



**KOLHU** PLUS<sup>TM</sup>

— PURE KACHCHI GHANI OIL —

शुद्ध सरसो का तेल

**Company Profile**

**Seraphic Agro Private Limited**



**Ckendra Aftab**  
*Director*

## Director's Message

Dear Valued Customers,

At Seraphic Agro Pvt Ltd, we are driven by a passion for purity, tradition, and excellence. It is with great pride and dedication that we bring you our esteemed brand, Kolhu Plus – a symbol of authenticity and quality in the world of Mustard oil.

Our commitment to upholding the values of purity and tradition is unwavering. We strive to provide you with the finest Mustard oil, produced using the traditional Kolhu extraction method that has been passed down through generations. With Kolhu Plus, you can experience the rich flavor, aroma, and health benefits of pure Mustard oil in every drop.

As the Director of Seraphic Agro Pvt Ltd, I assure you that your satisfaction and well-being are at the forefront of everything we do. We are dedicated to delivering products that exceed your expectations and contribute to your healthy lifestyle.

I invite you to join us on this journey of authenticity and excellence. Together, let us savor the goodness of pure Mustard oil with Kolhu Plus and elevate your culinary experience to new heights.

Thank you for choosing Kolhu Plus. Your trust and support mean the world to us.

Warm regards,

**Ckendra Aftab**

Director, Seraphic Agro Pvt Ltd



## Introduction:

Seraphic Agro Private Limited is a distinguished producer of high-quality mustard oil, renowned under the brand name "**Kolhu Plus**". Strategically located in the industrial heartland of Bihar, our state-of-the-art manufacturing facility operates from C 19-20, Industrial Area, Hajipur, Vaishali. With a steadfast commitment to excellence, innovation, and sustainability, Seraphic Agro has emerged as a trusted name in the edible oil industry, serving consumers across diverse demographics and geographies.

## Mission Statement

At Seraphic Agro, our mission is to deliver superior-quality mustard oil products that epitomize purity, authenticity, and nutritional excellence. Driven by our core values of integrity, sustainability, and customer-centricity, we endeavor to exceed the expectations of our consumers while contributing positively to society and the environment.

## Vision Statement

Our vision at Seraphic Agro is to be recognized as a global leader in the production of premium-quality mustard oil, setting the standard for excellence, innovation, and sustainability in the edible oil industry. We aspire to create a healthier, more sustainable world by offering consumers products that are not only delicious and nutritious but also produced in an environmentally responsible and socially conscious manner. Through continuous innovation, strategic partnerships, and a relentless commitment to our values, we aim to enrich the lives of millions of consumers around the world while leaving a positive impact on the planet for future generations.

## Bold Statement

At Seraphic Agro Pvt Ltd, we take pride in declaring that Kolhu Plus stands out as the best among all brands in the market. Our commitment to quality, purity, and tradition sets us apart and makes us the preferred choice for discerning customers. With Kolhu Plus, you can be assured of unmatched flavor, superior quality, and the essence of authenticity in every drop. Choose Kolhu Plus – the epitome of excellence in the world of Mustard oil.

## Core Values

### Quality Excellence

We are dedicated to upholding the highest standards of quality at every stage of our operations, from sourcing raw materials to packaging the final product. Our commitment to quality ensures that each bottle of Kolhu Plus Mustard Oil is a testament to purity and excellence.

### Innovation

We foster a culture of innovation, continuously exploring new techniques, technologies, and formulations to enhance the flavor, aroma, and nutritional profile of our mustard oil products. Our relentless pursuit of innovation enables us to stay ahead of industry trends and meet the evolving needs of our consumers.

### Sustainability

We recognize our responsibility to the environment and future generations. Therefore, we are committed to sustainable practices throughout our supply chain, minimizing waste, conserving resources, and reducing our carbon footprint. By prioritizing sustainability, we strive to create a positive impact on the planet and foster a more sustainable future.

### Customer Satisfaction

Our customers are at the heart of everything we do. We prioritize their satisfaction by delivering products of unparalleled quality, backed by exceptional service and support. We listen to their feedback, anticipate their needs, and strive to exceed their expectations at every opportunity.

### Integrity

Integrity is the cornerstone of our business. We conduct ourselves with honesty, transparency, and ethical conduct in all our dealings, earning the trust and respect of our stakeholders. We uphold the highest standards of integrity in our relationships with customers, suppliers, employees, and the communities in which we operate.



*Proudly presenting our brand*



**KOLHU<sup>Plus</sup>**

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At Seraphic Agro Pvt Ltd, we are dedicated to providing you with the finest quality 100% Mustard oil using traditional Kolhu extraction methods. Our brand, Kolhu Plus, is synonymous with purity, authenticity, and superior taste.



## Product Portfolio

Seraphic Agro offers a diverse range of mustard oil products, carefully crafted to cater to the varied preferences and dietary needs of our consumers. Our product portfolio includes:

### Kolhu Plus Pure Mustard Oil

Cold-pressed from the finest mustard seeds, our pure mustard oil retains the natural flavor, aroma, and nutritional benefits of mustard seeds, making it an ideal choice for cooking and culinary applications.

### Kolhu Plus Filtered Mustard Oil

Our filtered mustard oil undergoes a meticulous filtration process to remove impurities and ensure clarity and consistency. It is prized for its versatility and culinary excellence, suitable for frying, sautéing, and seasoning.

### Kolhu Plus Organic Mustard Oil

Certified organic and free from synthetic pesticides and fertilizers, our organic mustard oil is a wholesome and nutritious choice for health-conscious consumers. It is produced in accordance with organic farming practices, preserving the purity and integrity of the mustard seeds.

### Kolhu Plus Blended Mustard Oil

Our blended mustard oil combines the richness of mustard oil with other high-quality edible oils, resulting in a balanced and flavorful blend that enhances the taste and aroma of dishes. It is a popular choice for everyday cooking and culinary experimentation.



## Why Choose Kolhu Plus?

### Pure and Natural

Our Mustard oil is extracted using the age-old Kolhu method, ensuring that you receive the purest and most natural oil for your cooking needs.

### Rich in Flavor

The traditional extraction process retains the rich flavor and aroma of Mustard seeds, enhancing the taste of your dishes.

### Health Benefits

Mustard oil is known for its numerous health benefits, including being rich in monounsaturated fats and antioxidants.

### Versatile

Whether you are frying, sautéing, or dressing your salads, Kolhu Plus Mustard oil is the perfect choice for all your culinary adventures.



## Alert: Be Aware of Adulterated Mustard Oil

Adulteration of Mustard oil is a serious concern that can compromise your health and well-being. Here are some key processes to identify adulterated Mustard oil:

### Smell Test

Pure Mustard oil has a strong and pungent aroma. If the oil smells rancid or has a mild odor, it may be adulterated.

### Purity Test

Pure Mustard oil has a characteristic golden-yellow color. Adulterated oil may appear pale or have a different hue.

### Freezing Test

Pure Mustard oil solidifies at low temperatures. Place a small sample in the refrigerator - if it solidifies, it is likely to be pure.

### Heating Test

Heat a small amount of oil in a pan. Pure Mustard oil has a high smoking point and does not produce excessive smoke. Adulterated oil may smoke quickly.

### Transparency Test

Pure Mustard oil is clear and transparent. If the oil appears cloudy or has sediments, it may be adulterated.

### Branding and Source

Purchase Mustard oil from trusted brands and sources known for their quality and authenticity.

Stay vigilant and follow these processes to ensure that you are consuming pure and unadulterated Mustard oil. Your health is our priority at Seraphic Agro Pvt Ltd, and we are committed to providing you with the highest quality Kolhu Plus Mustard oil for your well-being.





## Mustard Oil

VS

## Refined Oil

- **Flavor:** Mustard oil has a distinct pungent flavor and aroma, adding a unique taste to dishes.
- **Nutritional Benefits:** Rich in monounsaturated and polyunsaturated fats, Omega-3 and Omega-6 fatty acids, and antioxidants.
- **High Smoking Point:** Suitable for high-temperature cooking methods like frying and deep-frying.
- **Traditional Extraction:** Often extracted using the traditional Kolhu method, preserving the natural nutrients and flavor.
- **Health Benefits:** Known for its antibacterial, antifungal, and anti-inflammatory properties.

- **Neutral Flavor:** Refined oils have a neutral taste and aroma, making them versatile for various cuisines.
- **Processing:** Refined oils go through processes like refining, bleaching, and deodorizing, which may strip away some nutrients.
- **High Smoking Point:** Suitable for high-temperature cooking but may not retain the same level of nutrients as unrefined oils.
- **Longer Shelf Life:** Refined oils generally have a longer shelf life due to the refining process.
- **Versatility:** Refined oils are often used in baking, sautéing, and salad dressings due to their mild flavor.

## Choosing Between Mustard Oil and Refined Oil:

- **Flavor Preference:** If you enjoy the pungent flavor of Mustard oil and its health benefits, it can be a great choice for cooking.
- **Cooking Methods:** Consider the cooking methods you use most frequently - Mustard oil is ideal for high-temperature cooking, while refined oils offer versatility.
- **Nutritional Value:** If you prioritize the retention of nutrients in your cooking oil, Mustard oil may be a better option due to its traditional extraction process.

Ultimately, the choice between Mustard oil and Refined oil depends on your culinary preferences, health goals, and cooking requirements. Both oils have their unique characteristics and can be used based on individual preferences and cooking needs.

## Health Risks of Using Palm Oil and Adulterated Mustard Oil

### Palm Oil

- **High Saturated Fat Content:** Palm oil is high in saturated fats, which, when consumed in excess, can contribute to an increased risk of heart disease.
- **Low Nutrient Density:** Compared to other oils, palm oil has lower levels of essential nutrients like Omega-3 fatty acids.
- **Potential for Inflammation:** Some studies suggest that the high consumption of palm oil may lead to inflammation in the body, which can contribute to various health issues.
- **Environmental Concerns:** The production of palm oil has been linked to deforestation, habitat destruction, and biodiversity loss, raising environmental concerns.

### Adulterated Mustard Oil

- **Unknown Ingredients:** Adulterated Mustard oil may contain harmful substances like other cheaper oils, colorants, or chemicals, which can pose serious health risks.
- **Reduced Nutritional Value:** Adulterants in Mustard oil can reduce its nutritional value, leading to a loss of essential nutrients and health benefits.
- **Digestive Issues:** Consuming adulterated Mustard oil can lead to digestive problems, allergies, or other adverse reactions due to the presence of unknown substances.
- **Long-Term Health Effects:** Regular consumption of adulterated Mustard oil may have long-term health effects, impacting overall well-being and increasing the risk of health conditions.

## Mitigating Health Risks:

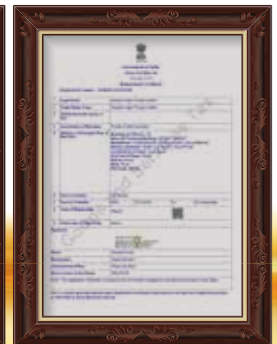
- **Choose Quality Products:** Opt for pure, unadulterated Mustard oil from trusted sources to ensure you are consuming a safe and healthy cooking oil.
- **Moderation:** When using palm oil, consume it in moderation and balance it with other healthier fats to reduce the risk of health issues associated with high saturated fat intake.
- **Read Labels:** Check labels and certifications to ensure the authenticity and quality of the oils you purchase, whether it is palm oil or Mustard oil.
- **Consult Health Professionals:** If you have concerns about the health risks associated with palm oil or adulterated Mustard oil, consult with healthcare providers or nutritionists for personalized advice.

Prioritizing the quality and authenticity of the oils you consume is crucial for maintaining good health and well-being. By making informed choices and being vigilant about the products you use, you can reduce the potential health risks associated with palm oil and adulterated Mustard oil.

## Certifications and Regulations for Producing Mustard Oil

### Certifications:

- **FSSAI Certification:** The Food Safety and Standards Authority of India (FSSAI) is the primary regulatory body that governs food safety and quality in India. Obtaining FSSAI certification is mandatory for all food businesses, including those involved in producing Mustard oil. This certification ensures that the product meets safety and quality standards.
- **ISO Certification:** The International Organization for Standardization (ISO) certification signifies that the production process of Mustard oil adheres to international quality standards. ISO certification can enhance the credibility of the product in the global market.
- **Organic Certification:** For producers of organic Mustard oil, obtaining organic certification from recognized bodies such as USDA Organic, ECOCERT, or India Organic is essential. This certification confirms that the oil is produced using organic farming practices without the use of synthetic pesticides or fertilizers.



## Regulations:

- **PFA Act:** The Prevention of Food Adulteration Act sets standards for food products in India to prevent adulteration and ensure food safety. Producers of Mustard oil must comply with the regulations outlined in this act.
- **Agmark Certification:** The Agmark certification is a quality certification provided by the Directorate of Marketing and Inspection, Government of India. It ensures that the Mustard oil meets specific quality parameters set by the government.
- **Packaging and Labeling Regulations:** Mustard oil producers must adhere to packaging and labeling regulations specified by FSSAI. This includes providing accurate information on labels such as ingredients, nutritional content, manufacturing date, expiry date, and FSSAI license number.
- **Hygiene and Sanitation Standards:** Producers of Mustard oil must maintain hygiene and sanitation standards in their production facilities to prevent contamination and ensure the safety of the product.

By obtaining the necessary certifications and complying with regulations, producers of Mustard oil can demonstrate their commitment to quality, safety, and compliance with industry standards. Adhering to these certifications and regulations not only ensures consumer trust but also contributes to the overall quality of the product.



## Distribution Network

Seraphic Agro has established a robust distribution network to ensure widespread availability of Kolhu Plus Mustard Oil across Bihar and neighboring regions. Our distribution channels include wholesalers, retailers, supermarkets, and e-commerce platforms, facilitating convenient access to our products for consumers in urban and rural areas alike. We work closely with our distribution partners to optimize logistics, minimize lead times, and ensure timely delivery of our products to meet consumer demand.

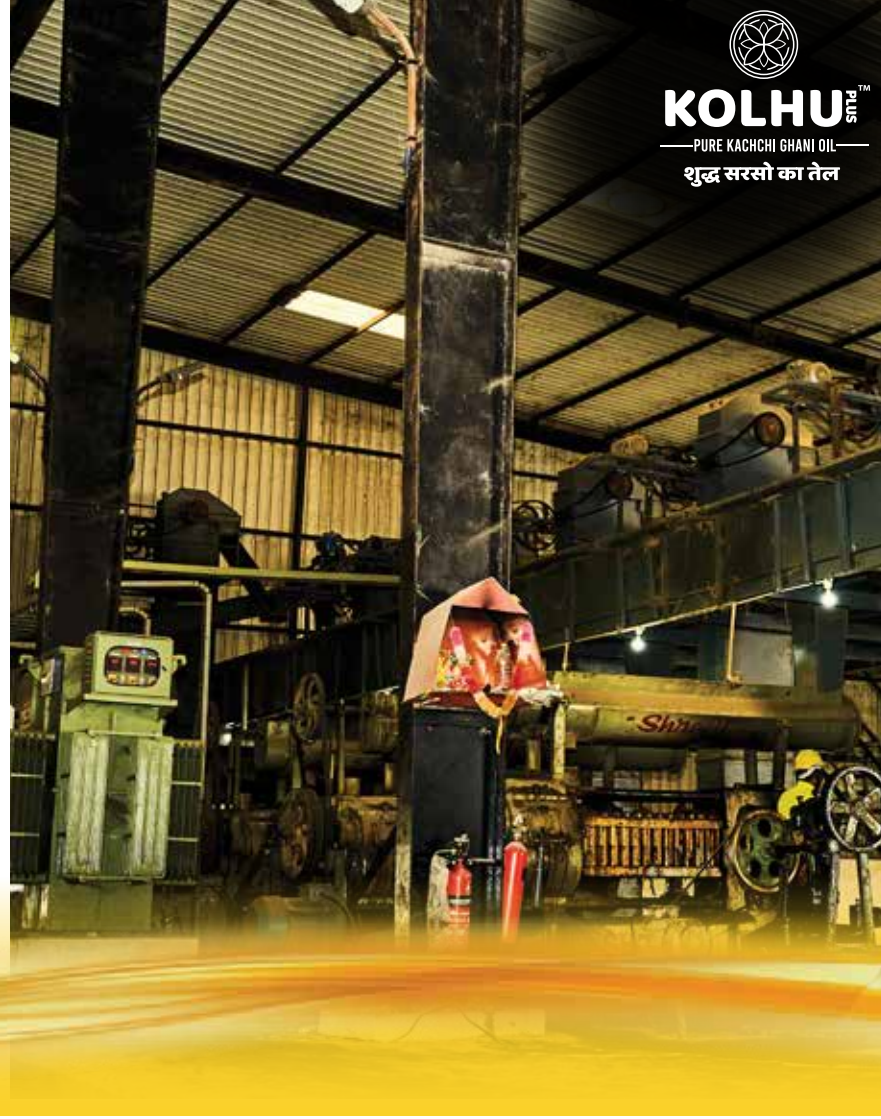
## Corporate Social Responsibility (CSR)

As a socially responsible company, Seraphic Agro is committed to making a positive impact on society and the environment through our CSR initiatives. Our CSR programs focus on education, healthcare, environmental conservation, and community development, aiming to empower individuals and communities to lead healthier, more sustainable lives. We collaborate with local NGOs, government agencies, and community stakeholders to identify and address key social and environmental challenges, leveraging our resources and expertise for maximum impact.



## Manufacturing Excellence

Our manufacturing facility in Hajipur, Vaishali, is equipped with state-of-the-art machinery and infrastructure to ensure the highest standards of quality, hygiene, and efficiency. Our production processes are guided by rigorous quality control measures, with regular inspections and audits conducted to uphold our commitment to excellence. Our skilled workforce, comprising experienced professionals and technicians, is dedicated to maintaining the integrity and purity of our products at every stage of production.



## Contact Information



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Seraphic Agro Private Limited is committed to delivering mustard oil products of unparalleled quality, purity, and authenticity under the esteemed brand "Kolhu Plus". With a steadfast dedication to excellence, innovation, and sustainability, we strive to exceed the expectations of our customers while contributing positively to society and the environment. We invite consumers, retailers, distributors, and stakeholders to join us on our journey towards a healthier, more sustainable future, powered by the goodness of Kolhu Plus Mustard Oil.