

Silver Jubilee

**25<sup>th</sup>**  
ANNIVERSARY

Since 1992

**AJANTA**



*Thank you for choosing us*



# ABOUT US

Ajanta Soya Ltd is an Indian company, engaged in manufacturing of edible oil & specialty fats. Founded in 1992, ASL is a leading manufacturer and marketer of **Vanaspati**, various kinds of **Refined Oils** and **Shortening products** for bakeries like biscuits, puffs, pastries and other applications.

ASL has changed time & again to cater to changing & varied customer needs and always remain **"THE CHOICE"** for all segments it operates in. With a sincere thanks to all its customers, ASL represents a strong presence of brands viz.

The logo for 'ASL Pure' features the word 'ASL' in small yellow letters above the word 'pure' in a red, lowercase, sans-serif font. A small orange oil drop icon is positioned above the letter 'u'.The logo for 'DHRUV' consists of the word 'DHRUV' in a bold, blue, uppercase, sans-serif font, followed by a registered trademark symbol (®).The logo for 'PARV' features the word 'PARV' in a colorful, outlined, uppercase font. Each letter is a different color: 'P' is red, 'A' is green, 'R' is blue, and 'V' is yellow.The logo for 'Nutri' features the word 'Nutri' in a green, italicized, sans-serif font. Below the word is a thin green horizontal line, and the year '1992' is written in small black text at the bottom right.The logo for 'anchal' features the word 'anchal' in a yellow, lowercase, sans-serif font, set within a green oval shape with a yellow border. A green leaf icon is positioned above the letter 'a'.The logo for 'ASL Fine Fingers' features the words 'ASL' and 'Fine Fingers' in a red, lowercase, sans-serif font. 'ASL' is positioned above 'Fine Fingers'. A small ASL logo icon is located in the top right corner of the logo box.

The brands of ASL are backed by an extensive and trusted distribution network, which we strive to strengthen continuously and provide **UNMATCHED CUSTOMER SERVICE LEVELS**.

## VISION

*The company is focused to be recognized as a valuable Ingredient and reinforce a sense of trust, while simultaneously creating value for all, including but not limited to, its customers, consumers and all people associated with ASL, that brings abundance while associating with AJANTA.*

## MISSION

*To be amongst the most trusted brands in FMCG industry across all markets we operate in and be "THE CHOICE" for all its offerings.*

# BAKERY APPLICATION

We make a special type of edible fat made by a process called hydrogenation, which involves adding extra hydrogen atoms to the aforementioned vegetable fats and turns them into solids, rather than liquids. It refers to the process of a fat interfering with the formation of a gluten matrix in dough. This process is important for many **baked goods**, such as pie crusts, because gluten creates a gummy or chewy end product.

It is also used in baked goods to keep them **soft after baking**. Unlike butter, which separates into oil and milk solids upon melting, this remains intact and reverts back to its soft, semi-solid state upon cooling. For this reason, cookies and other baked goods made with this tend to be soft, while those made with butter have a crispier texture. It has a **higher smoke point than butter** and is also cheaper than butter.



# REFINED OIL

Our product range for refined oils is very diverse as we manufacture mustard oil, soya bean oil, rice bran oil, cotton seed oil, sunflower oil, palm oil & groundnut oil in different packaging sizes. Each refined oil has its own suitability to various customer tastes & preferences. For more details, please feel free to visit our website or contact our customer service team.

## PACKAGING SIZES :

<b>15 KG</b>	<b>15 LTR</b>	<b>5 LTR</b>	<b>2 LTR</b>
<b>1 LTR</b>	<b>500 ML</b>	<b>200 ML</b>	<b>100 ML</b>

*(Any size can be made available subject to order quantity)*



# VANASPATI

Vanaspati ghee is made from partially-hydrogenated permitted vegetable oils, and converted to solid form by hydrogenation. It is grainy in texture and is favored for deep-frying. It is used as a substitute for ghee in cooking as well in the production of bakery products, sweets and snack items.

Vanaspati ghee is most notably said to **stimulate the secretion of stomach acids to help with digestion**, while other fats, such as butter and oils, slow down the digestive process and can sit heavily in the stomach.

Vanaspati ghee is used mainly in cooking (to bake, to sauté, to deep-fry) and because of being so flavorful it can be used just half or two-thirds as much as other cooking oils. Having a high burning point, **it doesn't burn or smoke during cooking. It combines very well with a wide variety of spices.**

Various grades of Vansapati are made according to customer needs & applications ranging from basic to super premium. For more details, please feel free to visit our website or contact our customer service team.

## PACKAGING SIZES :

<b>15 KG TIN &amp; BUCKET</b>	<b>15 LTR TIN &amp; POLYJAR</b>	<b>15 KG GOLD</b>	<b>5 LTR</b>	
<b>2 LTR</b>	<b>1 LTR</b>	<b>500 ML</b>	<b>200 ML</b>	<b>100 ML</b>

*(Any size can be made available subject to order quantity)*



# QUALITY CONTROL

Quality control norms are religiously followed at ASL to cater to a wide variety of the customers. With a state of the art quality control laboratory for testing facility, analysis of all incoming materials, intermediate process quality parameters & finished products are smoothly done by a team of qualified and experienced technologists.

The laboratory is equipped with most modern analytical equipments and all other traditional methods which have remained unchanged to ensure no single pack is short of anything but the best quality product.

**The unit follows quality standard and testing based on BIS (BUREAU of INDIAN STANDARDS). ASL is an ISO 22000.2005 certified company.**

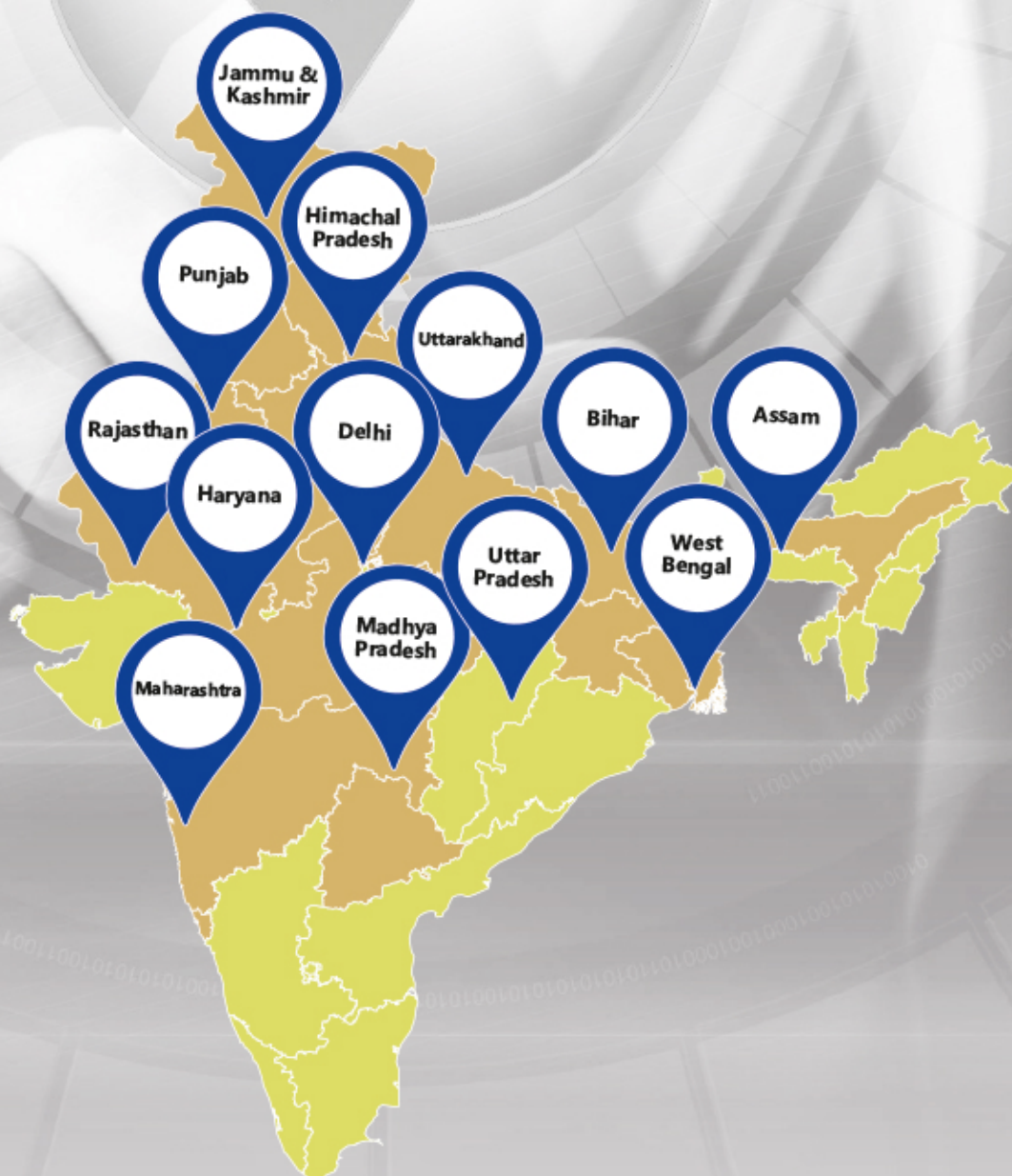


# SALES & DISTRIBUTION

ASL takes pride in its boastful market share in Northern India. The brands of ASL are backed by an extensive distribution network as the company operates through its strategically located depots in **Jaipur, Noida, Meerut, Agra & many more to join in future**. ASL has penetrated deeply in the market with its emphasis on providing value goods to consumers through its **CnF agents and dealers** who are operative in major cities and rural areas of India.

In consumer packs, ASL leads the Rajasthan market with an established credibility in other states. The most popular brand of vanaspati/refined oil are "Dhruv" and "Anchal" & they enjoy a reputed market share particularly in Northern India market i.e. **Rajasthan, Delhi, Haryana, U.P, Bihar and some parts of Eastern India like Guwahati**. Our bakery products are preferred by all range of customers and are popular till the region of J&K.

ASL is catering to third party/contract manufacturing for various renowned brands exemplifying the units capability to produce all kind of varieties. In totality, the ASL is catering with over 100 different packing sizes for more than 10 brands.



# OUR CLIENTELE

Our corporate customers boast names of the biggest manufacturers in food industry with the most stringent norms for products, including but not limited to, biscuits, cookies, indian snacks/ namkeen, bakery items & other customers with different applications of our products. Below are the names of some of our clients :



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Follow us on [AjantaSoyaLtd/](https://www.facebook.com/AjantaSoyaLtd/)

[www.ajantasoya.com](http://www.ajantasoya.com)



**AJANTA**

  
*Creamier  
Doughs*

TASTIER CRUMBS.

**GET IMPROVED DOUGH  
CONSISTENCY FOR EVERY BAKE**



## Company Profile

ASL is an Indian company, engaged in manufacturing of edible oil & speciality fats. Founded in 1992, ASL is a leading manufacturer and marketer of **Vanaspati**, various kinds of **Refined Oils** and **Shortening products** for bakeries like biscuits, puffs, pastries and other applications.

### Vision

The company is focused to be recognized as a valuable Ingredient in the lives of people and reinforce a sense of trust, while simultaneously creating value for all, including but not limited to, its customers, consumers and all people associated with ASL, that brings abundance while associating with AJANTA

ASL has changed time & again to cater to changing & varied customer needs and always remain "THE CHOICE" for all segments it operates in.

With sincere thanks to all its customers, ASL represents a strong presence of brands viz. **DHRUV**, **ANCHAL** and **PARV**. The brands of ASL are backed by an extensive and trusted distribution network, which we strive to strengthen continuously and provide UNMATCHED CUSTOMER SERVICE LEVELS.

This brochure is a brief highlight of our service offering and we aim to improve these and add more to cater to your needs. If you have any questions or feedback we shall love to hear from you at: [care@ajantasoya.com](mailto:care@ajantasoya.com). We would absolutely appreciate any suggestions to meet any of your needs.





### Anchal Premium Gold

Good plasticity like butter, and easily spreadable

.....  
Gives more no. of puffs per batch

.....  
Makes puffs lighter and flakier

.....  
Great aroma

.....  
Specially used for maska khari, cut butter & mobile butter



### Anchal Premium Puff

For making puffs, pastries, kharis & ties

.....  
Ability to spread easily

.....  
Lump - free, smooth & firm

.....  
Great aroma

.....  
No greasy feel in the mouth

.....  
Least dough shrinkage



### Anchal Classic Biscuits

For Making Higher Range of Cookies & Biscuits.

.....  
Good Volume & Aerates Well.

.....  
Higher Grades Oils in it.

.....  
Can be Specially Formulated for Institutions.



### Anchal Aerated Biscuits

Contains nitrogen & antioxidants improving shelf life of products.

For making crisp/crunchy cookies & biscuits.  
Cream fillings & cake icing.

Uniform crumb structure.

Cream consistency is constant.

Short temperature range.



### Anchal Cake Margarine

For making plum/pound/fruit cakes, muffins & brownies

Offers cream convenience better than butter.

Emulsifiers and moisture ensure proper aeration and blending of ingredients.

Gives soft and voluminous cakes.

Leaves good taste in mouth.



### Anchal Cream Margarine

For layering creams and icing for all types of cakes & pastries.

Gives more volume when whipped.

Fluffy cream that melts easily.

Can be aerated fully without breaking.

Fully deodorised, therefore it is compatible with all flavours.





### Anchal Puff Margarine

For making puff and kharis.

Easy spreadability.

Appropriate temperature profile keeps the fat from oozing out during lamination and baking.

Completely deodorized.

Ensures crisp & flaky products.

Give extra rise in puffs and make them look bigger.



### Dhruv Puff

For crispy fan kharis.

Spread easily.

Lump-free, smooth & firm.

Completely deodorized.

Rolls without cracking.

Least dough shrinkage.



### Dhruv Biscuits

For making biscuits & cookies.

Good use to Rusk alo.

Good volume & aerates well.

Largest selling brand in our range.



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