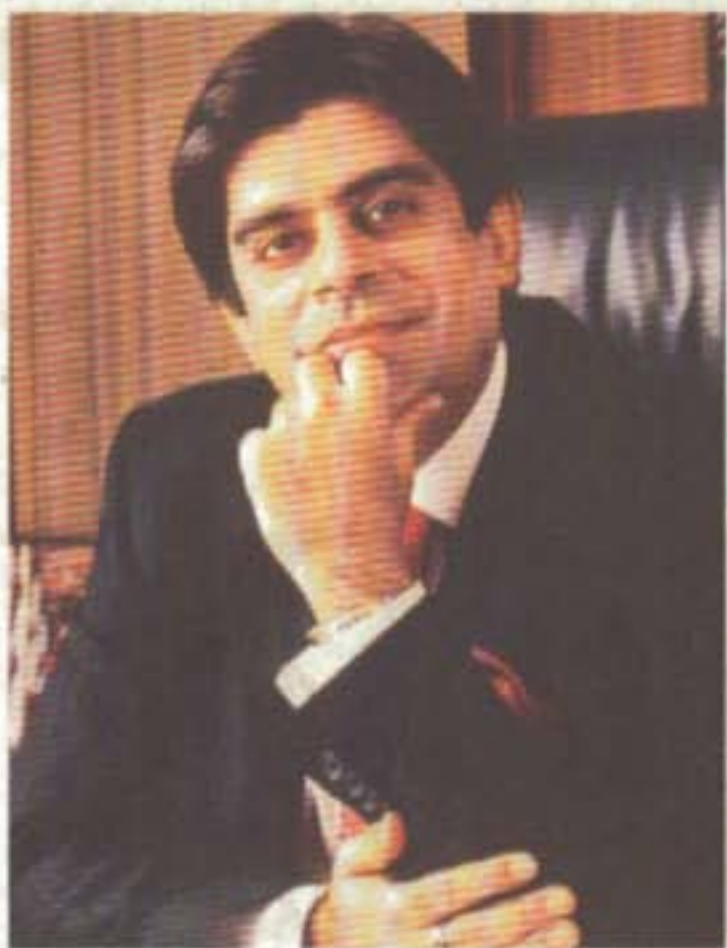


# Grains of Heaven



## BINDING NATION WITH RICE

Rice farming is the backbone of India's economy, providing direct employment to a large population of the country. Out of all the varieties of rice available in the world, basmati is considered the best.



Karan A. Chanana, Chairman, Amira Group, India tells Hindustan Times about the journey of the company...

### **Please tell us about Amira Foods and your products.**

Amira Foods is the largest privately held rice company in India. Our infrastructure includes state-of-the-art milling technologies that are certified to meet world-class quality standards. Amira exports Basmati, long grain rice and a wide variety of agro-commodities. The Group has an established presence in both private labeling trade as well as the branded space across 40 countries.

In the domestic market, Amira offers an extensive portfolio of basmati and non-basmati rice brands through a nation-wide distribution network. Our branded products portfolio includes Amira Pure Basmati, Amira Indigo basmati, Amira Good length and Amira Good Health Brown Basmati.

We are 230 million USD organisation recognised by the World Economic Forum as the global growth company out of select 500 organisations from the world. We have been maintaining 15 per cent growth rate per year.

### **How Amira Foods is positioning itself for the domestic market here and which segment you are looking at to cater to?**

The domestic market is very sensitive. Today, a customer has plenty of options to choose from and hence there is strong competition on product and price. Our approach is to understand the changing pulse of customer/consumer requirement.

Our business model is well segmented as we believe in spreading the brand across channels.

The business is segmented into three tier distribution; Modern Trade -that caters to the fast growing retail network like Big Bazaar, Spencer's, Aditya Birla Retail-More and many more.

Traditional Trade: Herein we cater to ethnic stream of business- wholesalers, Mom n Pop stores, Kirana stores etc.

And the HORECA: This segment is targeting Hotels, Caterers, Restaurants, QSR's etc.

### **What are your future plans?**

We are expanding our presence in the country through our extensive channels. Moreover, we have tied up with The Choithrams retail chain in Dubai. We are aggressively marketing Amira Good Health Brown Basmati in the US. Moreover, we have also tied up with many South Asian Countries. We are focusing in launching our branded rice in 15 countries in the next 18 months.