

# Corporate Profile

SINCE  
**1907**

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# About Us



Founded by **Late Lala Mosaram ji**, the Mosaram Shivramdas Group is steeped in a century-old, five generation-spanning legacy and has been a mainstay in several industries in **Sitapur, Uttar Pradesh**, as well as several regions across North India.



Having initially specialised in the distribution of kerosene oil, we gradually grew our footprint into the trade of salt in the state of Gujarat, and subsequently expanding our operations to neighbouring Nepal. We soon forayed into cement trading, as well as marketing and distribution for ITC Ltd., with whom we have been a trade partner ever since our inception more than a century ago.

In the present day, the Group has diversified its operations, serving as an umbrella organisation engaged in agricultural trade of fertilizers and serving as a carrying and forwarding agency of buffer stock. With the intention of creating intrinsic customer value on a diverse basis, the Group has also stepped into the entertainment, and consumer electronics sectors.

Our operations in Sitapur and central Uttar Pradesh include a petroleum outlet, commercial real estate, agricultural warehousing, and entertainment, having established the Sitapur City Mall and SCM Cinemas.

Staying true to the ideology of Late Shri Sanjay Agarwal ji, we eagerly seek to expand our operations into new domains. As a result, we have branched out into the electronics sector as distributors for Vivo smartphones, the agricultural automobile sector as distributors of Massey Ferguson tractors, the green energy sector as distributors of Amaze batteries and solar panels and the manufacturing sector, dealing in the production of wooden products on the D2C model.

# Present Leadership

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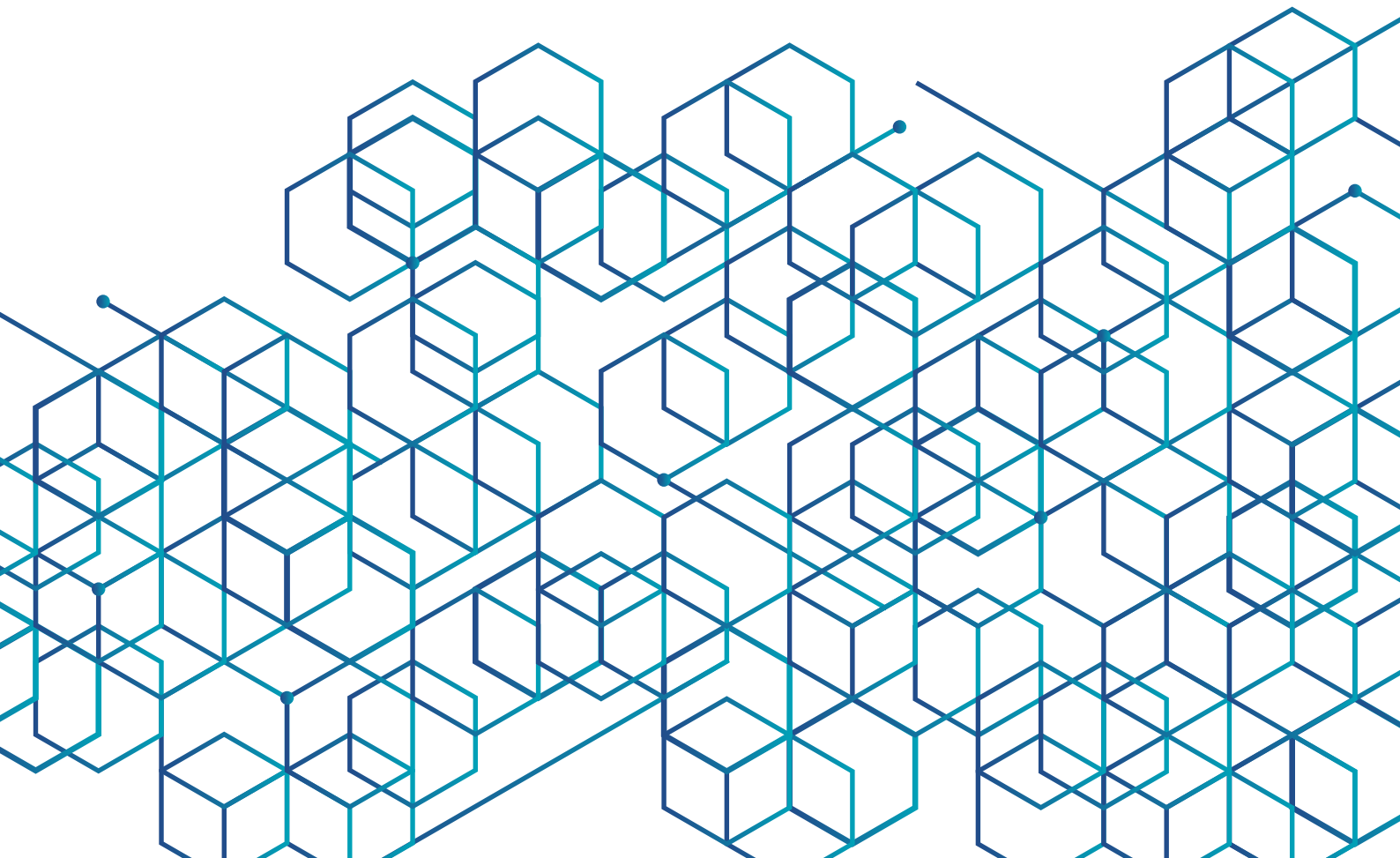
Under the leadership of our Group MD, **Mr. Naman Agarwal**, the Mosaram Group has only gone to build on the vision of business diversification to create a reliable, self-sufficient ecosystem in the region of Uttar Pradesh and across the country.



With his deep expertise and knowledge in manufacturing, distribution, trade and marketing, the group has expanded its collaborations and relationships in previously untapped industries.



In addition to diversification, the Mosaram Group has increased the efficiency of our existing operations through automation and the widespread implementation of technological innovations.



# Corporate Milestones

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Began distribution of **kerosene** oil.

**1907**

**1910**

Entered into a partnership with ITC Ltd. (then British Tobacco Company) for Marketing & Distribution in the **FMCG** industry.

Started a **petroleum** retail outlet in Maholi, Sitapur District in association with Bharat Petroleum (then Burmah Shell).

**1954**

**1965**

Established supplychain networks for **salt** in northern Uttar Pradesh & Nepal.

Entered into multiple carrying & forwarding partnerships for handling & trading of **fertilizers**.

**1990**

**2005**

Constructed the first **commercial complex** of Sitapur - Gajanand Complex.

Entered the **warehousing** business with 10,000 M.T. capacity (current capacity stands at 1,00,000 M.T.).

2009

2013

Set up our **manufacturing** unit for wooden handicrafts & corporate gifting - IVEI.

Launched Sitapur's first **mall & multiplex** at Sitapur City Mall (SCM).

2017

2019

Started carrying & forwarding partnership with JK Super **Cements** for their sales promotion, handling & trading in Sitapur & Lakshmipur districts.

Became the exclusive distributors of Vivo **mobile phones and electronics** for Sitapur district.

2020

Commenced distributorship for TAFE **tractors** in central Uttar Pradesh.

2021

Appointed distributors for Amaze **inverter batteries & solar panels** for Sitapur district.

# Leadership Team



**Naman Agarwal**  
MANAGING DIRECTOR



**Arun Agarwal**  
CHIEF EXECUTIVE OFFICER



**Saurab Mishra**  
CHIEF OPERATING OFFICER



**Amit Shukla**  
CHIEF FINANCE OFFICER



**Narendra Dutt Bajpai**  
HEAD OF MARKETING - FERTILIZERS



**Ram Naresh Sharma**  
HEAD OF MARKETING - CEMENTS



**Ram Lakhan**  
HEAD OF BUSINESS - PETROLEUM



**Abhay Kumar Shukla**  
HEAD OF BUSINESS - AUTOMOBILES



**Umesh Kumar Shukla**  
HEAD OF BUSINESS - LOGISTICS



**Devashish Shukla**  
OPERATIONS MANAGER



**Ramesh Chandra Trivedi**  
ACCOUNTING OFFICER



**Surya Pratap Singh**  
CHIEF ACCOUNTING OFFICER



**Sachin Kumar Srivastava**  
CO-HEAD OF OPERATIONS- SCM



**Takeswar Gupta**  
CO-HEAD OF OPERATIONS - SCM

# Our Vision

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We aim to be self-sufficient by ensuring business diversification. Our innovative processes to expand our footprint are towards creating a better everyday for the end consumers.

# Our Mission

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We are a business house involved across sectors through our ventures focusing on improving the lifestyles of everyday consumers. Our group is founded on a strong sense of responsibility towards every stakeholder. It is driven by the quest for constant innovation, growth, and commitment towards giving back to society through our range of products, services, and social initiatives.





# Our Business Verticals



Narmada Bio-chem Ltd.



## Fast Moving Consumer Goods

### Mosaram Consumer & ITC: Building trust together

The bedrock of Mosaram Consumer is our long-standing collaboration with **ITC Ltd.** Our **110+ years** of association with them has helped us establish a reliable trade, marketing and distribution channel partner that citizens of Sitapur can trust.





## Smartphones and consumer electronics

Doing our bit towards the Digital India mission, Mosaram Consumer also serves as the exclusive authorised distributor of **VIVO smartphones** in the Sitapur region, providing people with quality, affordable smartphones and consumer electronics items.



## Petroleum

In partnership with **BPCL**, Mosaram Consumer operates a petrol station at Maholi, located 26km from Sitapur. The location of the petrol station is oriented towards enhancing the accessibility of fuel to nearby residents.





**Gajanand**  
Complex



## **Cement**

In 2019, our Group was appointed as the carrying and forwarding partners for **J.K Super Cements**, undertaking **sales promotion, handling, trading and institutional supply**.

Mosaram Construction has been catering to the cement trading market in Sitapur and its neighbouring district of Lakhimpur.

We have also recently expanded its operations to Lucknow, the pride and heart of Uttar Pradesh, aided with the help of our established century-old networks in the surrounding region.





## ***Real Estate***

Mosaram Constructions has set up the Gajanand Complex, a commercial complex in the heart of Sitapur, housing the offices of leading commercial banks and insurance companies.

The Group has successfully established the Sitapur City Mall, the first of its kind in Sitapur and its neighbouring districts. The mall features the region's first Multiplex, Food Court, Banquet and Retail Spaces. Located on the Lakhimpur Bypass, the entertainment complex attracts regular visitors, providing them with a one-stop destination for their variety of needs.





Films have been a part of our lives for a long time. Going to the cinema and watching films has been a family experience for generations. To provide this experience to the residents of Sitapur and beyond, Mosaram Entertainment conceived SCM Cinemas, bringing the cinema experience to our fellow Sitapur residents.

Mosaram Entertainment's involvement in the film consumption and distribution industry also extends to the distribution of films in the Delhi, UP and Punjab circuits.



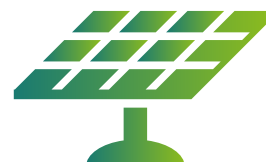


# AMAZE



Evolving with the times is a must in Mosaram's vision. Moulding our energy operations towards a greener and cleaner India, Mosaram Green Energy was appointed as a distributor for Amaze inverter batteries and solar panels for Sitapur District in 2021.

**2021**





## **Fertilisers**

The Mosaram Group's journey began in 1907 through the trading of fertilisers, pesticides and herbicides, with the sole objective of empowering the farmers of Uttar Pradesh and bettering their agricultural yield.

We are carrying and forwarding agents and warehousing partners to companies like Chambal Fertilisers and Chemicals Ltd., Paradeep Phosphate Ltd., Indian Potash Ltd., Coramandel International Ltd., Yara Fertilisers and Narmada Bio-Chem Ltd., the Mosaic Company & JP Chand Chaap Urea.



## **Salt**

Staying true to our motto of building self-sufficient trading ecosystems, the Mosaram Group specialises in the trading of salt. We manufacture our salt in **Rann of Kachch, Gujarat**, the salt hub of India, operating in three main locations: **Halwad, Kharagoda and Kuda** through our sister concern. We bring iodized salt from Gujarat for distribution in Sitapur and neighbouring areas and in Nepal through their government, handling a combined traffic of over **1,00,000 M.T.**



## **Warehousing**

No matter the industry, storage is an indispensable component, for expanding operations and catering to more and more consumers. In this light, Mosaram Supplychain owns and operates **high grade, A-class warehouses of around 1,00,000 M.T. capacity** in Sitapur district.

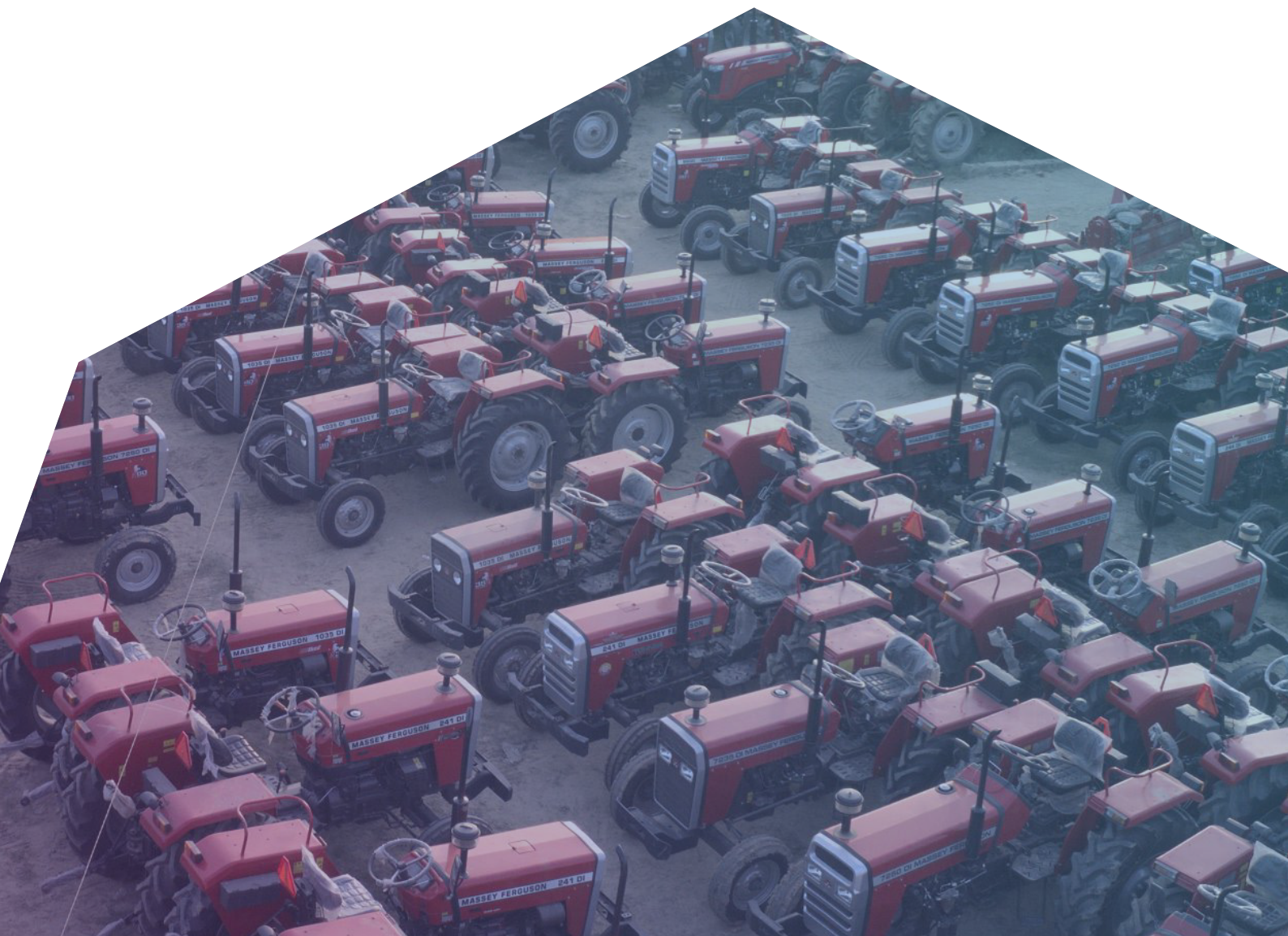
Additionally, Mosaram Supplychain has been leasing out warehouses to **Advents Group** for storage of sugar for over 7 years.







**Enabling farmers is a core motto of the Mosaram Group.** Providing access to fertilisers is only one part. Helping farmers have access to the right machinery is also necessary. Mosaram Motors has been a distributor for **TAFE and Massey Ferguson tractors** in the central Uttar Pradesh region, and for AgriStar in the domain of farm implements. With our yard in Lucknow, we currently cater to **15 dealers spread across 11 districts of Uttar Pradesh.**



# Let us connect!

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mosaram.in

## Mosaram Shivramdas Group

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admin@mosaram.in  
567, Gajanand Bhawan  
Dr. B D Kapoor Road  
Vijaylaxmi Nagar  
Sitapur 261001, Uttar Pradesh

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## Warehouses

SH-21, Lakhimpur-Sitapur Road, Near  
Upvan Dhaba, Village Dharnag,  
Sitapur 261125, Uttar Pradesh

Near Sitapur City Bus Stop, Opposite  
Rajasthan Hotel, Station Road,  
Sitapur 261001, Uttar Pradesh  
NH-24, Lucknow Sitapur Highway,  
Bhagautipur Turn, Village Binaura,  
Sitapur 261131, Uttar Pradesh

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## IVEI

Plot No. C, Industrial Estate,  
Khairabad, Sitapur 261131,  
Uttar Pradesh

## Sitapur City Mall & SCM Cinemas

Plot 837, Sarriyan Maluhi,  
Lakhimpur Bypass, Sitapur  
261001, Uttar Pradesh

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## Gajanand Complex

Near Dharamkanta Lalbagh  
Crossing, Sitapur 261001,  
Uttar Pradesh

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## Petrol Pump

NH-24, Near Maholi Bus  
Stop, Maholi, Sitapur 261141,  
Uttar Pradesh