

IZRA GLOBAL PVT. LTD.

2025

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# IZRA GLOBAL

COMPANY PROFILE



[www.izraglobal.com](http://www.izraglobal.com)

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# About Us.

## Introduction

IZRA GLOBAL PRIVATE LIMITED is a trusted name in the export industry, specializing in high-quality agricultural and food products sourced from India. With a commitment to excellence, we provide premium-grade rice, makhana, jaggery, fresh fruits, vegetables, spices, and dry fruits to global markets.

Our mission is to deliver the finest Indian products while maintaining international quality standards, competitive pricing, and seamless logistics. Backed by strong supplier relationships and rigorous quality control, we ensure reliability and customer satisfaction in every shipment.

As a growing global exporter, we aim to build long-term partnerships and expand our reach to new markets. Partner with us for quality, trust, and timely delivery.





# Mission & Vision.

## MISSION

- Our mission is to be a leading global exporter by delivering premium-quality agricultural and food products while ensuring sustainability, ethical sourcing, and customer satisfaction. We strive to create long-term business relationships by providing reliable, cost-effective, and timely export solutions that meet international standards.

## VISION

- To establish IZRA GLOBAL PRIVATE LIMITED as a trusted and recognized name in the global export industry, expanding our reach across multiple markets while maintaining excellence in quality, innovation, and service. We envision contributing to the growth of Indian exports by promoting the finest products from India to the world.



# Our Philosophy.

At IZRA GLOBAL PRIVATE LIMITED, our philosophy is rooted in quality, integrity, and global excellence. We believe in:

- ✓ Quality First: Delivering only the finest products that meet international standards.
- ✓ Ethical Business Practices: Building long-term relationships based on trust, transparency, and fairness.
- ✓ Customer-Centric Approach: Understanding and fulfilling the unique needs of each client.
- ✓ Sustainability & Responsibility: Promoting eco-friendly sourcing and responsible trade practices.
- ✓ Innovation & Growth: Continuously evolving to stay ahead in the global export industry.

Our commitment is to create value not just for our business but for our customers, partners, and the global community.

# The Organization.



**MR. NAVED SAIFI**

**FOUNDER & DIRECTOR**

It is important to prioritize care and responsibility, but there are times when challenges and hardships must be endured.



**MR. JAVED SAIFI**

**FOUNDER & DIRECTOR**

It is important to take care of the patient, to be followed by the patient, but it will happen at such a time that there is a lot of work and pain.

# Marketing Plan.

Our marketing plan focuses on global outreach, competitive pricing, and premium quality. We leverage B2B platforms, social media, and direct networking to connect with buyers, ensuring strong partnerships and market expansion.



## PRODUCT

Offer high-quality, export-grade agricultural and food products, including rice, makhana, jaggery, spices, fresh fruits, and vegetables.

Ensure compliance with international quality standards and certifications for global markets.



## PRICE

Implement a competitive pricing strategy based on market research and demand analysis.

Offer CIF, FOB, and Ex-Works pricing to cater to different buyer preferences.

Provide bulk order discounts and flexible payment terms. (Secure only)



## PROMOTION

Utilize B2B platforms (Indiamart, Alibaba, TradeIndia) for lead generation.

Leverage social media (LinkedIn, Instagram, Facebook) for brand awareness.

Attend trade fairs, expos, and business networking events to connect with international buyers.

Run digital marketing campaigns, email outreach, and influencer collaborations.



## PLACE

Establish strong logistics and supply chain partnerships for seamless exports.

Utilize key ports in India (Nhava Sheva, Mundra, Chennai) for faster shipments.

Collaborate with local agents and distributors in target markets to expand reach.



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