



**TOGETHER TOWARDS
TOMORROW**



ABOUT US

A name synonymous with quality, trust and innovation, DJ Group is a conglomerate with an array of diversified businesses spanning across categories like world class FMCG, hospitality, packaging , healthcare, entertainment and cutting edge IT. Guided by the pioneering spirit and business acumen of its Founder & Chairman Mr. Dinesh Jain, the DJ group has become a name to reckon with in the world of business. The group's zeal and promise to deliver excellence and create benchmarks in every endeavour it undertakes has not only helped it conceive many iconic brands but also spawn entire business categories. With an extensive portfolio of high-quality products that are leading names in their segments, DJ Group has become a household name that is valued by millions of customers for its products, credibility, and authenticity.

MUDIT JAIN

Joining the business at the young age of 21, Mudit Jain's resourcefulness and initiative taking attitude soon helped him take complete charge of the business. Within a short span of time his abilities and business foresight was unveiled to the world with the launch of the world's most expensive pan masala which redefined the codes of the category.

His next step was to diversify into other dynamic sectors. He launched Tea and Confectionary brands which soon became leading market players. He also added new hotels to the group's hospitality business.

He also played a pivotal role in expanding DJ Group's Tea portfolio and taking it to the global audience. Later he concentrated his efforts towards the FMCG division and streamlined its channel platforms combining both traditional and emerging ones. Thereby increasing FMCG distribution levels significantly.

His global vision and future ready outlook has not only led to phenomenal growth in the business but also transformed DJ Group into a highly reported and credible global entity. His category defining leadership is taking DJ Group to even greater heights of success at breath-taking speed.



MUDIT JAIN

Trovec General Trading LLC

With his wisdom Mr. Mudit Jain identified smart agriculture farming business in UAE which has lot of potential & decided to invest in it. Out of his past savings & financial support from friends he set up M/s Trovec General Trading LLC in Dubai, UAE in May 2019.

M/s Trovec General Trading LLC is dealing into growing & distributions of agricultural fresh produces. Company is also into indenting business activities purely on commission basis.



Arista Properties – PBG Real Estates

Identifying strategic gaps in Dubai's real estate market, Mr. Mudit Jain co-founded PBG Real Estate under the brand name Arista Properties, in collaboration with Sajal Garg.

Arista Properties focuses on delivering modern, design-forward, and customer-centric real estate solutions. Mr. Jain's vision for the brand is rooted in redefining urban living by integrating innovation, functionality, and long-term value across residential and commercial developments in the UAE.



HOVI Digital Lab

Mr. Mudit Jain is an investor in HOVI Digital Lab, a rapidly growing digital marketing and sales solutions provider.

HOVI helps businesses enhance their digital footprint, generate qualified leads, and streamline sales operations. Mr. Jain's involvement reflects his commitment to future-ready, tech-driven ventures that support scalable and sustainable business growth.



BUSINESS

DJ Group has diversified business portfolio



FMCG



HOSPITALITY



PACKAGING



ENTERTAINMENT

Group is also aiming to foray in to new FMCG categories and other businesses soon



FMCG PORTFOLIO



Ethnic Indian Mouth Freshener



Tea



Confectionary



Oxizen Detergent



PAN BAHAR

One of India's leading premium pan masala / ethnic mouth freshener brand. The credit of inventing this unique category goes to DJ Group, who conceived it in 1936. The brand Pan Bahar was crafted in 1966 and became India's first and most popular pan masala brand which is loved and respected for its authentic taste. Within the next few years, the group expanded its portfolio to cater to a wide variety of customer tastes and preferences. With plethora of brands like Pan Bahar, Pan Bahar Crystal, Begum, Natkhat, Bahar, Bahar Select, Dilruba and Bahubali, DJ Group has the largest brand portfolio.

With an increase in consumer demand, the company also established many manufacturing units across different parts of the country.

Known for driving innovation and redefining the category, Pan Bahar created yet another benchmark in the segment with launch of its luxury pan masala brand, Pan Bahar Crystal in 2021. Enriched with edible gold and silver leaves, handpicked Betelnut from Shimoga, the rarest attar from Kannauj, aromatic Cardamom for Cochin, Sandalwood oil from Mysore and exquisitely filtered Catechu, this mindfully crafted indulgence created a strong buzz in the market. It was globally recognized, winning several awards at national and international levels for its category defining approach and innovation.

The brand continues with same innovative spirit to this day with constant research and development relentlessly pursuing newer dimensions of tastes and benchmarks for the category.



TEA VALLEY

Brought to life in 2018 after an extensive research and in-depth consultation from tea experts across the globe, the Tea Valley brand is DJ Group's endeavour to create niche tea blends for Indian and international palates. The blends are handpicked from the most pristine tea estates in the Himalayas and offer tea lovers with the authentic taste of Assam Tea. Even though it was completely a new business category for the group it managed to build a great portfolio of products which soon turned the brand into a reputed name in the market. By 2019, the brand had established its footprint across the globe in markets like the US, Canada, Africa, Middle East, Singapore etc. As with all their ventures, here too DJ Group is focussed on innovation and is continuously working towards introducing teas based on regional preferences across the globe.

Tea Valley's vast bouquet of teas also include Herbal Tea and Green Tea. Loaded with essential vitamins, minerals and antioxidants found in select herbs, these teas are the perfect alternative to your daily dose of sugared and caffeinated drinks and give you a host of health benefits besides great taste.



OXIZEN DETERGENT

In a cluttered category like detergents, where we have a plethora of MNC, national, regional and local brands, launching a new brand is nothing but a huge challenge.

DJ group's biggest asset is their experience of FMCG category. A huge research was initiated to understand the need gaps of the consumers across the length and breadth of India.

After lot of efforts by our research & development department, DJ group has finally launched OXYJEN Detergent Powder in various markets of Northern India. Initial response is very encouraging and plans are being worked out to expand it to rest of India.



FLIPP CANDY

A part of DJ Group's confectionary ventures, Flipp is an innovative take at candy with a unique Indian twist. Crafted to give customers a happy surprise, these candies are a thrilling blend of sweet and tangy flavours. It has 5 intriguing flavours which are Classic Cola, Chatpati Imli, Spicy Kachcha Aam, Naughty Neembu, and Aromatic Meetha Pan and these are carefully conceived keeping in mind the palate of the audience. Within a short span of time, Flipp has become a popular candy bringing delight to many people across age-groups. With Flipp, DJ Group has yet again used its strategic approach and in-depth insights to carve a niche in yet another segment.





HOSPITALITY PORTFOLIO



Country Inn
New Delhi



Fortune Park DJ Avenue
New Delhi



The Park
Calangute, Goa

THE
PARK
Calangute





UPCOMING HOSPITALITY AND REAL ESTATE PROJECTS

With a vision of establishing India ethos of Atithi Devo Bahva (Guest is Like GOD), DJ group is expanding its horizon of luxurious Hospitality and coming up with a FIVE STAR Health RESORT in Shimla consisting of 135 luxurious rooms

in the lap of natural beauty of Himalayan ranges.

DJ group is also creating a fun filled sun set experience at the beach of Arabian Sea in GOA, wherein a breath taking 5 star Hotel with 125 rooms facility is under development and likely to welcome its Guest with the 2022 New Year.

DJ group is also developing a Japanese concept based hospitality experience in Ahmedabad, business capital of Gujrat

In its vision to put India on Global Map of multi brand retailing, the DJ group has successfully entered into the business of logistics and warehousing and become partners with INDO SPACE a leading MNC in logistics and warehousing in world and also established a clientele base with leading Indian retail brands such as Flipkart.

In Real Estate segment also, DJ Group sees opportunity, considering the Industrial growth prospects of India especially in National Capital Region around New Delhi termed as NCR, thus Group is developing the commercial space approx. 5 lacs sq ft area as MALL and OFFICE facilities and likely to be ready by end of 2022.

PACKAGING

Arihant Technopack

Grasping the immense possibilities of growth in the packaging sector, the DJ Group established Arihant Technopack Pvt. Ltd. (ATPL) in 2009. It is one of the most advanced Flexible Packaging Plants in India. Equipped with cutting edge technology and state of the art machinery, the plant offers an array of new solutions in flexible packaging. From customized film, customized film, foil and paper-based laminate structures printed in up to 9 colours, ATPL caters to all kinds of flexible packaging needs. Following stringent quality checks and using top grade materials it offers primary packaging of products in solid, powder or liquid form in various consumer pack sizes. It also manufactures pre-formed pouches including re-closable pouches. Setting high benchmarks in terms of operation and delivering products that exceed client expectations, ATPL is paving the way to become one of the leading players of the Flexible Packaging industry.



ENTERTAINMENT

Considering the vast future growth in the Entertainment sector company has an associate venture with Mr. Vashu Bhanani and his flagship company M/s PUJA ENTERTAINMENT (INDIA) LTD, a well known in the film industry and entertainment segment. This Entertainment segment has planned production of movies with big stars & directors in coming years. Company will also start producing animation movies, considering the boom in the business of animation movies.

Some of the movies produced under this venture are:

Himmatwala, Ajab Gazabb Love, F.A.L.T.U, Do Knot Disturb, Kal Kissne Dekha, Sorry Bhai!, Shaadi No. , Antarmahal, Silsiilay, Vaada, Out of Control, Jeena Sirf Merre Liye, Om Jai Jagadish, Deewaanapan, Rehnaa, Hai Terre Dil Mein, Mujhe Kuch Kehna Hai, Tera Jadoo Chal Gayaa, Biwi No. 1, Bade Miyan Chote Miyan, Hero No.1, Coolie No. 1

RECOGNITION

Our efforts in marketing initiatives and packaging have been globally recognized



Most Stylish CAN Award
Asia CanTech, 2013



Supreme Award
Asia CanTech, 2013



Technical Achievement Award
IMDA'14, USA



India's Most Promising Brand Award
WCRC

UPCOMING PROJECTS



HEALTH CARE



HOTEL & CASINOS



FMCG



FOOD & BEVERAGE



THANK YOU