

अन्नVridddhi™

A Premium Brand by Rosebell Impex Pvt. Ltd.

From Indian Soil to Global Homes

Rice • Spices • Grains • Flours



अन्नVridddhi™ The Taste of India. The Trust of Vridddhi.

About Us

अन्नVridddhi™, the flagship brand of **Rosebell Impex Pvt. Ltd.**, is a women-led export company based in Kolkata, India, built on a mission to connect India's agricultural purity with the global table. We are committed to delivering **clean, certified, and ethically sourced agro products** — each batch rooted in trust, processed with care, and packaged with purpose..

Currently exporting to:

 Gulf Countries  Nepal  Bhutan
Expanding to Australia & East Africa

Our Vision

To become a globally respected **women-led agro-export brand** known for **integrity, traceability, and nourishment from soil to soul..**



Our Mission

To empower farmers, enable women entrepreneurs, and deliver clean, certified, and soul-rich food products to global markets.



Our Product Portfolio

*From Soil to Soul — Indian Richness, Globally
Delivered*

Proudly bringing India's agricultural heritage to the world.
At **Rosebell Impex Private Limited**, we curate and export a premium range of agro products that reflect the richness, purity, and diversity of Indian farming. Every batch is **lab-tested, export-compliant, and customizable** to suit regional preferences and global standards.



Rice

Our rice is sourced from India's heritage fields, processed in hygienic facilities, and export-tested for moisture and purity.

- **Miniket** – Soft, long, and slender; ideal for daily consumption.
- **Swarna** – Affordable yet fragrant; popular across South Asia.
- **IR 64 / IR 36** – High-yield long grain, raw & parboiled.
- **Gobindo Bhog** – Aromatic short-grain rice from Bengal, premium and festive.
- **Ponni** – South Indian favorite; perfect for Sona Masoori-style dishes.

PREMIUM QUALITY
अन्नव्रिद्धि
BASMATI RICE

BASMATI RICE

NET WT.
50
kg

The Taste of India.
The Trust of Vriddhi.


ROSEBELL
IMPEX
PVT LTD



Spices

From Indian Soil to Global Soul

From the sun-kissed farms of India to conscious kitchens across the world, our spices carry the essence of purity, tradition, and bold authenticity. Each seed, each powder — is cleaned, sun-dried, and quality-tested in FSSAI-certified units, ensuring not just flavor, but trust in every pinch.

Our Signature Range Includes:

Red Chilli (Whole & Powdered)

- ◆ Bold, fiery heat with vibrant color — ideal for Indian & global cuisines.

Chilli Flakes

- ◆ Crushed, low-moisture, export-quality — perfect for seasoning & sauces.

Turmeric (Whole & Powder)

- ◆ Golden yellow with high curcumin — known for flavor and medicinal value.

Coriander Seeds / Powder (Dhaniya)

- ◆ Fresh, citrusy aroma — a must-have in spice blends and curries.

Cumin Seeds (Jeera)

- ◆ Earthy, nutty, and aromatic — essential for tempering and flavoring.

Black Pepper (Kali Mirch)

- ◆ Bold, sun-dried peppercorns — strong in heat and essential oils.

Vridddhi™
CHILLI POWDER

Best Quality



Spices

From Indian Soil to Global Soul

Mustard Seeds (Black & Yellow)

- ◆ Sharp and pungent – used in pickles, tempering, and mustard oil extraction.

Fenugreek Seeds (Methi)

- ◆ Bitter, aromatic spice – valued in curries and herbal blends.

Fennel Seeds (Saunf)

- ◆ Sweet, licorice flavor – widely used in digestion mixes and masalas.

Bay Leaves (Tej Patta)

- ◆ Sun-dried and aromatic – adds depth to soups, stews, and biryanis.

Cardamom (Green)

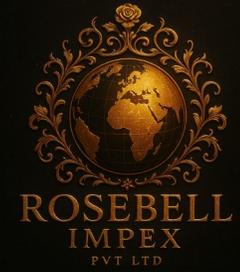
- ◆ Fragrant, premium-grade pods – used in desserts, teas, and spice mixes.

Cloves (Laung)

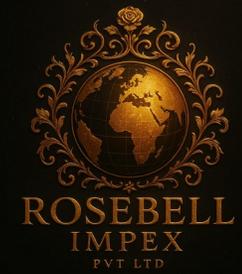
- ◆ Strong, warm spice – rich in essential oils and used in masalas.

Cinnamon Sticks (Dalchini)

- ◆ Sweet-spicy flavor – sourced from Indian bark, perfect for curries and baking.



Flours – From the Heart of Indian Wheat Fields to Your Kitchen

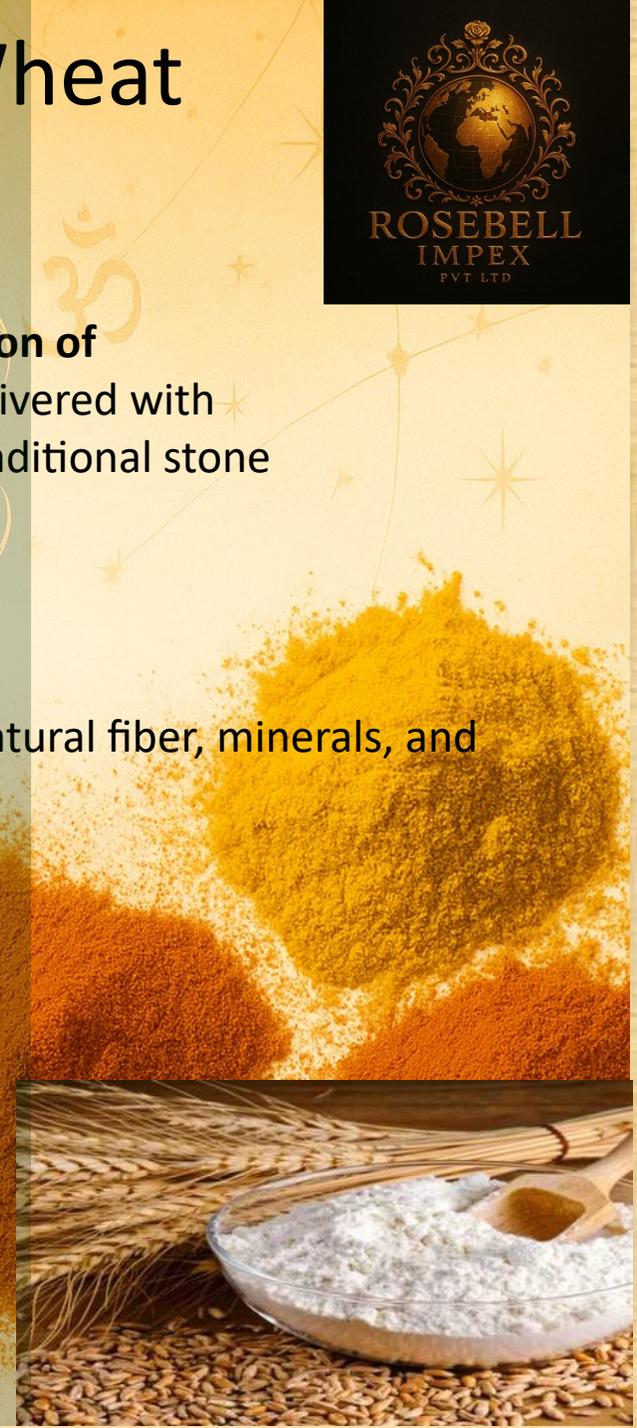


At **अन्नVridddhi™**, we believe flour is not just an ingredient — it's the **foundation of nourishment** in every home. Ground with care, packed with hygiene, and delivered with integrity, our flours reflect the purity of India's wheat belts and the soul of traditional stone milling.

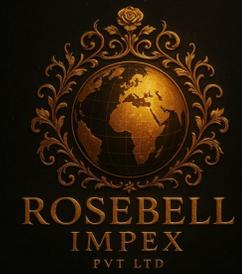
Whole Wheat Atta (Chakki Ground)

Stone-ground using the traditional **chakki method**, our atta preserves the natural fiber, minerals, and texture of the grain.

- No preservatives
- High-fiber, wholesome nutrition
- Soft roti and full-bodied flavor in every bite



Flours – From the Heart of Indian Wheat Fields to Your Kitchen



Maida (Refined Wheat Flour)

Our maida is finely milled from high-quality wheat and processed to meet **industrial and bakery-grade standards**. Smooth, versatile, and perfect for:

Breads, buns, biscuits

Pastries, samosas, snacks

Institutional kitchens and private label brands

Packaging Options:

25 kg & 50 kg

Moisture-proof laminated PP bags | Bulk or custom-printed available

 *Private Labelling Available*



Superfoods & Feed Support

From Fields to Fulfillment — Purity in Every Particle

At *अन्नVriddhi™*, we believe nourishment goes beyond the plate. That's why our Superfoods and Feed Support range brings together nature's bounty — harvested with care, packed with purpose, and prepared to serve both humans and animals with uncompromised quality.



Makhana (Fox Nuts)

Sacred Snack, Super Nutrition

- Sourced from the traditional ponds of Bihar
- Handpicked & sun-dried for natural crispness
- Vacuum-packed to preserve freshness
- Gluten-free, low-calorie, ideal for mindful snacking

Available in: 100g | 250g | 500g | Private Labelling available



Maize (Corn)

Golden Grains for Food & Feed

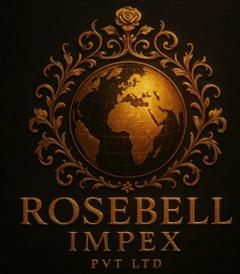
- Carefully selected food-grade and feed-grade maize
- Low-moisture content for extended shelf life
- Perfect for human consumption, poultry feed, and industrial use
- Cleaned, sorted, and export tested

Available in: 25 kg | 50 kg | Bulk bags



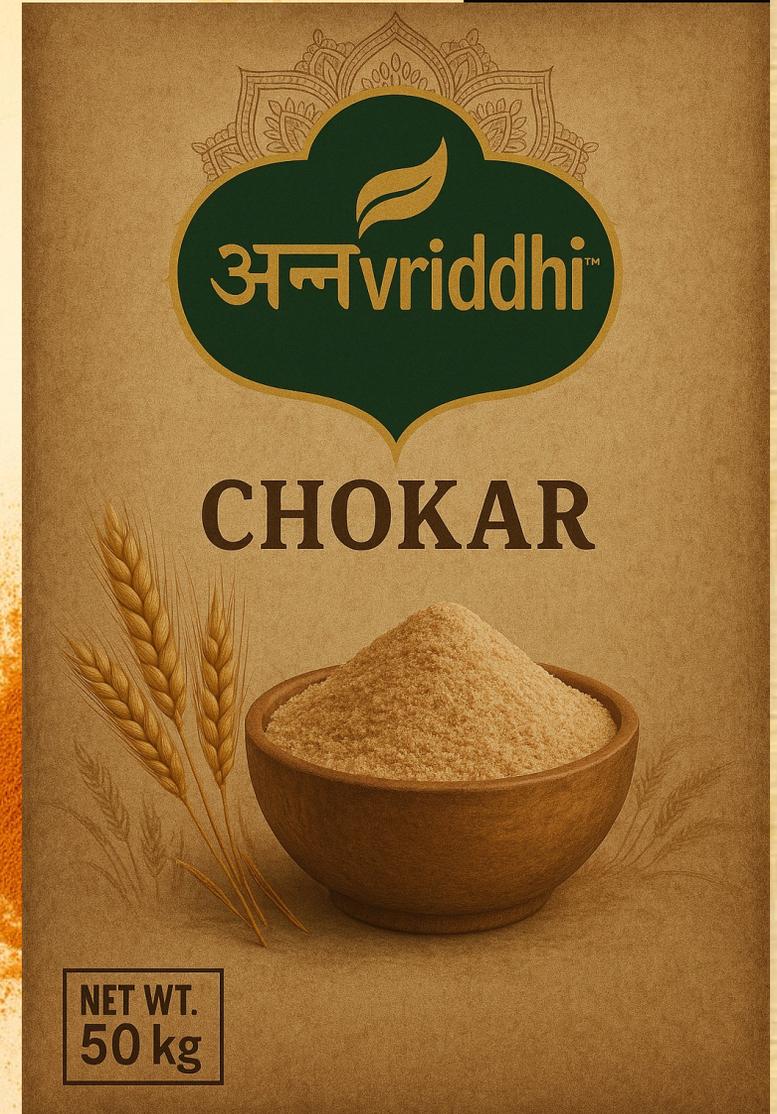
Wheat Bran (Chokar)

Nature's Fuel for Livestock Wellness



- High-protein wheat byproduct
- Clean-milled and free from impurities
- Enhances digestion and feed efficiency in cattle & poultry
- Sourced from trusted chakki mills across India

Available in: 25 kg | 50 kg | Bulk sacks



Certifications & Compliance

We are **registered** and in the process of expanding our compliance certifications to meet international import standards

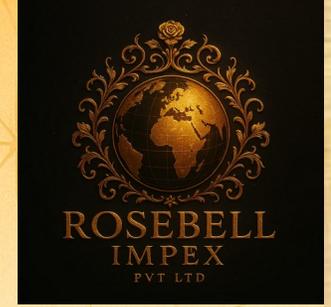
- ✓ FSSAI Registered
- ✓ IEC & GST Compliant
- ✓ APEDA & Spice Board of India Member
- ✓ MSME – 100% Women-Owned
- ✓ Lab-Tested (Aflatoxins, Moisture, Microbial)
- ✓ Export Documentation: Invoice | COO | Phytosanitary | Lab Report



Why Choose अन्नVridddhi™

A Brand of Rosebell Impex Pvt. Ltd.

Rooted in integrity, built by women, and designed to deliver nourishment with purpose — अन्नVridddhi™ is not just a brand, but a heartfelt promise from India's soil to global homes.



Women-Led, Ethical Business

Empowering local communities through inclusive leadership and honest trade.

✓ Farm-to-Port Traceability

We ensure every grain and spice is traceable, clean, and responsibly sourced.

✓ Custom Branding & Packaging

Tailored for private labels and bulk buyers with export-grade precision.

✓ Flexible MOQ & Competitive Pricing

Small beginnings or large volumes — we cater to all, without compromising on quality.

✓ Strict Quality Control at Every Step

Lab-tested and FSSAI-compliant processes guarantee consistent standards.

✓ Port Tie-ups Across India

Strategic logistic access from key Indian ports ensures timely delivery worldwide.

✓ Responsive, Transparent, and Global-Ready

Prompt communication and seamless documentation make us a dependable partner for global procurement.



Our Team

Mrs. Manisha Agarwal
Director – Global Strategy

Visionary leader and founding force behind Rosebell. She spearheads international expansion, brand building, and strategic partnerships.

Ms. Riya Deb
Director – Operations

Oversees end-to-end export processes and ensures efficient logistics, compliance, and client delivery.

Mrs. Chhandita Bhowmik
Director – Procurement & Quality Control

Expert in sourcing and vendor management, she ensures that every product we export meets global quality benchmarks.

Our Team

Mr. Sanjeev Agarwal **Chief Executive Officer (CEO)**

Leads the overall business operations, growth strategy, and financial performance. Brings decades of experience in managing international trade ventures.

Mr. Prasenjit Bhowmik **Chief Operating Officer (COO)**

Responsible for internal coordination, process optimization, and operational execution across departments.

Mr. Amit Kumar **Head – Customer Relations & Strategic Procurement**

Acts as the bridge between global buyers and sourcing teams. Specializes in aligning product development with market needs and customer expectations.

Let's Connect

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Thank You

 *We look forward to building long-term partnerships based on quality, service, and trust.*

Let's grow together!

