



Success Story | Daawat Foods Limited | Noslar International Limited| Mandideep

Daawat Foods Ltd

Daawat Foods and its parent company LT Foods Ltd collectively have net sales of Rs 1400 crore and employ around 900 employees in India and abroad. The company has a strong nationwide distribution network in the domestic market that sells products such as branded rice, wheat and pulses, healthy snacks, spices and other value-added products like brown flex seeds and cashew nuts.

LT Foods has a strong global network in more than 50 countries across the globe in major markets like USA, UK, Germany, France, Spain, Middle East, South Africa, Mauritius and Australia. The company's Bhopal plant is ISO 22000-2005 certified for "Paddy receiving, processing, packing and dispatch of Rice" by SGS, UK.

Noslar International Limited

Noslar boasts of a wide product range of high end and technologically advanced bicycle tyres and tubes. It has a product portfolio of over 500 varieties of tyres. Noslar is situated at Mandideep, Bhopal and has an installed capacity of producing 11 million tyres and 15 million tubes per annum. Noslar has been accredited with ISO 9001:2008 and REACH Certification. Noslar has recently launched Rubber Rollers used for rice milling.

Procurement Details- Daawat Foods Ltd

The Procurement at Daawat is done from vendors who are capacitated and are financially sound. At present Daawat has a local vendor base of 20+ units although 80% of its procurement is from outside the state. The local sourcing includes packaging material safety equipments, spare parts, small plastic components and few forgings. The skilled labour base has been developed by Daawat over the years.

The EY team approached the plant head and profiled the procurement requirements of the Unit and also registered the profile on the project web-portal. Daawat requires vendors mainly in the field of Jute bags, bearings, corrugated boxes, PP bags. Although casting facilities which are availed from the vendors at MP but they are not of the quality that is required for this sort of work.

Daawat Food had a major requirement i.e. 3600 rollers annually, the unit was getting supplies of these rollers from Haryana. This arrangement involved major logistics cost as well as maintenance of large amount of Inventory.

Issues with previous procurement arrangements

The existing purchase of rollers from Haryana based supplier was a cause of production delays, the company wanted to local vendor who is trust worthy and can supply quality product. The VDP team supported Daawat in exploring local supplier for rubber rollers, introduced the vendor within 2 months of profiling and assisted both the anchor for issue of trial order to the local vendor i.e. Noslar International Limited.

Current Supplies by Identified Vendor- Noslar International Limited

A trial order has been issued by Daawat Foods Ltd to the locally identified vendor. Daawat Foods have a demand of 3000 rollers per annum. The anchor unit is satisfied with the quality of product and a full -fledged order will be rolled out to the Vendor by end of June, 2015.

The profiles of both Anchor and Vendor are annexed with this note.

Figure 1: Profile of Anchor - Daawat Foods Ltd

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DAAWAT FOODS LTD

REGISTERED AS ANCHOR

FACTORY DETAILS

| | |
|--------------------------------------|--|
| Address : | Plot No 7 , Satlapur Growth Centre Phase -II, New Industrial Area , Mandideep -462046, Distt Raisen (462046),Raisen , Madhya Pradesh , India |
| Website Address : | www.ltoverseas.com |
| Year Of Establishment : | www.ltoverseas.com |
| Telephone No. : | 0755-3025900 |
| Fax No. : | |
| Ownership structure of the company : | Public Limited |

PLANT/COMMERCIAL/PURCHASE HEAD DETAILS

| | | | |
|--------------------|---------------------|--|--|
| Name,Designation : | Rajinder Wadhawan | | |
| Board No. : | | | |
| Fax No. : | | | |
| Mobile No. : | | | |
| Email-ID : | rajinder@ltgroup.in | | |

SINGLE POINT OF CONTACT DETAILS (SPOC)

| | | | | | |
|--------------------|-----------------|--------------|------------|-----------------|--------------------|
| Name,Designation : | Mr.Manoj Sharma | Mobile No. : | 9981993205 | Email-Address : | bpl.rmp@ltgroup.in |
|--------------------|-----------------|--------------|------------|-----------------|--------------------|

OTHER DETAIL

| | | | |
|--|---|----------------------|---------------|
| Company Category : | Large | Operational status : | In Production |
| IEM No. (Industrial Entrepreneur Memorandum) : | Yes | Registration no. : | |
| Sector : | Food Processing | Activity : | Processing |
| Services Required : | We have requirement of following Items but not getting products from MP :- 1- Rubber Rolls with aluminium sleeves for Paddy Dehusking | | |
| Service Provided : | Processing of all type branded Basmati Rice & Wheat flour | | |
| Company Profile : | Our brands "DAAWAT" DEVAAYA" | | |

PRODUCT REQUIRED


| SNo. | Product Name | Product Code | Picture | Specification | Product Application | Quantity/Annum | Unit | Minimum Quantity | Minimum Quantity Unit |
|------|---|--------------|---|---------------|---|----------------|--------|------------------|-----------------------|
| 1 | Rubber Rolls with aluminium sleeves for Paddy Dehusking | |  | | Used for separation of Husk, essential element in rice processing | 3000 | number | 300 | number |

Figure 2: Profile of Vendor Unit- Noslar International Limited

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| NOSLAR INTERNATIONAL LTD. | | | | | | | |
|---|--|--------------|---|--|---|----------------|---------------------------------|
| REGISTERED AS VENDOR | | | | | | | |
| | | | | | | | Registration Date : 30-Mar-2015 |
| FACTORY DETAILS | | | | PLANT/PROCUREMENT HEAD DETAILS | | | |
| User Name : | market@noslar.co.in | | | Name,Designation : | Jayesh Nemawarkar , Manager (PPC) | | |
| Password : | noslar@2015 | | | Direct Line No. : | 07480-423412 | | |
| Address : | PLOT NO. 2, NEW INDUSTRIAL AREA,MANDIDEEP (462046),Raisen , Madhya Pradesh , India | | | Board No. : | 07480423400 | | |
| Website Address : | www.noslar.co.in | | | Fax No. : | 07480-423422 | | |
| Year Of Establishment : | 1997 | | | Mobile No. : | 7869959907 | | |
| Telephone No. : | 07480-423400 | | | Email-ID : | jayesh@noslar.co.in | | |
| Fax No. : | 07480-423422 | | | | | | |
| Ownership structure of the company : | Private Limited | | | | | | |
| SINGLE POINT OF CONTACT DETAILS (SPOC) | | | | | | | |
| Name,Designation : | Mr. Pankaj Sharma, Manager (Mktg.) | Mobile No. : | 7869959911 | Email-Address : | pankaj@noslar.in | | |
| OTHER DETAIL | | | | | | | |
| Company Category : | Medium | | | Operational status : | In Production | | |
| EM Part II (Entrepreneurs Memorandum (Part II)) : | | | | Registration no : | U51909DL1997PLC148248 | | |
| Sector : | Others | | | Activity : | Manufacturing | | |
| Service Provided : | We can manufacture and supply High Quality Bicycle Tyres and Tubes. Some of our specialized products are Puncture Resistant Bicycle Tyres, Tyres with Chaffer and Reflective Tape, Foldable Tyres, Skin Wall Tyres, Multi-coloured Tyres, and Ozone Resistant Tyres & Motor Cycle Tyres & Butyl Tubes for Indian and International Customers as well as for OEMs. | | | | | | |
| Company Profile : | Noslar is a manufacturer of premium quality Bicycle & Automobile Tyres and Tubes. Noslar is situated at Mandideep, Bhopal and has an installed capacity of producing 11 million tyres and 15 million tubes per annum.Noslar has been accredited with ISO 9001:2008, REACH Certification and it's product development is consistently aiming for sustainable solutions for safety of the environment, taking into account the whole life cycle of the tyre. Noslar boasts of a wide product range of high end and technologically advanced bicycle tyres and tubes. It has a product portfolio of over 500 varieties of tyres, namely, Puncture Resistant Tyres, Tyres with Chaffer and Reflective Tape, Foldable Tyres, Skin Wall Tyres, Multi-coloured Tyres, and Ozone Resistant Tyres. Noslar is the only manufacturer of Butyl Autoclave Tubes in India and is exporting these high quality tubes to the European countries. Today, Noslar is competing on equal terms with international brands and is constantly expanding its business activities in Europe, South America, Middle East, Africa and Asia Pacific. | | | | | | |
| Brochure : | View Brochure | | | | | | |
| PRODUCT MANUFACTURE | | | | | | | |
| SNo. | Product Name | Product Code | Picture | Specification | Product Application | Quantity/Annum | Unit |
| 1 | 7 STAR | M723 |  | SIZE : 28X 1. 5 (40-635) 26X 1.5 (40-584) | *Bicycle Tyre with pentagon designed on the shoulder provides very good balance on sharp cornering to the rider. * Very good load carrying capacity and low rolling resistant. * Densid blocks provide extra life to the tyre | 350000 | NOS |
| 2 | Nylo Grip | N743 |  | SIZE : 28X1.5 (40-635) 26X1.5 (40-584) | *Bicycle Tyre with thick zigzag design provies very good comfort to the rider. * very good load carrying capacity and low rolling resistance. * Densid blocks provide extra life and mileage to the tyre. * Attractive design, good for daily riding too. | 500000 | NOS |
| | | | | | Tyres with strong grip and | | |

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| | | | | | | | |
|----|----------------|------|---|----------|--|--------|--------|
| 23 | Unitrack | N861 |  | (47-559) | Excellent Ride * Puncture Resistance * Skid resistance | 250000 | Nos |
| 24 | Rubber Rollers | |  | | Used for rice de-husking, a necessity for every rice mill | 500 | number |