

Company Profile

Leelaram Enterprises



Food Processing Experts



Introduction

Leelaram Enterprises was founded by professionals with 160+ years of rich experience in the Food Processing & Education Industry.



LR

We provide our services in new product development, plant optimization, plant expansion and automation, setting up a new plant from ideation to few hundred tons of production.

Leelaram Enterprises provides food processing services in the development and processing of various fruits & vegetables for making jams, jelly's, pulps, concentrates, condiments, sauces, pickles, purees, diced, dried & dehydrated fruits, vegetables, spices, ready to eat, ready to cook, salted, roasted & fried savoury snacks, namkeen's & other ethnic snacks, nuts, instant mixes, frozen, canned and bottled fruits & Vegetables in various forms for domestic and international clients under own brand and for private labelling.

Our team has an extensive hands on experience in working with some of the who's who to upcoming new entrants in the food processing industry for numerous products, plants, and applications.

Some of the companies our seasoned food technologists have worked includes companies like NOGA, Indian Food Fermentation Ltd., Desai Brothers Ltd., Merino Industries Ltd., Haldiram's (Nagpur), Haldiram's (Noida), Pepsico, Kellogg's, Britannia, Nestle, ITC, Vista Foods, Chhajer Foods, Bikaji Foods, Shivashrit Foods to name a few.

Message from our leaders

Our Founder; Mr. Dinesh R. Garg is a veteran in Food Processing with an exhaustive, rich and unparalleled experience of 46 + years in the Food Processing Industry.



"CONTINUOUS
IMPROVEMENT
Is KEY
To SUCCESS"



Dinesh Garg

Mr. Dinesh is an M.Tech. in Food Technology (1974) and B.Tech. in Chemical Engineering (1972) from Laxminarayan Institute of Technology, Nagpur. He holds a Management Diploma in Business Administration (1974) from Nagpur Management Association.

He has an extensive experience of working for both Government and Private Organizations such as NOGA, IFFL (Dosa King), Desai Brothers (Mother's Recipe), Merino Industries Ltd. (Vegit), Bikaji Foods International Ltd., and consulting for numerous organizations such as Pepsico, Kellogg's, Britannia, Haldiram's, Bikaji, Shivashrit, Britannia, ITC, McCain; others.

Dinesh Garg (Our Patron)

Mr. Dinesh has led numerous men, plants, management for overall achieving company goals across his journey in Food Processing Industry since the very inception to date and continues to guide the team at Leelaram Enterprises!!

Mr. Dinesh is also known as the father of potato flakes in the country because of his unparalleled experience in the potato processing and has formulated and crafted new method of making Alu Bhujia from traditional use of potato and replacing food products with potato flakes which has transformed the entire Savoury Industry in India and abroad.

Potato Flakes application has been praised and accepted by all in manufacturing this lip smacking snack (Alu Bhujia) apart from numerous products applications developed for various frozen foods and other food products.

At Leelaram Enterprises, he looks after the technical aspect of food processing and is the evangelist and works onsite with his team of food technologists and

project implementation team alongside with client and their teams on new product development, formulation of recipes and standardization & optimization of plant from scratch to full-fledged running plant of few hundred tons per day

Mr. Dinesh has led numerous men, machines & management for overall achieving company goals across his journey since the very inception to date and continues to guide the team at Leelaram Enterprises.



Message from our CEO



Mr. Gaurav Garg is a seasoned sales professional with 16 years of exhaustive experience in the Training & Development, Education, Manpower & Food Processing Industry.

He has handled clients from B2B, B2C, B2G, Defence (Army, Air force, Navy), Military Intelligence, HAL, others) CDAC, Institutions & leading National and MNC's across Industries and have handled clients in CXO, L&D, HR, Practice Heads and Delivery Heads Level.

He has lead teams across North, West and Central India for sales and product development.

He works as a Project Leader for Implementation and execution of various food processing projects. He also looks after Vendor Management, Team empanelment, audit and inspection of Effluent Treatment Plants for Dairy and Food Processing Industry.

He also manages the marketing function at Leelaram Enterprises.

He has worked with organizations such as Karrox Technologies, SG Analytics, HCL Technologies, NIIT Ltd, Shiv Nadar University and handled projects for Shivashrit Foods, Haldiram's Nagpur, Haldiram's Noida, Perfetti Van melle – Gurgaon, Heinz Aligarh, Holyland Marketing, Cremica, Goodrich Cereals, Punjab Agro Industries Corp. Ltd. Drinking Safari, Master Maker foods, Vitasta Agritech, Almond Solutions, MCI Agri, Maagrita Exports, others

LEADERSHIP TEAM

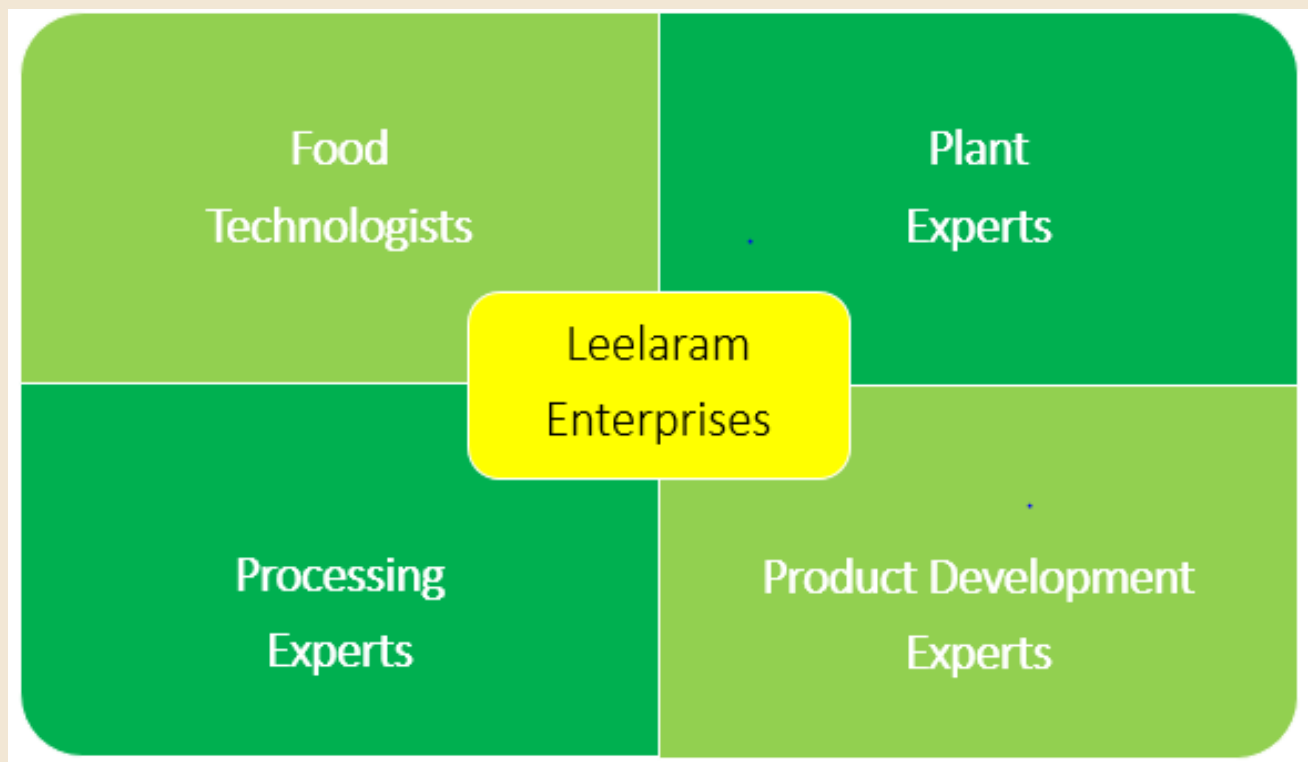
Meet the people who make up our incredible food processing team



Our Associates

Our Team at Leelaram Enterprises comprises of seasoned Food Technologists, Chemical Engineers, Project Leaders with experience in Plant Expansion, New Plant Setup from ideation to erection & commissioning, New Product Development , Packaging Experts, Effluent Treatment Plant and Biogas generation plant setup engineers, deliverables of bankable Detailed Project Reports (DPR), State and Central Grant/Subsidy with proven and hands on experience in the Food Processing Industry totaling more than 160 + years of rich experience to execute and deliver a fully operational food processing plant (Semi/Full Automatic) based on customer's requirement of production capacity, investment and vision.

Our seasoned technocrats work under the guidance of our Managing Director on respective assignments based on availability of raw material, market segment, technology, automation & Investment required for the desired finished product & manufacturers need.



Key Associates

A wide team of specialist for respective services from Food Processing, Plant & Building Layouts, landscaping, piping services, utilities, packaging machine solutions, FSSAI license and Factory NOC, Labour Solutions, Effluent Treatment Plants to Detailed Project Report and Market Entry Strategies.

Arun

Arun is a piping engineering expert with hands on experience in all functions of Fluid Flow, Piping Safety Analysis, Projects Engineering, Project Planning & Project Management.

Namita

Namita looks after site layout designing, master planning, landscape designing, vendor management, vendor deployment & working alongside EPC Companies, Architects, Draftsman, MEP consultants and Government departments.

Ram

Ram is a seasoned packaging expert with in-depth exposure to powder, liquid, frozen, energy bars, ready meals, tray sealers, linear packaging solutions, vacuum sealer, nitrogen packaging, continuous line of Form Fill Seal, Retort and Canning and related technologies.

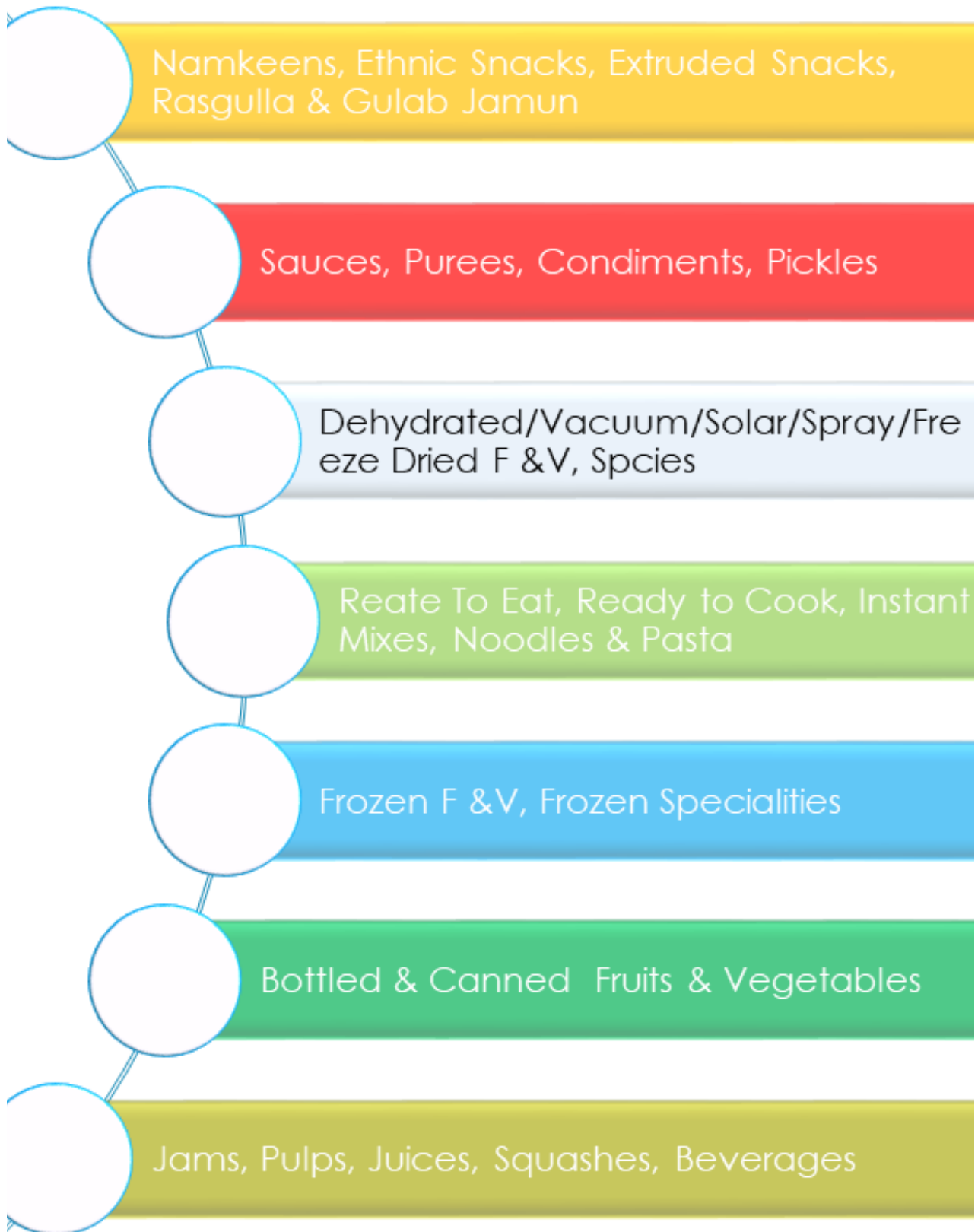
Rohit

Works on the bankable DPR, market entry studies, State & Central Government (mofpi) subsidy

Deepak

Seasoned Food Processing expert with decades of experience in Product development, process execution, production scheduling and product improvement, Namkeen, RTE, RTC, Papads, Pickles, Spices, Paste, dehydration and other food products.

Products Capabilities



Our Scope of Service



Clients

Sn.	Company
1	Aakash Namkeen - Indore
2	ADF Foods – Nashik
3	Almonds Solutions, Karnal
4	Ambassador's Sky Chef - Gurgaon
5	Apricot Foods - Rajkot
6	Army CSD Canteens
7	Babaji Namkeen, Haryana
8	Balaji Wafers Pvt. Ltd. - Rajkot
9	Bikaji Foods International Ltd.- Bikaner
10	Bikanervala Foods Pvt Ltd- New Delhi
11	Britannia
12	Chhajer Foods - Gujarat
13	Cremica Food Industries Ltd. , Okhla, Delhi
14	Desai Brothers Ltd (Mother's Recipe) - Pune, Nadiad, Bikaner
15	Dharampal Premchand - Noida, NCR
16	Dharampal Satyapal Group – Noida, NCR
17	Drinking Safari, Ghaziabad
18	GarudaFoods Indonesia
19	General Mills – Mumbai
20	Godrej Tyson Food. Ltd.
21	Goodrich Cereals- Karnal, Haryana
22	Haldiram Foods International Pvt. Ltd. - Nagpur
23	Haldiram Snacks Pvt. Ltd. – Noida
24	Hariom Biofood Products Inida Pvt. Ltd. - Rudrapur
25	Hindustan Unilever – Mumbai
26	Holyland Marketing Pvt. Ltd. – New Delhi (Gloden Crown)
27	Indian Army Purchase Organization
28	Indian Food Fermentation Ltd. (Dosa King) - Nagpur, Chennai
29	ITC
30	J.J. Bakers
31	Kaleva Sweets – New Delhi
32	Kashmir Walnuts, Baribrahma, Jammu
33	KAY Biscuits
34	Kellogg India Pvt. Ltd - Mumbai & Malaysia
35	KIPPs – Bareilly

Clients Contd..

Sn.	Client
36	Lamba Food Products (Bababji Namkeen), Karnal
37	M & H Enterprises (Lemonji), Ghaziabad
38	Maagrita Exports – Dindigul, Tamil Nadu
39	Maharashtra Agro Industrial Development Corporation (NOGA) – Nagpur & Mumbai
40	Mallick Seasonings
41	Master Maker Foods LLP - Noida, NCR
42	McCain Foods (India) Pvt. Ltd. - Mehsana, Gujarat & Canada
43	MCI Agro Industries – Krishnagiri
44	Merino Industries Ltd. (Vegit), Hapur, UP
45	Sunshine Food Products
46	Navhari Food Products - Bikaner
47	Nestle – India
48	Nirulas - Noida, NCR
49	Noble Foods
50	Prakash Namkeens - Indore
51	nuflower foods and nutrition pvt ltd - Manesar, Gurgaon
52	Padmini Bakers Pvt. Ltd. (ATOP Namkeen)
53	Parle Products Pvt. Ltd.– Mumbai
54	Pepsico India Holdings Pvt. Ltd.– Calcutta, Gurgaon,
55	Pepsico Malaysia SDN BHD
56	Pepsico Taiwan
57	Perfetti Venmelle Gurgaon
58	Priya Gold Biscuits
59	Punjab Agro Industries Corporation Ltd. - Chandigarh
60	Punjab Agro Juices Ltd - Hoshiarpur
61	Rameshwar Foods
62	Real Namkeen – Nadiad
63	Sachade Foods
64	Satnam Agro – Jalandhar, Punjab
65	Shivashrit Foods Pvt. Ltd. – Aligarh, UP
66	TTK Healthcare Ltd., Jaipur, Rajasthan
67	Vevek Agrifoods Pvt. Ltd. - Nagpur
68	Vista Foods (McDonalds) – Taloja, Maharashtra
69	Vitasta Agritech Pvt. Ltd . - Noida, NCR
70	Yellow Diamonds - Indore

Success Story

20 plus years of vast experience in canning, bottlingm pulping, 1st Ragulla Canning plant for bikaji, Introduced Instant Dosa at IFFL, reinvented Alu Bhujia, other frozen food application developed using flakes



MAIDC

Juices, Squashes, sauces, pulp, puree pastes, canning & bottling plant managed and operated for close to 20 years by Mr. Dinesh Garg

Bikaji Foods Intl.

Mr. Dinesh had setup the first automated Rasgulla Canning Plant for Bikaji Foods International - Bikaner



Indian Food Fermentation Ltd.

Setup and commissioned first of its kind Instant Dosa processing Plant via Instant Dosa making machine. IFFL also had Nestle as one of their first customers for contract manufacturing for ready mixes.

Clients

Canned Mushroom, Canned Tomato Paste, Puree, Juice Processing, Dry Fruits Processing Plants



I.F.F.L.

Setup first ultra modern state-of-the-art potato flakes processing unit using drum drying technology for preparing Alu Masala used in Masala Dosa

Alu Bhujia Invented using Potato Flakes

Reinvented Alu bhujia making using potato flakes instead of potatoes and numerous frozen food applications developed using flakes



Desai Brothers Ltd.

Sauces, Pickles, Masalas, Papads, Appalams, Pulps, Gravies, Ready To Cook, Condiments, Pastes & Chutneys, Baked Beans, Gherkins & Jalapenos, Lime Cordials, Lime Juice & Mayonnaise for Mothers Recipe.

Clients

Canned Mushroom, Canned Tomato Paste, Puree, Juice Processing, Dry Fruits Processing Plants



Merino Industries

State-of-the-Art Potato flakes plant was set up and products were launched under the Vegit Brand for Institutional Customers. this was the 2nd plant for Potato Flakes in India by Mr. Dinesh Garg

Vegit - Merino Ind.

Ready mixes products basket was created in Ready to Cook Category with numerous options for HORECA, Retail, Institutional Customers



Hariom Biofood

Vacuum Dried fruits and Vegetables plant optimized with standard operating procedures, texture improvement and product viability and helped in product development for Institutional Market

Clients

First Rasgulla Canning Plant Setup, Namkeen Processing Plant Expansion, Greenfield Potato Flakes Processing Plant Setup



Bikaji Foods International

Bikaji Plant Expansion to higher capacity for entire range of namkeen and Sweets. Introduction of Thermic Fluid Burners thus replacing traditional bhattis for workers conducive working

Bikaji Foods

2nd Canned Rasgulla Plant Setup by Mr. Dinesh which became a showcase plant for Clients, Distributors & Delaers



Mr. Dinesh with his 20 plus years of experience in canning, was approached by Mr. Shivratn Agarwal –CMD - Bikaji Foods International, Bikaner, for canning of Rasgulla, as the need for safe transportation, extension of shelf life and long distance supply chain management was required for a sweet, soft and tender Rasgulla.



Shivashrit Foods

Installation of Potato Flakes Processing Plant in Progress. Third Potato Flakes Dehydration Plant by Mr. Dinesh in India.

Clients

Haldiram Chairman Plant Visit, New Project discussion with Leelaram Enterprises



Haldiram Foods

Mr. Shivkishan - Chairman Haldiram Foods International Nagpur with Mr. Dinesh came to UP to visit the plant setup by Mr. Dinesh and further collaboration with Our Client

Vevek Agri (Haldirams)

New Project discussion in Progress with Leelaram Enterprises Team



Haldiram foods

Mr. Dinesh giving Mr. Shivkishanji, plant walkthrough and explaining each and every steps followed

Clients

Canned Mushroom, Canned Tomato Paste, Puree, Juice Processing, Dry Fruits Processing Plants



Holyland Marketing

Mushroom & Tomato paste plant audited for expansion, suggestions provided for improvement in steam generation, canning process improvement and Retorting process rectification

Drinking Safari

New Plant Setup for Juices in three flavours, with FSSAI & statutory clearance



Vitasta Agritech

Dry Fruit Plant Setup for Whole Walnut, Walnut Kernels, Cashew, Raisin, Almond & Pitachios including FSSAI & statutory clearance

Clients

Canned Mushroom, Canned Tomato Paste, Puree, Juice Processing, Dry Fruits Processing Plants



MP AGRO

MP Agro - Madhya Pradesh Team from Government visited Aligarh to inspect Plant based on industry feedback on one of the finest plant being installed & Commissioned.

MCI Agro

Solar dried plant optimized for fruits & vegetables, Candy



Goodrich Cereals

Plant Optimization for Goodrich Cereals in Progress. This is the 4th dehydration plant Optimized by Mr. Dinesh, others being IFFL, Merino & Shivashrit Foods respectively.

Clients

SOP's setup, ingredient, plant GMP, GHP, inspection and standardization, expansion review and feedback for feasibility for structural strength



Master Maker

Plant and Product development & standardization including, packaging, FSSAI, Storage, SOP's Recipe Standardization, Ingredient freezing for frozen foods.

M & H

Citrus Juice Plant audit for juice shelf life improvement & new product development



N.F.N.

Peanut Butter Plant Audit for plant expansion & new flavour peanut butter development

Clients

Plant audits for product development, improvisation, plant setup & wastage reduction



P.A.I.C.

10 TPH Tomato Paste Optimization inspection for capacity expansion & new sauces introduction

Punjab Agro

- Plant audit for 20 TPH Kinnow Juice Plant for Product Improvement and Plant Optimization



Nirula's

Texture and Quality improvement for French Fries for Retail & Institutional Customers, plant improvement and product standardization

Clients

Plant audit for greenfield plant setup with double the current capacity at Hyderabad for Priya Foods (Ushodaya Enterprises)



Pickles Plant

Pickle Processing Unit audit for modernization for 90 variety of pickles in 40 SKU's

Spices Plant

Modernization of Chilli, Turmeric, Blended Spices Processing Plant



Ready To Eat

Developing New range of ready to eat processing range and increasing the product market share

AUGUST 2019

MOOGGA®

ISO 22000 : 2005

Orange

Marmalade

**Orange Marmalade won
Leipzig Trade Fair -
Germany**

GOLD MEDAL



1990 TO 2014 &
COTINUED

Mr. Dinesh Garg had setup first canning plant of Rasgulla for Bikaji & introduced Thermic Fluid Fryers

Setup Canning Line & Thermic Fluid
Fryers



1994 - 2007

Invented Potato Flakes for Masala Dosa in Indian Food Fermentation Ltd.

IFFL - DOSA KING (Brand)

1994 - 2007

Introduced Potato Flakes in Alu Bhujia to Bikaji, Haldiram & in Frozen Foods in India

**FATHER OF POTATO FLAKES IN INDIA &
REINVENTED ALU BHUJIA**





OCTOBER 2018

Shivashrit Foods with Mr. Dinesh & Team

PLANT COMMISSIONING
CELEBRATION

2019



Haldiram Chairman Plant Visit setup by Mr. Dinesh with Client

COLLABORATION

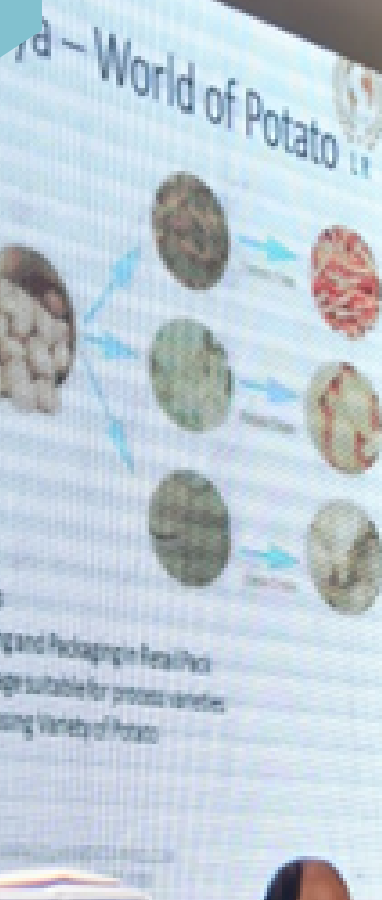
APRIL 2019



Haldiram Chairman -
Mr. Shivkishan Agarwalji with
Leelaram Enterprises M.D. -
Mr. Dinesh Garg

New Project Planning & Deployment

MAY 2019



MOFPI Seminar on Operation Greens (TOP's) - Tomato, Onion, Potato

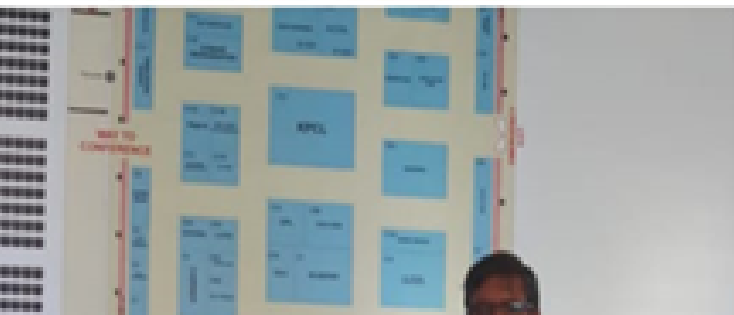
MR. DINESH AS SUBJECT MATTER
EXPERT

MAY 2019

Dr. Atya Nand - Director MOFPI & Team at Plant Visit

REVIEWING & APPLAUDING PLANT SETUP
& AUTOMATION

JULY 2019



Best Potato Processing Plant in UP Awarded to our Client at All India Cold Chain Seminar 2019

**AWARD FOR PLANT SETUP BY MR.
DINESH GARG & TEAM**

JULY 2019



With MOFPI Minister -
Mrs. Harsimrat Kaur
Badal

NEW PROJECT

AUGUST 2019

MOFPI Inspection Team for Subsidy Grant

SUBSIDY APPROVAL

2019

A photograph of two men standing in a food processing plant. The man on the left is wearing a blue and white striped shirt and a blue hairnet. The man on the right is wearing a dark blue polo shirt, white trousers, a blue hairnet, and glasses. In the background, there are large industrial machines, pipes, and other workers in blue shirts and hairnets. The floor is marked with yellow lines.

With Founder - Himalayan Food Park, Kashipur, Uttarakhand - Mr. Suresh Goyal

**EVALUATING NEW
OPPORTUNITIES IN FOOD PARK**



AUGUST 2019

MP AGRO - Madhya Pradesh Officials with Mr. Dinesh Garg & Team

REPLICATING U.P. SUCCESS STORY IN M.P.

JANUARY 2022

Ushodaya Enterprises Priya Foods - Ramoji Group

GREEN FIELD PROJECT

Turnkey Solution



Contact

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