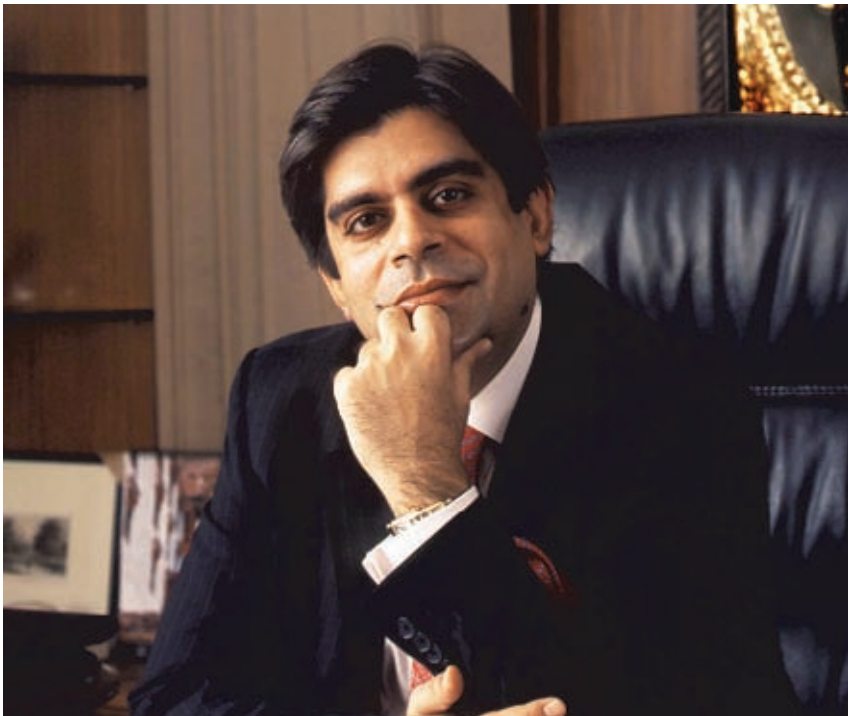


HARYANA BUSINESS REVIEW

WEDNESDAY, 03 AUGUST 2011

MINT MEDIA MARKETING INITIATIVE

BEST BASMATI, MONEY CAN BUY



KARAN A CHANANA-Chairman THE AMIRA GROUP

Rice is the staple food product in many parts of India. In fact, rice provides more than one fifth of the total calories consumed by humans throughout the world. There are several varieties of rice, out of which a few are aromatic rice, known for their wonderful fragrance and they are famous as Basmati rice. In the market, there is a huge difference Basmati itself has become quite diverse in means of varieties and various price points at which it is being sold in market and above all the beautiful packaging in which its been retailed in various super and hyper markets.

Today, with the onset of retailing concept in India the acceptance of Rice branding got established at a faster pace. Earlier it was all about Rice being sold in jute bags and under two categories like Basmati and Non Basmati.

The Amira Group has evolved from trading into processing, branding and distribution of agro commodities to become India's largest privately held rice company. A family owned brand since 1915; Amira presence has been in more than 40 countries in the private labelling business that gave an opportunity to understand the business and market requirements in huge volumes.



The Amira Group has attained a turnover of USD\$ 300 million in the last financial year. Demonstrated leadership, outstanding execution and acknowledged operating experience have earned Amira the accreditation of 'Global Growth Company' from the World Economic Forum.

Amira as a brand is present in more than 20 countries and expanding further on the map. Coupled with their private label business they are present in 60 countries. Amira has a unique growth and distribution model with continued relationships nurtured over decades. This brand is positioned at the 'best basmati money can buy'. While Amira Pure is positioned as pure quality traditional basmati-the perfect choice for rice connoisseur luxury in food, Amira good length Basmati is value for money basmati for masses and Amira Indigo Extra Ordinary long Grain Basmati rice is premium extra long grain basmati a culinary delight and preferred choice for biryani's and pilafs.

Amira has grown steadily over the last decade and continues to do so. Their brands have high acceptance and are adding geographies continuously and on a growth path. Amira has successfully leaded the change in the agri industry from being family owned and managed to family owned and professionally managed. Amira is set to again double capacity in the next three years. Amira's growth comes from the base of the

stable and mature state of Haryana. The last 5 years has seen amira grow rapidly by more than doubling capacity all within the state of Haryana. This it is the proof of the positive industrial environment of Haryana. Expansion into related food products, brand extension enlargement of the product portfolio is some of the initiatives. Amira infrastructure will lead the way in the agri infrastructure space.

At Amira their belief is to be close to our roots. In all earnestness we are investing in many projects in Haryana as well as in people from Haryana and the state offers immense potential in current leadership regime.

Employment at all levels is a key task today; they are growing and so are opportunities growing within the organisation which are being fed by employing local resources in different domains in their manufacturing unit that's situated in Pataudi Road in heart of Gurgaon Industrial Area.

They are quite active on supporting on various social causes especially in Haryana- there are many initiatives that are carried out for welfare of locals supporting educational institutes and many other projects.

Amira Brand is a well distributed and served through three tier channels- modern trade-multiples: this sector namely popular retail chains like Big Bazaar, Spencers, Hypercity etc is serviced either directly by company or through company's distributors Pan India while Internationally product is distributed through company's distributors in popular chains like Choithrams, Winners, Costco, Jetro Restaurant Depot, Carrefour and many more.

General Trade-Ethnic Stream channel is further streamlined into wholesalers, traditional shops and also small Groceries. Serviced mainly by distributors in domestic and International markets.

Horeca-Foodservice channel provides service through distributors that specialise in Institutional business. As the requirements are huge but attracts high level service levels. Company has

either bagged Central purchase orders across properties of reputed Hotels & restaurants or contracts are unit wise too.

Private Label is one of the major verticals in their business model and has to its credit exposure and reach of serving in 60 countries worldwide. They serve Rice-basmati and non-basmati both, agro commodities like onions, potatoes, rapeseed meal, millets etc. while in bulk trading they sell Sugar.

Global Institutional Sales channel serves bulk requirements of different countries in Rice, Palm oil etc.

Looking at the current export scenario in Non basmati rice out of India; "the move by the government of India to give a limited quantitative release for non basmati though a welcome move needs to be further refined for the industry to be able to achieve any benefit" says Karan A Chanana; Chairman The Amira Group.

Chanana suggested that "the export be allowed only for Indian owned brands which are registered both in India and the destination market"

This will result in the maximum realisation across the value chain and encourage Indian brand owners and industry members with a long term vision to build brand India in the most effective manner - as every bag of rice carries the "Produce of India"

Pack sizes to be limited to a max of 25 kg. This policy would go a long way in achieving the limited quantitative release whilst maintaining food security Moving ahead for future as well the government would have data on the growth of the same and could plan its release accordingly.



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