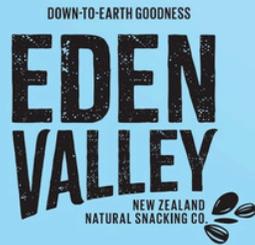


OUR PROFILE

MG INTERNATIONAL LIMITED FOOD GROUP



ABOUT US

A RENOWNED MILL FOR PREMIUM PACKAGING AND EXPORT OF RICE AND OTHER COMMODITIES

With a rich history dating back to 1990, MG International Limited is part of a family owned and operated group with global affiliations in the grain and food industry. From humble beginnings in India to their global reach today, the family is committed to their vision of realizing the 'Crop Field to Plate' story.



BRANDS WE REPRESENT:





MG International Ltd HQ



OUR CORE STRENGTHS

Today, we have an established national logistics and distribution network, with warehouse storage in Auckland, Wellington and Christchurch. We proudly supply and distribute various food ingredients to **Foodstuffs NZ, Woolworths NZ, Costco NZ, NZ Ethnic** retailers as well as Food Service. Here are some of our core strengths:

RICE

The family has been in the rice and commodity industry now for about two decades. They are well known throughout North India and are reputed in manufacturing, exporting and supplying premium Basmati Rice to the Indian diaspora and the like throughout the globe. They supply and control the entire '9 yards' and have the entire range of Basmati: 1121, 1401, 1509, PR-14, PR-26 and Sugandha. The family pack over 10 different brands of rice and export across the globe - in very large quantities.



CHICKPEA & LENTILS

Strong relationships with key suppliers in the USA, Mexico and Argentina have allowed us to flood the NZ Ethnic markets with Chickpea. We have the entire range from the 9mm to the 12mm seed to cater to every want and need. We are proud suppliers of Chickpea to various retailers, restaurants as well as manufacturers of Hummus and Falafel.

The use of Chickpeas does not just stop there. We have taken this further and also mill in-house chickpea into flour or besan.

NZ made Chickpea flour is as fresh as it gets and is proving to be a core ingredient. This is gluten free, high in protein, high in fibre, absorbs low quantities of fat and provides a 'crispy' texture as a coating. We are working alongside chefs in NZ to develop this product mainstream and use it in various batters and mixes.

MG International went from strength to strength and diversified into importing and trading of other agri-commodities such as faba beans, Mung-Beans, Pigeon peas, Dun peas, lentils, wheat and many more.

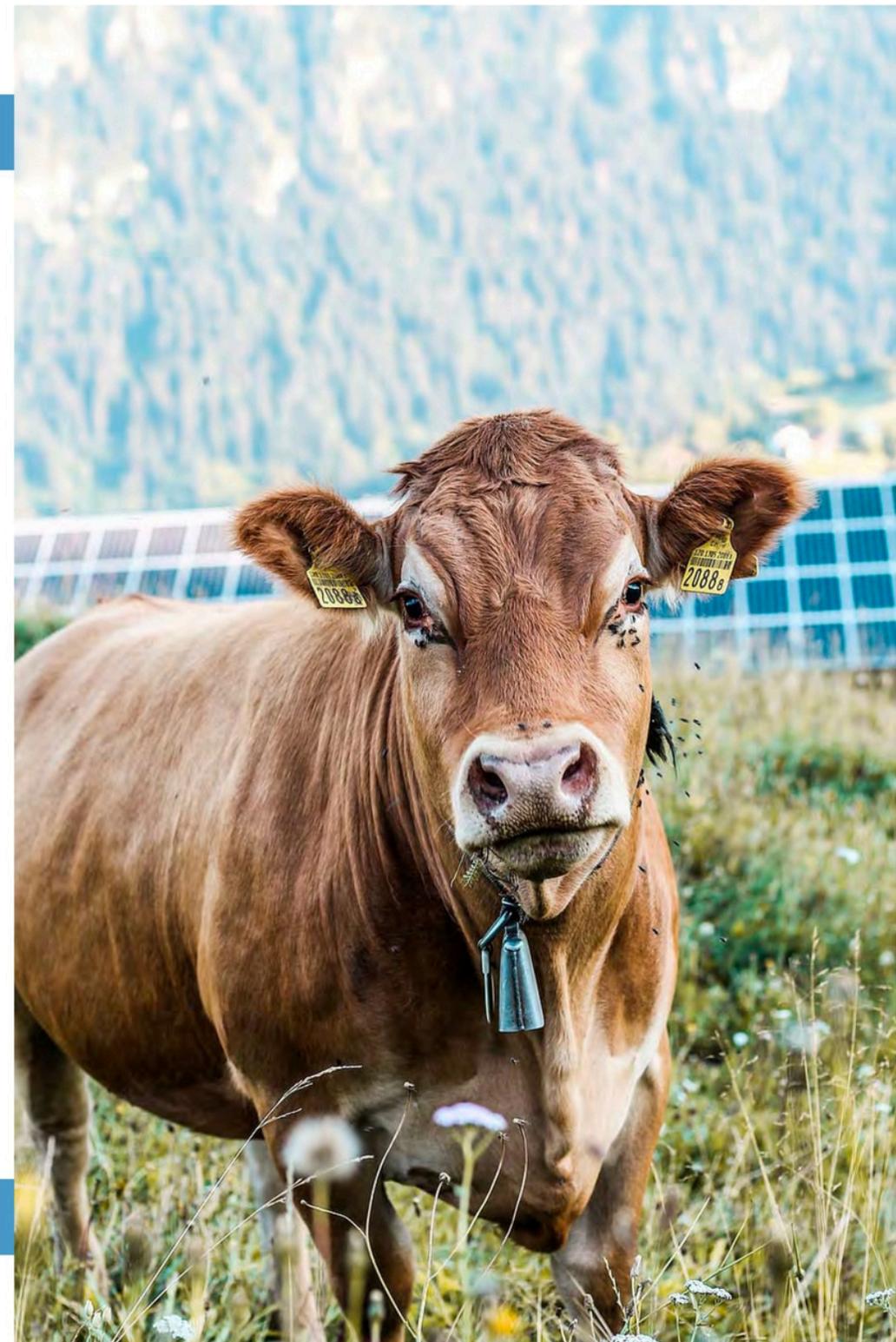
MILK POWDER, BUTTER, PROTEINS & CREAM PRODUCTS

There is no secret that New Zealand is a trailblazer when it comes to the Dairy Industry. We source Milk Powder from various Dairy farms in NZ. We supply Whole Milk Powder, Skim Milk Powder and Buttermilk Powder which are made with milk from NZ grass-fed cows.

The NZ butters we source are high-quality products which are crafted from milk from healthy cows on lush pasture. Available in Salted, Unsalted and Organic variants in different SKU's.

We offer a range of protein solutions to suit a wide spectrum of uses. This includes variants of Whey Protein Concentrates, Whey Protein Isolates, Milk Protein Concentrates, Lactoferrin Powders as well as Casenates. Specifications available on request.

In addition to this, we source and supply AMF or Anhydrous Milk Fat. This is made with fresh pasteurised cream from grass-fed cows and is an excellent source of milk fat.





SPICES, NUTS & OIL

Spices are core to the Ethnic cuisine and are widely being used in many diverse dishes across the world. We offer a complete range of certified and approved spices and seeds. These items are sourced from approved and licensed processors located in India and the Middle East. All products are certified and meet specifications. We can provide all the relevant Certification of Conformance as well as Certificate of Analysis.

A useful supplement to spices is of-course nuts. Tree Nuts such as Almonds from California (18/20, 22/24, 24/27, Sliced, Slivered, Blanched Prem Meal), Walnuts

from Chile (Medium, 80% Halves, 80% Pieces) and Cashews from Vietnam (Whole, 180, 240, 320, 320 Roasted, 320 Roasted and Salted, 320 Raw, Pieces LP) are used as enriching ingredients throughout various cuisines.

In addition to this, we source and supply various cooking oils including Canola, Mustard, Sunflower and Rice Bran Oil. These are globally sourced and supplied based on individual customer requirements.

COMMITMENT TO INNOVATION

Innovation has been at the core of the company and this is evinced with the introduction of Eden Valley Foods Limited in 2018, a sister company of MG International Limited. Through this, we are able to provide clients with all the necessary expertise and services required from bulk food supply, through to blending, milling, contract packing and distribution. Essentially, we are able to handle the entire '9 yards' by sourcing and growing the raw food ingredient and packing it, fit for retail consumption.



OUR STATE OF THE ART FACILITY



FUTURE FORWARD - OUR NZ BRAND OF KASHISH PRODUCTS!

We have also launched our very own, home-grown brand 'Kashish' which has become a leading FMCG Indian-Kiwi brand in Basmati Rice, Milk Powder, Flour, Lentils, Beans, Mango Pulp, Spices and much more.





We are **FULLY VERTICALLY** integrated
when it comes to our Basmati Rice - a brief introduction
to **TLG AGRO**, our very own Rice Mill.



WE PACK LOVE IN PACKETS

QUALITY

We ensure the quality of White & Golden Rice, length of each grain and Basmati Rice milled through our high-tech machines thereby minimizing the wastage. Due to our personal involvement in purchasing paddy directly from the farmer, our quality becomes better day by day in every aspect.

NETWORK

We have a prominent network base with different dealers, wholesalers and retailers in India as well as globally, through which our products are distributed. We cover the entire supply chain and ensure we reach every Corner of the World.



BUHLER
Plant

Best Quality

We care about what you eat. We want to produce food which nourishes your body and taste delicious.

QUANTITY

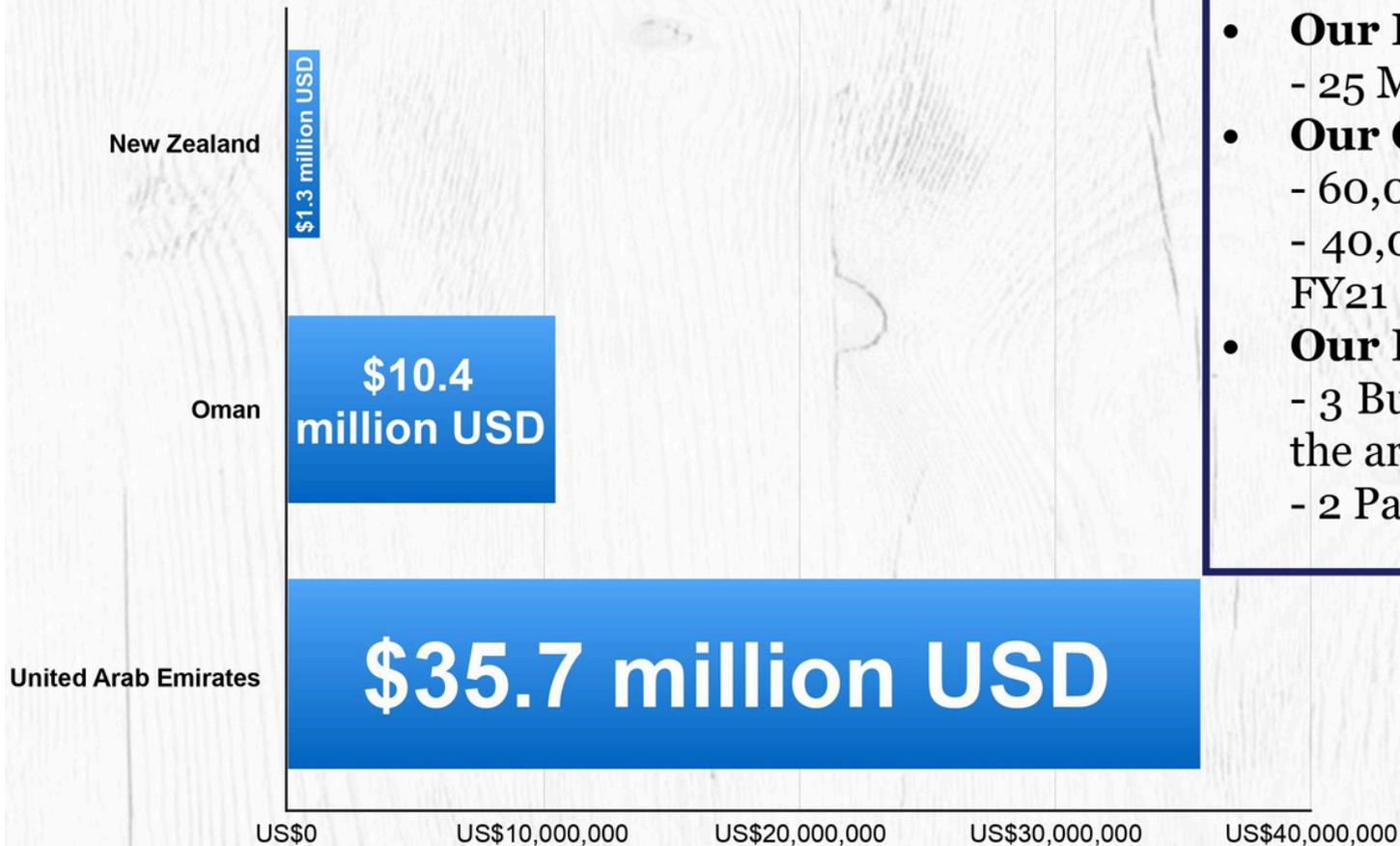
To meet our customer and Market demands, we keep ample reserves of stock (Through to the next season). In doing so, we are able to provide high quality and consistent Basmati Rice to our Customers through the year.

HYGIENE

To meet the International Standards, Our facility is a fully Hygienic Export unit. We have food Safety Certification in BRC, HACCP and ISO 22000 certificate. By Auditing The site on Regular basis, we make sure the purity of our products consistent all the time.

OUR PERFORMANCE

Total Export Sales of Basmati Rice by TLG Agro in USD\$ - FY21



- **Our Production Capacity:**
 - 25 MT per hour
- **Our Current Output:**
 - 60,000 MT of Basmati Rice in FY21
 - 40,000 MT of Non-Basmati Rice in FY21
- **Our Production Facility:**
 - 3 Buhler Production Plants (State of the art Milling Plant)
 - 2 Packaging Units

OUR AUSTRALASIAN BRAND



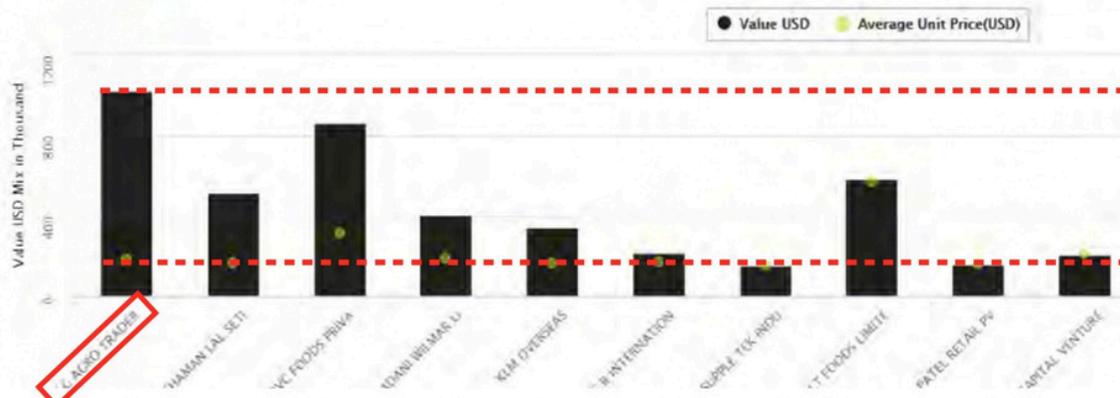
DISTRIBUTED ACROSS
NEW ZEALAND

OUR PERFORMANCE

A DETAILED LOOK INTO OUR EXPORTS INTO THE NZ MARKET for FY21

Top Exporters of Basmati Rice from India into New Zealand - FY21

- by value USD & Average Per Unit Price

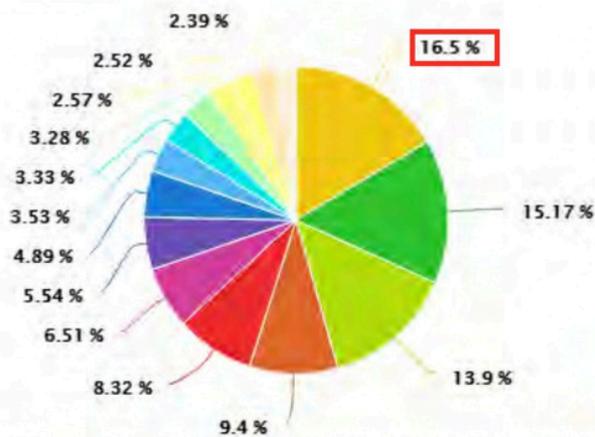


MG International Ltd is the largest **Importer** and TLG Agro is the largest **Exporter** of Basmati Rice in **New Zealand!** We are the only company in NZ that can say that they are fully vertically integrated in Basmati Rice.

We do this through our **“Kashish”** brand of Basmati Rice. *More on this below.*

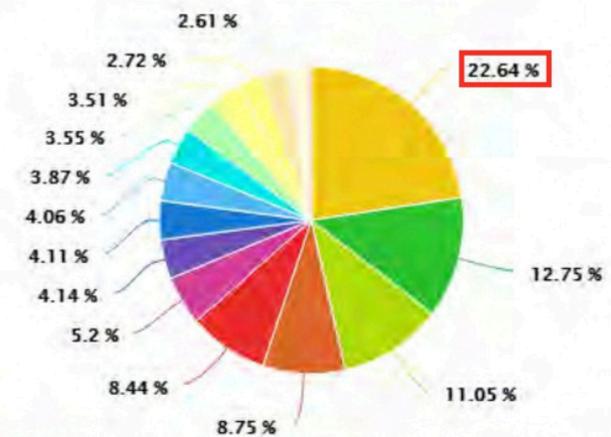
Top Exporters of Basmati Rice from India into New Zealand - FY21

- Market Share by Value in USD



Top Exporters of Basmati Rice from India into New Zealand - FY21

- By Standard Quantity

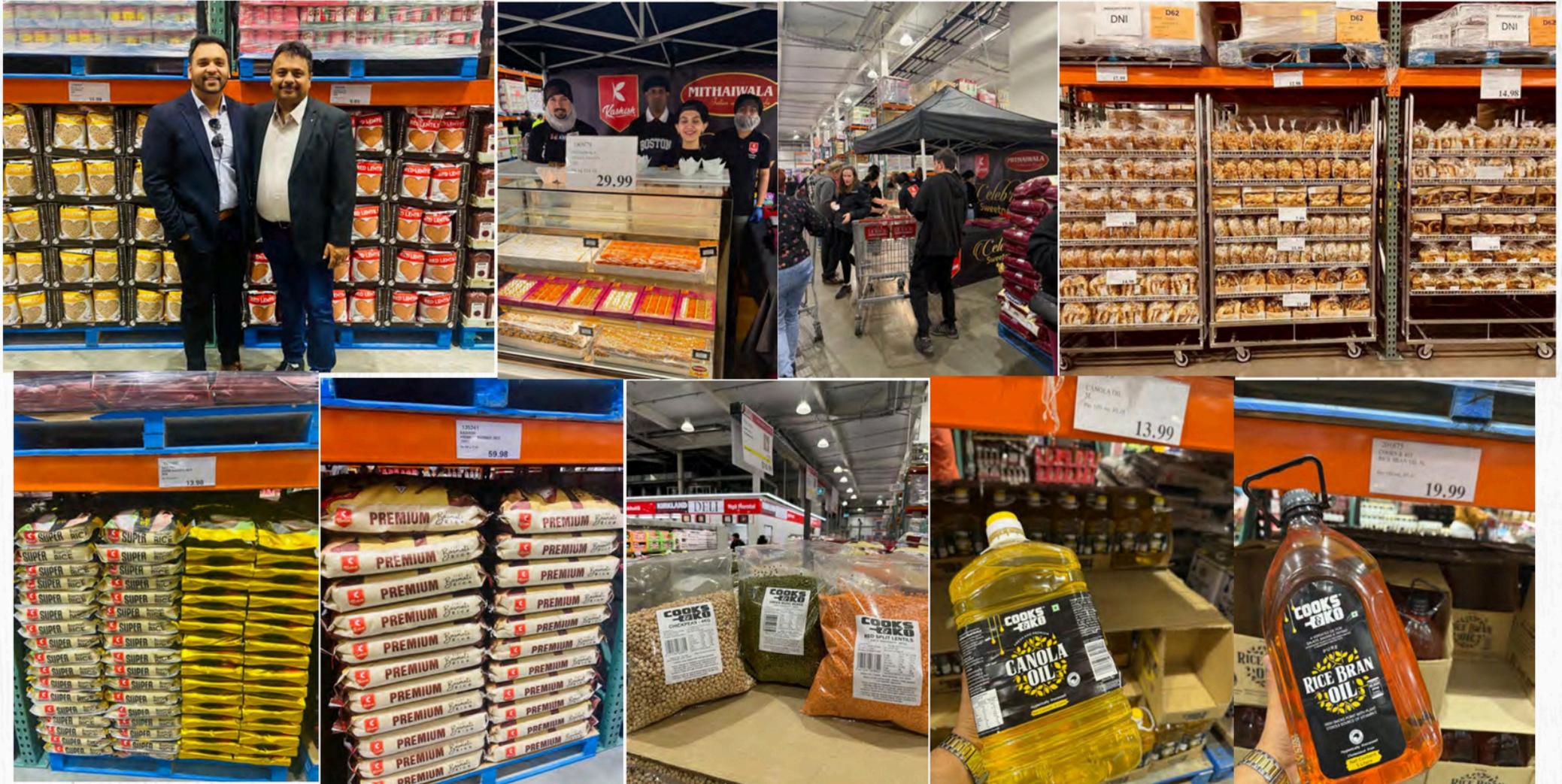


- TLG AGRO TRADERS PVT LTD
- CHAMAN LAL SETI EXPORTS LTD
- G R INTERNATIONAL INC
- PATEL RETAIL PVT LTD
- KRBL LIMITED
- ADANI WILMAR LIMITED
- PRATITHI ORGANIC FOODS PRIVATE LIMITED
- SUPPLE TEK INDUSTRIES PRIVATE LIMITED
- QVC FOODS PRIVATE LIMITED
- ADANI WILMAR LIMITED
- ADANI WILMAR LIMITED
- ADANI WILMAR LIMITED
- LT FOODS LIMITED
- KLM OVERSEAS
- BATRA ENTERPRISES
- CAPITAL VENTURES PRIVATE LIMITED
- M L RICE MILLS
- UNIQUE FRAGRANCES

- TLG AGRO TRADERS PVT LTD
- CHAMAN LAL SETI EXPORTS LTD
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- CAPITAL VENTURES PRIVATE LIMITED
- M L RICE MILLS
- BATRA ENTERPRISES
- TLG OVERSEAS
- M H FOODS PVT LTD
- D D INTERNATIONAL INC

Mainstream Supermarket Presence

Costco Wholesale Supermarket - NZ



- We are a major supplier to Costco NZ with more than 30 products ranged - this includes: Rice, Lentils, Beans, Oils, Fresh Bakery, Yoghurt, Eggs, Flour, Sugar, Soup Mix's and much more. We were also selected to set up a live demo Mithai Stall during Diwali in 2024!

Mainstream Supermarket Presence

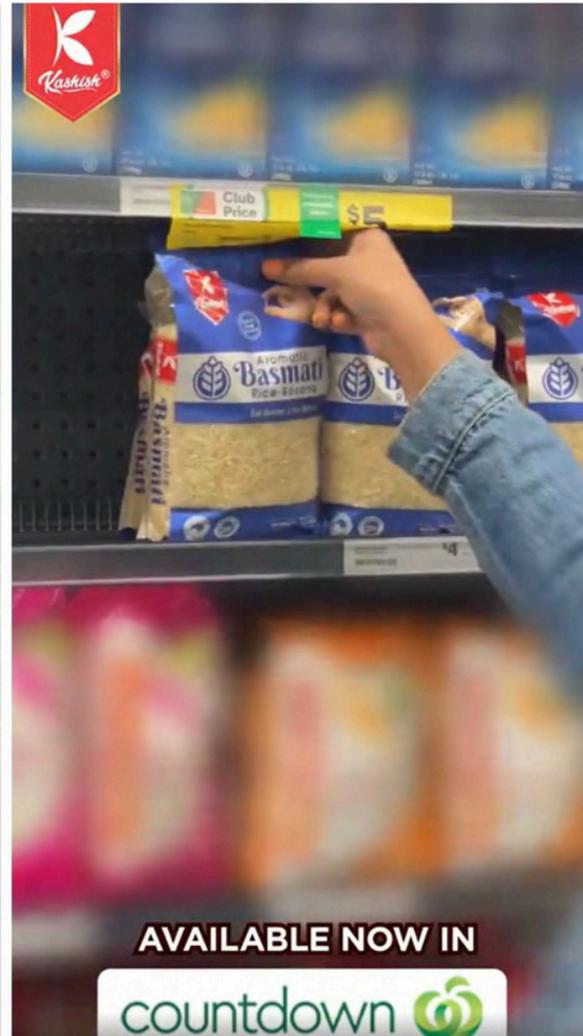
Foodstuffs - Pak'nSave, New World, Gilmours



We supply to more than 150 Foodstuffs Supermarket (major Retail outlet channel in New Zealand) - a wide range of items including Rice, Lentils, Beans, Spices, Oils, Mango Pulp, Butter, Ghee and much more!

Mainstream Supermarket Presence

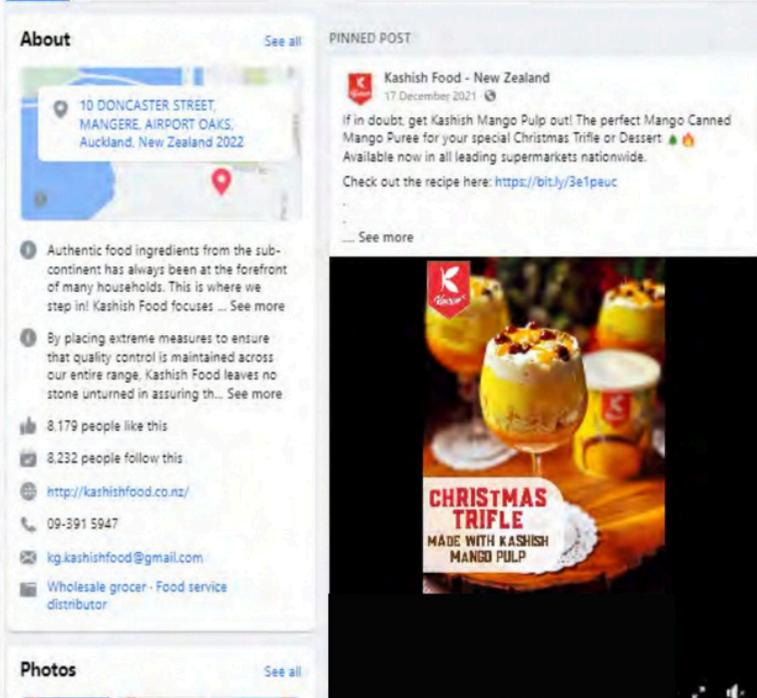
Woolworths New Zealand



- We are a major supplier to Woolworths NZ with Rice, Mango Pulp, Guava Pulp and Oils - this Supermarket chain has more than 100 stores in New Zealand and is also present in Australia!

Marketing Strategy and Promotion

Social Media Activity and Engagement



- Social Media presence and activity is key in the post COVID world.

- Consumers are constantly searching for inspiration in their home kitchens.
- They look for new and easy-to-make authentic recipes.

- We have a strong following of more than 8k followers on Facebook.

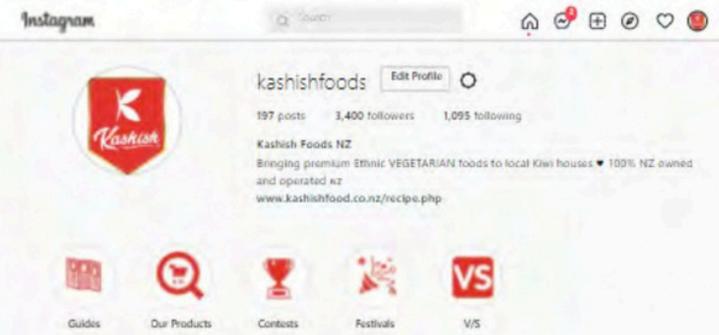
- We also have approximately 12.1k followers on Instagram.

- We regularly do cooking/recipe reels across all our product range.

Our goal is to engage with the community and drive the brand awareness!

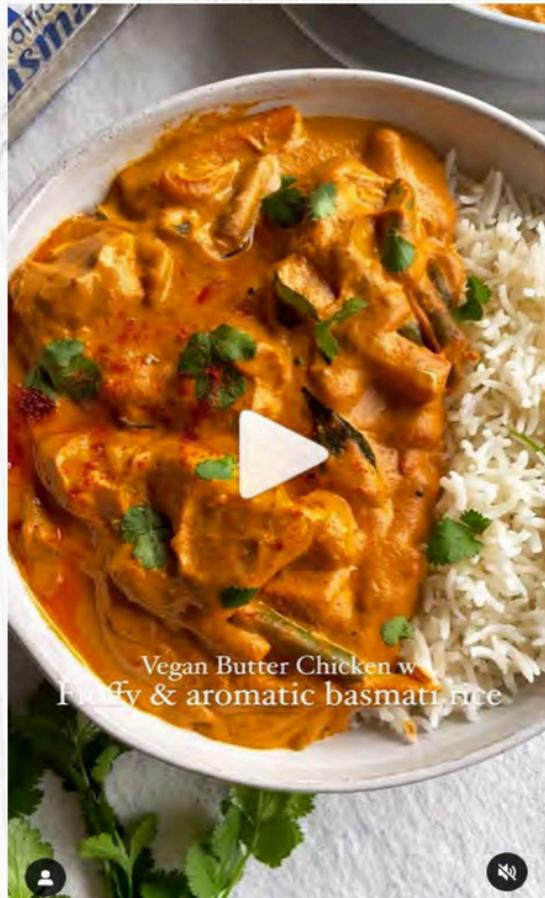
- Link to FB: [Click Here](#)

- Link to Instagram: [Click Here](#)



Working with Bloggers

- We work with bloggers and content creators to create recipes using Mango Pulp.
- These recipes educate customers about the various uses of Mango Pulp.
- We sponsor and boost these videos/content on Social Media platforms.
- This helps us reach a wider customer base who share similar interests.



alittlepositivityeveryday and kashishfoods
Paid partnership
Santo E Johnny • And I Love Her

alittlepositivityeveryday **Vegan Butter Chicken w the BEST Basmati Rice** 🌱

Crunchy tofu, tender carrots and fresh beans indulging in this delicious creamy tomato & cashew based sauce is my all time favourite curry 🌟

▶ Served up with @kashishfoods basmati rice - my personal favourite basmati rice! Simply follow the packet cooking instructions and you are guaranteed to have this amazingly aromatic, fluffy and restaurant quality rice every single time! 🌟 That is right! Quality rice makes cooking easier too 🌟

Be sure to get your @kashishfoods basmati rice available at @countdown_nz and make this delicious vegan butter chicken 🌟

Save this reel & recipe 🌟

The Tofu:
~ 1 block (450g) extra-firm tofu
~ 2 tshn cornstarch

♥️ 💬 📌

Liked by pcn_homechef and 3,350 others
AUGUST 25, 2022

😊 Add a comment...



Annual Auckland Food Show

Our focus on an annual basis is to present our core range of products to all the Foodies! Please see below some snippets of us at the Food Show - this is our opportunity to do live food demos of our core products and also do food tastings of the popular MANGO LASSI - with Kashish Mango Pulp!

We have been doing the Auckland Food Show for the last 4 years now and in 2024, we hope to be able to participate in the CHCH and Wellington Food Shows as well!



PLEASE VISIT US AT
AUCKLAND ASB SHOWGROUNDS



Banners Around New Zealand



Daily Visuals: 78k



Daily Visuals: 19k



Daily Visuals: 13k

Regular Food Tastings



We strongly believe in engaging with consumers right inside the store and would be motivated to do store tastings with our SKUs - this could be a quick Mango Lassi food Demo showing consumers that our product and brand stands for quality! Kashish is committed to doing Food Demonstrations, targeting specific stores and communities.

Promotion through 3rd Party

**FMCG
BUSINESS**

WHAT'S HOT



Kiwi Brand with Asian Roots

As a proud Indo-Kiwi business, Kashish Foods (MG International Ltd) aims to build the bridge between authentic Indian/Asian food and local Kiwis!

Kashish recognizes FMCG Business a successful marketing channel whereby in the past we have advertised our brand of products. Kashish Foods would want to drive product ranging and any NPDP through strong launch promotions with 3rd Parties such as FMCG Business and also various Billboards/Bus Back promotions to drive product awareness and availability.

Regular Food Tastings



In-Store and Digital Promo

WIN GOLD WITH KASHISH GOLD ATTA
 51 GOLD COIN TO BE WON
 WINNERS TO BE DRAWN WEEKLY
 Buy Kashish Gold Atta To Be In The Draw To Win A GOLD COIN
 Scan QR Code To Enter Into Draw
 Promo End Date 22 September 2024
 * T & C Apply

WIN GOLD WITH KASHISH PURE GHEE
 25 GOLD COINS TO BE WON
 WINNERS TO BE ANNOUNCED IN MAY 2025
 Buy Kashish Pure Ghee To Be In The Draw To Win A GOLD COIN
 * Offer Is Valid For 700ml & 2 Ltr Promo Pack Only.
 Promo End Date 30 April, 2025



WHY US?



- Strong brand awareness. We have over 200 stockists throughout New Zealand of our products
- We *DRIVE* the brand and *CONNECT* with consumers through Social Media Campaigns, *FOOD TASTINGS* and *FOOD EXPOS*.
- We have a large product portfolio (Lentils, Beans, Spices, Oil, Soy, Mango Pulp, Ghee, Milk Powder) in and around the “KASHISH” brand to support our core Basmati Rice Product. This creates an everlasting relationship with the customer and forms part of our value addition.
- Sales of over \$2 million of Kashish Basmati Rice in FY21 across New Zealand.





LOCATE US

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