



We Care
People's Health



PRODUCT PROFILE



MOULIK SALES
PRIVATE LIMITED

REGD. OFFICE :

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4th floor, New BK Market Building
Kolkata-700071

CONTACT INFO:

www.piplifoods.com

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ISO-9001-2015
Certified Company

LOCATED IN - INDIA

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Mustard oil is a popular cooking medium in Indian kitchens. If we look back, we will see mustard oil as the only cooking option available in many Indian households. From making delicious food to curing numerous diseases, it has been used as an effective option for many years. It is intricately interwoven with Indian culture and Indians use this oil also to illuminate diyas during many rituals. Now mustard oil is backed not only by traditional and experimental knowledge but also by the scientific fraternity for its beneficial properties.

In flavour, PIPLI brand were found high in pungency. However, pungency when strong, indicates purity in mustard oil.

- Strong eye irritation indicates good quality and presence of high natural essential oils.
- In tests, our brand was found better, especially in flavour and pungency.
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Available
Pack Size

TIN
15 Kg

BOTTLE
1 Litre
500 ml
200 ml

JAR
2 Ltr.
5 Ltr.

POUCH
1 Litre

Kachchi Ghani

MUSTARD OIL



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Soybean oil is a vegetable oil that's extracted from the seeds of the soybean plant. Soyabean oil were produced around the globe, making it one of the most common cooking oils available. It's also incredibly versatile and can be used in a variety of cooking methods, including: frying, baking, roasting. Soybean oil mostly consists of polyunsaturated fats, which are linked to lower cholesterol levels and a reduced risk of heart disease. Soybean oil is rich in vitamin K, which may help maintain bone strength and reduce the risk of fractures. Soybean oil contains omega-3 fatty acids, which play a key role in promoting health and preventing chronic disease. Soybean oil is rich in vitamin E, a nutrient that can help promote skin health. Applying it topically may protect against inflammation and help the skin retain moisture.



Available
Pack Size

TIN
15 Kg

BOTTLE
1 Litre
500 ml
200 ml

JAR
2 Ltr.
5 Ltr.

POUCH
1 Litre



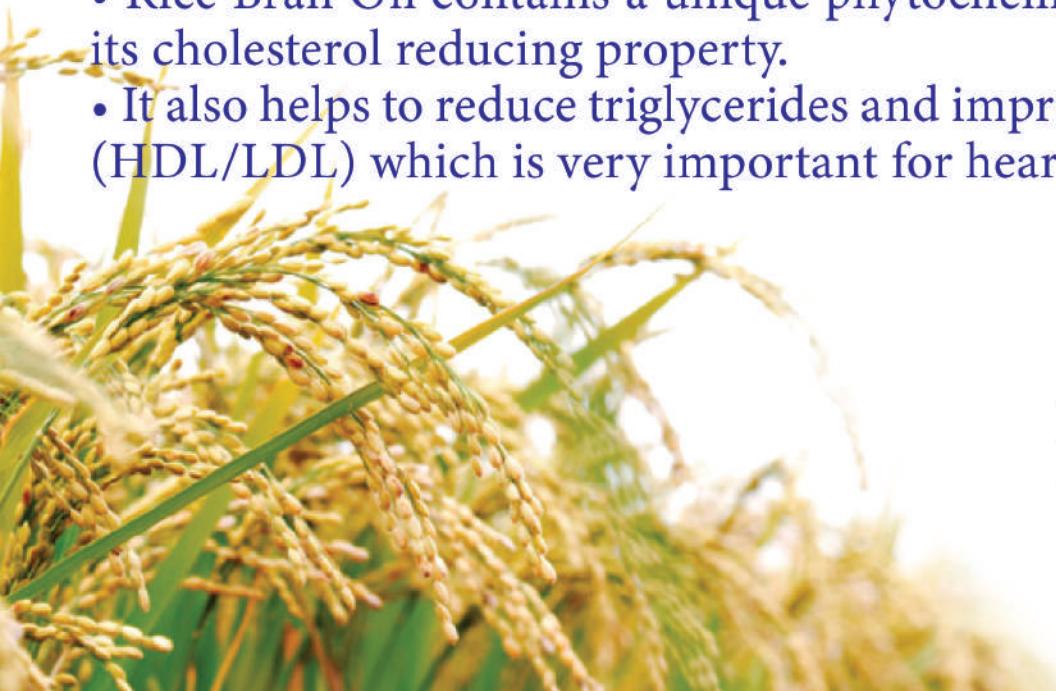
Refined SOYABEAN OIL



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- Rice Bran Oil is an excellent alternative cooking oils.
- It has a very high smoke (burn) point, making it perfect for deep frying.
- Rice Bran Oil creates less polymers (or is less greasy) than other oils meaning better flavor and easier clean-up.
- The unique property of the RBO is less oil absorption than other commercial available edible oils which favors the enhanced flavor and palatability. RBO is good source of mono-unsaturated fats and cholesterol and has been proved to be effective in reducing LDL (bad cholesterol). The high smoking point prevents fatty acid breakdown at high temperatures which retains its antioxidant activity.
- Rice Bran Oil contains a unique phytochemical called oryzanol. The oryzanol is known for its cholesterol reducing property.
- It also helps to reduce triglycerides and improves the good cholesterol to bad cholesterol ratio (HDL/LDL) which is very important for heart health.



Available
Pack Size

TIN
15 Kg

BOTTLE
1 Litre
500 ml

JAR
5 Ltr.
POUCH
1 Litre



Physically Refined Rice Bran Oil



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Refined Palmolein Oil is an economically important and versatile vegetable oil used as a raw material for both food and nonfood products and is the most widely used vegetable Oil in the world (Zion Market Research).

The awareness among consumers of the detrimental health effects of consuming foods with trans fatty acid from partially hydrogenated oils has created greater demand for food formulated or prepared using natural oils and fats or oils and fats that are free of trans fatty acids. Hence Palmolein Oil gives longer frying life, less tendency to foam and polymerize make us a better frying oil than other liquid oils.

The Excellent Oxidative and prolonged hat stability of Palmolein Oil due to their fatty acid composition and micro-nutrient content.

The quality of fried foods depends not only on the type of foods and frying conditions, but also on the oil used for frying. Thus, the selection of stable frying oils of good quality is of great importance to maintain a low deterioration during frying and consequently a high quality of the fried foods.



Available
Pack Size

TIN
15 Kg

POUCH
1 Litre



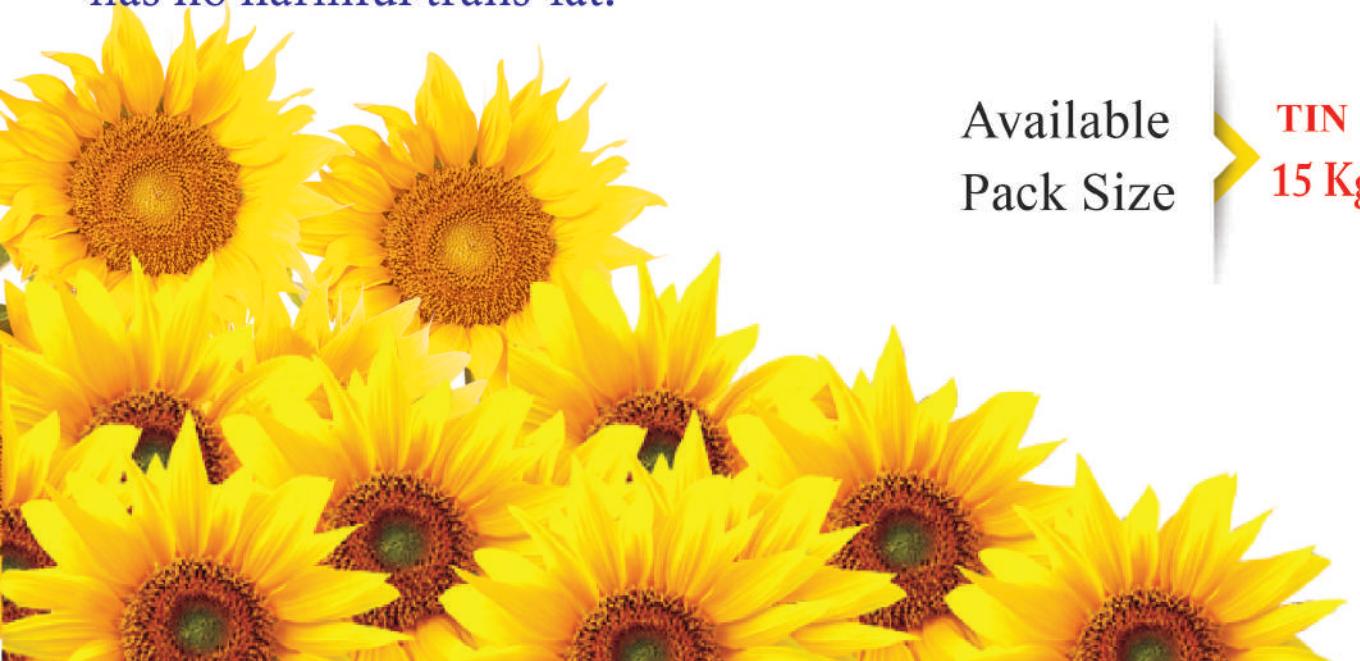
**Refined
Palmolein Oil**



MOULIK SALES

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The oil extracted from the seeds of sunflowers is known as sunflower oil. It has a high quantity of vitamin E, in the form of alpha-tocopherol, which makes it excellent for being used in cooking. It has a high smoking point, which means that sunflower oil holds on to its nutritional content at higher temperatures. As a form of cooking and frying oil, the high linoleic acid content in sunflower oil is considered to be a desirable constituent. Of course, the linoleic acid also leads to storage problems due to oxidation resulting in off-flavours and rancidity. Look for the high oleic variety of sunflower oil for deep-frying. High oleic oil is high in monounsaturated fats (MUFA) and has no harmful trans-fat.



Available
Pack Size

TIN
15 Kg

BOTTLE
1 Litre
500 ml

JAR
5 Ltr.

POUCH
1 Litre



Refined SUNFLOWER OIL



Clearer, Healthier, Lighter



FUTURE PLANS IN A NUTSHELL:

- In addition to Eastern India, expansion of Edible Oil base in Southern India.
- Venturing into modern trade and institutions sales.
- Setting up production of new brands in Kachchi Ghani Mustard Oil, Refined Rice Bran Oil, Refined Soyabean Oil, and Refined Palmolein Oil, Refined Sunflower Oil.
- Acquire one or two own Edible Oil manufacturing units Pan India which shall enhance the corporate image & corporate reputation thus strengthening brand penetration.

MOULIK SALES PVT. LTD is located at 'ASTRA TOWERS' 2C/1 Action Area IIC, Rajarhat, Kolkata, West Bengal. The Company is an ISO 9001:2015, certified organization. Promoted by a group of professionals with a Blend of youth and experience, the Company is proposing launch of its Edible Oil portfolio with a future goal of growing into edible oil major along with diversified portfolio of FMCG products. Our business is about preserving, improving & maintaining customer satisfaction and searching out sustainable solutions that complement progress with a care for "People's Health".

GOING AHEAD, THE COMPANY SHALL FOCUS ON THE FOLLOWING MAJOR DERIVATIVES:

- Customer & product focus
- Scientific management of inventory & receivables
- Cost effective logistics
- Better working capital management
- Moderate & controlled overheads
- Gradually shifting from regional presence to PAN INDIA presence.



**ISO-9001-2015
Certified Company**

Market Scenario

The demand for edible oils in India has shown a steady growth. The market is expected to grow annually by 4.52% at current CAGR. In global comparison, most revenue is generated in India from edible oil segments. The growth has been driven by improvement in per capita consumption, which in turn is attributable to

rising income levels and living standards. However, the current per capita consumption level of India is around 19-19.80 kg per person, per annum over the last 5 years.

The Indian edible oil market continues to be under-tapped. Given the positive macro and demographic fundamentals it has a favorable demand growth outlook over the medium-to-long term. In terms of volumes, palm oil, soyabean oil and mustard oil are the three largest consumed edible variants in India, with respective shares of 46%, 16% and 14% in total oil consumption in 2010. keeping in consideration the high price consciousness and varied taste preferences of India consumers, ICRA expects these three oils to continue to account for the bulk of edible oil consumption in the country.

There has been a significant gap between demand and supply of edible oil due to limit availability of oil seeds and shifting of acreage to other crops in the domestic market. This gap has been met through imports, which account for almost 45-50% of the total oil consumption.

