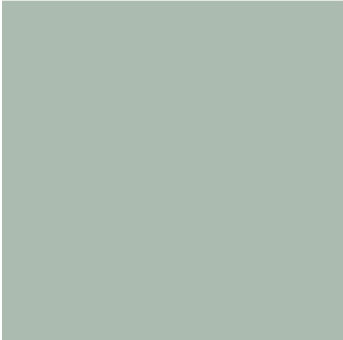


**Bhogali
Jalpan**

Since 1997
Celebrating 25 years

**PRODUCT
CATALOGUE**





Rice is a primary source of energy for over half of the world's people. The majority of our products are based on rice, which is the most important crop in Assam. Our company manufactures a variety of healthy products which are authentic in taste and hygienically packed. We offer vegetarian and vegan products that are free from preservatives and 100% natural.

Akhoi

Akhoi, also known as popped rice, is traditionally made by hot sand frying unhusked rice grains. It is carefully dehusked after being carefully roasted in a roaster machine. Akhoi is traditionally served as a jalpan with milk or curd or yogurt, sugar or jaggery and banana.

150 GM



Akhoiguri

Akhoiguri is made by grinding Akhoi (popped rice) in a grinding machine. Akhoiguri are tasty instant food that can be taken along with curd or milk or yogurt, jaggery or sugar and banana.

200 GM



Besan

Besan, also known as gram flour or chickpea powder, is nutrient and fiber-rich. It is used to make barfi, laddu, halwa, pakora, and other dishes. It greatly helps in the control of diabetes, lessens a number of skin issues, and preserves heart health.

250 GM 500 GM



Bora Chawool

Bora chawool is a sticky glutinous rice variety found in Assam. It is boiled and then served as jalpan with milk, curd, sugar, or jaggery. Moreover, it can be soaked, ground, and used to make pitha.

400 GM





400 GM

Brown Rice

Brown rice also known as Whole Grain Rice contains all parts of the grain - including the fibrous bran, the nutritious germ, and the carb-rich endosperm, rich fiber antioxidants, vitamins, and minerals.



400 GM

Chira

Chira, also known as flattened rice, is a type of rice dish made from raw, toasted, or parboiled rice grains that have been pounded into thin flakes. They can be eaten raw, fried, toasted, etc. It can have a light nutty flavour and have a crispy, crunchy, chewy, or soft texture.



400 GM

Malbhog Chira

Malbhog chira same as other flattened rice but it is from Malbhog Dhan. It is also referred to as beaten rice, pounded rice, pressed rice, and rice flakes. It can be consumed with sugar added with milk, cream, or curd and even with fruits.



500 GM

Dalia

Dalia, also known as broken wheat or bulgur, is produced by coarsely milling whole raw wheat grains. Given that it doesn't go through refinement, it is very nutritious. Such cracked wheat is useful for many things, including as a dietary supplement.



1000 GM 500 GM

Joha Rice

Rice is one of the main crop of Assam. Scented/Aromatic rice, a unique class of rice grown as winter rice in Assam is very popular and highly valued due to its quality, palatability and it's popularly known as Joha rice. Known for its flavor and is an indispensable dish during festival time.



Koomal Chawool

Koomal Chawool is a unique type of rice from Assam that can be eaten without cooking. Koomal Chawool or softened rice is prepared from Koomal Dhaan (Bora rice variety).



1000 GM 500 GM

Lubia

Lubia, also known as Lobia or black-eyed peas, is a type of legume. It is an excellent source of energy because they are high in protein and fiber. It facilitates digestion, upholds healthier bones, lowers the risk of diabetes, controls weight, is beneficial during pregnancy, etc.



250 GM

Masurguri

Masurguri is a powdered form of masoor dal, aka pink lentils. It lowers blood pressure, cholesterol levels and risk of developing heart disease. As a result of its high fiber and protein content, it is a healthy addition for anyone trying to lose weight. It also have several skin care benefits.



200 GM

Muri

Muri, also known as puffed rice, has been produced since ancient times using a technique known as hot sand frying, in which parboiled rice (i.e. steamed and then dried) is puffed by preheated sand. Muri can be served with sugar, milk, and jaggery or as a salty light snack.



170 GM 80 GM

Milky Jalpan

Milky Jalpan is an original product developed by Bhogali Jalpan. It is made of processed rice flour added with milk powder and sugar in a unique ratio. It is an instant ready-to-eat meal that can be taken in breakfast or in the evening time.



200 GM



500 GM

Milky Sandah

Milky Sandah is a processed, ready-to-eat breakfast meal developed originally by Bhogali Jalpan. Sandah is mixed with branded milk powder and sugar powder in a particular ratio in a food-graded blending machine, which can be eaten by adding only lukewarm water.



10 PC

Narikol Ladoo

Narikol Ladoo is a popular traditional sweet dish of Assam, prepared especially during the Bihu season. Mature coconut is ground and fried. Sugar/ jaggery is added while frying it to make a sticky mixture. It is now rolled into small balls (Ladoos) and kept separately to dry.



10 PC

Narikol Pitha

Pitha is a rice cake or pancake cooked on a hot griddle or frying pan. It is an inseparable part of Jalpan in Assam. Made with soaked and ground rice roasted over a slow fire, or baked and rolled over a hot plate. Narikol Pitha is stuffed with a mixture of grinded coconut and jaggery or sugar.



500 GM

Pithaguri

Pithaguri, also known as rice flour or rice powder, is a type of flour made primarily from various rice varieties that have been finely ground. Wheat flour can irritate the digestive systems of people who are gluten intolerant, so rice flour is a particularly good replacement.



10 PC

Pokamithoi

Pokamithoi is a traditional sweet dish of Assam. It is made from dry rice flour, roasted black pepper and liquid jaggery. Everything is mixed well and shape into round shaped balls, roll in rice flour and ate after it gets cool and hard.



Rajma

Rajma, also known as kidney beans, is a type of legume that is an excellent source of plant-based protein. They are a good source of fiber, which helps to maintain healthy blood sugar levels and support colon health. Consuming at least half a cup of beans daily can improve overall health.



250 GM

Sandah

Sandah is traditionally made from paddy, first drained, sun-dried, dehusked, roasted, and powdered. It is processed by first roasting the parboiled rice and then uniformly grinding the roasted rice. It can be served by combining it with hot milk, honey, jaggery or other sweetener and nuts.



400 GM

Suji

Suji, also referred to as semolina, is a coarse flour made from durum wheat which has been ground into flour. It supports maintaining a healthy weight, heart, and digestive system. The dish is prepared by heating suji on a frying pan, adding milk to make a paste, and serving with hot milk.



500 GM 250 GM

Sagu

Sagu, also referred to as sabudana, is a starchy, easily digestible food that is a significant source of carbohydrates. It strengthens bones and joints, is a good source of energy, is high in protein and fiber, lowers blood pressure, and regulates blood sugar levels.



500 GM 250 GM

Sattu

Sattu is a type of flour made by dry roasting grains or grams, most commonly barley or Bengal gram. It is high in iron, manganese, and magnesium, gives immediate energy, acts as a cooling agent to further keep internal organs at ease, and it also has a number of other health advantages.



200 GM

Don't focus on weight loss, focus on health.

Taste of Assam



10 PC

Pitha

Pitha is a rice cake or pancake, cooked on a hot griddle or frying pan. It is an inseparable part of Jalpan in Assam. It is a special class of rice preparation generally made only on special occasions like Bihu. Till Pitha is stuffed with a mixture of grinded sesame seeds and jaggery or sugar.



10 PC

Til Laddo

Til Laddo is a traditional and popular sweet dish of Assam, specially prepared to serve in Bihu. Sesame seeds are fried and kept aside. Jaggery is heated and mixed with fried sesame seeds. They get sticky and the substance is rolled into small balls and kept separately to dry.

OUR OTHER PRODUCTS



MAIDA



ATTA



REPAST



ETHNIC SWEET BOX



GUR / JAGGERY

COMING SOON

A Range of
Staple Fruit Juice

----- Thank You -----



Bhogali Food Products Private Limited is a food manufacturing company situated in Guwahati, Assam; established in the year 1997.

We are popularly known as Bhogali Jalpan, deriving the name from Bhogali Bihu (Assamese Traditional Festival). We mainly deal with manufacturing and marketing of various Assamese traditional snacks and different cereal based food products.

Our company collects its raw materials from local suppliers and then proceeds with the processing, packaging and retailing of the products under the brand name "Bhogali Jalpan". We realized that it would be a great gift to the people of Assam if we popularize the concept of producing home-made natural and traditional delicacies in proper hygienic conditions at a large scale. Our company's slogan is "Bhogali Jalpan Healthy Solution", and all our products are 100% natural and 100% preservative free.

Our company obtained the ISO certification of 9001:2015 in the year 2021.

We are also registered under APEDA (Agricultural and Processed Food Products Export Development Authority). We are the first company of North-east India to receive ZED (Zero Effect Zero Defect) certification by Government of India.




Bhogali Jalpan is a more than two decade old food based company which aims at spreading the benefits of Assamese cuisine to all over the country.

As the pioneer, we always thrive to provide our customers all over India and abroad with hygienic and authentic Flavor of Assam.

WE BELIEVE IN HONESTY, RELIABILITY AND TRANSPERANCY.

We are also available in Flipkart, Indiamart, Justdial & Foodwala

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