



ISO 22000 : 2015 HACCP CERTIFIED

New Malabar Food products are prepared from superior quality, selected raw materials and processed under hygienic conditions to provide you safe, nutritious, appealing flavour and exciting taste.





# About us

BUSTHAN AL WATHANIYA is a renowned exporter in Middle East lineage of 45 years of Excellence Established by our **Chairman Sri Ismail Kinakool Vayalipat** who came out from a traditional business family in Malabar, that is in Kannur District, Kerala. His tremendous passion to business becomes the backbone of BUSTHAN AL WATHANIYA giving 45 years of experience in business. With the strong determination and hard work, he put the foundation to expand our business successfully in 30 countries. From diversified business activities on various product line like confectionery Toffee & Chocolates, Ready to eat foods, frozen foods, rice and rice products edible oils, and pickles etc...on our various highlighted brands like New Malabar, Sanagold, Abusanagold, Sana luxury, Sana Classic, Choko.

In India, we are the only business enterprise who manufactures, distributes and also reaches out customers directly with our own sales team all over Middle East and other countries. We purchase the raw materials directly from farmers and takes approval of quality control along with manufacturing process. We preserve the real homely taste in our food products preparing by our own recipe ranging a wide variety of products.

BUSTHAN AL-WATHANIYA has come out with a new line of centralized production in 2015 at Pallippuram KSIDC Industrial Growth Centre Cherthala, Alappuzha, Kerala over 50000 sq.ft fully functioning area containing 1500 metric tons storage capacity of frozen products. Our prime motto is to take stringent measures to sustain quality from scratch to supply". Every process is meticulously analyzed, scrutinized to produce best products and if the standards are not met, we are obliged to take out immediately.

Success of a business lies in creating and sustaining customers. We earn loyalty of customers meeting our product standards and its pricing.

Our team is also committed to serve the customers to create better lives. Our core strength is the dedication and expertise of our team of employees who are with us since our inception in 2015 onwards and we are always glad to serve you better.

## SCOPE OF CERTIFICATION FOR ISO CERTIFICATE

(Service offered by the company)

## MANUFACTURING & SALE OF :-

Frozen vegetables, Frozen ready to eat snacks, Chips items, Bakery products, ready to eat foods, Biscuits and confectionary, Sea foods, Pickles, ready to eat Savories, Rice and Rice products, Edible Oils and Hair Oils, Mineral water and Ice creams.







## Our Highlights







5Kg

10Kg

20Kg

# Rice







500g

1Kg

**Powder**

*Delicious  
Food*







## Tapioca & Coconut







150g

# Chips







# Tea







## Pickles



400g



400g



400g



400g



400g



400g



1Kg



1Kg







100g

# Spices







## Coconut Oil



200ml



500ml







400g

# Vegetables







## OUR CELEBRATION







## OVER SEAS ADDRESS & CONTACT

MAZHAR ISMAIL GENERAL  
TRADING LLC  
P.O BOX - 128081 Dubai, UAE  
Tel : 043550757, Fax: 043550678

JANNATH AL KHALEEJ LLC  
P.O BOX-35, Postal code:132,  
Al Khoudh, Sultanate of oman

BUSTHAN AL WATHANIYA GENERAL  
TRADING & CONTRACTING CO. W.LL  
P.O BOX: 1130, Farwaniya, Code-13012,  
Kuwait

## OUR DISTRIBUTORS

BUSTHAN AL ASALAH  
AL-HUM AidAN CENTRE  
1<sup>st</sup> Floor, Room No 108, Old AirPort Road  
Al Ammariya, Jeddah, Kingdom of  
Saudi Arabia

BUSTHAN AL WATHANIYA LLC  
Khamis, Mushyat, Kingdom of Saudi Arabia

HALVEYATH AL KHALEEJ  
AL-HUM AidAN CENTRE  
2<sup>nd</sup> Floor, Room No 206, Old AirPort Road  
Al Ammariya, Jeddah, Kingdom of  
Saudi Arabia

JANNATH AL KHALEEJ  
AL-HUM AidAN CENTRE  
2<sup>nd</sup> Floor, Room No 208, Old AirPort Road  
Al Ammariya, Jeddah, Kingdom of  
Saudi Arabia

## CONTACT

**India** +91 8593962891 | **KSA** +966 552423558 | **Kuwait** +965 99322940  
**Oman** +968 99817474 | **UAE** +971 505854689 |  
**Turkey** +905372837253





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Kerala Office & Factory Address

**Busthan Al Wathaniya**

Plot No:29 KSIDC Industrial Growth Centre Compound,  
Alappuzha - 688 541, Kerala, India.

Ph: +91 478-2554041, 2554042, 2554043

sales@busthan.com | www.busthan.com

**Email:** busthanalwathaniya@gmail.com

Karnataka Factory Address

**Busthan Al Wathaniya**

SY NO 41, Thalgahttapura, Malasandra Village,  
Utharahalli Hobli Bengaluru(Bangalore) Urban,  
Karnataka, 560062

**PONDICHERRY OFFICE ADDRESS**

Busthan Al Wathaniya  
Pinakkatu Complex  
Manjakal ,Near Boat House  
Mahe, Pincode :- 673310

**KANNUR OFFICE ADDRESS**

Busthan Al Wathaniya  
Thayyil, Kuruva Road  
Kannur, Kerala, India  
Pin:670003

**Email:** busthanalwathaniya@gmail.com

**www.busthan.com**

**Follow us on:** instagram/newmalabar



**OUR BRAND PROMOTERS**



**OUR CHANNEL PARTNER**

