



# G Revolution

on the wings of  
**green**





## on the wings of green

Propelling a breeze of energy and prosperity through the agro-sector is most significant for a nation like us. Where agriculture forms the foundation of maximum sectors, we, at **USHER** Agro, have taken the responsibility of building the foundation strong, 'revitalizing the agro-sector' and commit ourselves towards a greener India. Yes, we **USHER** another green revolution, we anticipate green opulence and we look forward to a great green success story...

Currently, one of the leading Agribusiness houses in the country, **USHER** Agro is passionate about agricultural prosperity as well as industrial development on the platform of world agriculture.

**USHER** consistently recharges itself with enthusiasm and energy that is just enough to ensure agricultural diversification and large investments in food processing; yielding great returns for India and the stake holders in turn.



We envision a refreshing green, the personality of **USHER**, to be the symbol of nation's booming economy and the indication of the affluence of agro-world.

## objective

**USHER's** primary objective is to meet the growing demand of health conscious populace by providing quality food products.

**USHER** intends to emerge as one stop source for all the basic food products.





## MD's message

Uncompromised quality; higher volumes; profitable growth; well-timed expansions; these are just few of the words that describe the journey of **USHER** Agro since the very day of its inception.

With the finest performance of employees, the undying trust of customers, the ever-increasing faith of the stakeholders, the above words along with a consistent growth throughout each year of existence is undoubtedly a reality. And similarly, in the coming years, we aspire to bring **USHER** Agro at the pinnacle of success as the most competitive company in the food industry.

With **USHER** Eco Power Limited further empowering Usher Agro and the overall food processing sector of India, there is no looking back; only a promise to deliver the best to our employees, customers and fellow stakeholders.



# ON THE WINGS OF GROWTH



## industry overview

Food Processing Industry is widely recognized as a 'sunrise industry' in India having huge potential for uplifting agricultural economy, creation of large scale processed food manufacturing and food chain facilities, and the resultant generation of employment and export earnings.

India is among the top three producers of rice & wheat, giving it the unique advantage in processing of agriculture produce. Being part of such prospective industry **USHER** Agro Limited understands the enormous significance for the development of Agro and Food Processing Industries because of the vital linkages and synergies that it promotes between the two pillars of the economy, namely Industry and Agriculture and hence is keen to progress and see the country prosper on the wheels of excellence and exceptionally sound product offerings...

**USHER** Agro is fervently poised once again for the Green Revolution that will ensure agricultural diversification and opulence in food processing industry.





## about US

More than a decade ago, a name took birth which regarded 'green' as inspiration, 'agricultural prosperity' as the only aim and 'latest technology' as the backbone. The name was Usher that happened in 1996 and still continues to usher the Indian agricultural growth through

- its first project of rice milling at Mathura (U.P.) in 1996
- the commercial production of rice milling at its second unit in Buxar (Bihar) in the year 2003
- Flour mill at Mathura location in 2006
- cogeneration captive power plant at Mathura location in 2008
- the third unit of rice milling at Chhata, Mathura in 2009

The technology grew; Usher utilized the latest ones each single time; the production amplified in turn, and so did the name and fame of the company in the national and international market. The diversified product range got a brand name "Rasoi Raaja" that identified with superiority, quality and credibility.

With the recent establishment of the third unit of rice milling, Usher has become one of the leading rice millers in India. Usher is now a recognized name and a great contributor in the progress of Indian food processing industry in general & basic food segment in particular.



- India's one of the leading agribusiness houses
- Amongst India's one of the leading rice millers
- The largest rice miller in the state of Uttar Pradesh
- The biggest rice miller in the state of Bihar
- The first and the only company to have loaded full goods train (Rake) consisting of 40 wagons from Buxar station, Bihar
- Quality conscious to the hilt and ensures quality checks at all the necessary parameters



# management

In raising a company from yet-another-player in the market to a point of being one of the leading names in the industry, the management with its precise decision-making capabilities and determination plays a crucial role.

**USHER** is proud to have a management team that believes in taking every entity associated along with to celebrate each single stage of production expansion resulting in nation's agricultural affluence.

The team of experienced and extremely dedicated directors and board members evaluates, and decides for the best of the company and the nation.

## **PROMOTER DIRECTORS:**

### **Mr. VINOD KUMAR CHATURVEDI – MD**

A qualified Chartered Accountant, Mr. V. K. Chaturvedi, is 'The Architect' of **USHER** Agro Ltd. His 20 years of rich experience in finance, project & food processing industry, talent and knowledge of technology has taken **USHER** Agro on the path of success.

### **Mr. MANOJ PATHAK-WHOLE TIME DIRECTOR**

With an experience of about 15 years, Mr. Manoj Pathak, is a specialist in purchase of raw material & marketing agro products. His responsibilities with **USHER** include contribution to strategic growth and development of strong marketing network for the products.



## INDEPENDENT DIRECTORS:

Mr. Vijay Ranchan, a senior retired IAS officer, has a wide industrial experience of working at senior positions. He has held the positions of Secretary / Principal Secretary / Additional Chief Secretary in various govt. departments. He has been the chairman of Gujarat Industries Power Company Limited and the chairman of Gujarat State Energy Generation. He is presently on the board of Adani Power Limited and Adani Energy Limited.

Mr. Ajay Prakash Arora holds a Masters Degree in Commerce and is also qualified as a Certified Associate of the Indian Institute of Bankers (CAIIB). In the Central Bank of India, he has worked in various capacities like Senior Internal Auditor, Investigations/Enquiry officer, Branch Manager, Chief Manager in Branches and Zonal offices.

Ex. Major GEN. Vinod K. Khanna is a highly qualified person (from U.K.), having nearly 35 years experience in the field as Quality Control Expert. He is a Food Safety Expert and Auditor with qualifications from abroad and provides guidance in the policy decision making of **USHER** Agro Limited.

Dr. S. P. Arora is a Bachelor in Science and qualified to be a Veterinarian. He is having an experience of over 35 years with multinational companies. His experience with big names like Pfizer, has contributed significantly to the progress of **USHER** Agro in various areas like HR, Business Development and Sales & Marketing.

Mr. Edwin E. Fernandes, presently working as a GM (Vigilance Department) of IDBI Ltd, has been appointed as nominee director of IDBI Ltd on the Board of **USHER** Agro Limited. Mr. Fernandes had also been on the Board of Bihar State Credit and Investment Corporation (BICICO) and Bihar Castic & Chemicals Ltd., Jharkhand.

Mr. Pandoo Naig is a businessman possessing experience in business development especially in formulation of strategies and business growth plans. Mr. Pandoo Naig is on the Board of Directors of various companies and contributes to the strategic growth and planning of **USHER**.



Platform for  
sophistication



# plant and infrastructure

The infrastructural excellence at Usher gives the much needed encouragement to the company to keep going on the path of growth. There is an undying aim of staying abreast with the fast advancing technology since the very beginning and that's why, from the first project of rice milling at Mathura (U.P.) in 1996 (installed capacity-10800 TPA) to the third unit at Chhata, Mathura (U.P.) (Installed capacity-200000 TPA), Usher has never stumbled on its way towards reaching the pinnacle. Today, the company uses state-of-the-art plant and machinery from Japan, Germany etc.

The third plant at Chhata, Mathura with a capacity of 200000 tonnes per annum has recently become operational making Usher; one of the leading rice millers in India.

At the highly superior, sophisticated and fully automatic Rice Parboiling & De-Shelling Plant, the company utilizes the best of Automatic Drivers for maintenance of proper Moisture Standards. Here, the well-equipped lab plays an important role in maintaining quality and technological standards. And the highly qualified and experienced manpower further adds up to the excellence of Usher in food production.

Another Plant with which Usher is trying to extend its expertise in agro industry is the power generation plant at Mathura (UP). By installing and promoting this captive co-generation power plant based on rice husk (a renewable energy source), Usher has expanded its activities in the area of energy generation. The by product rice husk is put to use for power generation as a result of which

- cost is minimized
- margins improve
- there is an assured availability of constant & quality power thus leading to increased production output and returns, and
- environment is kept safe by using green energy produced by agro waste ie. Rice husk



# product offerings

More USHER assembled its experience and talent together, more the fervor towards agricultural diversification intensified.

From the basic food segments, Rice and its products (Raw/Parboiled/Steamed) to the wide variety of Wheat Products including whole meal flour, fine wheat flour, superfine wheat flour (Maida), semolina along with bran, USHER has it all.



Rasoi Raaja stands for brand that is a progressive synonym for quality food product range.

This Umbrella brand from Usher Agro is surely a gift to every kitchen and a healthy viable option for every household.

Already the choice of people across the country as the preferred brand for Atta and non Basmati Rice, Rasoi Raja, presently, is also making waves in the quality circles for packaged Suji and Maida in diverse packaging sizes.



# Rice

Beginning with the milling of Paddy, **USHER** has till date continued to provide high-quality rice products in the widest variety possible.

- Raw Rice [Masourie, Parimal PR-106, Parimal other varieties, Kolam, Sonam, common IR-8, Basmati, Pusa Basmati]
- Parboiled/Steamed Rice [Masourie, Kolam, Sonam, Common IR-8]
- Brown Rice [Basmati, Pusa Basmati, Parimal PR-106, Masourie]

## Product Chart

RAW RICE	PARBOILED/ STEAMED RICE	BROWN RICE	WHEAT PRODUCTS
Masourie	Masourie	Basmati	Fine & Superfine Wheat flour (Maida)
Parimal PR-106	Parimal PR-106	Pusa Basmati	Samolina Premium (Rawa/Suji)
Parimal other varieties	Parimal other varieties	Parimal PR-106	R-Aata
Kolam	Kolam	Masourie	Whole Meal Aata (Chakki Atta)
Sonam	Sonam		Bran (Choker)
Common IR-8	Common IR-8		
Basmati	Basmati		
Pusa Basmati	Pusa Basmati		

# Wheat

With the advancing technology, it took no time for **USHER** to venture into manufacture of wheat and its products and gradually become the most preferred wheat source company in the Indian market.

We are extensively into

- Fine & Superfine Wheat Flour (Maida)
- Samolina Premium (Rawa/Suji)
- R-Aata
- Whole Meal Aata (Chakki Aata), and
- Bran (Choker)



## quality assurance

USHER contributes extensively in the nation's progress and provides the country with the most basic food materials. And thus, we realize that we continually need to adhere to strict quality norms and each time leap the standards that USHER has itself set for the market across the nation.

At USHER, meeting international standards for quality of Rice and Wheat products is a custom. And the proof of it is attainment of ISO 9001 : 2000 & HACCP CERTIFICATIONS.



**USHER** has taken strong strides forward in the industry as the one of the leading rice millers of the country. With growth, the strategy for cost optimization dictates various backward and forward integration methods of technology and management.

**USHER** plans to utilize its by products up to an optimum level. Future plans indicate that company wishes to capitalize into Power sector (captive co-generation power plant of renewable energy source) into oil & food business by using its by product bran into logistics business to provide an in-house facility of transportation & procurement of its raw material & products

**USHER** has already taken its first step towards its goal by starting its new venture "**USHER** Eco Power Limited". Considering the thrust given by the Government of India to the National Endeavour of exploiting the renewable biomass source of energy for the production of grid quality power, the progressive management of **USHER** has decided to implement the proposed biomass based power project of 16 MW at Chhata, Mathura (Uttar Pradesh).





#### REGISTERED OFFICE

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#### PLANT LOCATIONS

##### MATHURA (U.P.)

239, Maholi, Krishna Nagar, Off-Delhi-Agra Highway-(NH-2) Mathura-281004 U.P.  
Ph : 91-565- /2460421/2460210/1 Fax : 91-0565-2461068

##### CHHATA (U.P.)

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Ph : 05662-293386

##### BUXAR (BIHAR)

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