

Background of the Corporate Debtor*

Amira Pure Foods Pvt Ltd ('Amira') is a major international producer of packaged Indian specialty rice, with sales in **over 60 countries**. AMIRA offers an extensive portfolio of brands that have been carefully developed to appeal to local markets around the world. Customer tastes and expectations have been finely segmented to deliver authentic flavours that go well with a variety of popular cuisines. Consumer palettes across the market segments have been well researched and adapted to suit the requirements of various trade channels. AMIRA has expanded its product line into snacks, Ready-to-eat and organic food products.

Founded in 1915, AMIRA group in the past six years, transitioned from a family-managed company to a professionally run international food company, under the leadership of the fourth generation.

In October 2012, **AMIRA Nature Foods Ltd** (parent company of Amira Pure Foods Pvt Ltd) completed an initial public offering. Its stock trades on the **New York Stock Exchange (NYSE)** listed under the ticker symbol "**ANFI**". They generate the majority of their revenue through the sale of Basmati rice, premium long-grain rice grown only in certain regions of the Indian sub-continent, under their flagship AMIRA brand as well as under third-party brands.

HISTORY WITH FARMERS

Company has worked for decades with farmers in parts of India where basmati rice is grown. They work to educate them in the best techniques of agriculture, and share with them their technology for mapping and weather analysis. The result is that Amira have a regular and a large supply of the highest quality product.

HISTORY WITH DISTRIBUTORS

Historically, in India, most retailing is done through small groceries supplied through third-party distributors who handle a number of brands. Amira works with these distributors in India to make their product available across the country. In recent years, Western-style retailing has taken a share of the market in India and Amira was on the shelves there as well – their products are sold at Bharti Wal-Mart, Big Bazaar, Metro Cash & Carry, Spar, Spencer's Retail, Star Bazaar (Tesco in India) and Total.

Company works with third-party distributors in 60 countries, who sell their products under white labelled brands. Company also sell bulk commodities to large international and regional trading firms. They sell products, primarily in emerging markets, through a broad distribution network.

HISTORY WITH RETAILERS

Company flagship brand AMIRA was launched in 2008, and now sells in more than 40 countries. Company brand building is based on consumer insight and work with retailers, such as large supermarkets typically in a mall or on a commercial street and usually part of a chain of stores. They sell in both emerging and developed markets to global retailers such as Carrefour, Costco, Jetro Restaurant, Lulu's, Morrisons and Smart & Final through the food service channel.

HISTORY OF INNOVATION

Company recently launched new lines of AMIRA branded products, such as ready-to-eat snacks, to complement their packaged rice offerings and are preparing to launch a new line of Organic Products in Europe and in the US.

Rooted in tradition and with history of success, AMIRA is an important global player in the International Food Industry.

Corporate Mission*

Team at AMIRA, endeavour to build relationships that bond people and cultures across the world through the common language of food, which they call the **Food Connect**. With the power of Food Connect and driven by passion for purity, team is committed to creating a global food brand. Company unrelenting focus on quality, innovation and superior taste reflects in the wide range of products, enabling us to build sustained consumer loyalty, making AMIRA, simply the best money can buy.



Plans for growth

- Expansion in high-growth countries like the UK and the US
- New products: launch of organic products lines and snacks

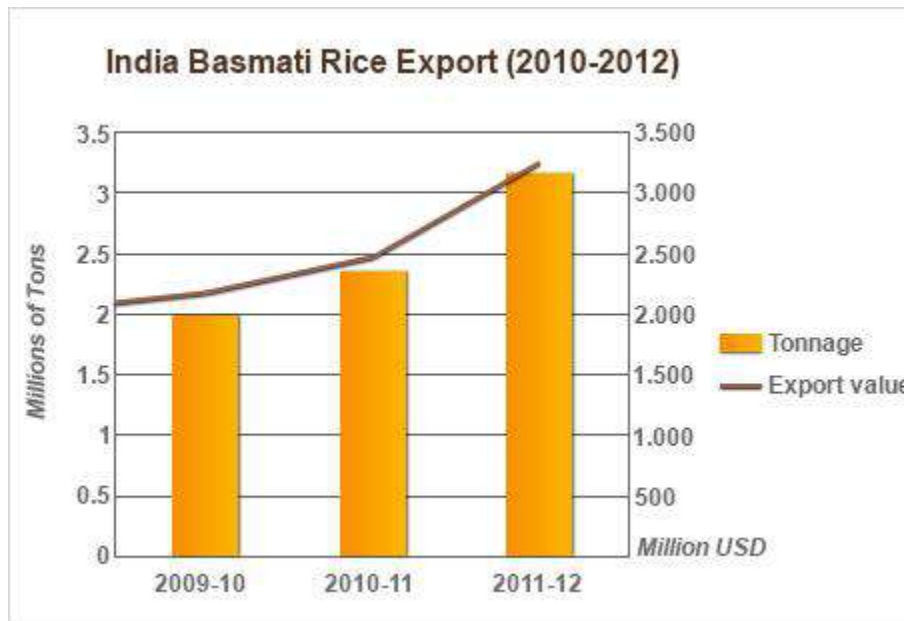
In the past six years, **AMIRA** has become a food provider of global importance. The company is now present in **40 different countries** under its own name, and in **across five continents around the world through third-party vendors**. Two-thirds of company sales are outside of India. Where once company sold a single product, they now sell a range of them. And they are now allied with food companies and distributors all over the world. Company believe that food makes people connect, and creates relationships that bond around the globe.

Basmati rice is still their principal product, accounting for 78 percent of their revenue in 2013.

At their plant in Gurugram, Haryana, India, company follow a rigorous process of quality assurance from the very start of their purchase of the highest quality raw materials. These

are very delicately handled in terms of food safety and hygiene at the state of art manufacturing facility (it is FDA certified since 1996) and process parameters to transform the raw material into the highest quality basmati available to the consumer.

Such was the demand for Amira rice that company works on a new state-of-the-art processing facility that was started in 2015. Demand in India alone was expected to rise at about 7 percent CAGR per year until 2025, when it was expected to reach \$1.5 trillion.



The appeal of basmati rice around the globe as a healthy food was considerable. Basmati rice is a super grain: It is gluten free, cholesterol-free, and its cultivation requires approximately 50 percent less water than does that of other kinds of rice.

AMIRA's brand of basmati rice was one of the four major brands in India, according to Marcom ratings. It was distributed both in the country's traditional distribution networks, and in the newer, 'Western' style retail outlets that accounts for about 19 percent of the country's retail network. In India they continue to increase the number of their distribution centres around the country, with four new ones set up in 2013. Amira was also distributed by Wal-Mart in India.

Outside of India, in emerging markets, AMIRA is working with 3rd party distributors in long-standing and deep-rooted white-label arrangements. These offer a low-risk entry for their product into many markets, and there is still vast potential for expansion in this area. They expect to increase their presence to 70 countries by 2017. And, in the next five years, they are working to increase their branded presence in key target markets like Africa,

Saudi Arabia, Bahrain, and Jordan – they expect to sell their branded products in 50 countries within five years and AMIRA is already successfully penetrating high-growth markets like the US and the UK.

In the U.S., Amira work with major retailers like Cost-Co, and they expect to greatly expand their alliances in that market. In the UK, they are already present at Morrisons with five products. Again, there is great potential for expansion here.

AMIRA is also now expanding into new products. They already offer a line of ready-to-eat snacks and institutional packaged products. And they are expanding with a line of organic products that will launch in Europe and the U.S. in the coming year. There has already been a very positive reaction to these products at trade shows both in the US and in Europe by retailers who are eager to expand their healthy product offerings.

In every market, AMIRA has vast room to expand. With a healthy balance sheet (see latest financial information), and burgeoning sales, AMIRA has the very best chance for rapid growth in the coming years.

Products*



AMIRA ORGANIC PRODUCT RANGE

- Basmati Rice

- Specialty Rice
- Legumes & Lentils
- Spices & Condiments
- Flours
- Sweeteners
- Edible Oils
- Ready to Eat Meals
- Ready to Cook

**Source of information: www.amira.net; www.indiamart.com*