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# Amira to market basmati rice under own brand name

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THE Amira Group, which exports basmati rice to major retailers under its private labels, is now betting big on its own Amira branded rice, both for the domestic and export market.

"We aim to go big in the domestic market and also explore the export market under our own Amira brand name," Amira group MD Karan A Chanana told Financial Chronicle.

Amira Group deals in commodities including rice, palm oil, pulses and onion, and has operations in Singapore, UAE and Malaysia.

Chanana said the company, which recorded revenue of Rs 1,000 crore in

2008-09, aims to garner about Rs 500 crore in business from its India operations in the next three years. "We are looking at capturing a share of 15 per cent in the Rs 3,000-crore branded rice market by 2013. To achieve this we are focusing on expanding our market presence in India. Till now Amira has been mainly concentrating on exports with its private labels."

He said the firm would expand its market by targeting hotels, restaurants and also caterers and institutional clients. "We would also increase our distribution across traditional retail stores," said Chanana.

The firm is in the process of launching its own branded rice in 15 countries

in the next 18 months. "In the next three years we would be present in 50 nations. For this, we are already in talks with firms with large distribution networks."

The Amira Group offers Amira Pure, Amira Indigo, Amira Goodlength, Amira Good Health, Amira Long Grain and Amira Sharbati.

The domestic rice market is currently crowded with about 400-odd players offering a multitude of basmati brands claiming differentiation through features such as fragrance, flavour, price and size. Kohinoor, Tilda, India Gate are among some of the well-known brands.

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