

# Industry Outlook



## SREE SAI ROLLER FLOUR MILL

Ram Prakash Bansal,  
Founder

BRINGING FINEST QUALITY FLOUR,  
STRAIGHT FROM THE MILL TO  
YOUR KITCHEN

---



Aditya Bansal,  
Executive Director

Ram Prakash Bansal,  
Founder

Industry Outlook TOP 10  
**FLOUR MILLS IN INDIA**  
2023

# SREE SAI ROLLER FLOUR MILL

BRINGING FINEST QUALITY FLOUR,  
STRAIGHT FROM THE MILL TO YOUR  
KITCHEN

**T**he market is anticipated to keep growing between 2022 and 2027, with a CAGR of 4.60 percent. It's expected that the market will have increased to about USD 339.18 billion by 2027. The pandemic has, nonetheless, had a significant effect on the flour market; in addition to affecting the volume of production, it has also hampered sales. The global market is under stress owing to the Russia-Ukraine conflict and global food prices will also be impacted by the conflict between Ukraine and Russia. The increase in world population, which is driving up food demand, is causing the global flour market to grow significantly.

As consumers' traditional lifestyles give way to urban and contemporary ones, there is a greater demand for various types of flour in the preparation of fast food items.

Catering to the high-end market segment where customers place a high value on quality, Sree Sai Roller Flour Mill has led a breakthrough from hardship and has always focused on adhering to the highest standards when it comes to manufacturing practices. Best-quality wheat is procured from specific areas of the nation to ensure the end product is of the highest standards. This commitment to quality is what the company's customers demand and what it provides. While keeping traditional milling alive SSRFM has forayed into the Health & Lifestyle Foods segment with Gluten Free, Vegan, and Multi-Grain range of products.



Ram Prakash Bansal established Sree Sai Roller Flour Mill in 1996, and today, it has grown to become the biggest producer and supplier of premium wheat products. They are positioned at the top of the flour milling industry in Telangana and Andhra Pradesh and are marketed under the name MINAR & ARROW. Bansal's ventures have enjoyed unquestionable goodwill from the start, kudos to his more than 40 years of experience in the field. The firm's value system directs and educates the management to cultivate an appreciation for excellence. Its tagline, "Committed to Quality," reminds them of its obligation to customers to provide the best quality of service in addition to offering the best quality of products. With efficient workforce management, cost-effective power use, effective operations management, and most importantly, faultless quality control, they have been able to successfully run their respective industries.

Sree Sai Roller Flour Mill is a wholesale manufacturer and distributor of wheat products. Among them are Maida, also known as refined wheat flour, Suji, also known as

Bombay Rawa, Tandoori Atta, Chakki Atta, Bansi Rawa, Lapse, and Wheat Bran. The quality of wheat and its in-house premium blend that Sree Sai Roller Flour Mill uses to make its products, along with their consistency in quality, set them apart from other suppliers in the market. Other factors besides these include service considerations. When an order is placed, they quickly commit to completing it. Thus, the company makes sure that it is at the customer's doorstep even before they expect the delivery.

In the year 2018, the company set another footprint in Hyderabad by commissioning its new plant in the Patancheru area of Hyderabad. This Unit caters to the institutional behemoths of the state and specializes in meeting their export quality needs. Their sister company, Venkateshwara Agro Foods located in the Balanagar area of Hyderabad specializes in manufacturing 'all purpose' wheat products and is recognized by the name 'Umbrella'. SSRFM and its concerns have a significant market share in all possible segments of the Flour Industry, they cater to the most prominent names in the Bakery and HoReCa space,

Multinational Supermarkets, Sky Chefs, and Institutional manufacturers of Bread, Cookies & Rusk among many others.

### **Farm to Flour**

The most superior wheat from Rajasthan, M.P., and Maharashtra is purchased by SSRFM after a series of lab tests examining parameters such as Gluten content, Moisture Protein, Sedimentation Value, Hectoliter Weight, Ash & Sieve tests, and more. The wheat then goes through a comprehensive three-stage cleaning process which is then mixed in its unique blend and conditioned for about 36 hours and more. The cleaned wheat is taken to the Milling section with the help of pneumatic lifts where it is ground, sieved, and graded into Maida, Rawa, Atta & Bran with the help of state-of-the-art machinery. The whole process is repeated multiple times and each time passes through a series of high-powered magnets and sieves to maintain consistency and assured quality. The entire process is automated to mitigate any leakages by way of human intervention. At various stages of the production process, the products are tested in the lab before

the finished product is thoroughly examined once again and delivered to the clientele.

### **A Noteworthy Journey**

The journey began 41 years ago when Bansal entered the Flour Milling Industry as only a minority stakeholder in a partnership firm, after a successful run of 18 years he had to part ways and in 1996 set up Sree Sai Roller Flour Mill with a meager production of 2500 tonnes. Over time, they gained the trust and support of their ever-growing client base while always maintaining the core Principle of staying committed to quality. Bansal gradually invested and focused on increasing the production line and technology, the Annual Production Capacity of their group companies today stands at 2,35,200 Metric Tons making them the biggest manufacturers of Premium Quality Wheat products in the state. The new generation leadership has adapted to the company's philosophy and driven growth in the past decade. With time they are adding to their strength by introducing new product lines and trying to meet all

product requirements of their customers ranging from all wheat products to other consumer foods. The company has now grown to three plants, and its customer base in terms of bandwidth has expanded from the wholesale trade's Horeca segment to include many institutional supplies. Additionally, they are contract manufacturers for many multinational corporations covering their South India supplies.

When Ram Prakash Bansal established the firm, it was challenging at the time. But, thanks to his character, relationships with customers, commitment to quality, and determination, he has been able to lead the business to this point where it can consider doubling its production every few years and adding more strength in a variety of areas. "Moving forward, we intend to develop a food park, and not just limit ourselves to the flour milling industry, thus expanding to a few other related products like masala, spices, and gluten-free range. The intent to widen its horizons into the Health & Lifestyle Foods market is to associate and cater to this fast-evolving food segment across international borders", adds it's director Aditya Bansal. Ram Prakash Bansal has been committed to the industry for the past 40-odd years and he has played a pivotal role in driving the needed innovation in the industry.

“  
**WE ARE POSITIONED AT THE TOP IN THE FLOUR MILLING INDUSTRY IN TELANGANA & ANDHRA PRADESH**

Currently, the company is placing a greater emphasis on the retail market while also strengthening its existing product lines. In the future, "We have some specialized clients that we plan to grow more in the retail segment, and we are looking at future project expansion of our current plant. We intend to double the production from our third unit in the upcoming year, 2023-2024, and develop a sizeable market in the Health & Lifestyle Foods division" concludes Ram Prakash Bansal, Founder of Sree Sai Roller Flour Mill. ||

# Industry Outlook

FLOUR MILLS IN INDIA

THEINDUSTRYOUTLOOK.COM



IS PROUD TO PRESENT

## **SREE SAI ROLLER FLOUR MILL**

AS ONE OF THE

## **TOP 10 FLOUR MILLS IN INDIA 2023**

*in acknowledgement of its unwavering focus and dedication  
to achieve excellence in quality and delivery in this field.*

*Sudhakar Singh*

Sudhakar Singh  
Managing Editor  
Industry Outlook