GRM



Building India's Largest And Most Trusted Consumer Staples Brand

WELCOME TO THE WORLD OF



GRM Rice came into existence in 1978.
Our passion for providing the world with the finest food products has only increased since then. Our products are trusted in thousands of kitchens around the world.

Over the years, we have challenged conventions, led innovations, and shaped cultures. Combined with persistence, our promise of quality has paved th path for growth and success.

50+

Years of legacy and rich experience

45+

Countries with our presence



400+
Workforce

200+
Suppliers

200+
Distributors

2400+
MT per day production capacity

1800+
Retail stores

GRM

Our Beliefs



VISION
to inspire

To be the most preferred company of choice for all our customers, in India and abroad, and to continuously render service excellence that surpasses their expectations.

MISSION
to achieve

To create a versatile product range, ensure prompt and seamless delivery of the product and service to the customer, ensure continuous improvement in all of our products, enhance competency and knowledge of our people, and to deliver



VALUES
to uphold

- Integrity
- Responsibility
- Teamwork
- Excellence

Taking GRM 2.0 Forward

GRM has built its reputation as a purpose-driven company founded on strong values, wonderful brands, and a talented and committed workforce. GRM 2.0 is not just a statement or phrase; it's a passion we live by and are sure to achieve by 2021-2023. GRM 2.0 isn't just something we say - it steers our decisions and shapes our actions at every business level. It means anticipating the significant changes shaping our industry - becoming fully digitized, lowering costs, and being more agile. We intend on using our scale and influence to create positive change well beyond the industry dynamics. We seek to expand into high-growth markets with superior products that are good for both people and the environment. Further, we intend to attract the very best people into a diverse, inclusive, and flexible working culture.



Atul Garg
Chairman & Managing Director

Our Legacy

1974-2017
Strong Foundation
- Built over 4 decades of experience
- Globally exporting to the UAE, MENA countries, UK and USA markets

2018
Global Brands
- Launched our brand **'Himalaya River'** basmati globally
- Launche d our brand **'Tanoush'** especially for the Gulf region

2020
Indian Markets
- Incorporated GRM Foodkraft (subsidiary of GRM) for Indian market
- Entered Indian Market with brand 10X

2023
10X Expands
- Launched Wheat Flour And Snacks under 10X Brand in Indian Market
- Expanded Product Portfolio by Launching Edible Oil under the 10X Brand

2024
Star Partnerships
- On boarded **Salman Khan** as our Global Brand Ambassador
- Acquired 44% Stake in **Virat Kohli** backed **Rage Coffee** Brand in the Indian Market

2025
Road Ahead
- Implementing strategic marketing to differentiate among consumer staple companies in India
- Developing high-quality in-house brands and improving brand awareness

GRM



Quality at the Core

At GRM, we procure the paddy in the optimal season and store it in the most hygienic conditions to age to perfection. We are equipped with comprehensive systems that ensure ongoing fumigation, maximum production from the ground, optimal moisture & humidity and protection from all forms of infestation.

QUALITY IS THE TOUCHLINE THAT FORMS OUR REPUTATION

Well-equipped & highly advanced in-house laboratories to check the quality of paddy and rice, ensuring unparallel product quality

Lab Equipment: Moisture meters, Lab De-huskers, Electronic Vernier Calipers, Precision Electronic Weighing Scales, Paddy Separator & Lab Polishers.

Farm to Shelf Product Traceability: Implemented through our ERP systems to ensure sustainability and enhance consumer satisfaction.

Regular Audits by Accrediting Organizations: Ensure that we deliver only the best to our customers.

GMP Certified

ISO 22000:2005

BRC (British Retails Consortium) Certified

U.S. FDA Certification

Organic Certification

Safe Quality Food Certificate (which includes HACCP)

Kosher Certified

GRM



From Farm to Fork

ANNUAL PRODUCTION CAPACITY	4,40,800 MT



PANIPAT
(HARYANA)



NAULTHA
(HARYANA)



GANDHIDHAM
(GUJARAT)

PRODUCTION & PROCESSING FACILITY

3 Milling plants:
550 MT per day

9 Sortex Plants:
2,000 MT per day

WAREHOUSING FACILITY

1.75 lakh feet^2
space adjacent to the Kutch-Gujarat factory.

Facilitating speedy shipments from
Kandla and Mundra ports.

MT: metric tonnes

GRM

TANOUSH
ORGANIC

2nd
LARGEST
RICE EXPORTER
TO THE
MIDDLE EAST

3rd
LARGEST
RICE EXPORTER
TO THE
WORLD

45+
NUMBER
OF COUNTRIES
WHERE GRM HAS DEVELOPED
A MARKET FOR ITS RICE

Our Global Brands



ASDA Walmart | Sainsbury's | home bargains | TESCO

Rimi | co-op | Carrefour | Amira

Himalaya River | TANOUSH ORGANIC | 10X

GRM

OUR PARTICIPATION AROUND THE WORLD



Gulfood — DUBAI

SIAL INSPIRE FOOD BUSINESS — PARIS

Gulfood — SAUDI ARABIA

WorldFood Istanbul — ISTANBUL

INDUSFOOD — HYDERABAD, INDIA

WorldFood Azerbaijan — AZERBAIJAN





Customised Private Labeling

We at GRM believe in quality, customer service & food safety. Our private label programme assures individuals interested in venturing into the basmati rice industry a competitive edge with the highest quality of products, and provides market insights to operate in different markets.





- Deliver what we promise
- Unmatched product quality
- Innovative packaging options
- Product marketing insights
- Wide range of product qualities
- Consistent quality checks
- Speedy in-time shipments
- Multiple FMCG products
- Assistance in understanding consumer demands
- Support in expanding to new markets
- Low Minimums
- Faster Turnaround Time



GRM

10X

EXPANDING TO
52+
DISTRIBUTION CENTRES (DC)

SUPPLYING TO
1,60,000+
KIRANA STORES

REACHING OUT TO
1.3 Billion
TARGET CONSUMERS



Basmati Golconda Range

Perfect for large gatherings, ideal for making pulao and biryani.

Premium Steam Basmati Range

Best in taste aroma, ideal choice for your favourite curries, pulao and fried rice.

Golden Sella Basmati Range

Long and consistent grains for perfect cooking, best for weddings and functions.

Creamy Sella Basmati Range

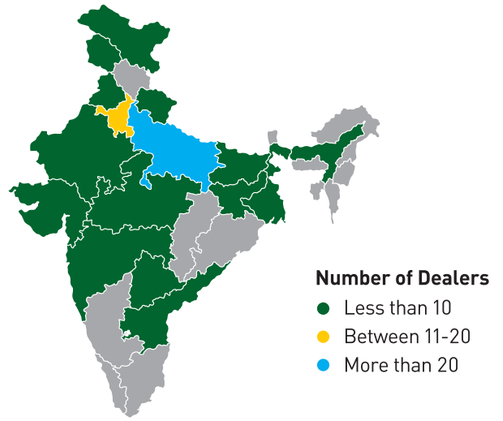
Mild and nutty in texture, perfect choice for chefs and cooks globally.

Basmati Rozana Range

Premium blended handpicked long grain rice, perfect choice for the daily rice eaters.

Our Indian Brands





GENERAL TRADE

105
Distributors

over **90K**
Touch Point (Kirana Stores)

सत्यमेव जयते
Proudly Associated with the **Government of India**



MODERN TRADE

Jio MART | Flipkart Wholesale | elasticrun NETWORK OF POSSIBILITIES | udaan

spencer's | CITYMALL हर दिन सही दाम

ONLINE PARTNERS

amazon.in | Flipkart | meesho

zomato | bigbasket | blinkit | Swiggy Instamart | zepto

foodkraft

10X Everyday Essentials

10X Everyday Essentials offers a carefully curated range of high-quality staple ingredients, including Atta, Multigrain Atta, Maida, Besan, Suji, Dalia, and Poha. Committed to purity, taste, and nutrition, our products are sourced and processed to meet the highest standards.



Other Products



Cuppa Rice



Kachi Ghani Mustard Oil



Biryani Kit



Ground Spices

Our Global Retail Presence



With a footprint spanning continents, we bring the flavors of excellence to homes around the globe.



GRM

RAGE
COFFEE

Drink King Kohli's Favourite Coffee!



#KeepRaging

www.ragecoffee.com

10X



Export Range

GRM

Contact us

GRM OVERSEAS LIMITED

Registered Office
128, First Floor, Shiva Market Pitampura, Delhi 110034, India.

Corporate Office
8 K.M. Stone, Gohana-Rohtak Road,
Village Naultha, Panipat 132145,
Haryana, India

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

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