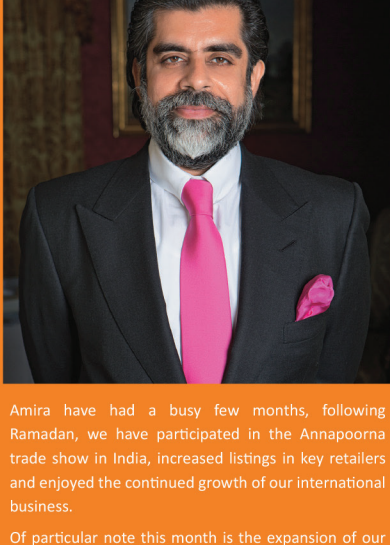


CHAIRMAN'S DESK



Amira have had a busy few months, following Ramadan, we have participated in the Annapoorna trade show in India, increased listings in key retailers and enjoyed the continued growth of our international business.

Of particular note this month is the expansion of our listing in Wholefoods in the USA, as we see new products added to their roster in additional stores. In addition, our strong relationship with Waitrose continues in the UK market and they will be listing our 1kg Indian Basmati in the new year. We also are proud to continue our longstanding relationship with Walmart in India with our Independence Day campaign, which yielded strong results. We also participated in the Annapoorna trade show in Mumbai and built relationships with partners and consumers alike through our activity there.

It is my honour to lead Amira through this key growth phase and I thank all our employees and partners for their contribution.

APPETIZER

#Discover

#Create

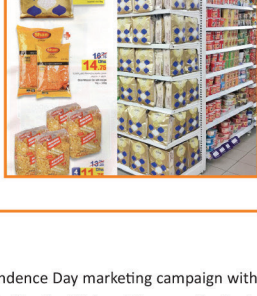
#Enjoy

UAE

There is a ripple in the UAE market as top brands of Amira continued to increase its footprints in the U.A.E by participating in the Carrefour ten days Summer promotion between August 10th-20th August 2016. Carrefour is the largest hypermarket chain in the UAE.

Amira 5 kg Extra Long Grain special price promotion conducted in twenty one hypermarkets across UAE & recorded an approximate sale of 10 MT in the duration of ten days.

Amira 5 kg Extra Long Grain was also featured in the Carrefour magazine and found its pride of place on the shelves of twenty one hypermarkets.



INDIA

Amira participated as one of the Featured Basmati Rice Brands in an Independence Day marketing campaign with Walmart India. Amira's product Day to Day 5kg has also been shortlisted by the Walmart Team on the basis of our consistent sales performance and consumer acceptability.

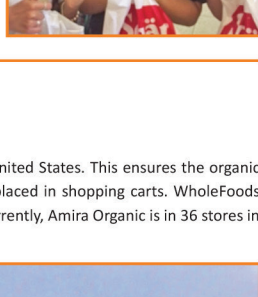
Amira got prominent space and featured in most of the print and in-store marketing collaterals. Amira is one of the top performing Rice Brands in Walmart and we look forward to another successful campaign in coming month.



UK

The Commercial Director, George Dunn has settled into his new role and has already had an impact building new bridges with **ocado**, **TESCO** and **ASDA**. We also welcomed our new National Account Manager, Terry Archer to the business.

Following our strong Ramadan activity, July and August were quieter months though social media continued to stimulate brand engagement. Our latest campaign illustrates how easy it is to recreate our catalogue of recipes and has gone down well with our fans/followers. We've extended this campaign across the summer.



USA

WholeFoods Win

WHOLEFOODS was one of the first certified organic grocers in the United States. This ensures the organic integrity of their products from the time they reach stores until they are placed in shopping carts. WholeFoods opened in 1980, and has grown to 431 stores in U.S, Canada and the UK. Currently, Amira Organic is in 36 stores in the Southwest region.



GERMANY

REAL plans massive POS promotion

Germany's retailer Real, a distribution channel of Metro Group, has announced a massive POS promotion for 3 ATRY products. In week 36, AMIRA Germany will deliver anywhere between 80-140 mixed 1/4 Chep displays which will be placed in Real outlets all over the country.

ATRY Basmati, ATRY Jasmine and ATRY Brown Basmati will be featured in the displays. These promotions are in store POS promotions that are helpful to boost sales and increase brand awareness. Real operates about three hundred stores in Germany and is considered a hypermarket.



LIFE AT AMIRA

The Amira brand promises customer satisfaction but as well as this, we work to provide the best possible experience to our employees. We believe in both **working together** and **celebrating together**, so at **Amira Pure Foods Private Limited** we celebrated the 70th anniversary of Independence Day in India. Employees of the AMIRA Head Office were present along with senior management to celebrate this day.



AMIRA AT ANNAPOORNA 2016

Amira participated in the Annapoorna Exhibition, Mumbai where we had our AMIRA stall as well as conducting a variety of activities for attendees to enjoy. On the 22nd and 24th there were tasting samples of Biryani. On the 23rd of September 2016, Celebrity Chef Ripu Daman Handa helped us all to #DiscoverCreateEnjoy Amira Rice through the common language of food and created a range of dishes as well as connecting with visitors and media at the stall.



Chef Ripu created his own simple yet delicious dish, AMIRA rice with a Brinjal twist. Vegetable Biryani, Peas Pulao and Amira's signature dish, the Canapés Indiano were also served, building a strong connection with people through food connect. On 22 and 24 September Amira also provided sampling dishes of our Biryani, with guests thrilled to be part of this unique experience, furthering their interest in gastronomy.

Presently, Amira is present in 5 Continents across the Globe and we expect to have our footprint in many more countries by 2017.

A GLIMPSE OF THE EVENT



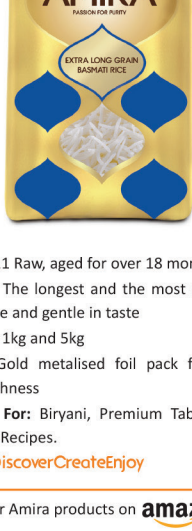
Day 1: Chief Guest of FICCI, Harsimrat Kaur Badal stopped by the Amira Stall.

Day 2: Celebrity Chef Ripu Daman Handa cooked Brinjal Rice and served Canapés Indiano, Biryani Rice, Peas Pulao, winning many hearts with his cooking talents.

Day 3: Mr. Sadabhau Koht, Minister of Agriculture, Mumbai visited Amira's Stall.

PRODUCT OF THE MONTH

EXTRA LONG GRAIN BASMATI RICE



Product: 1121 Raw, aged for over 18 months

Description: The longest and the most slender rice, soft in texture and gentle in taste

Available in: 1kg and 5kg

Packaging: Gold metalised foil pack for retaining product freshness

Best Suited For: Biryani, Premium Table Rice and Other Exotic Recipes.

AMIRA – #DiscoverCreateEnjoy

Discover Amira products on **amazon.in**

Flipkart **NATURE'S BASKET** **bigbasket**

& Many More.

CHEFS CORNER

Brinjal Rice/Vangi Bhaat Recipe

Ingredients

Rice	1 Cup	Jeeragam (Cumin)	1/2 Tsp
Brinjal	4 Nos (Small cut into dices)	Fenugreek	Few seeds
Onion	1 No Chopped (Optional)	Til Seeds	1 Tsp
Tamarind Pulp	4 Tbsp	Asafotida	1 Tsp
Turmeric Powder	1 Tsp	Cinnamon Stick	1 Small piece
Red Chillies Dry	3-4	Cloves	2 Nos
Coriander Seeds	1 Tbsp	Cardamom Green	1 No
Bengal Gram Dhal	1 Tsp	Coconut Grated	2 Tbsp
Urad Dhal	1 Tsp	Salt	1/2 Tsp
Black Pepper	1/4 Tsp	Coconut Oil	2 Tsp

METHOD

In a kadai, add a little oil and fry red chillies, coriander seeds, asafotida, Bengal gram dal, urad dal, black pepper, cumin, fenugreek, cinnamon stick, cardamom and cloves.

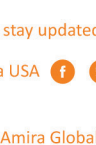
1. Dry-fry the sesame seeds. Add the coconut gratings and fry well. Let the mix cool.
2. Add salt and grind the mix to a powder. Soak tamarind in a small amount of water to extract thick juice. Cook rice till soft.
3. Chop the onion into fine pieces & dice the brinjal. Slightly slit the green chillies in a kadai, pour one tablespoon of oil. When hot, add onions.
4. After a few seconds add brinjal pieces along with a pinch of turmeric and stir fry till they become soft.
5. Add the tamarind extract, jaggery and mix well.
6. Keep it on a low flame until the masala blends well with the brinjal.
7. In a small kadai, add the remaining oil and when hot add mustard.
8. When the mustard pops, add bengal gram dal, urad dal, asafotida powder, cashew & fry until it becomes light brown.
9. Add the slit green chillies as well as curry leaves and fry for a while. Add this seasoning over the brinjal masala and stir well while keeping the stove on a low flame.
10. Add cooked rice and mix well.



*Serve with fried papad or chips. Curd will be a perfect accompaniment too.

#FoodConnect in the age of smart phones and Pokemon go!

'Focus on being PRODUCTIVE instead of Busy'.



www.amira.net

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