

*Traditionally Processed Dalls
from farms to kitchens*

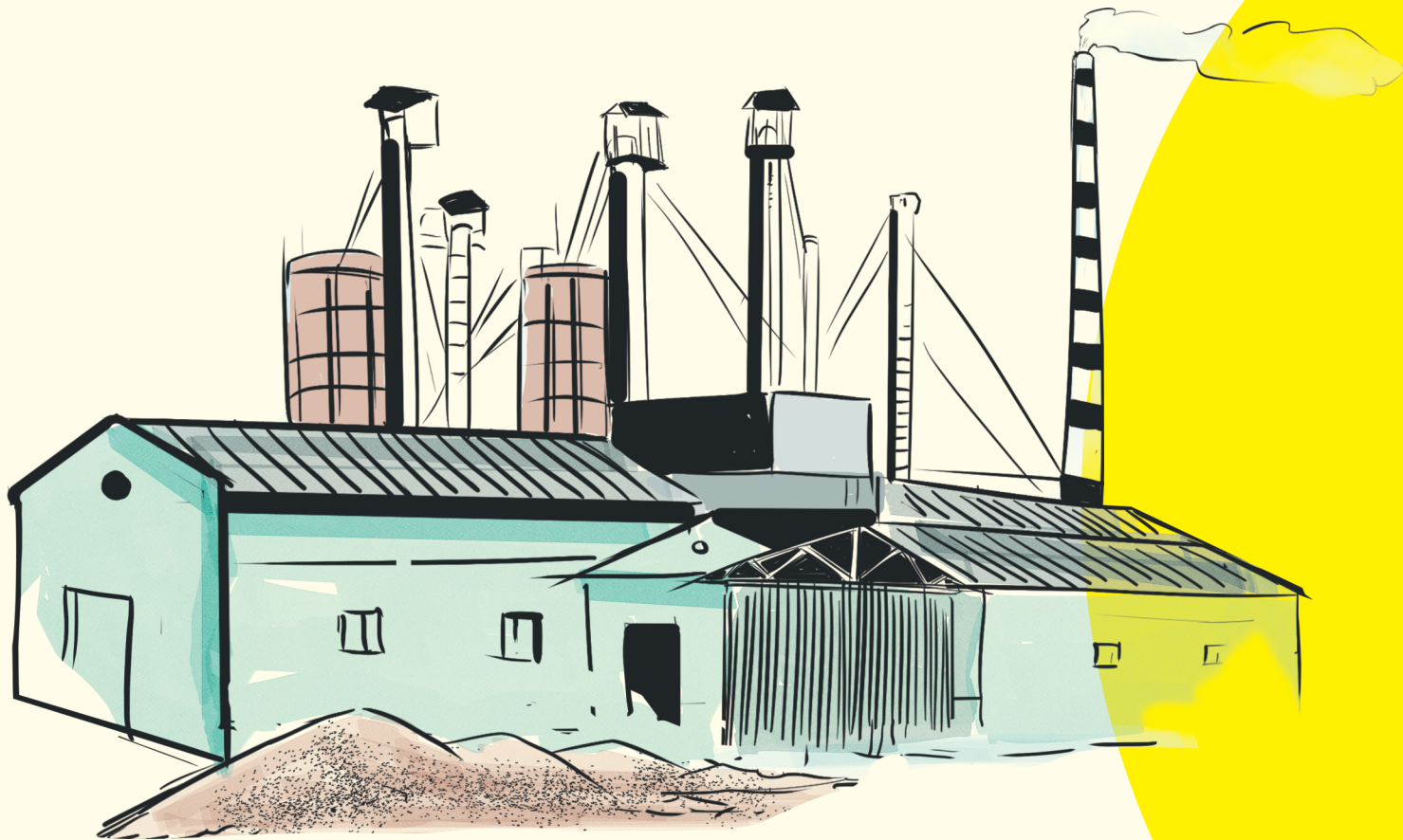


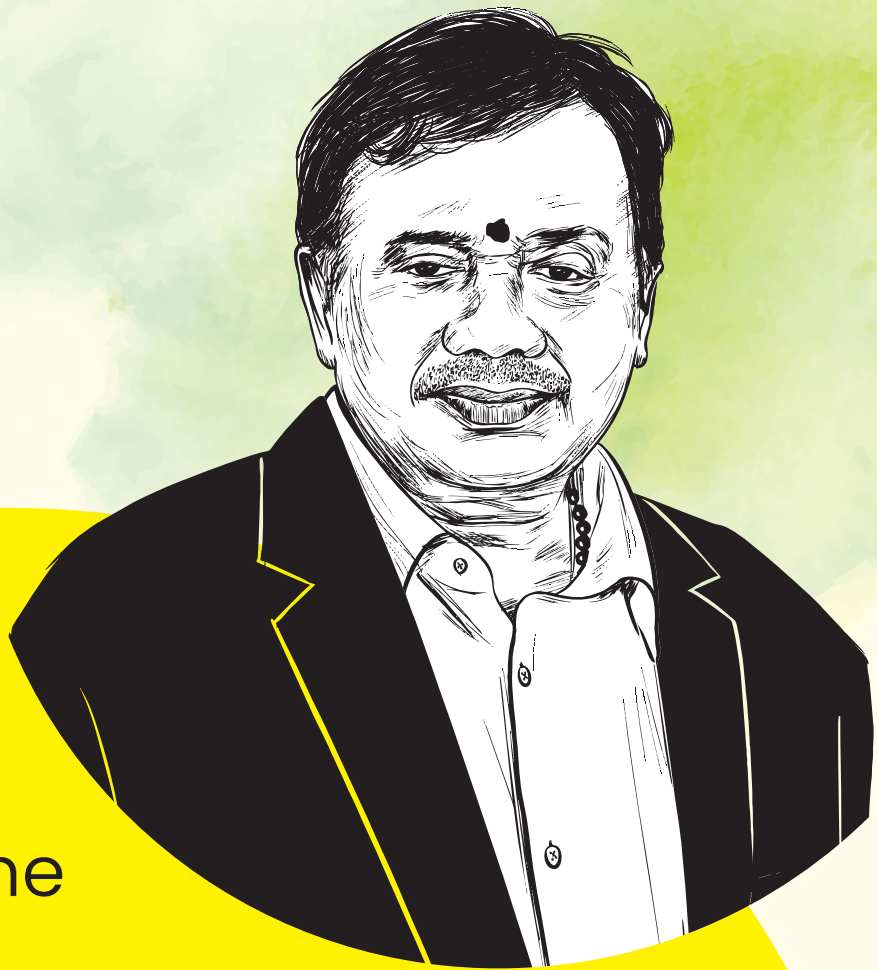
Fresh Pulses.

Processed to preserve nutrient quality.

Providing truly wholesome, natural foods.

Vijayalakshmi Dall Mills is one of the most trusted and recognised players in the global pulse industry. We are located in Tenali, Guntur District, Andhra Pradesh, an ideal location in the industrially developed and well-connected southern region of India. For the past 4 decades, Vijayalakshmi has been at the forefront of development and innovation to deliver pulses of unparalleled quality to customers across India and the world.





A son of the
SOIL,
with the Soul of a
STAR

**From humble beginnings in 1989,
Vijayalakshmi Dall Mills was founded
by Shri Gudivada shiva prasad.**

A visionary in the truest sense of the word, he laid the groundwork for a company that has since grown to a much larger scale with a respect for unparalleled quality and outstanding business ethics. What started out as a factory has grown into a huge, well-run organization with a total of 5 fully integrated Dalls processing plants.

Naturally Successful: The Company Today...

Vijayalakshmi Dall Mills is today a name to be reckoned with in the pulses arena. Manufacturing, exporting and trading the highest quality pulses under the brand "Deer Brand Dalls", today we have an unmatched presence in the Indian and international markets. This is because we consistently innovate and leverage our top-notch leadership and competitive advantages, continually restructuring and improving processes to deliver the very best that Mother Nature has to offer.

With ISO 22000 and HACCP certifications (the highest food safety standards), our processes and stringent quality control measures have made us one of the most successful organisations in the professional pulse processing industry in India.



Our Brand Proposition: TRADITION!

The products of "Deer Brand Dalls" epitomise the company's brand tagline:

Traditionally Processed Dalls from Farms to Kitchens.

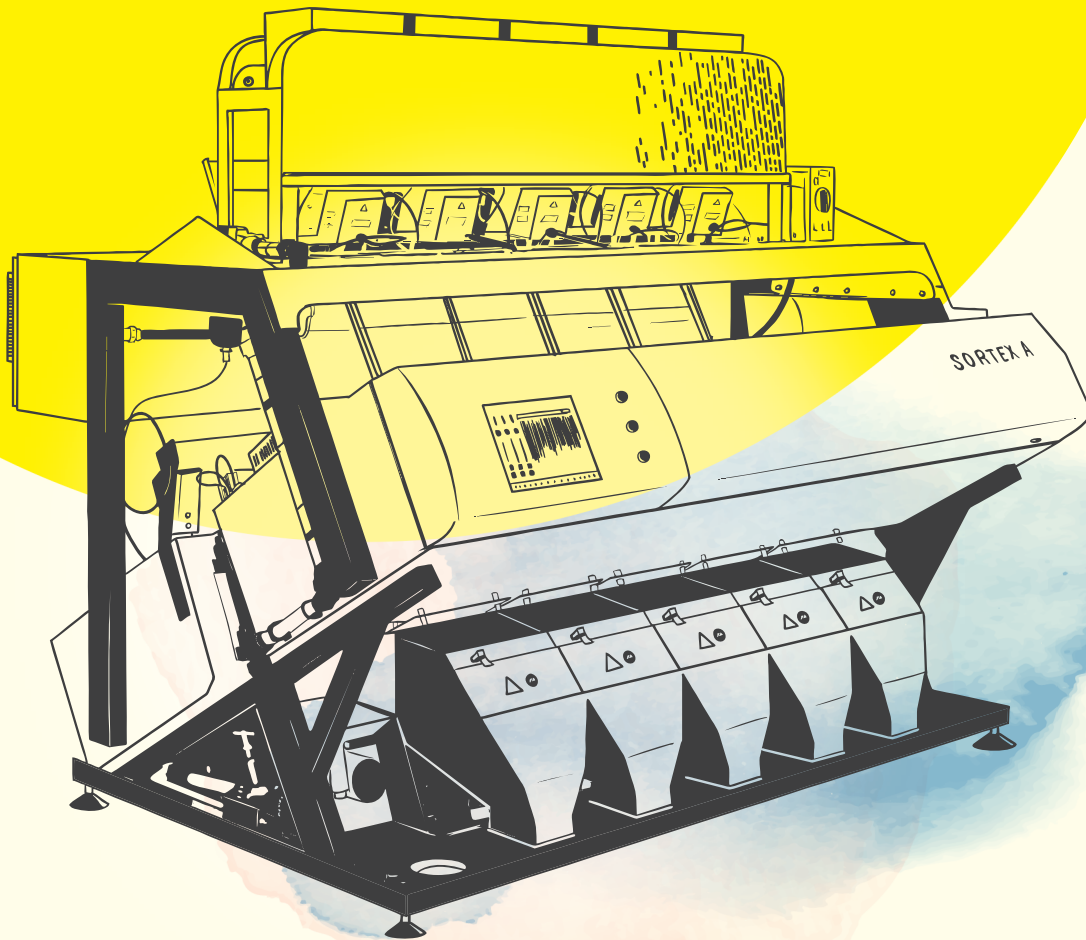
For us at Deer Brand Dalls, picking individual beads is like choosing a diamond from a mine. Only the best pulses are purchased through our in-house farms as well as through international trading. These are then meticulously tested in our lab, before processing treatments begin.

Sheer expertise and experience is required to systematically identify and retain the finest pulses from all over the world, which thus enables us to offer an unrivalled guarantee of superior taste and nutrition in every package of pulses that we produce.

We are one of the privileged few processors in our industry to merit the "HACCP" quality assurance mark.



Our Value Proposition: Cutting-edge Technology



Deer Brand Dalls are crafted using the best technology available in the world, including the state-of-the-art Sortex machine. The Sortex machine removes all impurities and other undesirable foreign objects from the dalls, including discoloured impurities, pollen grains, seeds, etc., to ensure a genuine product with no impurities. The process includes the use of screen separators and ice shredders, to ascertain that only the best pulses reach the packing stage.

The use of a dedicated dryer ensures the complete removal of moisture, thus preserving freshness and increasing the shelf life of the products. Our automatic weighing and filling machines allow us to pack our products with dexterity and total accuracy.

Price, People, Places...

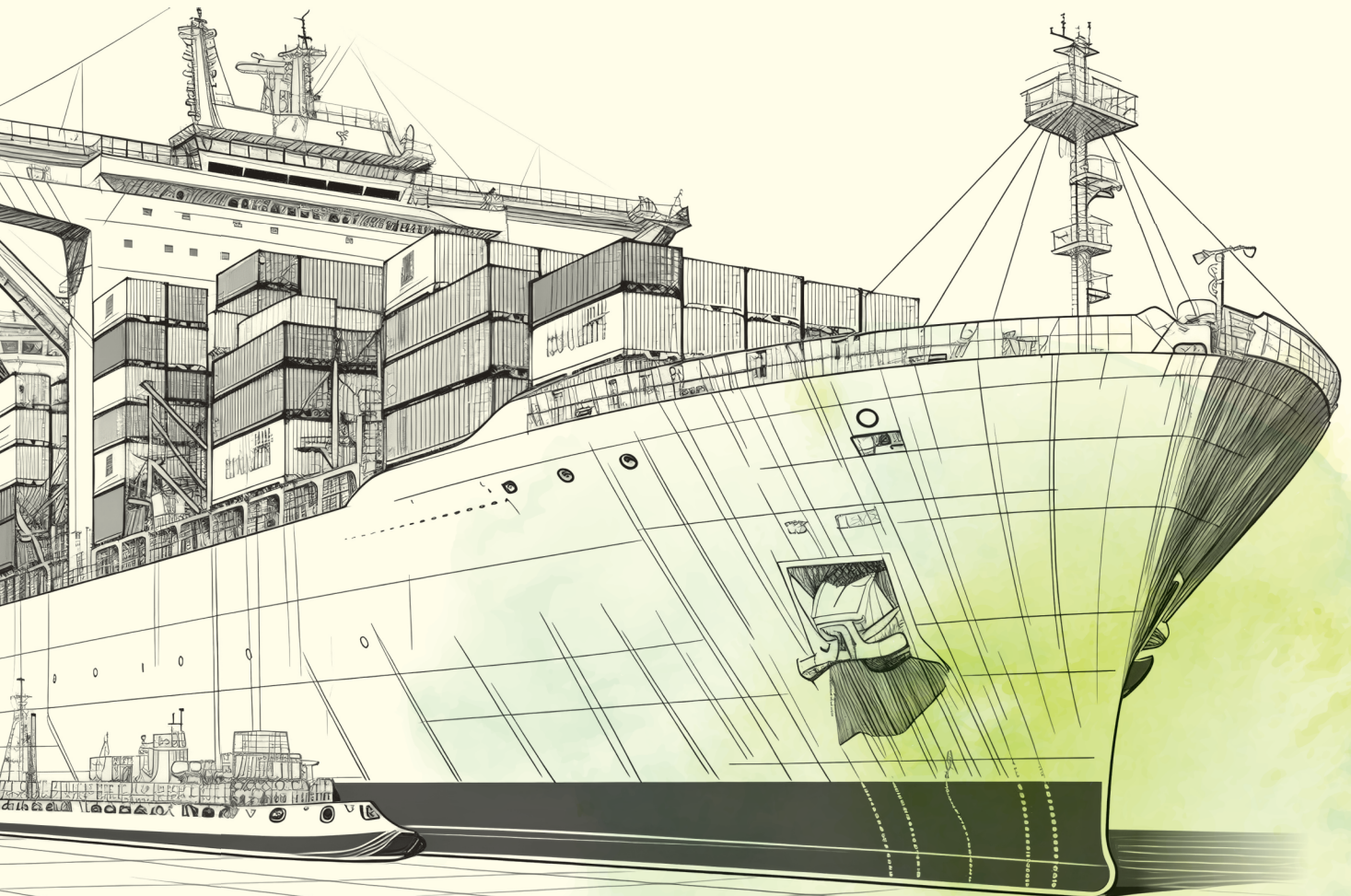
Deer Brand Dall is a well-known and trusted brand for its quality, economy, taste, nutritional value and availability, not only in India but also among Indians the world over. In India, the company has a superior distribution structure supported by more than 10,000 distributors and over 3,50,000 retailers. So much so that we can proudly say there is a bit of Deer Brand Dall at every movie.

Worldwide, Deer Brand Dalls are available at retail stores in predominantly Indian regions. They are also available online at reputable food retail portals. A 1 kilogram airtight Polypack option and 5, 30 and 50 kilogram bulk packaging options are available. All of our products are available in food-grade packaging only.



Vijayalakshmi's Global Operations

The increase in our international operations encouraged us to set up a separate division **"Vijayalakshmi Export Ltd."** dedicated to exports and imports. Established in 2023, the division imports raw materials for the processing of pulses from the Asian, GCC and African continents and then exports the high-quality, processed pulses to Dubai, UK, USA and Singapore across 4 continents.



Nature's Goodness and Quality, Assured!

Complying with global rules and standards of Quality Assurance, we at Vijayalakshmi perform quality checks at every stage of our processing to ensure consistent batches of products. Our quality policy below is most religious:

"We are committed to meeting customer needs by



**Providing Safe
& Hygienic
Pulses**



**Performing all
Product Quality
Assurance Tests**



**Complying with
all Pertinent Laws
and Regulations**

We achieve this by continuous effective implementation and improvement of QMS.

"QUALITY is never an accident,

it is always the result of high
intention, sincere effort, intelligent
direction and skillful execution;
it represents the wise choice of
many alternatives."

- William A. Foster





**We Care,
We Listen,
We Deliver!**

Each batch of Deer Brand Pulses produced from the plant of Vijayalakshmi Dall Mills, comes with the advantage of personal care. Ours is a family business where in a team of professionally qualified and dedicated family members work tirelessly in their individually chosen areas of the business. For us, the business is a matter family pride, and we strive to provide the best quality to uphold the well-deserved reputation of the family.

Whether it is sourcing the best pulses, processing, using the latest technology and best-in-class packaging processes, or the way we do business with our distribution and retail partners. Every single aspect of our business is a factor handled with utmost care. And this personal touch makes us truly unique in the industry.

Advantage: Deer Brand Dalls!

With 5 advanced technologies and a fully-integrated processing plant in Tenali, Guntur District, Andhra Pradesh, we undeniably have the largest installed operation for pulse processing capacity.

This, with a well-oiled marketing channel, a well-mapped circuit logistics organization and a proactive marketing team, makes us the most efficient and professional team with whom to do business.

Dalls in our Portfolio

We offer a wide range of quality Dalls and Pulses, including:



ORID DALL

Available in
500g, 1kg, 5kg, 30kg, 50kg



TOOR DALL

Available in
500g, 1kg, 5kg, 30kg, 50kg



CHANA DALL

Available in
500g, 1kg, 5kg, 30kg, 50kg,



MOONG DALL

Available in
500g, 1kg, 5kg, 30kg, 50kg



MOONG DALL (WHOLE)

Available in
500g, 1kg, 5kg, 30kg, 50kg



FRY CHANA DALL

Available in
500g, 1kg, 5kg, 30kg, 50kg



BLACK ORID DALL (WHOLE)

Available in
500g, 1kg, 5kg, 30kg, 50kg



BLACK ORID DALL (SPLIT)

Available in
500g, 1kg, 5kg, 30kg, 50kg



IDLY RAVA

Available in
500g, 1kg, 5kg, 30kg, 50kg



ORID DALL

Available in
500g, 1kg, 5kg, 30kg, 50kg



We have established a strong presence within the modern trade network
and across various online platforms.



Unit 1

Vijayalakshmi Dall and Flour Mill
D No 12-1-55, Panduranga
peta, Tenali, Guntur District
Andhra Pradesh

Ph: 08644 - 223060



Unit 2

Vijayalakshmi Dall Mill
497/4, Burripalem Road
Tenali ,Guntur District ,
Andhra Pradesh

Ph: 08644 - 239963



Unit 3

Vijayalakshmi Dall Mill
497/4, Burripalem Road,
Tenali , Guntur District
Andhra Pradesh

Ph: 08644 - 239964



Unit 4

Vijayalakshmi Dall Mill
Plot No:- 268, Autonagar,
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Andhra Pradesh.

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