



A "Vision" anchored in the Future



RSM PROCESSING AND PACKAGING INDUSTRIES

"Striving for Nutritional, Health
and Environmental security"





**India can easily aspire
to be the food factory
of the world**



The Emerging Food Scenario

Today, the world is grappling with a grim situation with regard to ensuing food and nutritional security for a burgeoning population. Degradation of land, depletion of water table, rising cost of oil and other farm inputs and environmental changes are forcing people to alter their food habits as the right kinds of foods are often simply not available or affordable. Countries are competing for the same food resources and food riots are being witnessed in many parts of the world.

India, being an agro based country and enjoying numerous advantages (large cultivable landmass, presence of most of the agro climatic zones / soil types, rich biodiversity / genetic resources, long hours of sunshine, etc.) can play a major role in ensuring food and nutritional security for herself and the world. However, much needs to be done, for, in spite of the above advantages, the general lack of post-harvesting technologies and infrastructure for processing, storage and transportation, results in a large quantity of the food getting wasted. Farmers' choice of the crops to be grown gets influenced by extraneous factors and not by what the markets desire. There are inefficiencies throughout the supply chain which breed a plethora of non-value adding middlemen, uncertainties, losses, a lower yield for the farmers and a higher price for the consumers.



Food Processing & Retailing

The food processing industry has an important role to play in linking the farmers to the final consumers in the domestic and international markets, diversification and commercialization of agriculture, value addition, employment generation, increasing the shelf life of products, enhancing the income of farmers, reducing food wastage, etc. Recognizing the importance of food processing, the Government of India (GOI) had launched the National Mission on Food Processing (NMFP) and taken other steps, such as opening up of the agriculture sector for FDI, establishing agro export zones and special economic zones, etc.

On account of the above and other measures, agriculture and food processing are emerging as sunrise sectors of the India economy having vast potential for growth. While the food sector's low productivity and shortage in supply were seen earlier, investors are now sensing an opportunity for high growth. Companies in all sub-sectors of agri-business such as farm production, agri-procurement, processing and marketing are witnessing tremendous growth.

Retailing is one of the largest sectors of the global economy, estimated at around 10 trillion USD. A large chunk of total retail sales is on basic necessities, especially food. India, being the least saturated of global markets having a very small organized retail sector, is poised for rapid growth, mainly through the supermarket and hypermarket formats. With a population of 1.2 billion and rising income levels, the country provides a large and growing market for good quality food & food products. As of now,



About Organic farming and the PRISMOR brand

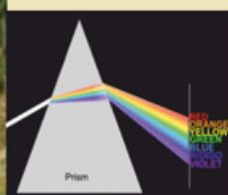
Our Father of the Nation, Mahatma Gandhi, is often quoted as having said, "Earth provides enough to satisfy every man's need but not enough for any man's greed." Today, however, we are consuming resources at a rate greater than the Earth's ability to replenish them. Unplanned fertilization, wanton commercialization of agriculture and a hurry to plant the next crop do not allow the soil's nutrient and hydrological cycles to get completed. Across large parts of the country, soils are getting degraded, acidic, salt affected, hard ('kadak') and depleted of "humus" (organic carbon) and soil biodiversity. Humus is necessary for binding the soil's three constituents, i.e. sand, silt and clay, thus preventing soil erosion and desertification. It also increases its water retention capacity which is essential for rain fed farming, that is widely practiced, especially by the poor farmers. The need of the hour is therefore to encourage an organic way of life which is based on the sustainable use of natural resources and fosters the welfare of human, plant & animal life and that of the entire ecosystem. Organic farming is characterized by farmland manuring, composting, ploughing of crop residues back into the field, sustainable cropping patterns, etc. Organic fertilization programs rely on bacteria for fixing the atmospheric nitrogen, fungi for solubilizing the potash already available in the soil, earthworms for transforming crop residues into humus, etc.



Organic foods are better than chemically-grown foods in all respects, including taste, flavor and health benefits. As per various studies carried out, it has been established that organic foods are much richer in anti-oxidants (that reduce the risk of chronic diseases including cardiovascular and neurodegenerative diseases and certain types of cancers), as compared to chemically grown foods. Organic foods also show significantly lower levels of toxic heavy metals (such as Cadmium, Lead and Mercury). The global demand for organic produce remains robust. The growth story of the organic food sector in India is expected to be even more spectacular, due to an increase in awareness of the benefits of organic foods and a very low starting point.

Why PRISMOR?

The **PRISMOR** brand stands for a wide variety of premium quality certified organic foods. All **PRISMOR** products are grown organically and are free of pesticides and other chemical contaminants. They are self grown in certified farms or are sourced from other organic farms, certified by reputed certification bodies.



Just as an optical prism splits white light into its seven constituent colours signifying hope and happiness, so too do the seven letters of the **PRISMOR** brand stand for:

- P**remium quality
- R**ichness in taste
- I**nclusive welfare
- S**ustainable farming
- M**ultiple health benefits, & an
- O**rganic way of life.

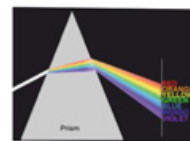
RSM FOODS

Each grain which goes into the **RSM Foods** is carefully nurtured from sowing to harvesting. Proper farm preparation, premium quality seeds, timely inputs and constant monitoring ensure healthy crops and therefore a healthy You!! The food articles are minimally processed and retain their natural goodness in a very large measure.

All our products are carefully sorted, graded and hygienically packed for retaining freshness and a better shelf life.



Caring for Nature! Caring for you!!
PrismorTM
GREAT TASTE! GIVES HEALTH!!



Our Products

Category	Item	Form
Grains	Rice (Chawal)	Whole
	Wheat (Gehun)	Whole and Flour (Atta)
	Maize (Makka)	Whole and Flour
	Pearl Millet (Bajra)	Whole and Flour
	Sorghum (Jowar)	Whole and Flour
	Soyabean	Whole and Flour
Oil Seeds	Mustard (Sarson)	Whole and Oil
	Flax seed (Alsi)	Whole and Oil
	Sesame (Til)	Whole and Oil
	Groundnut (Moongphali)	Whole and Oil
Pulses	Bengal Gram (Chana)	Whole, Split and Flour (Besan)
	Green Gram (Moong)	Whole and Split
	Black Gram (Urad)	Whole and Split
Vegetables	Potatoes	

The above list is only for indicative purpose. Other food items can also be packaged as per requirement. All our products can be supplied in pouch sizes of 500 gm to 2 kg, or as desired by the customers.

Test Report

Report No: TUV/INDIA/13-14/0001/0001/0001

Date: 01 May 2013

Sl. No.	Test Name	Result	Unit	LOG/LOD	Test Method
8	Moisture	<0.01	mg/kg	0.01	FLUORISOPHIA Based on 100001 01 AGAC 1000 Exp. Duration AGAC International 100 01 No. 0.0008
9	Acidity	<0.01	mg/kg	0.01	FLUORISOPHIA Based on 100001 01 AGAC 1000 Exp. Duration AGAC International 100 01 No. 0.0008
10	Capric	<0.01	mg/kg	0.01	FLUORISOPHIA Based on 100001 01 AGAC 1000 Exp. Duration AGAC International 100 01 No. 0.0008
11	Capric	<0.01	mg/kg	0.01	FLUORISOPHIA Based on 100001 01 AGAC 1000 Exp. Duration AGAC International 100 01 No. 0.0008
12	Capric	<0.01	mg/kg	0.01	FLUORISOPHIA Based on 100001 01 AGAC 1000 Exp. Duration AGAC International 100 01 No. 0.0008
13	Capric (including Benzene)	<0.01	mg/kg	0.01	FLUORISOPHIA Based on 100001 01 AGAC 1000 Exp. Duration AGAC International 100 01 No. 0.0008
14	Capric (sum of capric and capric-benzene expressed as capric)	<0.01	mg/kg	0.01	FLUORISOPHIA Based on 100001 01 AGAC 1000 Exp. Duration AGAC International 100 01 No. 0.0008
15	Capric	<0.01	mg/kg	0.01	FLUORISOPHIA Based on 100001 01 AGAC 1000 Exp. Duration AGAC International 100 01 No. 0.0008
16	Capric hydrocarbons	<0.01	mg/kg	0.01	FLUORISOPHIA Based on 100001 01 AGAC 1000 Exp. Duration AGAC International 100 01 No. 0.0008
17	Chlorine (in & trace)	<0.01	mg/kg	0.01	FLUORISOPHIA Based on 100001 01 AGAC 1000 Exp. Duration AGAC International 100 01 No. 0.0008

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Where RSM Processing and Packaging Industries scores over the others

The main centre of the company is located in a fertile agrarian belt of the State of Uttar Pradesh, India. The company has strong backward and forward linkages and works closely with the farmers' of the region. All our products are either self grown or sourced from known farms. Quality & traceability is maintained at all stages. We are, therefore, uniquely capable of growing, selecting and packaging the best foods, just for You!!



Facilities available

Raw material sourcing

All products marketed under the **PRISMOR** and **RSM Foods** brands are self grown or sourced from known farms.

Farm Inputs : The company has its own composting facility for the production of organic manure. Other organic inputs are sourced directly from reputed manufacturers. Premium quality seeds are used.

Product Testing / Inspection regimen : Our products are randomly tested by reputed labs for conformance to the applicable Standards. An elaborate system of traceability is maintained at all stages.

Packaging and processing infrastructure:

- Covered sheds, Storage godowns**
- Vibro Sifter** (for cleaning / sorting / grading of food items) :
Size 30" Diameter; Motor 1 HP / 3 Phase; Single Deck; Capacity 2 Tons / Day
- Band Sealer with Nitrogen Flushing** : Motor DC / Single Phase / 1/2 HP Gear Motor; Heater High Voltage 2 Nos.; Temperature Controller; Blower Motor (for cooling); Continuous sealing; Capacity 2 Tons / Day
- Flour making machine** : Motor Single Phase / 3 HP; High quality durable grinders
- Back up Power Supply** : 7.5 KVA 3 phase DG set
- Digital Weighing Scales**, etc.

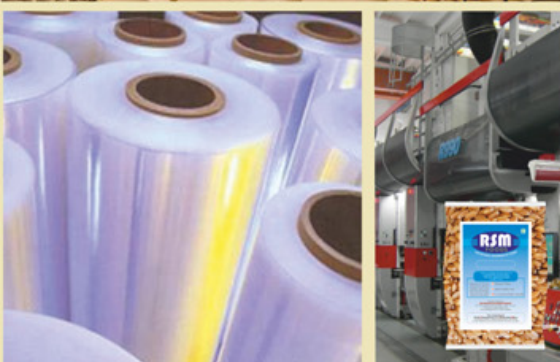
Packaging : For better sealing and prevention of food contamination, we use thick, food grade, heat sealable Laminate pouches. Our packaging material is sourced directly from reputed manufacturers.

Logistics support : The company has tie ups with cold chain logistic providers (Cold storages) for horticultural products such as potatoes, etc.

Additional facilities planned in the near future :

Automatic Packaging Machines (Collar type PLC Based), Semi Bottle Filling Machine (Twin Head), Granules Food Filling Machine (Weigh Fillers), Drum Roaster (Gas Operated), Semi Bottle Cap Pressing Machine, etc.

Our processing / packaging facilities are certified by Ecocert India Pvt. Ltd. (Accreditation number – NPOP / NAB / 002) as per the NPOP and NOP Standards



Caring for Nature! Caring for you!

Prismor

GREAT TASTE! GIVES HEALTH!!



All our products are self grown or sourced from certified organic farms. They are subject to stringent quality control and are randomly tested by reputed labs.

Especially, cultivated from pure seeds and nurtured by the use of natural pesticides. The growing process, natural organic fertilizers to increase farming and ensuring the maximum value of the product, the natural and the quality.

Key Features:
 1. All our products are self grown or sourced from certified organic farms.
 2. They are subject to stringent quality control and are randomly tested by reputed labs.
 3. Especially, cultivated from pure seeds and nurtured by the use of natural pesticides.
 4. The growing process, natural organic fertilizers to increase farming and ensuring the maximum value of the product, the natural and the quality.

Processed & Packaged by:
RSM PROCESSING AND PACKAGING INDUSTRIES,
 6327, Uttari Chappati, Station Road, Manipal - 200001, U.P. India.
 For feedback / complaints, please write to:
 rsm@rsmindia.com or contact the Market
 Certified by Ecocert India Pvt. Ltd. (Accreditation number - NPDP/IND/002)

"Our Inspirations"

Pandit Ramswaroop Ji & Shakuntala Misra, an Organic product
 They belonged to Manipal, a backward agrarian District of Uttar Pradesh.
 They were respected by all and worked for the uplift of the farmers of the region.

RSM
FOODS
 THE NATURAL GOODNESS OF FOODS

All our products are self grown or sourced from known farms. They are subject to stringent quality control.

Each grain which goes into RSM Foods is carefully nurtured from sowing to harvesting. Careful farm preparation, premium quality seeds, balanced fertilization and timely harvest ensure healthy crops and therefore a healthy food source for you.

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Our Mission

"To provide health giving, superior quality food products, possessing aplenty, the natural goodness of foods, while caring for all stakeholders, the environment and enhancing our customers' joy."

The company seeks to work towards its mission by:

1. Encouraging the trend of organic farming which is beneficial for our health and is sustainable for the soil, micro-organisms, environment and the entire ecosystem.
2. Striving to establish convergence and synergy among multiple on-going and planned programmes for the development of agriculture and food processing.
3. Promoting the development and dissemination of technologies, through a seamless blend of traditional wisdom and modern scientific knowledge.
4. Striving for social benefits and creating opportunities for employment generation for skilled and unskilled persons, especially the unemployed youth.
5. Adopting scientific principles of supply chain management and leveraging technology for improving the linkages between the farmers and the retailers / marketers, reducing wastages, etc.
6. Striving to improve the income support to the farm households by increasing the producer's share in the consumer's price.
7. Seeking both the domestic and export markets, especially those that offer a premium for certified organic products.

India Organic
 Scope Certificate
 Certificate No. **ORG/SC/1211/001688**



Accreditation No. under NPDP
 NPDP/IND/002

6327, UTTARI CHAPPATI, STATION ROAD, MANIPAL, UTTAR PRADESH (200001)
 This is to certify that the product(s) and area(s) of the mentioned organisation inspected by **ECOCERT - India Pvt. Ltd.** are in accordance with requirements of India's National Programme for Organic Production Standards (considered equivalent to Council Regulation (EC) No. 853/2002 and Swiss Organic Farming Ordinance for plant products originating in India)

For the following process:
Production

This Certificate is issued:

This certificate is valid from

24/01/2014 until **26/12/2014**

This certificate is valid for those product(s) and area(s) that are specified in the annex **ORG/SC/1211/001688 A**.
 The validity of this certificate solely depends on the continued compliance with the required standards and is subject to annual surveillance inspections.





India has few food brands with limited value addition, and there is a great scope for launching new brands of packaged / processed foods, including those that are organically cultivated / processed and are free of harmful pesticides.

RSM Processing and Packaging Industries

With an objective of achieving spectacular growth for all its stakeholders by benefiting from the immense business opportunities that are being thrown up in the food processing and food retailing sectors, RSM Processing and Packaging Industries has been established as a Partnership Firm registered as a small scale enterprise in Mainpuri, a backward agrarian district of the state of Uttar Pradesh, India. The company is engaged in self farming, working with other farmers, processing and packaging of premium quality Food Grains (Rice, Wheat, Maize, Millet), Oil Seeds (Mustard, Flax seed, Sesame), Pulses (Bengal / Green / Black Gram), Horticultural products (Potatoes), etc. for catering to both domestic and international markets. The company has launched two brands, i.e. the **PRISMOR** brand, for organically certified food products, and the **RSM Foods** brand, which though not organically certified, also signifies superior quality.

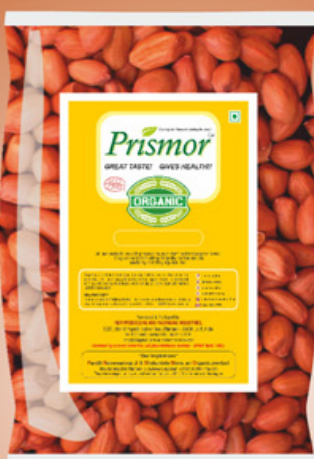


The company seeks to market its products through supermarkets, hypermarkets and other forms of retail sale. In order to drive growth, the company may also use its facilities for packaging quality food products for other established brands.

About the Main Promoter of RSM Processing and Packaging Industries



The main promoter of RSM Processing and Packaging Industries, Shakti Dixit, hails from a well known business family of Etawah District of U.P. A Commerce Post-graduate, she has a keen sense of business and wishes to make a mark in the areas of packaged food products, including organic foods, and brand building.





“Our Inspirations”

Pandit Ramswaroop Ji & Shakuntala Misra,
an **Organic** product

They are belonged to an illustrious Zamindar family,
"the Misras of Parigavan" of Mainpuri, a backward agrarian
District of Uttar Pradesh. They were respected by all
and worked for the uplift of the farmers of the region.



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6327, Uttari Chhapatti, Station Road, Mainpuri - 205001, U.P., India.
Email: rspipi33@gmail.com