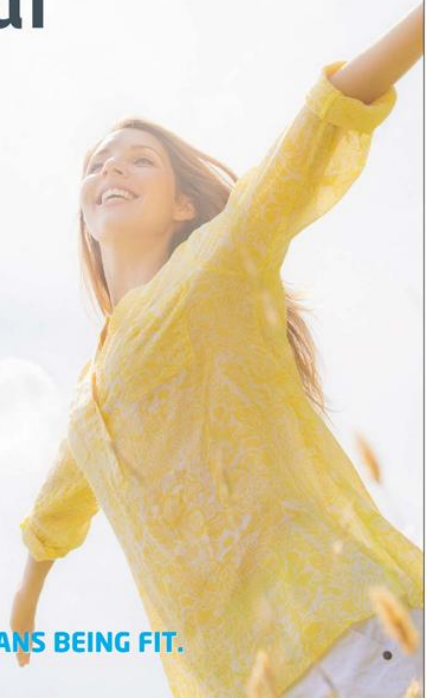
An ingredient for real happiness

A new world of wellness

A symbol of purity

A FIT way of life

BEING RADIKAL MEANS BEING FIT.





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Welcome to a fit way of life, the RADIKAL way of life
“We remain committed to bringing to our consumers pure and healthy food products.”

To begin a journey of success one needs the tools of foresight and strategy. These lead to the path of prosperity and satisfaction. It is essential to combine these forces to accomplish the desired goals.

At Radikal, it's our belief that nutritious food is crucial to a healthy lifestyle. Our objective is to bring to our consumers, a healthy way of life, through unparalleled quality and product innovation. This has been the brand ideology since inception. Today, known for our healthy food products, we are proud to be promoting a wholesome culinary experience.

We endeavor to continuously innovate and improvise on the exiting capacities. With our state-of-the-art infrastructure packed with efficient manufacturing capabilities, robust market presence and a strong product portfolio; we aspire to make a positive impact wherever we go. Making our business stronger, more sustainable and socially responsible, day after day.

So, come, let's spread the goodness of life... together

Siddharth Chaudhary
Managing Director



SPREADING S̄ATISFACTION WITH P̄ERFECTION,
ENRICHING LIVES WITH RICE...

Radikal, a brand that stands true to its name.

One of the leading manufacturers and suppliers of premium basmati rice, we offer radically pure and radically fit grains for people of all ages and tastes, across the world.

At Radikal, we believe that basmati rice is the most nutritive food in the world. It's an ingredient that enhances lives. And this belief is the reason that inspired us to start our glorious journey.

With the widest range of premium basmati rice, today, we are found in almost every kitchen, from top-notch restaurants to homes. We are known for uncompromised quality. And our finest grains for their goodness and nutritive value.

Sourced from the foothills of the Himalayas and other rice growing states of India, each grain of Radikal rice is handpicked, tested for quality and carefully processed to serve our customers with unmatched taste and to ensure a healthy and happy life.



The background is a dark blue-grey color. Scattered across it are several white rice grains, some whole and some broken. The text 'We DREAM everyday.' is centered in a white, sans-serif font. The word 'DREAM' is in all caps and bolded.

We **DREAM** everyday.

A close-up photograph of a man's face. He is looking directly at the camera with a serious expression. His hands are raised to his eyes, with his fingers spread, partially obscuring his face. A white rectangular box is overlaid on the right side of the image, containing text.

OUR VISION

Our vision at Radikal is to be: "The World's Leading Food Company, serving health in different ways to suit and fulfill the requirements of every modern day consumer. And be recognized worldwide as a trusted and quality brand.

OUR MISSION

Excellence To offer unmatched quality and purity and be the best in everything we do.

Innovation To develop innovative products and processes in an effort to enhance consumer experience.

Good life To create nutritious yet tasty products that can improve and enhance the quality of life. That can inspire healthy lifestyles.

Empowerment To empower our talented people to take the initiative and explore new opportunities and possibilities.



PURITY, HEALTH, TASTE, HAPPINESS...



Our business is an extension of our belief that quality and health go hand in hand. And this very notion is visible in each of our range of products. Perhaps this is the reason behind our success. Today, we are globally known for providing the widest range of authentic basmati rice. Packed with a team of visionaries, experts and committed professionals, we are enriching lives by offering truly exceptional and innovative products.

Our Range includes:

- Auric Premium Basmati Rice - Ingredient for a good life
- Apica Premium Rice - Everyday fitness, Everyday happiness
- Radikal Brown Premium Basmati Rice - Radically pure, Radically healthy
- Pristine Traditional Basmati Rice - Exceptional taste with Exotic aroma
- Morvarid Premium Sella Basmati Rice - Low on fat, High on taste
- Aqua Mist Premium Basmati Rice - A royal affair
- Radikal Ruby - Extra long grains for Extraordinary meals
- Radikal Ruby Gold - Fit in every bit
- Radikal Mazza - Great taste, Great moments
- Super Gild - Devoted to your wellness

Furthermore, we also offer an extensive range of spices whole and grounded, pulses, sugar, sesame seeds whole and hulled, soya bean meal etc.



Our **LEADERS.**
Our **INSPIRATIONS.**

THE MENTOR

Mr. C. P. Chaudhary

CHAIRMAN

He is the man behind Radikal. He is the man who has inspired us to dream more, learn more, do more and become more. His unwavering determination has helped us achieve numerous benchmarks time and again. Armed with a Masters degree in Engineering, Mr C.P. Choudhary has been heading the entire chain of management and operations since the very inception of the company.

THE UNSHAKABLE SOUL

Mrs. Anindita Chaudhary

DIRECTOR

An inspiration to all, she is a super strong lady armed with unmatched intelligence, expertise and experience. A true credible corporate and commercial lawyer with a BA LLB hon. She is a force to reckon with and is one of the strongest pillars of the company, pushing it towards success and beyond.

THE DREAMER

Mr. Siddharth Chaudhary

MANAGING DIRECTOR

He is the man behind the vision of Radikal. He is a thinker, firm believer and follower in ethics, values, crafts and principles. Armed with a BBA and Masters Degree in Finance from U.K., he is recognized for his unwavering innovative business methods. He is an innovator and has been driving innovation and advancement to support long-term business goals.

THE POWER HOUSE

Mrs. Anju Chaudhary

DIRECTOR

A power- packed performer, she is one of the first promoters and founder members of Radikal. She has been a source of constant support and motivation and heads the overall administration of the company, powerfully and successfully.

QUALITY is not just a word for us.
It's our **TRUE IDENTITY.**

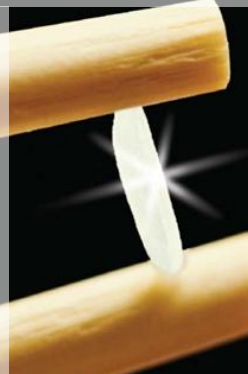


For us quality is everything. It's our strength. It's our passion. It enables us to delight our customers with the best of the best products.

From procurement to storage, machinery to equipment, milling to final packaging; we make sure that every action of ours conveys nothing but excellence. We employ the world's best ERP application S.A.P. to offer a 100% hands - free processing system and to create flawless processes.

To enhance the goodness of basmati, we have a range of stringent quality tests that guarantees optimum health and wellness in every grain.

Furthermore, our dedicated team of experts consistently works to ensure that the finest quality of basmati rice is procured and processed and endeavors to set a new standard for quality, taste and purity every day.





Raising the bar on **PERFORMANCE**, everyday

According to us, productivity is always the result of a commitment to excellence, intelligent planning, and focused effort. At Radikal, we continuously strive to enhance our performance and go beyond the defined parameters.

To continue our tradition of delivering unmatched productivity, we have established a state-of-the-art rice milling plant in Garh Mukhteshwar, UP, India with an annual production capacity of 4,80,000 metric tons.

The plant is fully automated and is built up of stainless steel which promotes a rust-free and healthy environment and also offers purity. Equipped with the best in class-imported machineries from SATAKE Japan, here, every process follows international standards and stringent guidelines to guarantee uniformity of grains without destroying its fragrance and quality of grain. And the result is the world's finest grains!





Spreading **FITNESS** as a lifestyle across the globe.



We are building good health.
We are building happy lifestyles.
Across the world. Since the
beginning.

With a massive presence across

- ASIA
- MIDDLE EAST
- EUROPE
- AMERICA
- AUSTRALIA
- AFRICA

And all across India.



For us winning isn't everything,
but the **WILL** to **WIN** is everything.



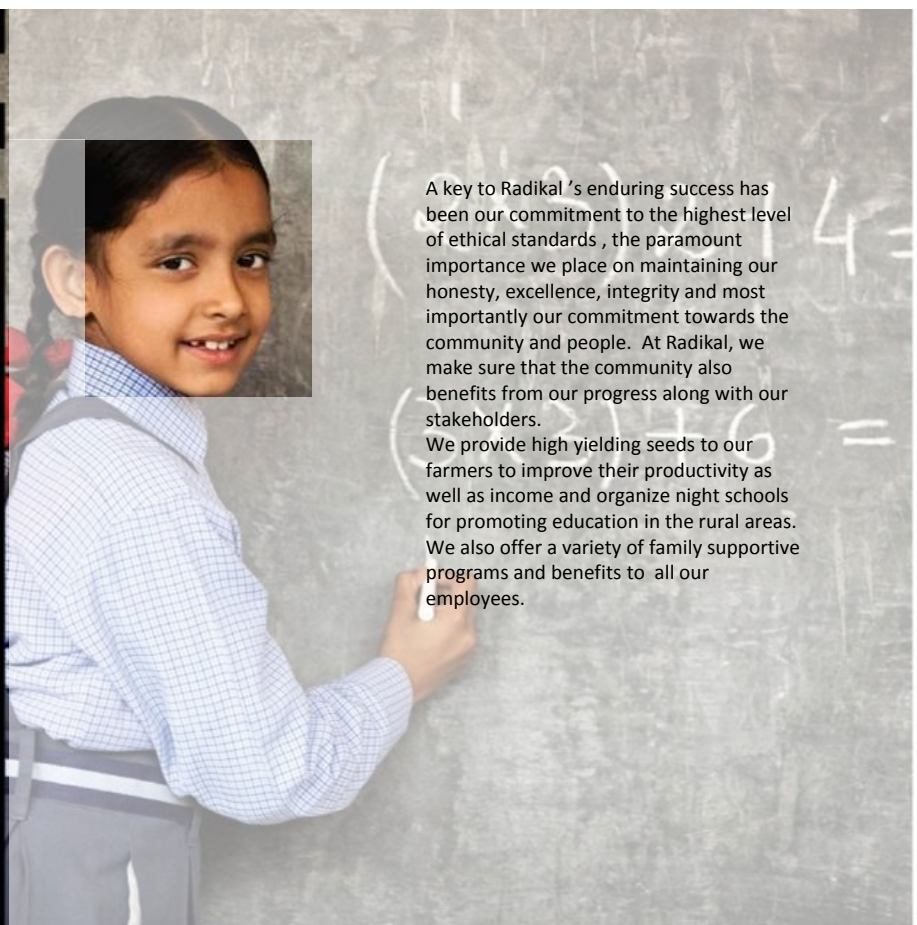
Next to excellence is the appreciation of it. Over the years, we are proud to have won numerous significant awards that inspire us to discover new worlds of success and go beyond the best.

We have obtained internationally acclaimed certificates like HACCP, ISO22000 and BRC Certificate for our dedicated commitment to provide superior quality, nutritious food and to enhance the lives and well-being of people around the world.

Radikal, a Fit way of life.



Creating a **BETTER WORLD.** Grain by grain.



A key to Radikal 's enduring success has been our commitment to the highest level of ethical standards , the paramount importance we place on maintaining our honesty, excellence, integrity and most importantly our commitment towards the community and people. At Radikal, we make sure that the community also benefits from our progress along with our stakeholders.

We provide high yielding seeds to our farmers to improve their productivity as well as income and organize night schools for promoting education in the rural areas. We also offer a variety of family supportive programs and benefits to all our employees.