



**DIVIAM
AAHAR**
Pvt. Ltd.

Catalogue & Profile

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About Us

Introduction



Diviam Aahar delivers delicious, nutritious food grown naturally for a healthier lifestyle.

We prioritize quality, sustainability and transparency in every aspect of our operations.

We are committed to regenerative farming practices that benefit farmers, consumers, and the environment.

Our Values



Mission:

Empowering farmers to make informed decisions about crop selection.

Promoting sustainable agriculture methods to safeguard environment.

Enabling customers with visibility into their product's journey through technology.



Vision:

Our vision is to provide Tasty, Healthy, and Natural food products to everyone.

Our Leadership

Our success and dedication is driven by the team that works tirelessly to bring you the authentic goodness of Kalanamak Rice.



Dilip Chauhan: **(MD and CEO)**

The visionary leader behind Diviam Aahar, Dilip Chauhan a qualified Chartered Accountant with over 12 years of experience working with Corporate has a deep-rooted connection to the rich traditions of Siddharth Nagar. His vision and commitment to preserving the heritage of Kalanamak Rice have been the driving force behind our brand's success.



Hariram Chauhan: **(Co - Founder)**

With over 40 years of experience in Farming and agriculture is an ancestral occupation, Mr. Hariram Chauhan's experience and expertise ensures Diviam Aahaar is grounded with the realities of agricultural process and sustainable farming practice and deeper understanding of the pain areas of farmers.

History



Cultivated since ~600 BC
 In Kapilvastu (now SiddharthNagar, Uttar Pradesh, India)



Excavations in Aligarhwa uncovered carbonized rice grains resembling Kalanamak rice, reinforcing its ancient roots.



Natural Cultivation: British built 10 reservoirs in Kapilvastu (Siddharth Nagar) for Kalanamak rice production to export to England during colonial rule.



Buddha gifted Kalanamak rice grains to villagers, instructing them to sow it in marshy areas to preserve its unique aroma.



Name Origin: "Kala" (Black) for husk color; "Namak" (Salt) for resilience.

Our Products

Tasty

- Good in taste
- Aromatic
- Easy to digest
- GMO free product

Nutritious

- Rich in iron & zinc
- Good source of protein,
- Contains Vitamin A (beta carotene)
- Contains omega 3 & 6

Healthy

- Boosts immunity
- Regulates blood pressure
- Anthocyanin prevents skin diseases
- Prevents Alzheimer's disease

Organically Grown

- No use of pesticides
- Cultivated without chemicals & fertilisers
- Organically grown
- Promotes zero budget natural farming



Nutritional Value

● Rich in Zinc

4X zinc than regular rice, essential for growth in childhood and adolescence.

● More Iron

3X iron than regular rice, supporting body growth and haemoglobin production.

● High Protein

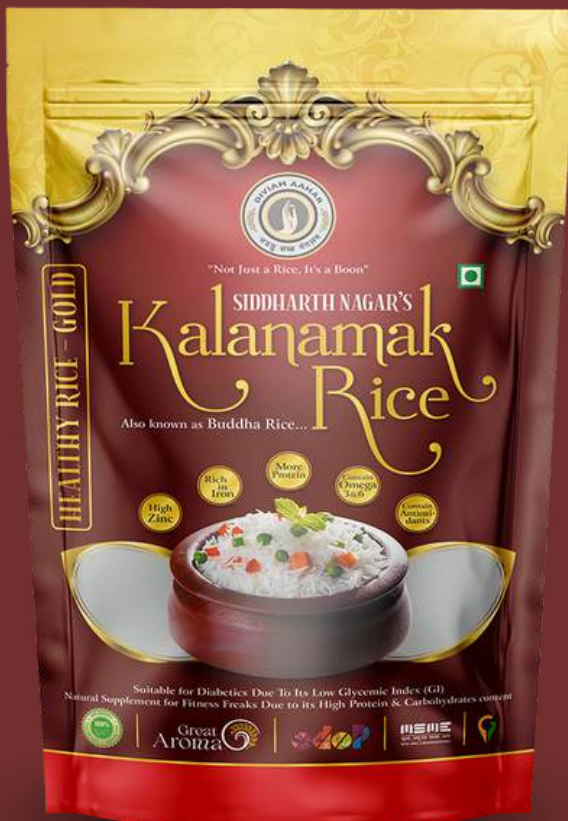
2X more protein than regular rice, aiding recovery and reducing muscle loss.

● Low Glycemic Index

Due to **Low Glycemic Index (GI)** content, it is suitable to consume by Diabetic Patients.

● Low Amylose

Low amylose makes softer, fluffier and easy to digest.



Product Portfolio



Healthy Rice - Gold

- Authenticated Kalanamak Rice with higher bran.
- Medium size rice with great Aroma.
- Available in 400gm, 900gm & 5kg pack sizes.
- Partially polished rice

Healthy Rice - Silver

- Authenticated Kalanamak Rice with medium bran.
- Comparatively thinner in size with great aroma.
- Available in 900gm pack size.
- Preferred by those who love to eat thinner rice.



Healthy Rice - Mini

- Authenticated Kalanamak broken Rice.
- Small in size with great aroma.
- Available in 400gm pack size.
- Best for kheer, phirni & sweet dish.



Collaborations



KNOWLEDGE PARTNER



**MEMBER OF
KALANAMAK BOARD
SIDDHARTH NAGAR**



EVENT PARTNER



**EXPORT PROMOTION
PARTNER**



**TECHNICAL PARTNER-
RICE VALUE ADDITION**



EXPORT PARTNER



Certifications



FSSC 22000



Sales Partners

Online



GeM
Government
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