



Editor's Choice

India Gate

Unmatched and Unparalleled

For KRBL Limited, the manufacturer of India Gate Basmati Rice, Basmati has a special meaning. Established in 1889, KRBL Limited has a rich heritage and experience: over 125 years of rice-making expertise. Noticeably present in the Middle East, North America, Africa and India, it is the world's largest branded basmati rice exporter and the world's largest rice miller





India Gate Basmati Rice is the longest basmati rice grain in the world, and has won India's most preferred brand by AMGF for six consecutive years. It has become synonymous to high-quality and premium rice.

India Gate is an absolute brand leader in the basmati rice segment, enjoying a 35% plus market share in India (Source: AC Nielson, India). It addresses all market segments with its brand extensions – Classic to Feast Rozana – in India. It is ahead of its competitors because of the superior product, which is the result of QSDIP seed programme, contract farming initiative, and careful milling operations.

Basmati is a long-grain aromatic rice that is grown in the Indo-Gangetic Plain beneath Himalyan sub-ranges. It is the world's favourite variety among large rice-eating populations. KRBL has spent three generations perfecting the Basmati grain.

KRBL has always been ahead of its times in the Basmati arena – whether it is bringing home the most sophisticated and modernized milling technology, or installing a truly world-class rice processing facility, or setting up benchmarks for the whole industry with regard to consistency in quality, aesthetic packaging or par-excellence hygienic standards. It is KRBL's relentless hard work over the years, ongoing R&D process, and stringent quality control at every stage, and above all, its guiding principles of integrity and transparency that have placed KRBL where it stands today.

INDIA GATE BASMATI RICE CLASSIC

A marvel of KRBL ingenuity and Himalayan earth-wind-and-water, India Gate Classic is an exotic new class of Basmati. It embodies not one or two or three, but 'all' the attributes of a true Basmati: Smooth, pearl white grains – extra fine, extra long. On cooking, the grains fluff up to more than twice the original length; and won't break or stick together. The aroma is delicate; and the taste

sweetly delicious. Add it all up, and you have a Basmati that's beyond compare.

INDIA GATE SELLA BASMATI RICE

India Gate Sella Basmati Rice is produced by a process of soaking, pressure steaming and drying prior to milling. This modifies the starch and permits the retention of much of the natural vitamins and minerals in kernels.

It drives nutrients, especially thiamine, from the bran into the grain, so that parboiled white rice is nutritionally similar to brown rice. The starches in parboiled rice become gelatinized, making it harder and glassier than other rice.

BAB AL HIND BASMATI RICE

It originates from the heart of basmati-growing land of India – the Terai region of North-Western Himalayas. The highest-quality harvest of the region is tested, procured and then sent for aging for a minimum period of one year in the most conducive environment of the company-owned storage. The aged paddy is then sent for cleaning, milling and packaging in a state-of-the-art rice milling plant.

Bab Al Hind Basmati Rice is produced as a result of top pedigree seeds from our Quality Seeds Development & Improvement Programme (QSDIP). Rigorous quality control guarantees that only 100% pure product is milled and packed with 0% adulteration. Thus, it provides guaranteed consistent quality, not only from month to month, but also from one cropping season to the other.

Bab Al Hind, the Arabic translation of "India Gate", was first launched by the company in 1993 and today is the largest selling variant of the company.



CERTITUDES

- KRBL is the world's largest rice miller with a majestic paddy milling capacity of 195 MT/hour.
- It has a corpus of \$2.5 million to intensify its present R&D efforts.

BEACON OF TOMORROW

- KRBL is the first Indian rice company to attract Foreign Direct Investment.
- It has won the APEDA award for being the largest exporter for 14 consecutive years, and is also a FIEO Gold Trophy winner and the Guinness Book of World Record holder.
- If any one enterprise in the world is to be considered as the 'home of Basmati', it is KRBL Limited.