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India Gate Foods presents classic biryani masalas in three regional variants

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By **Shraddha Warde** | January 30, 2024



KRBL Limited India Gate

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KRBL Limited, the world's largest rice miller and Basmati rice exporter, announces the launch of a new range of Biryani Masalas that promises to elevate the experience of India's most loved & ordered dish Biryani.

Leveraging India Gate's stature and strong brand equity in Basmati, coupled with the well-established association of India Gate Classic with the quintessential Basmati dish, i.e., 'Biryani,'

the brand is poised to unveil a captivating range known as "India Gate Classic Biryani Masalas." These Biryani Masalas encompass a savoury gravy base complemented by a meticulously crafted spice seasoning mix. Ideal for dum cooking, this innovative collection promises to transport consumers to the authentic realms of Hyderabadi, Lucknowi, and Kolkata biryanis.

Ayush Gupta, Business Head (Domestic) of KRBL Limited, said, "It's a strategic approach in pursuit of expanding our Domestic Business Portfolio. Our deep knowledge of basmati rice puts us in a unique position to make biryani truly special for consumers. Introducing our Biryani Masala in the top three varieties isn't just about great flavours; it's a step aligned with our business goals, reflecting our commitment to evolving consumer preferences and fostering sustained growth in the domestic market."

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