



The Legacy of Taste & Goodness

समिती

Vol.: 04



CHAIRMAN'S DESK

Dear Readers,

It brings me immense pride to reflect on the strides Jairaj Group has made in the past few months, each one rooted in our legacy of trust, quality, and progress. It has been a truly happening time for all of us.

Our presence on Zee 24 Taas marked a powerful connection with the grassroot level, while our outdoor marketing ensured our brand recall. Presence in Reliance Smart Bazaar opened new doors, while expansion to Norway has helped us present the taste of home across continents.

Being a part of the Oslo Colour Festival 2025 was a celebration of how far our products have travelled, carrying with them the warmth of Indian kitchens.

We've also continued our commitment to giving back to society. The launch of the Jairaj Sports and Convention Centre and our wheelchair donation to Pune Railway Station are the social initiatives that remain close to our heart.

Last but not the least, being recognised as one of the Most Trusted Brands of India 2025-26 is an achievement we celebrate with humility and gratitude. Sharing that stage with some of India's most iconic names has been a fulfilling experience. Thank you for being a part of this journey. With your trust and support, the future looks brighter than ever.

Warm regards,
Mr. Rajesh Shah
Chairman, Jairaj Group

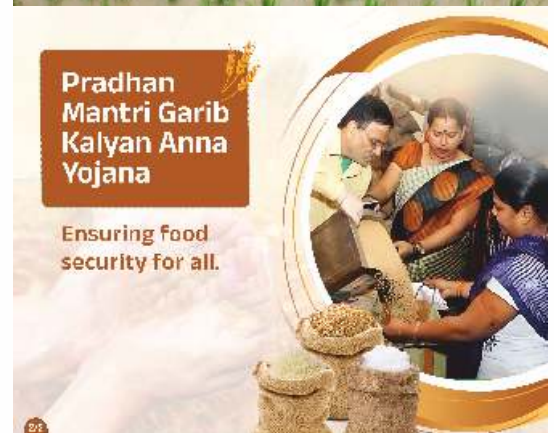
INDUSTRY NEWS

Excellent future for kharif foodgrain production

India is likely to achieve a new record in foodgrain production during the 2025-26 kharif season, buoyed by forecasts of above-normal monsoon rains. According to the agriculture ministry's third estimate, India's foodgrain production hit a record 168.06 million tonnes in the 2024-25 kharif season. With focused efforts, plus likely good monsoon, a new record in kharif foodgrain production in 2025-26 is on the way.

Government Policies Impacting Foodgrains in 2025

The Government of India has some excellent policies to support agriculture, food grain production, and farmers. They are focused on better crop yields, fair prices, and modern farming techniques. With impactful policies, subsidies, and market access in place, farming can be highly profitable. Some of such policies are Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY), Mission for Aatmanirbharata in Pulses, Prime Minister Dhan-Dhaanya Krishi Yojana, Production Linked Incentive scheme and PM Kisan SAMPADA Yojana.



HAPPENINGS AT JAIRAJ



ON AIR WITH TRUST AND QUALITY! Jairaj Group Goes Live on Zee 24 Taas

Jairaj Group has marked a significant milestone in its regional outreach efforts with the launch of a television marketing campaign on Zee 24 Taas, one of Maharashtra's leading news channels. The brand featured during the news bulletin, bringing its message of quality, legacy, and trust directly into countless homes across the state. Through this strategic media presence, the group continues to stay connected with the local communities and expand its footprint in the hearts of Maharashtrians.

BUILDING BRANDS WHERE IT MATTERS MOST.

Jairaj Group Strengthens its Rural Reach through Marketing.

Jairaj Group has rolled out extensive on-ground marketing activities, including dealer boards and standee branding across its distributor and sales locations throughout Maharashtra. Each branding element has been strategically placed to reinforce trust, familiarity and recall among its valued customers and trade partners. This outdoor initiative not only boosts visibility in key rural and semi-urban markets but also highlights the robust reach of Jairaj Group's distribution network across the state.



BRINGING QUALITY YET CLOSER.

Expanding Retail Presence In Reliance Smart Bazaar

Jairaj Group has proudly arrived at Reliance Smart Bazaar, a significant step forward in making its premium range of food staples more accessible to a wider customer base. From finest quality rice, dals, and pulses to aromatic spices, premium dry fruits, and nutrient-rich superfoods, Jairaj's thoughtfully curated selection is now available at one of the most trusted retail destinations.



AUTHENTIC INDIAN FLAVOURS SPREAD ACROSS CONTINENTS

Jairaj Products Now Available in Norway

Jairaj Group has marked a proud milestone in its international journey with the official launch of its products in Norway. The brand brings 70+ authentic Indian grocery essentials to the shelves for the Indian diaspora and global consumers.

From premium grains and wholesome pulses to regional rice varieties and everyday staples, Jairaj Group is committed to delivering the true taste of India to new shores. This entry into the Norway market reflects the Group's growing global footprint and its mission to make trusted Indian food products accessible across continents.



GHAR KA KHANA, JUST AROUND THE CORNER!

Jairaj Showcases at Oslo Colour Festival 2025



Jairaj Group made a vibrant debut at the Oslo Colour Festival 2025, with its authentic Indian food products showcased at the event, thanks to IndoNord – the organisation representing the Indian diaspora in Norway. Amidst a celebration of colours and culture, Jairaj's range of 70+ Indian staples, including rice, pulses, spices, and superfoods, offered a nostalgic taste of home to festival-goers. This event also marks Jairaj Group's official retail presence in Norway.

CSR ACTIVITIES

ENABLING MOBILITY, EMPOWERING LIVES Wheelchairs Donated to Pune Station

In a thoughtful gesture towards public welfare, Jairaj Group has donated 20 wheelchairs to Pune Railway Station, addressing a crucial passenger support issue. This initiative ensures easier mobility for senior citizens, patients, and pregnant women, offering them much-needed comfort and care during travel.

This contribution reflects Jairaj Group's continued commitment to creating a more inclusive and compassionate society.



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