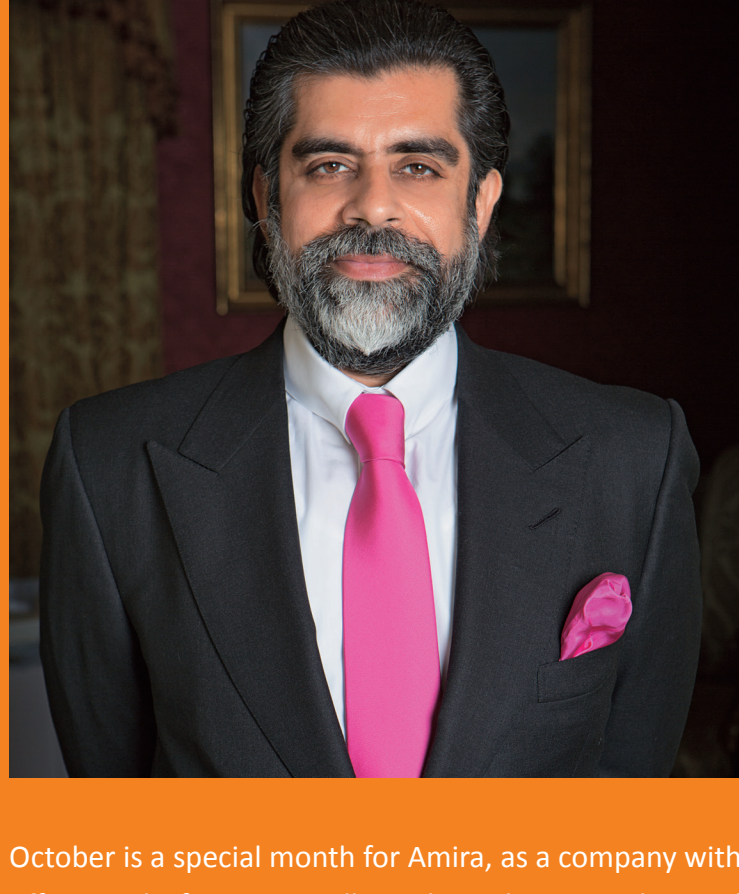


CHAIRMAN'S DESK



October is a special month for Amira, as a company with offices and a factory in Delhi we have distinct and special ties to India. This month marks the celebration of Diwali, the festival of lights and is a time to burn away all bad and let the good shine through.

It is a time to celebrate our achievements and look to the year ahead for continued good. Amira has seen significant results worldwide with regard to our continuing growth in retailers and distributors in all regions.

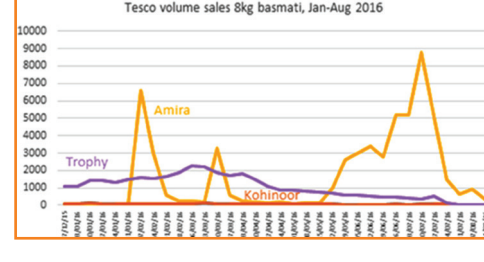
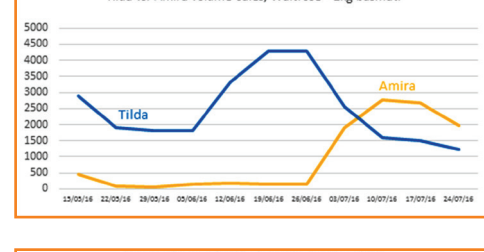
2016 continues to pass and with the passing of time, Amira continues to flourish. This month we have seen some excellent progress across the globe. Thank you all for being a part of our journey and I wish you all a Happy Diwali!

#Discover #Create #Enjoy

UK

Amira had a fantastic summer in the UK. We continued to build on repeat purchase in Waitrose with strong promotional activity, print advertising and social media delivering year to date sales that are at present 2.5 times higher than last year. Our last promotion successfully stole share from the entrenched brand leaders in the market and we're confident our superior product quality will continue to impress Waitrose' discerning consumers.

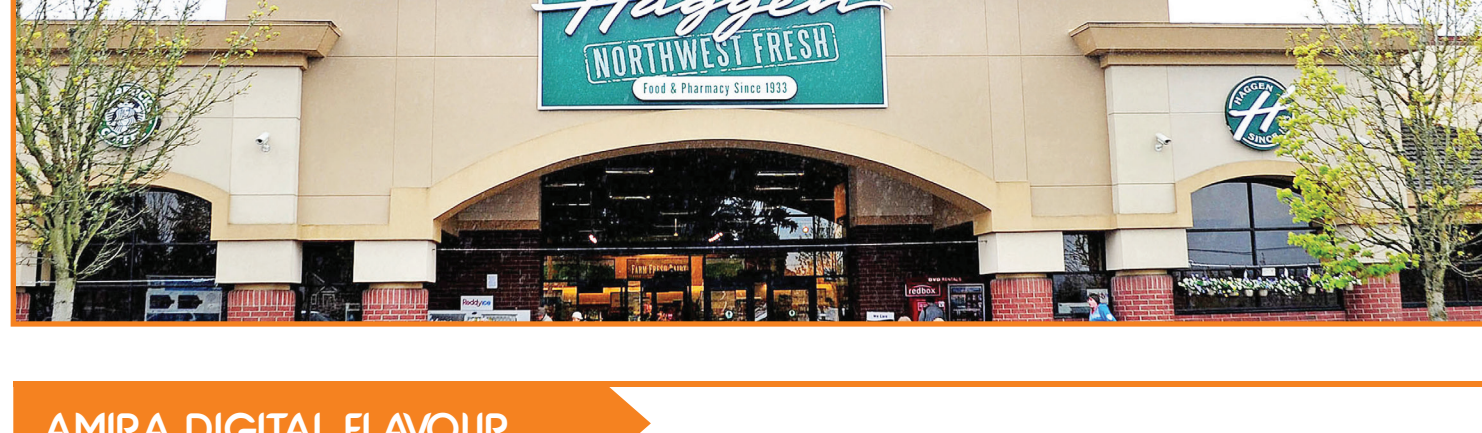
The positive news also continued in Tesco, the UK's largest retailer, with Amira dominating the 8kg basmati category for the whole of Summer. Moving to a 10kg format in Q3 will bring its own challenges but the team are well equipped to ensure our success in 8kg translates into the larger and more competitive 10kg category.



USA

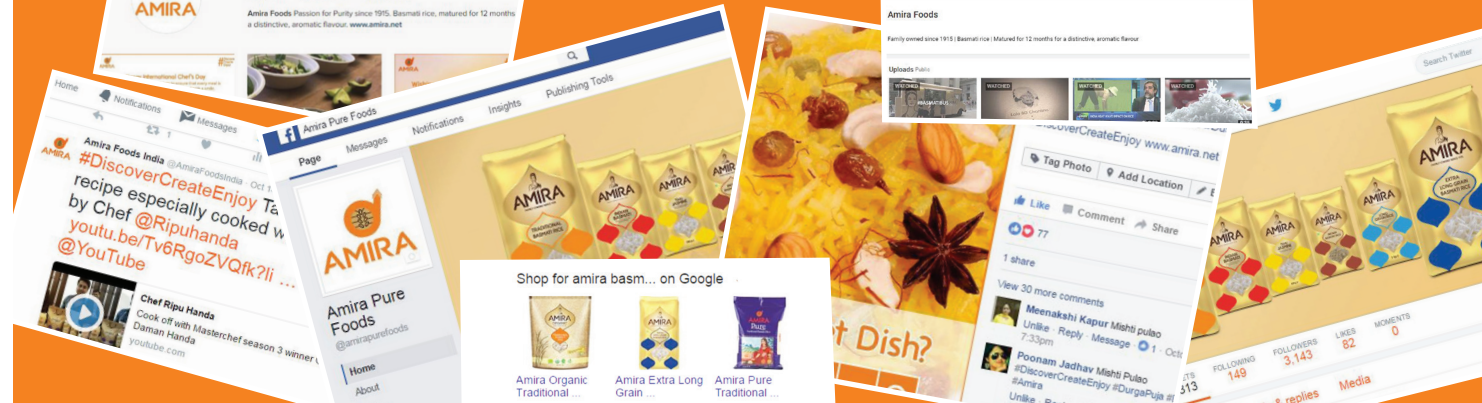
Independent Wins in West Coast

Amira's range of products has grown in the West Coast. There are more than 200 estimated independent stores carrying Amira Gold line products in their stores. Amira range is distributed through UNFI, UG and KeHE. One notable independent store is Haggen/Top Foods with 33 stores in the Washington area. Haggen began in 1933, growing to be the largest independent grocery retailer in the Pacific Northwest. Haggen also operates Top Food & Drug retailers in Washington and Oregon. There will be three 1lb SKUs from the gold line on their shelves, White Basmati, Brown Basmati and Smoked Basmati.



AMIRA DIGITAL FLAVOUR

AMIRA is a major international producer of Indian Specialty Basmati Rice and organic products with a presence in 5 continents. Amira is not just a company that sells product through offline channels but one that embraces the advanced techniques of the digital world. Amira's agreement with Snapdeal.com, Amazon and many other ecommerce platforms allows customers to purchase a wide range of our premium products online. Here are some snapshots of Amira Foods on our digital platforms.



CELEBRATION

October is a month of celebration with lots of events and positivity. At Amira, We are honored to celebrate our Respected Chairman's Birthday and Diwali to bring peace, joy and prosperity this year. We wish everyone a very Happy and prosperous Diwali.



CELEBRATION AT AMIRA



**'GOOD FOOD is
Sweeter, when shared with
GOOD FRIENDS'.**

PRODUCT OF THE MONTH

AMIRA COW GHEE

Product: Cow Ghee is obtained from the milk of Cows.

Description: Amira's Cow Ghee is close to nature as only organic milk is used for making it. Amira's Cow Ghee is the perfect foundation for a tasteful meal. Amira Cow Ghee is produced and processed according to current Good Manufacturing Practices, HACCP norms and relevant processing regulations.

Available in: 500gms

Packaging: Pet Jar



AMIRA - #DiscoverCreateEnjoy

CHEFS CORNER

Sooji Ka Halwa - Semolina Halwa Recipe

Prep Time: 10 minutes

Total Time: 30 minutes

Cook Time: 20 minutes

Yield: Serves 4

Ingredients

- 1 and a 1/2 cups sooji/rawa
- 1/2 Cup Amira Cow Ghee
- 3/4 cup mixture of cashews (chopped) and whole raisins
- 3 cups hot water
- 1/2 cup whole/full cream milk
- 1/2 cup granulated sugar
- 5 pods of green cardamom split open



METHOD

- Heat a deep pan on a medium heat and when it is hot, add the Amira Cow Ghee. When the ghee melts, add the sooji/ semolina and stir to mix well.
- Roast the sooji (stirring frequently) till it begins to turn a very light golden color and give off a faint aroma. This aroma is enough to make your mouth watering! The roasted sooji will have the grainy consistency of wet sand at the beach! Now add the cashews and raisins to the Sooji and mix well.
- While you are roasting the Sooji, in a separate pot and on medium heat, bring a mixture of the milk, water, sugar and cardamom to a rolling boil, stirring often.
- This next step involves much bubbling and splashing so be prepared and careful! When the sooji is roasted, gently add the water and milk mixture, stirring all the while to prevent lumps from forming. If any lumps do form, make sure to break them with the back of the stirring spoon so you get a smooth paste-like consistency. Cook the mixture till it is thick and begins to come away from the sides of the pan.
- Turn off the heat and allow the mixture to cool to a warm temperature.

Enjoy now in individual bowls, garnished with coarsely chopped dried fruit or nuts.



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