

SINCE 1981

# KOHINOOR

A LEGACY OF TRUST & TASTE

Welcome



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## *Why Kohinoor !!!.....*

- *Introduced Indian basmati rice to the world*
- *Pioneers of branded basmati rice in the world*
- *Successful and profitable diversification into packaged food business*
- *'Best recall' basmati rice brand of India*
- *Commanded largest market share in branded basmati rice, domestic and exports*
- *Sales and Marketing tie-up with major brands around the world*
- *Guinness World Record of Largest Biryani Weighing 14,060 Kgs.*



## *INDEX :*

- |                                 |
|---------------------------------|
| ↗ Company's' Dossier            |
| ↗ Promoters & Promoters Profile |
| ↗ Plant Overview                |
| ↗ Products Overview             |
| ↗ Awards & Achievements         |
| ↗ Our Presence                  |
| ↗ Our Clientele                 |



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# KOHINOOR

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*Company's' Dossier :*



# Company's' Dossier :

## **About Kohinoor Journey:**

*Kohinoor Foods started its journey way back in the year 1989 and since its inception, the company's sole objective has been to make the world experience the taste of authentic Indian flavour.*

*The journey has been fruitful and fulfilling. Kohinoor today has become synonymous to trust and quality.*

*The authentic Indian flavour of Kohinoor's each product is savoured round the globe. Our success can be measured by the fact that renowned Retail Chains like Booker Cash n Carry, Somerfield, TESCO, Sainsbury's, ASDA, TJ Morris in the UK, Costco, Wal-Mart in Canada, Kobe Bussan in Japan, Coles in Australia, Woolworths & Foodstuff in New Zealand, Kroger's, BJ's and Whole Foods in US, Mustafa in Singapore and Parkshop in Hong Kong are just the few names that have our products displayed on the shelves of their stores.*

*With a quality commitment that surpasses every possible benchmark and sets new standards, we are working towards becoming a global brand with a product portfolio that includes everything in the food category. Just the reason why Kohinoor Foods offers an extensive range of Basmati Rice, Ready to Eat Curries & Meals, Readymade Gravies, Spices & Condiments, Instant Mixes, Indian Savouries (Namkeens), Pure Ghee (clarified butter), Frozen Bread & Snacks, Indian Cottage Cheese (Paneer) and many more. Not surprising then, that Kohinoor Foods Ltd. is a household name in the international markets.*

*Kohinoor Foods Limited "Kohinoor" embarked upon its business journey in 1989. Since then KFL has been treating every milestone achieved as a stepping stone to go past another one. Today, in India and in over 65 countries, consumer's lives have been touched by not only some of the finest basmati rice brands such as KOHINOOR, MONSOON, TROPHY, CHARMINAR etc., but also a wide assortment of food products that includes Basmati Rice, Ready to Eat Curries & Meals, Simmer Sauces, Cooking Pastes to Spices, Seasonings and Frozen Food. Kohinoor further expanded its product basket to Pure Ghee, Paneer (Indian Cottage Cheese), Ready Mixes, Namkeens & Sweets. It's a feat that Kohinoor Foods Ltd. pulled off by spreading the authentic India flavour across the globe with some of its equally important brands and are available on shelves of best Super Markets around the world. Thereby becoming a well-known food giant with one of the most powerful brand in its stable – "Kohinoor".*

*Kohinoor Foods Limited (Erstwhile Satnam Overseas Limited) is a Public Limited Listed company having its securities Listed on the Indian Stock Exchanges, 'BSE and NSE' ~ promoted by "Mr. Jugal Kishore Arora, Mr. Satnam Arora and Mr. Gurnam Arora" (Brothers) having experience in the Rice Industry for more than 4 decades. Under their leadership 'Kohinoor' (The Company as well as the 'Eminent Brand') is the first choice of customers around the world acknowledged and respected for its Business Principles and its finest products, where 800 MT finest basmati grains can be produced every day from Kohinoor Rice factory and 70,000 processed Food Pouches per day can be produced every day from Kohinoor Food factory.*

#### *Awards & Recognitions ~ 'Kohinoor':*

- *Guinness Book of Records for making 'Largest Biryani' {1st March, 2008}.*
- *The APEDA award for 'Fourteen Consecutive Years'.*
- *The National Award for Export Excellence {an Award from the President of India for its strong growth in exports}*
- *Validated by consumers as a 'Superbrand' {'Kohinoor' the only rice brand honoured and declared as the 'Superbrand' twice}.*
- *The Reader's Digest Trusted Brand Awards {Proud winners of Reader's Digest Gold Trusted Brand Award for '6 Consecutive Years'}.*
- *The Power Brand Award (2010-11).*
- *The Brand Equity award*

*'The recognition that's closest to the company is the one awarded by millions of satisfied customers across the globe who vouch for the authentic Indian taste it offers' and which has a great future as Indian Food has become a Food Platter around the Globe.*





*Promoters & Promoters Profile :*



## *Promoters & Promoters Profile :*



*Kohinoor Foods Limited, today, is a force to be reckoned with in over 65 countries across the globe. And that's been made possible by the sheer determination and resolve of three brothers Jugal Kishore Arora, Satnam Arora and Gurnam Arora. Together, the three of them made the company scale new heights. With their understanding of the market and a deep insight into the consumers' minds, they left no stone unturned to guarantee success for the company. Under their able guidance and motivation, people behind day-to-day activities, both in India and abroad, got encouraged and formed a team to make Kohinoor a household name. Their common values, professionalism and concerted efforts propelled Kohinoor Foods to become all that it is today – a modern, global food company.*

**Mr. Jugal Kishore Arora**  
**Chairman of the Company.**

He is associated with the Organization since its inception and has completed his Graduation from Punjab University (INDIA). He has been looking after and is in-charge of Procurement as well as the Production of the Company. His vast experiences of more than three decades in the rice industry, together with a sharp eye for detail, have reaped rich dividends. In fact, he has been largely responsible for the wide acceptance that the Company's Basmati Brands enjoyed all over the World today. Mr. J.K. Arora set up the first rice processing plant at Amritsar followed by rice processing plants at Murthal (Haryana) and Food Processing Plant at Bahalgarh, Sonipat. His major contribution is in the areas of quality standardization. He has pioneered the development of different quality parameters for Indian basmati rice by carrying out extensive interactions with the farmers, agro-scientists and research personnel for the betterment of basmati rice, the quality and output at the domestic level. Today, he is engaged in providing strategic direction to the Company's business; taking the overall charge of procuring raw-material (paddy) and selecting the optimum growing region etc. and setting "QUALITY" standards for the Company's range of rice-offerings.

**Mr. Satnam Arora**  
**Jt. Managing Director of the Company.**

He has completed his education as a Master in Economics from Punjab University (INDIA) and has been involved in the family business of trading of Basmati Rice right from the beginning. He has vast experience in marketing the rice in overseas market. Mr. Satnam Arora has been looking after Export Marketing as well as he is responsible for Banking, Finance, Taxation, Legal and Secretarial as well. The fact that the Company has taken a Commanding Share of the Basmati Export Market is largely because of the sincere efforts and initiative taken by Mr. Satnam Arora. He strongly believes that success in life can be achieved only with self-confidence and belief. In order to bring significant exposure to his organization, he has been a part of several Industry association like FICCI, ASSOCHAM, AIREA (All India Rice Exporters Association) and APEDA etc.

**Mr. Gurnam Arora**  
**Jt. Managing Director of the Company.**

He is having vast experience and skills and has been instrumental in providing a new strategic focus to the rice industry from a commodity driven business to a branded category. After completion of Graduation degree, he joined the family business of rice trading. Over the years, Mr. Gurnam Arora learnt the intricacies of the business and demonstrated his strategic approach & acumen by successfully marketing & promoting Company's products in national & international markets. Amongst other career milestones, he has played a key role in introducing convenient packaging options and many more value additions for the consumers. He has over three decades of experience in rice industry.

Mr. Gurnam Arora has been looking after Domestic Marketing, Purchase, Administration, HR, Quality Control and day to day Corporate Affairs of the Company. Mr. Gurnam Arora's broad vision helped the Company to increase its value. He was the President of All India Rice Exporters Association and a member of the Basmati Development Fund, APEDA and Ministry of Commerce and also associated with various industry associations like FICCI, ASSOCHAM etc.





## *Plant Overview – Rice Milling Facility :*





# Plant Overview :

## Rice Factory (Murthal, Sonipat, Haryana, India) :

✦ A state of the art Rice mill with an installed capacity of 2,50,000 MT per annum with a storage capacity of 1,20,000 MT.

### ✦ The Rice Facility :

*What does it take to produce the most sought-after, world-class Basmati Rice? The answer is simple – World class rice processing plant, in-depth understanding of grains & astringent quality control system and that's Kohinoor Foods Ltd. having all about. Its decades long experience makes it better than the most.*

*Our rice factory at Murthal, Haryana, is one of the largest in the country with an unbelievable milling capacity of 50 metric tons per hour. Not only that, Plant is ISO 22000, GMP, HACCP, APEDA, USFDA registered and BRC certified. It happens to be the first rice plant to get approved under In-process Quality Control System (IPQC) by EIC (Export Inspection Council) govt. of India. Entire chain of processing is automated till final packing, the factory uses the world's best technologies and equipments for churning out rice grains that can only be described as impeccable. We have a research based QA driven scientific procurement system to ensure desired quality of the final product. To ensure the consistency of the agri produce in throughout the value chain, we have an extension network of experienced professionals which are involved in raw material procurement. Our extension program also takes care updated compliance requirements as per requirements of export market. In the entire value chain traceability of product is maintained and documented as per national & international requirements of standards. In addition to it all, we offer the most versatile and flexible packaging, ranging from Jute bags to Laminated Pouches, Pet Jars, Paper bags, Tin containers, Jumbo Bags , PP bags & Tyvek Bags to Non-Woven Fabric Bags.*





# Product Overview – RICE :

## Kohinoor Rice Portfolio



**Limited Edition - Indulge in the Passion** - Available in 3 kg jar.



**Brown - The Taste of Wellness** - Available in 1 kg jute bag and 1kg Metallic Laminate Pouch.



**Kohinoor's World Rice Series** - Available in 1 kg PET Jars

## Kohinoor Rice Portfolio



**Extra Mature - The Authentic Basmati Rice** - Available in Metallic Laminate pouch of 2kg and 5kg



**Extra Flavour - The Authentic Basmati Rice** - Available in Metallic Laminate pouch 500g, 1kg, 2kg, 5kg, 10kg & 20kg and Fabric bag of 10kg & 20kg



**Extra Long Basmati Rice** - Available in Metallic Laminate pouch 500g, 1kg, 2kg, 5kg, 10kg & 20kg and Fabric bag of 10kg & 20kg



# Product Overview – RICE :

## Kohinoor Rice Portfolio



**Extra Fine Basmati Rice** - Available in Metallic Laminate pouch 500g, 1kg, 2kg, 5kg, 10kg & 20kg and Fabric bag of 10kg & 20kg



**Brown - The Taste of Wellness** - Available in 5 kg Metallic Laminate Pouch.



**Everyday - Value for money** - Available in Metallic Laminate pouch 1kg & 5kg and Fabric bag of 10kg & 25kg

## A product of Kohinoor Foods



**Extra Long 1121 XL Basmati Rice** - Available in Metallic Laminate pouch 1kg, 5kg and Fabric bag of 10kg & 20kg



**Extra Fine Basmati Rice** - Available in Metallic Laminate pouch 1kg, 5kg and Fabric bag of 10kg & 20kg



**Everyday Rozana Basmati Rice** - Available in Metallic Laminate pouch 1kg, 5kg and Fabric bag of 10kg & 20kg



**Monsoon Basmati Rice - in Jar**  
Available in 1kg & 5kg



**Monsoon Basmati Rice**  
Available in 1kg



# Product Overview – RICE :

## Kohinoor Rice Portfolio



**Trophy - 1121 XL Basmati Rice** - Available in Metallic Laminate pouch 1kg & 5kg and Fabric bag of 10kg & 25kg

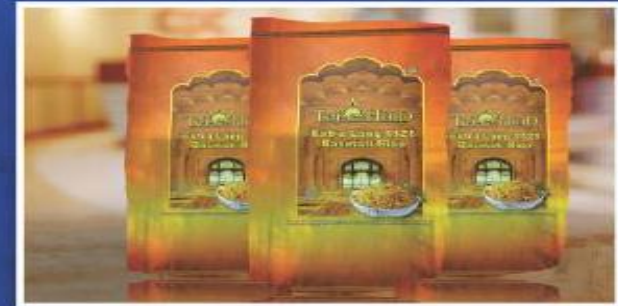


**Charminar - Basmati Rice** - Available in Metallic Laminate pouch 1kg & 5kg and Fabric bag of 10kg & 25kg



**Charminar Exotic - Basmati Rice** - Available in Metallic Laminate pouch 1kg & 5kg and Fabric bag of 10kg & 25kg

## Kohinoor Rice Portfolio



**Taj-e-Hind Extra Long 1121 Basmati Rice** - Available in 10kg & 20kg



**Taj-e-Hind XXXL Basmati Rice** - Available in 10kg & 20kg



**Patiala House Super Basmati Rice** - Available in 10kg & 20kg





## *Plant Overview – Food Factory:*



# Plant Overview :

## Food Factory (Bahalgarh, Sonipat, Haryana, India) :

▲ A high quality & most modern Food Processing Factory with an installed capacity of 20 million processed Pouches per annum.

### ▲ The Food Facility :

*To make certain that the authentic Indian taste is savoured by millions worldwide, Kohinoor Foods Ltd. conforms the highest standards of quality and food safety. Just the reason why our food plant is BRC, USFDA, SEDEX, Organic and GMO certified for its adherence to prescribed quality norms. In addition, the factory is also equipped with Kosher and Halal certification. Along with that comes a world-class infrastructure backed by the best possible technology in thermal processing and freezing. Kohinoor Foods' technology partners include world leaders like Lagarde Autoclaves - France, Lee Pack filling & sealing machines South Korea, Ishida Japan X-ray, to name a few. Also worthy of mention here is Kohinoor Foods' Human Resource talent. With a relentless pursuit to excel the culinary chefs, R&D and new product development experts have created a host of innovative products. The company's range of microwaveable Healthy Rice Meals - Rice, Super Foods and Ancient Grains combination is a case in point. Not to forget the range of Cook-In-Sauces - 100% natural Indian curry sauces, another example of endless innovation at Kohinoor Foods Ltd.*



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## *Product Overview – Food :*





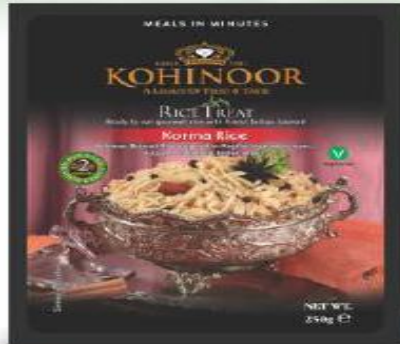




# Product Overview – FOOD :

## Authentic Indian Delicacies

### Readymade Gravies Cook-in Sauces



#### KORMA RICE

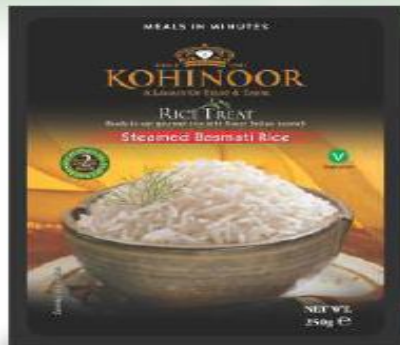
Kohinoor Basmati Rice prepared in Mughlai style with cream, nuts and traditional Indian spices.  
Available in Microwaveable Pouch, Monocarton (Microwaveable Pouch inside) 250g



#### Brown Rice with Quinoa

Combination of Whole grain rice & superfood Red Quinoa

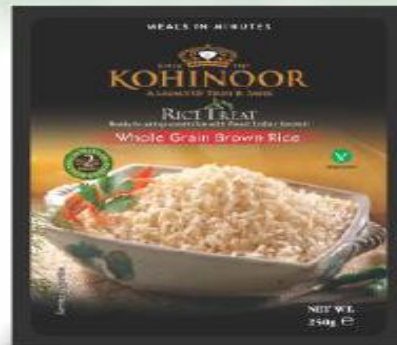
Available in Microwaveable Pouch, Monocarton (Microwaveable Pouch inside) 250g



#### Steamed Basmati Rice

Kohinoor Steamed Basmati Rice.

Available in Microwaveable Pouch, Monocarton (Microwaveable Pouch inside) 250g



#### Whole Grain Brown Rice

Available in Microwaveable Pouch, Monocarton (Microwaveable Pouch inside) 250g



#### Mumbai Kolhapuri Masala

A fiery dish from the west coast of India with coconut and red chilli

Available in 375g Printed Pouch



#### Bombay Egg Curry

A rich tomato and onion sauce with cashew nut paste and coriander

Available in 375g Printed Pouch



#### New Delhi Nihari

An aromatic slow cooked recipe with a melange of exotic spices

Available in 375g Printed Pouch



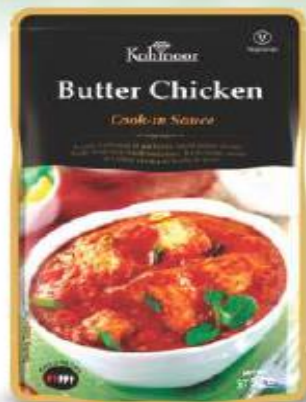
#### Lucknowi Adraki Bhuna

A robust combination of caramelised onions, tomato, ginger and garam masala

Available in 375g Printed Pouch



# Product Overview – FOOD :



## Butter Chicken

A rare exhibition of authentic north Indian cuisine, made from farm fresh tomatoes, fresh cream, onions and other aromatic herbs & spices

Available in 375g Printed Pouch



## Chicken Tikka Lababdar

A traditional mughlai sauce, made popular by erstwhile mughal emperors of Delhi. Made from farm fresh tomatoes, onions, capsicum, fresh cream and exotic Indian spices

Available in 375g Printed Pouch



## Kashmiri Dum Aloo

Baby potatoes in a rich aromatic onion, tomato & cashew nut sauce

Available in Mono Carton 300g



## DAL MAKHANI

Whole black gram lentils cooked with red kidney beans, Tomato and ginger

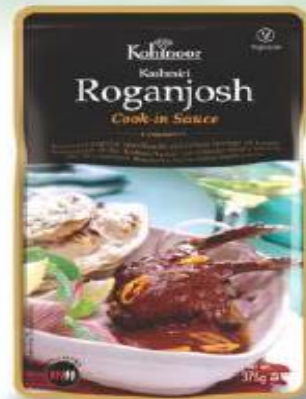
Available in Mono Carton 300g



## Mughlai Korma

A delightful sauce made famous by royal chefs from the erstwhile north-west frontiers of un-divided India. Made from paste of cashew nuts, onions and fresh cream with exotic herbs and spices

Available in 375g Printed Pouch



## Kashmiri Rogan Josh

An immensely popular sauce from the rich culinary heritage of Kashmir. An integral part of the 'Kashmiri Wazwan' (an elaborate meal consisting up to 36 courses). Rogan Josh is the true Indian lamb curry

Available in 375g Printed Pouch



## BOMBAY POTATOES

Tender potato chunks in a rich tomato sauce, gently spiced with mustard seeds and cumin

Available in Mono Carton 300g



## CHANA MASALA

Wholesome chickpeas in a delicious onion & tomato sauce, delicately spiced with ginger & turmeric & finished with coriander

Available in Mono Carton 300g



# Product Overview – FOOD :

## Kohinoor Frozen Paneer

### Paneer - Pasteurized Indian Cottage Cheese



## Authentic Indian Delicacies

### Readymade Paste, Condiments and Chutney

Wondering how to give your food that distinctive flavor and aroma of freshly ground herbs & spices? Well, here's the answer - Kohinoor's range of Cooking Pastes. Made from a unique fusion of specially chosen herbs & spices, the range brings a strong authentic Indian flavor to your cooking. And when it comes to you from Kohinoor Foods you can be rest assured about the taste, quality and authenticity of these pastes.



**Tandoori Curry Paste**

Tempting readymade Tandoori Curry Paste prepared in north Indian style and seasoned with authentic Indian spices & herbs.  
Available in Bottle 330g



**Tikka Masala Curry Paste**

Seasoned readymade North Indian Tikka Masala Curry Paste prepared with exotic blend of farm fresh tomatoes, onions & curd with subtle touch of lemon.  
Available in Bottle 330g



**Ginger Garlic Paste**

Use Kohinoor's Ginger Garlic Paste at the same stage of cooking as you normally use fresh ginger & Garlic.

Available in Bottle 200g



**Garlic Paste**

Use Kohinoor's Garlic Paste at the same stage of cooking as you normally use fresh garlic.

Available in Bottle 200g



**Ginger Paste**

Use Kohinoor's Ginger Paste at the same stage of cooking as you normally use fresh ginger.

Available in Bottle 200g



# Product Overview – FOOD :

## Kohinoor Frozen Foods Range of Kohinoor Frozen Breads



**TANDOORI NAAN**  
Freshly baked Indian leavened bread  
Available in Laminated Pouch 400g



**MULTIGRAIN NAAN**  
A delightfully healthy Indian leavened bread made from a mix of multi grains  
Available in Laminated Pouch 340g



**GARLIC BUTTER NAAN**  
Tandoor baked Indian leavened bread made with fresh chopped garlic and extra toppings of butter.  
Available in Laminated Pouch 340g



**AMRITSARI KULCHA**  
Tandoor baked Indian leavened bread stuffed with spiced potatoes and onions.  
Available in Laminated Pouch 400g



**TIKONA PARATHA**  
Crispy & Golden Homestyle, triangular whole wheat flat bread  
Available in Laminated Pouch 300g



**LACHHA PARATHA**  
A multi-layered whole wheat bread a speciality of north Indian cuisine  
Available in Laminated Pouch 400g



**GOBHI PARATHA**  
Indian whole wheat flat bread stuffed with a blend of cauliflower & Aromatic spices  
Available in Laminated Pouch 400g



**ALOO PYAAZ PARATHA**  
Indian whole wheat flat bread stuffed with spiced potatoes and onions  
Available in Laminated Pouch 400g

# Product Overview – FOOD :

## Kohinoor Frozen Curries Authentic Indian Delicacies



### SARSON KASAAG

Fresh mustard leaves cooked in traditional Punjabi style with a subtle touch of butter and authentic Indian spices.  
Available in Mono Carton 300g



### RAJMA

An authentic North Indian delicacy of red kidney beans cooked in a gravy of tomatoes, onions, garlic, ginger and traditional Indian spices.  
Available in Mono Carton 300g



### KADHI PAKODA

Traditional gram flour dumplings cooked in Punjabi style with tempting gravy of yoghurt and authentic Indian spices.  
Available in Mono Carton 300g



### DAL MAKHANI

An exotic blend of whole black lentils & red kidney beans cooked on low fire in Peshawari style with buttery gravy of tomatoes, onions, ginger, garlic & authentic Indian spices.  
Available in Mono Carton 300g

## Kohinoor Frozen Curries Authentic Indian Delicacies



### PUNJABI SAMOSA

Punjabi style delicious flaky stuffed Vegetable Pastry made with mildly spiced mashed potato, green peas & Aromatic Indian spices.  
Available in Mono Carton 600g



### ALOO BONDA

Mashed potato dumplings seasoned with curry leaves, mustard seeds and deep fried.  
Available in Mono Carton 300g



### ONION BHAJI

A popular Indian snack with strips of fresh onion dipped in spicy batter and deep fried.  
Available in Mono Carton 280g



### ALOO TIKKI

A popular Indian street food prepared with mashed potatoes, grams infused with aromatic spices & herbs.  
Available in Mono Carton 320g



# Product Overview – FOOD :

## Authentic Indian Delicacies

### Namkeen / Savories



#### HING CHANA

Roasted Gram laced with Spices & Condiments.  
Available in Printed Pouch 200g.



#### BIKANERI BHUJIA

Crispy Husked Daw Gram sprinkled with Spices & Condiments.  
Available in Printed Pouch 200g



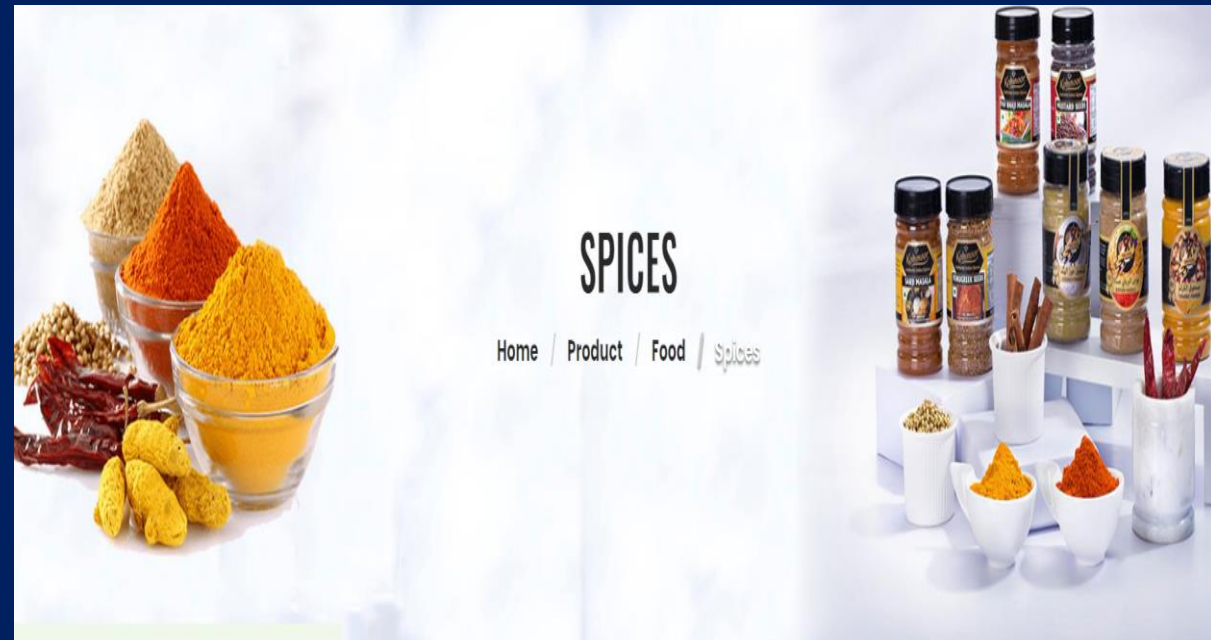
#### KHATTA MEETHA

Sweet and Sour Taste of Polipouri of Rice flakes, Pulses & Peanuts.  
Available in Printed Pouch 200g



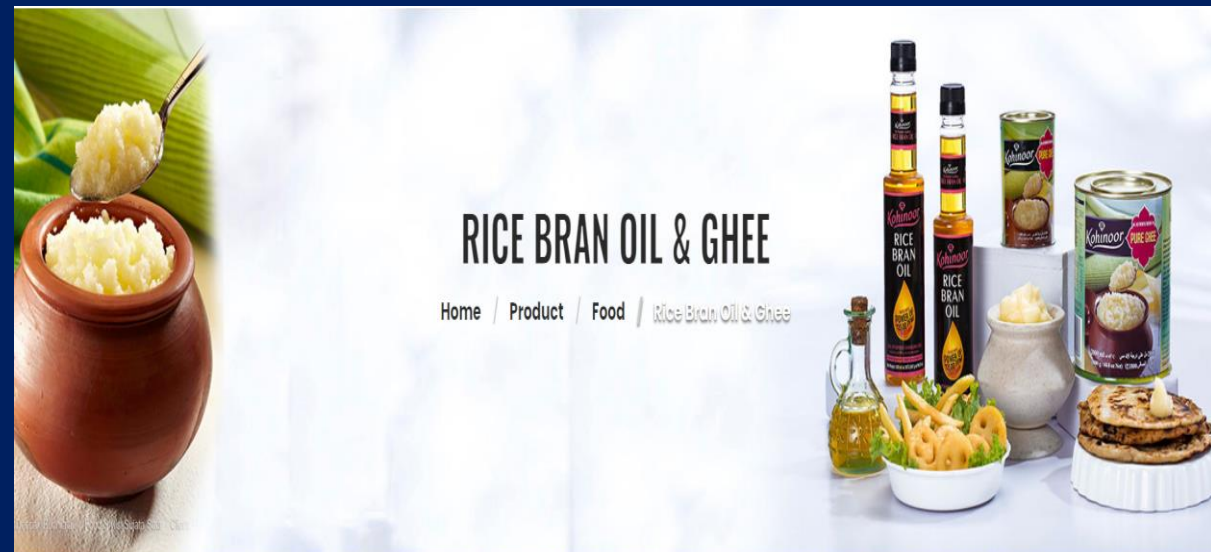
#### MOONG DAL

Salted Husked Green Gram laced with Salt.  
Available in Printed Pouch 200g



## SPICES

Home / Product / Food / Spices



## RICE BRAN OIL & GHEE

Home / Product / Food / Rice Bran Oil & Ghee



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## *Awards & Achievements :*



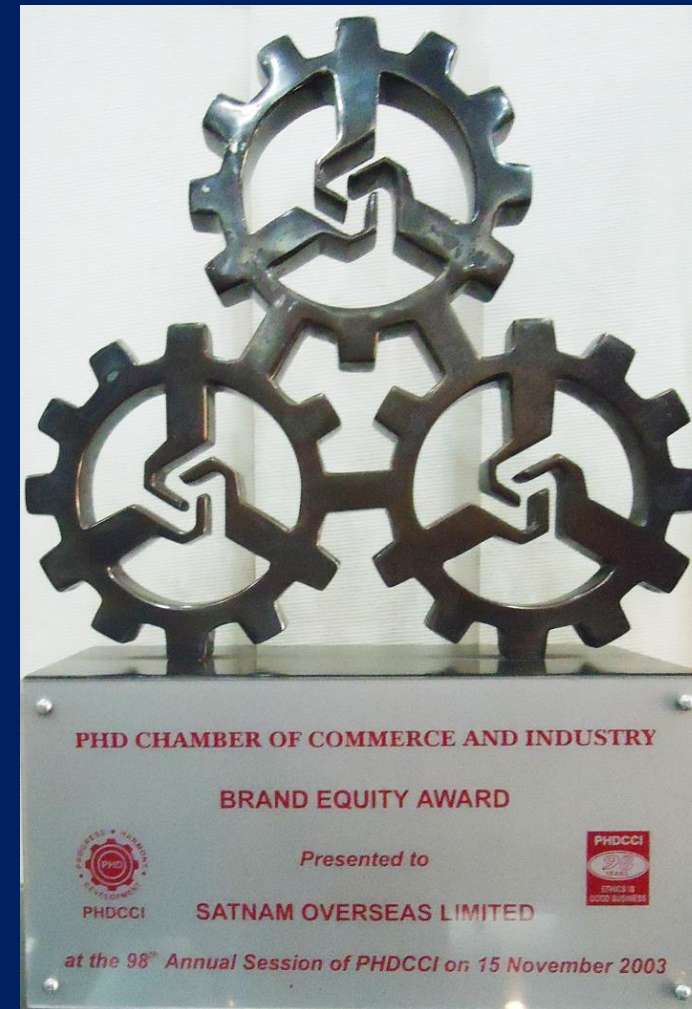


GUINNESS WORLD RECORD CETIFICATE  
(Given by GUINNESS WORLD RECORDS LTD for the largest  
Biryani dish was prepared by KFL in 2008)





APEDA EXPORT AWARD  
(From last 14 Consecutive years)

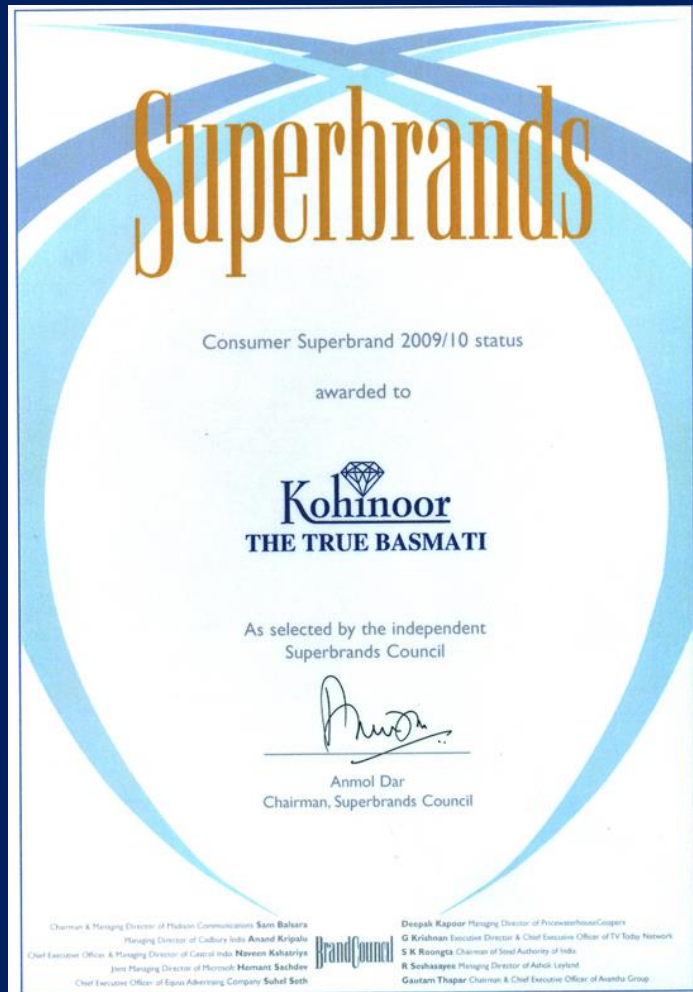


BRAND EQUITY AWARD  
(Given by PHD Chamber of Commerce and Industry)





READER'S DIGEST AWARD  
(From last 3 consecutive years)



SUPERBRAND CERTIFICATE  
(Given by Brand Council from last 3 consecutive years)





POWER BRAND CERTIFICATE  
2010 -2011

National Award  
for  
Export Excellence





*Our Presence :*



*Our Presence :*

*Kohinoor – Global Presence in Over 65+ Countries*







*Our Clientele :*



# Our Clientele :

## A Glimpse of some of our International Clientele



## A Glimpse of some of our International Clientele







Thank  
you!

