

Press Release

GRM Overseas expanded its “10X Ready to Cook Biryani” Portfolio Introduces Two New Flavours Awadhi and Lucknowi Biryani Kit

Panipat, Haryana, 30 June 2022: GRM Overseas Limited (herein referred to as “GRM”) after a successful launch of “10X Ready-to-Cook Biryani” category in December 2021, has further enhanced its Ready-to-Cook Biryani Kit portfolio by introducing two more Biryani flavours. **Awadhi Biryani Kit** and **Lucknowi Biryani Kit** are the two newly launched varieties, adding to its existing portfolio of Biryani Kits.



Biryani is known to be a royal-delicacies and is a regal treat to enjoy on special occasions. With the Induction of Biryani kits under Ready to Cook category, GRM has enhanced its presence in the ever-growing demand of Biryani by providing traditional and authentic taste to its customers. GRM’s Biryani Kits contain high quality owned basmati rice with an authentic biryani masala paste made with secret ingredients and aromatic whole spices, all ready to be cooked with convenience to perfection.

According to a study by FICCI and PwC in 2018, Biryani industry has a market size of about Rs 280 bn and growing consistently in India. Out of this, the organised biryani segment has a size of Rs 30 bn (~11% share) providing enough growth potential for the company. The product appeals to the urban millennials for its convenience and taste which makes it a great choice for social gatherings due to its universal appeal.



TANOUSH
ORGANIC

Benti



Registered Office
128, First Floor,
Shiva Market Pitampura,
Delhi 110034, India. • +91-11-4733 0330

Corporate Office
8 K.M. Stone, Gohana-Rohtak Road
Village Naultha, Panipat 132145
Haryana, India • +91-972964 7000/8000

Factory
• Gohana Road (Panipat), Haryana
• Naultha (Panipat), Haryana
• Gandhidham, Gujarat

Sharing his views on this important development, Mr. Atul Garg, Managing Director, said: “We are delighted to introduce new flavours under our Biryani Kit portfolio which has enlarged our space in the fast-growing packaged food industry domestically. Our focus has been to reach a wide consumer base with varied range of products to strengthen our 10X brand. We are confident to gain strong momentum going forward in Ready-to-Cook Biryani Kit, as people liking has been changing consistently along with the growing urbanisation and increasing percentage of working women pushing the need of these Ready-to-Cook products.”

About GRM Overseas:

From humble inception in 1974 to redefining itself in the form of GRM, the Company has travelled a long way since then. Initially set up as a rice processing and trading house, it is growing to become a consumer staples organisation. During the initial years, GRM exported rice to the Middle East, the United Kingdom, and the United States. Gradually expanding its reach, GRM has developed a market for its rice in **more than 38 countries**, thereby achieving the title of the **3rd leading Rice Exporter in India**. GRM has three rice processing units with an overall annual production capacity of 4,40,800 MT-based out of Panipat (Haryana), Naultha (Haryana) and Gandhidham (Gujarat). Additionally, the Company has a warehousing facility of 1.75 Lakhs sq. ft space adjacent to the Gandhidham plant facilitating speedy shipments from Kandla and Mundra ports.

GRM sells products under its brands, namely “10X”, “Himalaya River” & “Tanoush,” and also sells through private label arrangements under customers’ brands. GRM has endeavoured to reach consumers directly with its brands and products in recent years. By placing its products on the shelves of several major retailers in India and abroad, GRM has ensured that the end consumer always has easy access to their high-quality products. The Company aims to deliver the best quality products to customers with stringent and proactive quality control procedures in place, according to international requirements.

For more information, please contact:

GRM Overseas Limited

Balveer Singh, Company Secretary

www.grmrice.com

Ernst & Young LLP

Vikash Verma / Rohit Anand

vikash.verma1@in.ey.com / rohit.anand4@in.ey.com



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Registered Office
12B, First Floor,
Shiva Market Pitampura,
Delhi 110034, India. • +91-11-4733 0330

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