



*Our Products Speak Of  
Quality & Excellence*







## Keerthi Agro Mills Pvt Ltd

Present Nirmal Rice was founded by Late Mr. V.P. Varghese Valukkaran in the year 1970. From the humble beginning, Nirmal Rice has grown to be among top rice brands in Kerala. We have always given paramount importance to quality of our rice from our early stages. This approach has ensured sustained demand for our products. Keerthi Agromills was incorporated in the year 2000. Our current Managing Director Mr. Johnson Varghese took over the reins of Nirmal Rice from his father in 2002. Prior to taking over, he learned and worked in the company as a director for two years as a director. Today, we have a workforce of more than 350 dedicated employees. This is one of our greatest strengths. Through our 4 mills, now our daily production surpasses 400 tonnes. Our annual Kerala turnover is above 100 crores. Nirmal, Keerthi Nirmal and Chandrika are renowned rice brands produced by Keerthi Agro Mills. We produce 15 different types of rice. Our distribution network spans more than 2500 retail and wholesale shops throughout Kerala. More than 60 vehicles operate in this distribution network. We are able to give rice at very competitive prices using this efficient distribution network, and thereby reducing commission expenses.

***QUALITY** is not just a word for us  
Its our true **IDENTITY***

### Our Vision

Rice is one of the leading staple foods globally. Kerala is one of the biggest markets of rice consumptions globally. We focus on sustaining our legacy of quality and taste so that we can deliver rice to every Kerala household at a very reasonable price. We hope to contribute towards a healthy Kerala in our own small way.

### Our Mission

We believe that ensuring an excellent quality of rice reaches our customers is our greatest mission. We procure rice directly from farmers from Kerala, Tamilnadu and Karnataka every season. A lot depends on where the rice was cultivated. We process this rice using most modern technology retaining some bran. Matta rice is rich in Vitamin E due to high bran content.



# Our Products



## Short Grain

Available at  
75 kg, 50 kg, 25kg, 10 kg, 5 kg



## Long Grain

Available at  
75 kg, 50 kg, 25kg, 10 kg, 5 kg



## Jaya

Available at  
75 kg, 50 kg, 25kg, 10 kg, 5 kg



## Kuruva

Available at  
75 kg, 50 kg, 25kg, 10 kg, 5 kg



## Surekha

Available at  
75 kg, 50 kg, 25kg, 10 kg, 5 kg



## Kayama

Available at  
75 kg, 50 kg, 25kg, 10 kg, 5 kg



## Ponni

Available at  
75 kg, 50 kg, 25kg, 10 kg, 5 kg



## Biryani rice

Available at  
75 kg, 50 kg, 25kg, 10 kg, 5 kg



## Palakkadan Matta Rice

Available at  
75 kg, 50 kg, 25kg, 10 kg, 5 kg



## Quality standards



Keerthi Agro Mills maintains world-class quality standards in all areas of its operations. The company procures the best quality of paddy and processes it using state-of-the-art technology. The company has the maximum ability to mature basmati rice thereby ensuring quality. The experienced professionals extensively analyze the quality standards in different locations of the world and ensure that the finest quality of rice is processed and branded by Nirmal Rice. The company has the latest sorting and grinding capability

By productive use of all the available resources, the company reduces its cost of production and presents the products to its clients at the most competitive prices. With its wide network, the company is capable of procuring the best quality of paddy. It offers the premium quality rice matured from 18- 24 months. With the best flavor and fragrance, Modern Rice & General Mills presents rice of the best quality. Nirmal Rice has invested a significant amount in its processing, and research facilities. Experienced professionals are at work with dedication to enhance the quality matching the international standards.





# Rice Production



Paddy obtained from various selected locations are processed using modern techniques to produce edible rice. Rice milling is the process which helps in the removal of hulls and bran from paddy grains to produce polished rice.

In post-production of rice, milling is a crucial step which removes the husk and the bran layers, and produces an edible, white rice kernel that is sufficiently milled and free of impurities.

## Rice Processing Stages

Depending on the requirements of the customer, the rice should have a minimum of broken kernels. Most rice varieties are composed of roughly 20% rice hull, 11% bran layers, and 69% starchy endosperm, also referred to as the total milled rice. Total milled rice contains whole grains or head rice, and broken rice. The by-products in rice milling are rice hull, rice germ and bran layers, and fine broken rice.

### Rice Polishing



In rice milling, the paddy grains are fed into the indent cylinder at the feed inlet situated at the high end of the sloping cylinder. The undersize grain is captured by the indents and is carried up as the cylinder revolves until a point is reached where the grain is dislodged by gravity and is collected in a flared trough screw conveyor and discharged.

The full grain remains in the bottom of the cylinder and because of the inclination of the cylinder travels to a separate discharge outlet.

Rice forms the basic primary processed product obtained from paddy and this is further processed for obtaining various secondary and tertiary products



Rice Bran



Sheller Rice



Semi Polished Rice



White Rice

### Rice Polishing Stages

- PreCleaning
- De stoning
- Par boiling
- Husking
- Husk Aspiration
- Paddy Separation
- Whitening
- Polishing



## Plant & Machinery



Keerthi Agro Mills' major manufacturing and processing facility is ideally located at kalady Ernakulam. The strategic location of plant ensures expeditious transportation of harvested paddy from specially identified collection centers across paddy growing belt of south India, thus minimizing transit damage to the delicate grain of rice.

The state-of-art processing plants for rice production have fully mechanized sophisticated processing procedures for different stages like de-moisturizing, temperature controlled drying, cleaning, de-husking, de-stoning, polishing, sorting and grading. In these hi-tech milling plants every stage conforms to international standards and stringent guidelines of process control are meticulously adhered to at every stage to ensure uniformity of grains without destroying fragrance, aroma and basic quality of grain.



Most of the impurities, irrespective of their sizes and nature are completely removed in different stages of the passage of paddy through fork-like vibrating sieve, scalper suction fan and vibrating sieve incorporated in these machines.



## International Market

Almost since the beginning of time, rice has tickled man's palate. Today, rice is the world's single most important food crop and a primary food for more than a third of the World's Population.

Over 150 million hectares of paddy fields around the World yield nearly 500 million tons of rice. Rice provides about 21% of the total food calories consumed by the people of the world. Discerning global customer are today more diet-conscious than ever before and question the impact of different foods on the human body. Rice is an ideal food. Low fat, with a balanced starch content, it is an energy giving food. Of over 14,000 varieties of rice, Nirmal Rice is the most sought after in the world.

In the long-grained Rice, there is no extra starch which makes ordinary rice sticky and messy, and each grain is whole and complete after cooking, making it easy to digest. Today, Basmati has captured nearly 20% of the world market.

Keeping an account of the popularity of Nirmal rice in the international market, the company developed a powerful marketing strategy in the global arena. The company is already exporting to many overseas destinations. The company products have earned remarkable popularity in the market and the share of exports in the total revenues is rapidly increasing.

## Chairman's Mesage



*It is my personal guarantee that rice produced and distributed by NIRMAL brand is of excellent quality. We take a lot of effort to ensure safety and quality of our rice*

*Johnson Varghese  
Managing Director*

**For More Information Contact Our Customer Service**

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Sorted Rice

*World's favourite  
Staple food..!!*



Manufactured & Marketed by

**Keerthi Agro Mills (p) Ltd.**

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