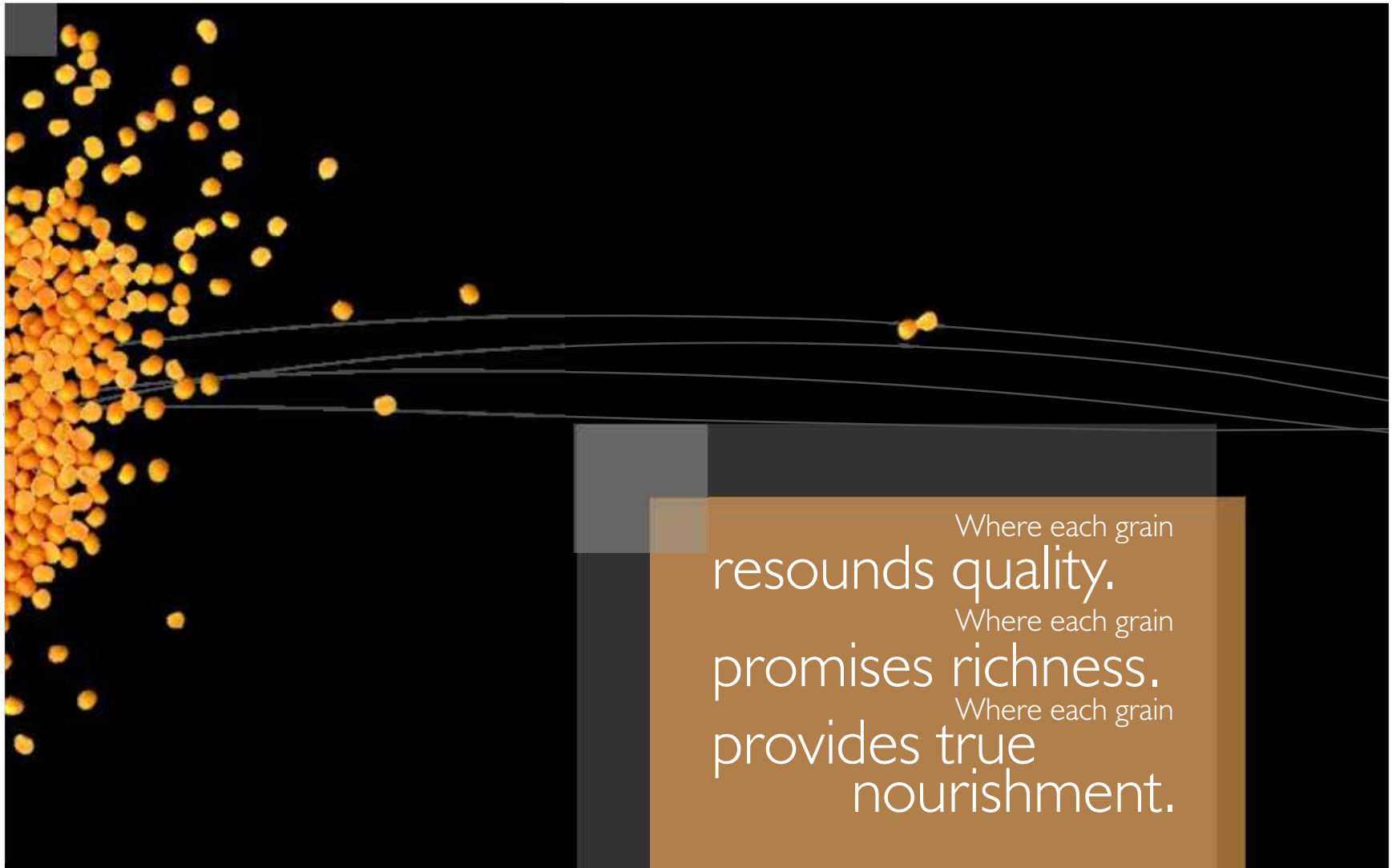




● Grains that speak Quality





Where each grain
resounds quality.
Where each grain
promises richness.
Where each grain
provides true
nourishment.

Laxmi Protein Products Pvt. Ltd. is one of the most prominent player in the Toor Dal industry worldwide. It is situated at Vasad, Gujarat-an ideal location in the industrially developed and well-connected, western part of India. It has, over the past 5 decades been at the forefront of change, developing and innovating to offer unmatched quality Toor Dal to its customers worldwide.



Genesis...

A humble beginning way back in 1959, Mahalaxmi Pulse Mills was established by Late Shri Shanabhai Darubhai Patel. A visionary in the true sense of the word, he set up the foundation of a business which has since then acquired much bigger proportions as well as respect for its unmatched quality and superior business ethics.

What started with one mill, has today acquired the size of a huge, well-managed organisation, with a total of 6 fully integrated Toor Dal Processing Plants.



Late Shri Shanabhai Darubhai Patel
1907-1969

The Group Today...

With a large number of related enterprises, Laxmi Protein Products Pvt. Ltd., the flagship company is a name to reckon with in the Toor Dal arena.

Manufacturing, exporting and trading the highest quality Toor Dal under the brand name "Laxmi Toor Dal", today the group has a strong presence in the Indian as well as the international markets.

With the ISO 9001:2000 and HACCP certifications (the highest food safety norm), our processes and quality control has led us to become one of the most well organised and professional Toor Dal Processors in the world.





Toor Plant

Raw Toor

Laxmi Toor Dal
(Processed)

The Product...

The brand “Laxmi Toor Dal” exactly matches its brand slogan

“दाना दाना स्वाद का खज़ाना”

(Each grain, a treasure of taste)

For us at Laxmi Toor dal, picking up each grain is akin to picking up a diamond from a mine. Only the best Toor produce is acquired through our in-house international trading house. It is subsequently checked at our laboratory before the processing stage.

It is the sheer expertise to identify and consistently procure the best grains from around the world, which leads us to offer an unmatched assurance of superior taste and nourishment in each grain that we produce.

Affiliated to various governmental and international quality conscious organisations, we are amongst the select few processors possessing the “Agmark” sign of quality assurance in our Industry.



Cutting Edge Technology

Laxmi Toor Dal is processed using the best available technology internationally including the cutting edge Sortex Machine. The Sortex Machine removes all the impurities and other unwanted foreign bodies from the Dal including discoloured impurities, chalky grains, particles etc., promising a genuine, impurity free product.

The process includes the use of Screen Separators, Destoners, to ensure that only the best grains reach the packaging stage. The use of specialised dryer assures optimal moisture, thus retaining the freshness and increasing the shelf life of the dal. The automatic weighing & filling machines at our plants allow us to pack our produce with precision.



SORTEX MACHINE: Orders highest quality grades with 2048 sensor cameras



Marketing Strength

Laxmi Toor Dal is a known and trusted brand name not just across India, but amongst Indians all over the world.

In India, the company has a superior distribution set-up backed by over 200 distributors and over 35,000 retailers. So much so, that we can proudly claim that there's a little bit of Laxmi Toor Dal on each platter.

On the international front, Laxmi Toor Dal is available at retail stores located at Indian dominated areas. It is also available online at reputed food retailing portals.

Available in packaging options of Airtight Polypacks of 1, 2, & 5 Kg. and Jute Bulk Packing of 5, 10, 25 & 50 Kg. All our produce is available only in food grade packaging.



Global Operations

The increase in international operations led us to set-up a separate division “Patel Shanabhai Darubhai & Co.”, dedicated to exports and imports.

Established in 1992, the division imports raw materials for the processing of Toor from Asian and African continents and then exporting the high quality processed Toor Dal to a plethora of countries in the North American, European, Asian and Australian continents.



● Import ● Export



Quality... Assured

Adhering to global norms and standards of quality assurance, we make quality checks at every stage of processing to ensure consistent quality.

Our quality policy, given below, is followed most religiously

“We are committed to satisfy our customers needs by:

- Providing safe and hygienic pulses.
- Ensuring product quality.
- Complying to all statutory and legal requirements.

We will strive to achieve it by continual improvement and effective implimentaion of QMS.”

“Quality is never an accident, it is always the result of high intension, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.”

- William A. Foster

We Care

Each grain produced from the plants of Laxmi Protein Products Pvt. Ltd. comes with personal care. It is a family run enterprise wherein a team of professionally qualified and dedicated family members work tirelessly in each of their chosen area of operation. For us, it is a matter of family pride and we strive extra hard to provide the utmost quality to keep up the family name.

Be it the procurement of the best grains, the processing, the use of the latest technology, the best packaging procedures or the way we transact business with our channel partners, it is an element of personal care that makes us unique.



Advantage. Laxmi Toor Dal

With 6 fully integrated state-of-the-art processing plants at Vasad, we undeniably possess the largest installed capacity in Toor Dal processing worldwide.

This, together with a well oiled marketing channel, a well charted logistics set-up and a proactive marketing team makes us the most efficient and professional team to join hands with.

Other Dals in our stable

Though Toor Dal happens to be our core competence, we at Laxmi Protein Products Pvt. Ltd. offer a wide range of quality Dals and Pulses. These include:

- | | |
|-------------------------|---------------|
| 1. Mung | 4. Masoor Dal |
| 2. Mung Split with Skin | 5. Urid Dal |
| 3. Chana Dal | 6. Mung Dal |



“दाना दाना स्वाद का खज़ाना”



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