

CRAFTED BY PASSION & TRADITION



PERFECTED BY TECH AND INNOVATION



## Vision

To be the benchmark in grains & nutrition – *delivering safe, sustainable, and innovation-led food solutions that uplift lives, support communities, and honor our planet.*

## Purpose

We partner with farmers, customers, employees, society and environment to craft grain-based products of trust, quality, and well-being – *through innovation, care, transparency, and shared responsibility.*

## Purpose

Transforming every grain into trust, well-being, and prosperity – for our people, partners, and future.

## Action-Oriented Values

Value	Behavior
Consumer-Centricity	We put customer needs first. We listen, adapt, and innovate.
Bold Ambition	We set high goals, experiment take calculated risks, and scale with confidence.
Accountability for Outcomes	We own our actions, keep our promises, and deliver measurable results.
Responsible Growth	We grow sustainably - balancing profit, people, and planet.
Collaboration & Inclusion	We uplift farmers, employees, and partners – growing together with respect for each voice.
Integrity & Agility	We stay honest, ethical, and open in every decision and action.
Resilience & Agility	We adapt quickly to change, bounce back stronger, and stay ahead of challenges.





## **Bansi Rawa – Golden Grains of Authenticity**

South Indian kitchens have long celebrated the wholesome flavors of Upma and Halwa—dishes that bring warmth, comfort, and festivity to the table. What makes them truly unique with Bansi Rawa is the distinct experience: every grain is felt in the mouth, carrying richness in both taste and nutrition. This natural texture and wholesomeness make Bansi Rawa not just food, but an authentic culinary tradition.

At the forefront of this legacy is Shree Kailash Grain, a pioneer and revolutionary in bringing the art of Bansi Rawa milling to India. By preserving the ancient stone-process for flavor authenticity, while embracing modern technology for food safety, quality, and consistency, Shree Kailash has set a benchmark across the country.

Crafted from handpicked Durum Wheat grown in the fertile lands of Madhya Pradesh, Bansi Rawa embodies purity, heritage, and nourishment. Each golden grain carries the promise of authenticity—rooted in tradition yet refined for today's kitchens. From a steaming bowl of Upma at breakfast to the sweetness of celebratory Halwa, Bansi Rawa from Shree Kailash transforms everyday meals into timeless experiences, uniting health, heritage, and taste.



# Recipe

## Bansi Rawa Upma

Serves 2-3 | ~15 min

### Ingredients

- Bansi Rawa  $\frac{3}{4}$  cup (dry-roasted 3-4 min)
- Ghee/oil 2 tbsp
- Mustard seeds  $\frac{1}{2}$  tsp, Urad dal 1 tsp, Chana dal 1 tsp
- Green chilli 1-2 (slit), Ginger 1 tsp (fine)
- Onion  $\frac{1}{4}$  cup (fine), Curry leaves 8-10
- Cashews 10-12 (halved)
- Water 2 cups, Salt to taste
- Lemon juice 1 tsp, Coriander to finish

### Method

1. Temper ghee ~ mustard ~ dals ~ chilli, ginger, curry leaves ~ onion (turn translucent).
2. Add cashews; light golden.
3. Pour water + salt; boil.
4. Rain in roasted rawa while stirring; cover 2-3 min till fluffy.
5. Finish with lemon + coriander. (Optional veg: peas/carrot.)

## Bansi Rawa Kesari Bhat

Serves 2-3 | ~15 min

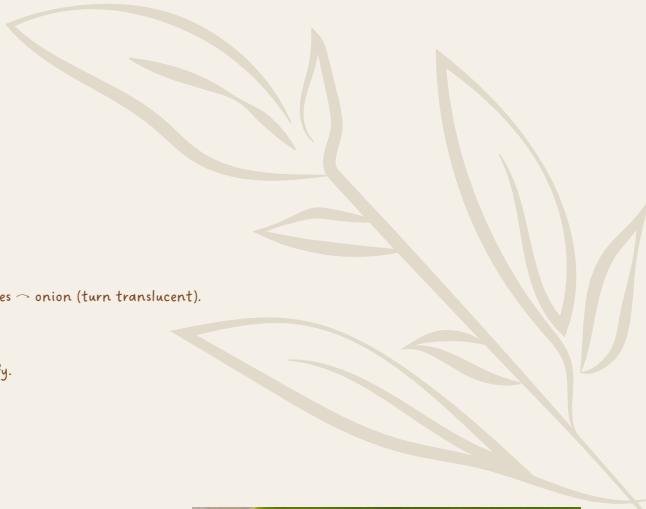
### Ingredients

- Bansi Rawa  $\frac{1}{2}$  cup (dry-roasted 3 min)
- Ghee 2 tbsp
- Sugar  $\frac{1}{2}$ - $\frac{3}{4}$  cup
- Water 1 cup + Milk  $\frac{1}{2}$  cup (or  $1\frac{1}{2}$  cups water)
- Saffron 10-12 strands (soaked in 1 tbsp warm milk)
- Cardamom powder  $\frac{1}{4}$  tsp
- Almonds 12-15 (slivered)

### Method

1. In ghee, lightly fry almonds; reserve.
2. Same pan: water+milk, sugar, saffron milk, cardamom ~ boil.
3. Whisk in roasted rawa gradually; cook on low 3-4 min till it leaves sides.
4. Fold in almonds; dot with 1 tsp ghee. Serve warm.

Ratios to remember: Upma 1:2 (rawa:water) · Kesari 1:3 (liquid:sweeter).



*Best Wishes & Regards*



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