



LR

Leelaram Enterprises

Food Processing Technocrats



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 50 + 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, Kellog'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 Partner



Mr. Deepak is a Seasoned Food Technologist with 42+ years of experience in the Food Processing Industry.

He has wide experience in Canned Pulp, Canned Juices, Canned RTE, Tomato Ketchup and Sauces, Jams & Jellies, Potato Flakes, Instant Premixes, Tomato Paste, Milk & condensed Milk, Pickles, Papads, Culinary Pastes, Namkeens, Chips, Milk and Wheat based Sweets, Spices, Regional Blends, Breads, Rusk, Donuts, Cookies.

He has been instrumental in setting up plants for various companies and clients in India across different geographies and multisite locations with varied product basket. He has immense experience in raw material and packaging material standardization, operations management & production planning.

He has worked for companies such as Sudha Instant Soft Drinks, Sneghi Processors, Indian Foods Fermentation Ltd., Nijjer Agro Foods Pvt. Ltd, Bikaji Foods International, Mothers Recipe, (Desai Brothers) Choki Dhani, Kaka Halwai, Ajit Bakery before joining Leelaram Enterprises as partner in food processing consulting.

He has helped companies and clients extensively in numerous areas and has benefitted them in product quality, operations, qualifying for domestic as well as International Markets.

Mr. Deepak Deshpande has graduated in 1982 from Laxminarayan Institute of Technology, Nagpur.

Message from our CEO



Mr. Gaurav Garg is a seasoned sales professional with 20 years of exhaustive experience in the Food Processing, Training & Development, Education & HR 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



Products Capabilities

Namkeens, Ethnic Snacks, Extruded Snacks, Rasgulla & Gulab Jamun

Sauces, Purees, Condiments, Pickles

**Dehydrated/Vacuum/Solar/Spray/
Freeze Dried F &V, Spices, meals**

**Ready To Eat, Ready to Cook, Instant
Mixes, Noodles, Pasta, Chocolates**

**Frozen F &V, Frozen Meals, Frozen
Specialities**

Bottled & Canned Fruits & Vegetables

**Jams, Pulps, Juices, Squashes, Beverages, Water
in Cans, Pet, PP, Glass Bottles, Tetrapack**

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	Chhaged 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

Jams, Juices, Squashes, Pulps, Purees, Marmalades, RTE, Sweets, Ketchup, Dosa, Flakes



Maharashtra Agro Industries Development Corporation

Manufactured Juices, Squashes, Sauces, Fruit Pulp, Tomato Puree, Tomato Paste, Canned fruits, Vegetables, & bottling plant managed and operated for approx. 20 years.

Bikaji Foods International

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.

Success Story

IFFL, RTC, Reinvention of Alu Bhujia, Desai Brothers Ltd.



I.F.F.L.

Potato Flakes Plant setup for Instant Dosa Mash. Plant was also doing Co Packing for Nestle with black and white TV Comemrcials for RTC products .

Reinvented Alu Bhujia

Mr. Dinesh had reinvented ALu Bhujia using Potato Flakes and this new invention became the norm followed by Haldiram, Delhi, Haldiram Nagpur, Balaji Wafers and many small, medium and large Processors



Desai Brothers Pvt. Ltd.

Two Plant for Mothers Recipe were setup in Pune for pickles, applam, papad, spices, condiments, pastes of garlic ginger, chilli, ketcup tamrind etc. under Mothers Recipe Brand.

Success Story

Merino Industries (Vegit), RTC,



Merino Industries Ltd.

2nd State-Of-The-Art Potato Flakes Plant was setup in Hapur, UP by Mr. Dinesh Garg & worked for 9 Years in numerous product applications for Japanese, Malaysian and Indian Clients.

Ready to Cook

Mr. Dinesh developed numerous products for RTC products using potato flakes apart from numerous frozen finger snacks, formed products for international & domestic clients!



Hariom Biofoods

First product from Vacuum dried process was standardized and plant optimized for numerous fruits and vegetables!

Success Story

Bikaji Foods International Namkeens, Sweets, Shivashrit Foods, Potato Flakes



Bikaji Foods International

Led the expansion of 200 Cr expansion for namkeens and sweets for Bikaji. Worked on the Thermic Fluid Burner with Vendor teams and revolutionized the new efficient burners

Ultra modern Rasgulla Plant

Reduced consumer complaints from rasgulla cans and oversaw the Ultramodern Rasgulla processing plant a showcase plant for dealers and distributors.



Shivashrit Foods Pvt. Ltd.

Setup a greenfield Potato Flakes processing plant in 12 months which became the latest potato flakes processing plant setup by Mr. Dinesh Garg and led the complete charge from ideation to reality I & C, manpower hiring, training, SOP and retainer for 4 years.

Praise by the Doen of Namkeen Industry

Haldirams CMD visit to Plant setup by Leelaram Enterprises



Haldiram CMD Plant Visit

Chairman Haldiram Visit to oversee the plant in operation setup by Leelaram Enterprises and Team.

Tech Walk Through

Mr. Dinesh explaining the plant operations from receiving to packaging, end of line packaging.



Vivek Agri Foods

Shikishanji at residence of Mr. Garg to discuss new APC project for Vivek Agri Foods

Success Story

Canned Mushrooms, Tomatoes, Crown Cap Bottled Juice Plant Setup, Dry Fruits Plant Setup



Holyland Marketing

Mushroom and Tomato Canning plant audit by Leelaram Enterprises of Holyland Marketing - Bharat Agro Plant, Tonica city

Drinking Safari

New Product Development, Plant Setup, Product Optimization, raw material selection, Lab Trials, FSSAI



Vitasta Agri

Dry Fruits Plant setup for Jammu based client in Noida for Dry Fruits Processing

Succes Story

MP Agro Plant Visit, Solar Drying Plant Setup, Flakes Plant Improvement.



MOFPI - Shivashrit

Madhya Pradesh MOFPI Team visited and appreciated the Plant Installed & commissioned as Green Field Project by Mr. Dinesh Garg and Team

MCI Agro

Solar Drying Processing Plant audit for new product development and standardization for MCI Agro



Goodrich Cereals

Goodrich plant audit for improvements in process, correcting process from receiving to packaging, setting SOP's as Potato Flakes Processing Plant Retainer for plant improvement!

Success Story

Momos, Spring Rolls, Real Juice Drinks in Glass Bottles, Plant Audit, Peanut Butter



Momo's & Spring Rolls

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

Lemon Juice Plant Audit

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



Peanut Butter

Peanut Butter Plant audit for expansion for new nut butters and structural infrastructure evaluation

Sucess Story

Tomato Paste Processing, Kinnow Juice Processing Plant Audit, French Fries



Punjab Agro Industrial Corporation

10 TPH Tomato Paste Processing Plant audit for inspection for optimization for capacity expansion & new sauces introduction

P.A.I.C.

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

Success Story

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



Spices

Spice Processing Plant Audit for improvization and product improvement and planning for expansion at new facility

Pickles and Pastes

Pickle Processing Unit audit for modernization for 90 variety of pickles in 40 SKU's and ginger garlic paste processing plant.



Ready To Eat

Developing New Range of ready to eat processing range & increasing the product market share.



Success Story

RTE - Ladoos, Healthy Sweets, Nutritional Ladoos, Noodles Taste Maker Development, Chakhli, Chutneys, Popped Chips



RTE Ladoos

Ladoos with various ingredients and nutritional benefits were developed under healthy laddoo - RTE Category

Noodles Taste Maker

Noodles Taste Maker Development and stitching contract manufacturer for Noodles



RTC , Chakli

Plant Setup for Chakhli, RTC, Chutneys form ideation to reality with vendor trials, Installation & Commissioning of the product, packaging trials.

Beverage Journey

Beverage R&D, Formulation, NPD, Commercial Trial, Vendor Sourcing, Production



Juice Lab Trials

Translating idea to Reality with indepth R&D, Product Formulation, Tasting and sampling with Technologists and Clients!

Contract Manufacturing

Functional Drink Commercial Trials at third party copacking facility for Eminence.



Canned Functional Beverage

Filling beverage with approved functional beverage in cans with shrink sleeves

Gourmet Snacks Journey

NPD, Product Trials, Raw Material Sourcing, R&D, Lab Trials, Plant Selection, Plant Trials, Plant setup, packaging material planning & Finalization



New Product Development

Roasted gourmet popcorn developed with multiple variants and flavours and seasonings, butter, cheese

Roasted & Sweet Snacks

Land Selection, Retail outlet inspection, vendor finalization, plant trials, Gourmet Popcorn, plant setup with product standardization and setting SOP's



Packaging Development

Innovative packaging with multiple lids prototype developed with client branding for sweet and Savoury gourmet popcorns.

Success Story

Pasta Pizza Sauce, Kitchen Trials, Pasta Trials, Pizza Trials, Plant Audit



Concept NPD

New Innovative concept under wraps for market to see

Kitchen Trials

Kitchen Trials of Pasta Pizza Sauce for Pizzas, Pastas and other products at Pizza Cafe of Roms Pizza



Pasta Pizza Sauce

Pasta Pizza Sauce R&D, Development with objective to replace market dependency of a leading sauce manufacturer

Success Story

Sports Drink Ideation, Sports Drink Formulation, Commercial Trials, Copacker Evaluation, Commercial Trial Production



Sports Drink Ideation

Ideation of Sports drink from initial stage to conceptualizing the base ingredients and desirability from the drink

Lab Trials

Pickle Processing Unit audit for modernization for 90 variety of pickles in 40 SKU's and ginger garlic paste processing plant.



Commercial Production

Commercial production of 4000 bottles for four variants

NOGGA®

ISO 22000 : 2005

Orange

Marmalade

Orange Marmalade won
Lepzig Fair Gold Award
in Germany

GOLD AWARD



1990,
2013-2014

Mr. Dinesh Garg had setup first canning
plant of Rasgulla for Bikaji,

Introduced Thermic Fluid Burners &

Led 200 Cr Expansion for new plant for
Bikaji in Bikaner



1994 - 2001

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

IFFL - DOSA KING (Brand)

1994 - 1996

Introduced Potato Flakes in Alu Bhujia to Bikaji, Haldiram Delhi, Nagpur; others & also introduced flakes to other Frozen Foods Development

FATHER OF POTATO FLAKES IN INDIA &
REINVENTED ALU BHUJIA



11TH OCTOBER
2017
TO
11TH OCTOBER
2018



Shivashrit Foods - Client of Mr. Dinesh & Leelaram Enterprises

PLANT COMMISSIONING CELEBRATION

20TH APRIL 2019



Haldiram Chairman Plant Visit setup
by Mr. Dinesh for Client

NEW COLLABORATION

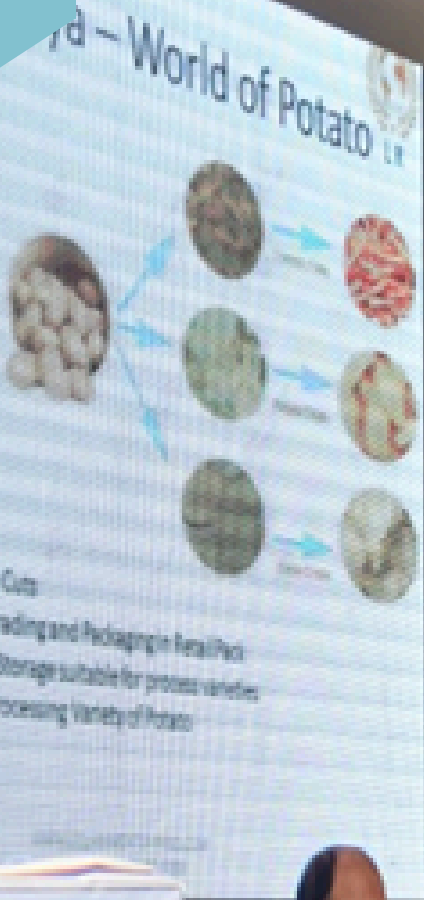


APRIL 2019

**Haldiram Chairman - Mr. Shivkisan
Agarwalji with Leelaram Enterprises -
Mr. Dinesh Garg at Mr. Garg's Residence**

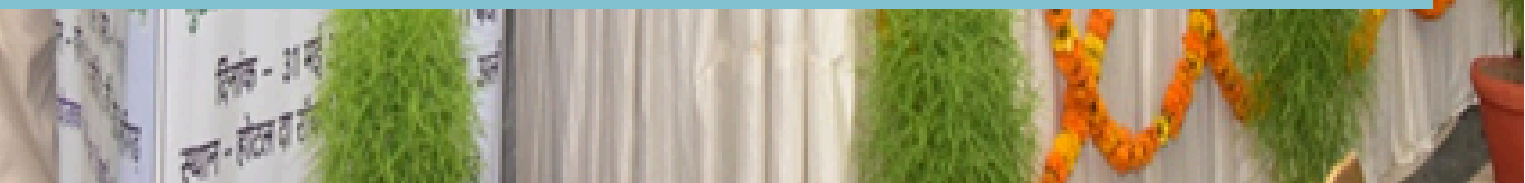
New Project Planning & Deployment

MAY 2019



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

**MR. DINESH INVITED AS SUBJECT MATTER
EXPERT**





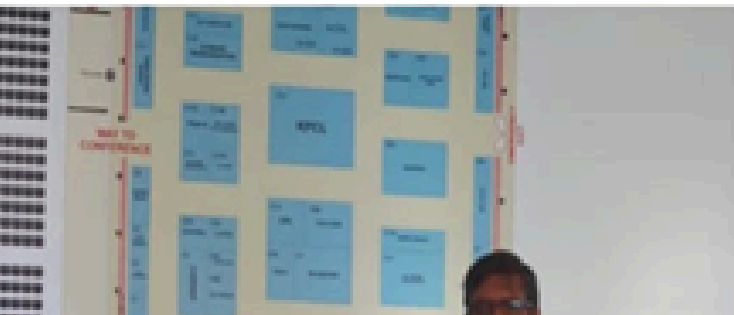
MAY 2019

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

REVIEWING & APPLAUDING

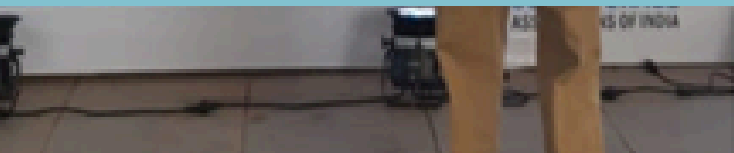
INNOVATIVE PLANT

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

MOFPI - Minister - Harsimrat Kaur Badal, Haldiram Chairman - Mr. Shivkishan Agarwal & Mr. Dinesh - Leelaram Enterprises

PROJECT APC



AUGUST 2019

MOFPI Inspection Team for Subsidy Grant

SUBSIDY APPROVAL

2019

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

**EVALUATING NEW OPPORTUNITIES IN
FOOD PARK**

A photograph of three men standing side-by-side in front of a white tiled wall with a red horizontal pipe. The man on the left is wearing a blue patterned shirt and dark trousers. The man in the center is wearing a light-colored short-sleeved button-down shirt and dark trousers, and is holding a small blue folder. The man on the right is wearing a white short-sleeved button-down shirt and dark trousers. A teal banner is overlaid on the top left of the image.

AUGUST 2019

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

REPLICATING UP SUCCESS STORY IN MP

JUNE 2022



Mr. Dinesh Garg & Team Invited by
Vidarbha Dal Mill Association
for
Emerging Food Processing Opportunities
Seminar

06 JULY 2024

Mr. Deepak Deshpande presenting
New Possibilities in Food Processing
in
Morena & Madhya Pradesh
Organized by
MSME MITRA

Turnkey Solution



Leelaram Enterprises

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