Manufactured by:
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Good to taste, Good to eat!
Good to taste, Good to eat!

CHAIRMAN’s WORDS

Mr. Pratik Goyal, Chairman

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CookWell - a household name in Central India - is an offering of Bajrang Agro Pvt. Ltd.

We are a leading food manufacturing company in Central India located in Indore (Madhya Pradesh).

Our motto ‘Good to taste, Good to eat’ goes on to show our focus towards the quality of food products that we offer.

Our first basket of products involves pulses, oils, and flour. Our second basket contains Pasta products, Noodles, fun and fried snacks. There are several ways to share how much health and quality-conscious we are. But there’s one factor that stands out. The food manufacturing industry in this part of the region knows us by the investment that we have made in good technology. We believe that if we install good machines and get in good people, quality becomes a culture, not just a mission.

The company has been in the business for more than 35 years. Our quality and health factor in food products has made us a trusted name across India. We are major suppliers to global institutions, government organizations, the Defence, and various national/multinational companies like Pillsbury, Nibco, Britannia, Modern Bread, Haldikam, Parle and ITC to name a few. We are an established name in both Bulk as well as Consumer markets.

Cookwell: The flagship brand of Bajrang Agro Industries Pvt. Ltd. Under the Cookwell Brand market wheat and wheat products such as Premium Wheat, Atta, Maida, Pawa, Sui, Pasta and Macaroni. We take care of choosing the purest raw material to produce healthy and tasty products in our modern hygienic plants.

Sarvottam: This is the finest quality wheat brand which we grow under our supervision in wheat fields of Madhya Pradesh to maintain its quality of taste and healthy nutrition.

FunFaggi: Is one of the new brands we have launched recently. This brand includes noodles variety to say masala, soupy, ready to eat cup noodles and hakka noodles. These products are made from the finest wheat from our wheat fields and manufactured in modern hygienic plants in Indore.

Crinkles and Crazy Corner: The newest brands from the Bajrang Agro. With lots of trial taste we have launched this fun filled snacks variety that everybody will love it’s taste.
Our vision is to become an desirable brand in food manufacturing offering a wide variety of food products that cater to all kinds of customers alike.

We wish to become one of the leading food manufacturing brands in India, a name that sells only quality food. We dream of times when every item in the kitchen shall bear the name - CookWell.

For us quality is the biggest mission.

We wish to serve healthy and serve it well. At the same time, we are determined to keep the highest standards of business dealings — something that becomes an epitome in quality food in the times to come.
LEADERSHIP

The Goyal family business acumen is rooted in their rich state of Rajasthan whose soil smells of colourful ambitions.

THE TRIO

Radheshyam Goyal: The Senior Goyal is not much educated but that never hindered his vision and foresight. He used to deal in pulses and did well. He is a man of sorts and believes in fair dealing—value that he has inculcated in every member of Bajrang Agro family.

Subhash Goyal: Being a gold medalist at state level in Mechanical Engineering in Maharashtra, Subhash was ambitious and intelligent as a graduate. He is a man of keen insight. He always thinks ahead, is usually on time and is very particular about quality principles and family values. It was his foresight that the company today enjoys a great work location as well as a factory location. He follows extremely stringent norms when it comes to delivery of work and products. Subhash is against debt and loans. All thanks to him that Bajrang Agro is a debt-free company.

Prateek Goyal: After finishing his production engineering from SGSITS Indore, he went to Pittsburg University in the USA to pursue his MBA in Strategic Planning. Unlike many of his classmates, he chose to come back and make a positive contribution in his family business. He did that with a bang. It was under his leadership that CookWell became a big brand in wheat flour. His biggest strength as a leader of the group is his precision and attention to details.

LEGACY

What started by Subhash Goyal as a tiny oil mill in Nagpur way back in 1975 was but one baby step that was set to become a giant leap in food manufacturing industry.

However, back then, prospects looked brighter in Madhya Pradesh. And so was set up a small factory in Sajjan Nagar Indore. Subhash and his father Radheshyam Goyal, thankfully, were aspiring entrepreneurs. They had bigger things in mind.

The business involved dealing in edible oils through a refinery and a solvent extraction unit. Till 2000, the Senior Goyal dealt in pulses, his previous business. It was just a matter of time when the his grandson Prateek started a flour mill project in 2001. Ever since, the company has never looked back. CookWell became a brand name in wheat flour. The Goyal family is from Tasinwala village in Rajasthan. And so the trademark of “Tasinwala’s” always accompanied CookWell.

CookWell flour was sold in bulk of 50 Kg onwards. In 2003, the company introduced Vermicili and Maccaroni as Pasta Products. The Ready to Fry snacks were introduced in 2008 while Noodles and Fried snacks came into being in 2009. The company is soon launching traditional Namkeens – something that every Central Indian loves.

Ever since its inception, Bajrang Agro has always kept its trademark quality in mind. Even the fried snacks and Ready to Fry products go through a rigorous quality check so as to ensure health.
OUR BUSINESSES

Soya
Palm and other oils
Wheat and wheat products
Ready-to-eat and Ready-to-cook foods
Choupal
Power generation
Warehousing
Exports

Soya

Madhya Pradesh is the highest producer of Soya in the country and hence our focus has always been on the Soya business. We have a consolidated manufacturing capacity of crushing 100 metric tons of Soya bean every day. Moreover, we also have an advantage of being located at a place that boasts of producing the best quality and quantity of Soya bean. It is our honor to produce Soya products because of the health benefits of Soya. We are one of the leading producers of Soybean products in Central India. Our products are:

- Refined Soya Oil
- Soya de-oiled cake (Regular/High-protein)
- Soya Lecithin
- Soya Flour
- Soya Chunks
- Soya Fatty
- Soya Grinds

Soya Health Facts

- Soybeans are a great source of nutrients. They provide iron, calcium, phosphorus, and dietary fiber.
- Vitamins B1, B2, B6, and E and Folic acid are also provided by Soybeans.
- Studies say that soy protein lowers plasma cholesterol, LDL cholesterol and triglyceride concentrations.

Palm and other oils

Palm oil belongs to the family of vegetable oils that are considered extremely healthy and nutritious. This benefit apart from our quality manufacturing creates a great combination of oils that are an integral part of a healthy kitchen. We have state-of-the-art fully automated PLC-controlled continuous refining fractionation facility wherein we can refine and fractionate crude palm oil into various grades of palm, palmolein and steren. The same facility is also designed to process any kind of edible oils like cotton seed, rice bran etc. Our fractionation facility uses German technology which is considered the best. We produce and supply palm oil in bulk as well as under the Cookwell brand.

Palm Oil Health Facts

- Palm oil is nutritious as it contains fat, vitamin E, vitamin K, and beta carotene in high amount.
- Palm oil is an excellent source of beta-carotene.
- It’s free from Trans fatty acid.

Wheat and wheat products

Wheat is one of the commonest cereals available in the country which is also one of the leading producers of the same. We have both flour milling and whole wheat atta manufacturing from the leading machinery suppliers of the world. Our wheat grinding capacity is 500 tons per day and we manufacture the following:

- Refined wheat flour (Maida) of various grades. One of the widely used flours used for cooking and baking
- Coarse Semolina (Sooji): No household in India is complete with coarse semolina which is supplied in good quality by our manufacturing unit.
- Fine Semolina (Rava): Rava is another example of an important cooking tool used for making several kinds of dishes.
- Whole wheat flour (Chakki atta): Indian kitchen survives on chapattis and parathas. But the whole wheat flour’s quality makes all the difference. Our whole wheat flour is also our flagship brand Cookwell.

- Special flour (Tandoori atta): An apt addition in the Indian kitchen offered by us. Used for making tandoori roti.
- Fine bran
- Super fine bran

Wheat Health Facts

- Wheat is rich in catalytic elements, mineral salts, calcium, magnesium, potassium, sulfur, chlorine, arsenic, silicon, zinc, iodide, copper, vitamin B, vitamin E and ferments.
- Whole wheat is beneficial in health conditions like anemia, demineralization, gallstones, breast cancer, chronic inflammation, obesity, asthma, tuberculosis, pregnancy problems and breast-feeding problems.
- Fights cholesterol and is recommended in sterility.
- Whole wheat is recommended for obese patients
- Wheat being rich in magnesium helps fight Type 2 diabetes.
READY-TO-EAT AND READY-TO-COOK FOODS

Health is at the center of our Ready-to-cook and ready-to-eat products that are nutritious and instant too. In a market which is full of snacks, namkeens and fast foods that often compromise on the health quotient, CookWell stands out as a harbinger of health and hygiene.

While our ready-to-cook products render an ease into cooking quicker dishes in the kitchen. Our ready-to-eat range caters to the taste buds of Indian customers. They are tasty and healthy—a motto that we follow in all our products.

Since quality and health are our biggest commitment, we have state-of-the-art international machinery for the manufacturing of foods.

We primarily manufacture the following:
- Vermicelli
- Macaroni
- Pasta
- Namkeens and snacks
- Papads
- Noodles
- Instant mixes
- Instant soups

CHOUPAL

We are proud to share that being in the foods industry, we value agriculture and farmers greatly. We are committed to help farmers as much as we can so as to contribute in the agro-based food industry. We follow a system of market-led business model called Choupal under which we help farmers get just the right kind of price for their produce in the market. The idea is to save them from the exploitation of wholesalers and intermediaries in Indian mandis (markets).

In India, a farmer is compelled to sell his produce to sellers and intermediaries who are equipped to transport the produce to the market. Since agriculture produce has less shelf life and farmers being oblivious to market trends, they are forced to accept whatever price is fixed by the middlemen.

Choupal is like a Help Desk or a kiosk that has educated helpers or farmers themselves to assist others farmers know the prices of their produce in the market through internet or over phone. The farmers do not need to go all the way to the Mandi in the city to know the price of their produce. Based on the prevailing rates in the market for the day, they can bargain with the sellers over phone without taking the risk of transporting their produce to the city.

So far we have been able to help several farmers get the right business for their produce through Choupal.

POWER GENERATION

We have captive power capacity of 2 megawatts per day. We have thermal power plant and steam turbines installed by leading players like Siemens.
WARE HOUSING

Being in the foods business, we feel responsible for the smallest of details right from manufacturing of our foods to their supply and storage. We have a licensed warehousing division for storage of different kinds of food grains under the most hygienic conditions. We have taken care of hygiene and cleanliness in all of our supply facilities, fumigation and quality control.

Another factor that adds to the “value” of our warehouse is that it is very close to the ‘mandi’. As a result, the freight charges are low and re-transportation is also very economical. Our premises is logistically well-placed and that gives us several advantages in warehousing.

CORPORATE SOCIAL RESPONSIBILITY

For us, business is part of society and that should automatically translate into social welfare. Bajrang Agro Industries Pvt. Ltd engages in several programmes related to education, employee welfare and farmer welfare.

Education: We believe education empowers and enlightens. We have been sponsoring education to several children in nearby villages. We select deserving candidates every year and provide them with financial aid to continue their education.

Employees: Since we treat our team more like a family, their health is our utmost concern. Bajrang Agro Industries Pvt. Ltd pays premiums of Mediclaim of not only the employees but also their families.

Farmers: Choupal is a help desk cum kiosk to equip farmers with information of market, weather and prevailing prices. It’s a system of providing them information through technology like internet and telephone so as to save them from exploitation.

EXPORTS

We have a strong presence across more than 23 countries where we are exporting under our flagship brand “CookWell” as well as by the brand name of our partner exporters. Our product quality has been at par with exporters in USA, Australia and Europe.

Abroad, people know India as a place of hardworking business man. We are very proud to represent our country and its culture through our commitment towards quality. Our clients have always trusted us for our professionalism and commitment to quality and delivery.

It’s a great privilege to take “CookWell” outside the borders of India while serving a niche for Indian food products. We wish to continue this legacy through our rigorous quality process and our high standards of hygiene and health.