



KKRAM

**Rice Processing
with Innovative Equipment
and Solutions**



Modern India's Favourite Rice

A family owned business since 1901 and evolved into a leading global provider of packaged Indian specialty rice, with sales in over 20 countries today.

Our fifth generation leadership has leveraged nearly a century of experience to take our brand global in recent years.

Double Deer and Postman are delighted to provide connoisseurs of fine food with rice of the highest quality, sourced from the foothills of the Himalayas

and other prime rice growing areas in India. We work with farmers, partner food companies and listen to customers to make sure that nothing but the best graces the dining tables around the world.

After extensive research, we have segmented our rice offerings under different variants based on demographic & psychographic studies. We cater to all varieties of Basmati & Non Basmati rice in consumer / bulk packaging.





Double Deer®

jewel in each **grain**
joy in every bite



a little bit of
Love
in every
grain

“Food Connect”

connecting people through the language of food

Our relationships are the means to bond people and cultures across the world through the common language of food.

This is the power of ‘Food Connect’ which enables us to leverage our position as a leading producer and exporter of rice, a product that’s staple to half the world’s population.



Jatin Aggarwal
- Director





Double Deer®

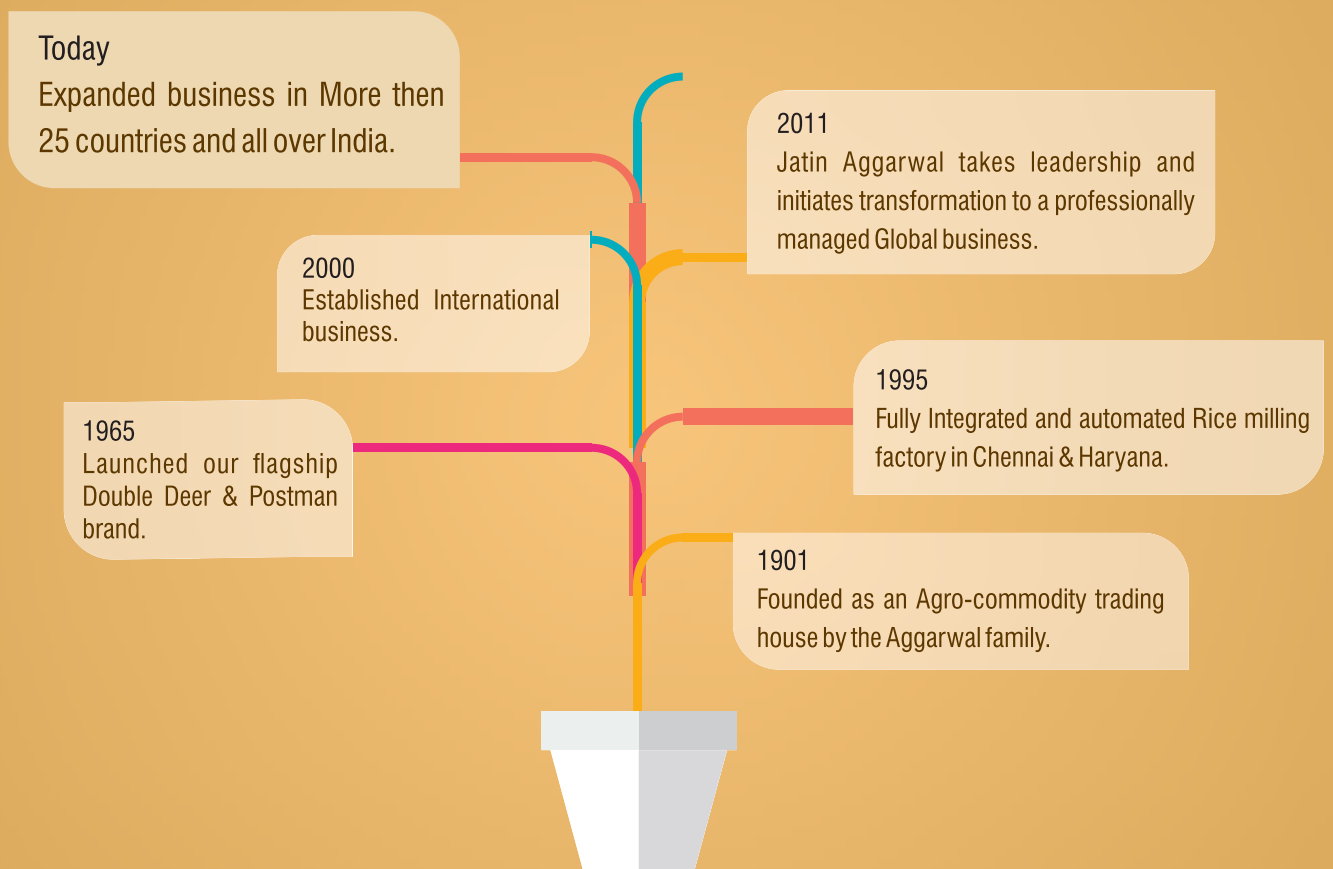
As a **leading producer**,
we aim to bring rice of the **highest quality**
right from the Himalayan foothills
to tables all the way **Across the World.**

INFRASTRUCTURE

Since our beginnings in 1901 as a family business, we have been committed to being there for the Indian family, understanding what's important to them and being relevant to them.

Evolved from a domestic Indian business to a professionally managed high growth global branded company.

We have our own rice plant. We boast of state-of-art processing facilities backed by strong R&D in India. We are known for our focus on quality, processing techniques and ability to take huge position in buying, thereby enabling the customers to get very competitive prices. Our emphasis on quality has also earned us ISO 22000: 2005, HACCAP, FSSAI & BRC certified Food Safety Management System accreditations.





Quality is the Best Business Plan

**New Product
Development**

Quality,
Value for Money

What are the attributes
of the product?
Are the attributes
relevant?

We Talk About

**Pricing, Contents
&
Packaging + Sizing**

Which Impacts on

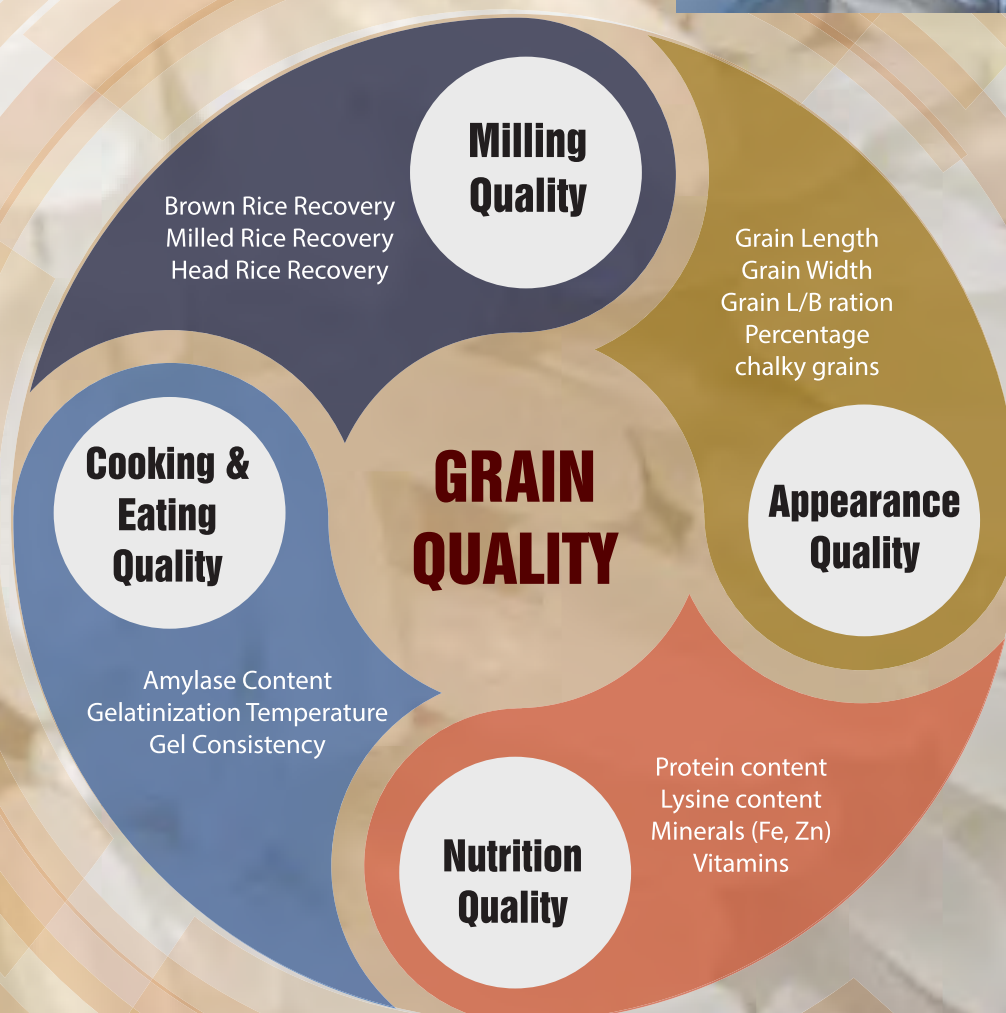
• **PERFECT TASTE** •

First quality



Quality products & quality service begin with Quality Thinking

*Quality products & Quality service
begin with Quality thinking*



Classic

1121 Extra Long Grain Raw Basmati Rice

Double Deer Classic is an exotic class of Basmati Rice. It embodies all the attributes of a true Basmati Rice Grain. Its smooth, pearl white, extra fine and extra long.

Available in 1kg, 5kg, 10kg & 25kg



Regal

1121 Extra Long Grain Steam Basmati Rice

Treat your loved ones with mouth watering Dum Pukht Biyani or contemporary pilaf using Double Deer Regal Extra Long Basmati Rice.



Available in 1kg, 5kg, 10kg, 25kg

Dehraduni

Traditional Basmati Rice

Commonly known as “Queen Of Fragrance” due to it's enticing aroma. It is long grained size, non-sticky after cooking and rich in nutritional properties as well as aromatic.

Available in 1kg, 5kg, 20kg



Dubar

Basmati Rice

Immerse in the delicious taste of pilafs and everyday basmati meals prepared out of Double Deer Dubar Slim N' Slender Basmati Rice.

Available in 1kg, 5kg, 20kg



Gold

1121 Extra Long Grain Golden Sella Basmati Rice

Grown at the foothills of the Indian Himalayas, Double Deer Gold Basmati is a long, slender and aromatic grain.

Available in 1kg, 5kg, 10kg, 25kg



Silver

1121 Extra Long Grain Creamy Sella Basmati Rice

Authentic Pilaf is characterized by the slender nature of its lustrous grains.

Available in 1kg, 5kg, 10kg, 25kg



Premium

Pusa Raw & Steam Basmati Rice

A perfect mix of quality, and affordability, makes this the best packaged Basmati Rice around.

Available in 1kg, 5kg



Magestic

Long Grain Steam Basmati Rice

Treat your loved ones with mouth watering Dum Pukht Biyani or contemporary pilaf using Double Deer Magestic Extra Long Basmati Rice.

Available in 1kg, 5kg



Topaz

Basmati Rice

Even a small quantity of this Basmati looks sufficient to fill the plate when cooked and has the best mix of length, colour and flavour.

Available in 1kg, 5kg



Harroz

Basmati Everyday Rice

A pure and affordable brand of basmati specially processed for daily consumption and usage across multitude of rice dishes, that are prepared regularly in households across the country.

Available in 1kg, 5kg, 10kg, 25kg



Pakwaan

Long Grain Rice

Double Deer Pakwaan is finest Basmati rice in the mid price affordable segment. it is specially processed for daily cooking across a multitude of regular dishes.

Available in 1kg, 5kg, 10kg, 25kg



Polo

Brown Basmati Rice

It is made using the unique hydration enhancement technology (HET) which moisturizes the bran layer. This helps water penetrate the grain easily while cooking, so you can serve wholesome brown rice goodness in just 15 minutes.

Available in 1kg, 5kg, 10kg, 25kg



Zeera

Samba Rice

Double Deer 'Zeera' Samba Rice (Kaima Rice). The tiny-grained gets its name from its resemblance to cumin.

Available in 1kg





Premium Quality
with Royal Test

Nikhar

Sella Basmati Rice

A pure brand of Postman 'Nikhar' Sella Basmati Rice specially processed for daily consumption and usage across multitude of rice dishes, that are prepared regularly in households across the country.

Available in 5kg & 25kg



Aliza

Sella Basmati Rice

A Postman 'Aliza' Sella Basmati Rice with a signature sweet flavour and a heavenly aroma that is beyond compare. Even a small quantity of this Basmati looks more when cooked and has the best mix of length, colour and flavour.

Available in 25kg



Paigam

Sella Basmati Rice

We are offering this Postman 'Paigam' Sella Basmati Rice in various packaging options as per our client's requirements. Moreover, clients can avail this rice from us at most affordable prices.

Available in 25kg



Sitara

Sella Basmati Rice

A Postman 'Sitara' Sella Basmati Rice brand that's specially made for occasions that demand rice dishes in quantity. Excellent for making Biryani, Fried Rice and a perfect accompaniment to all your curries.

Available in 25kg



Raunak

Sella Basmati Rice

Postman 'Raunak' Sella Basmati Rice presents an impeccable range of long grained, aromatic Raunak Sella Rice for every occasion. Each pack of Raunak Sella Basmati Rice comes to you with the guaranteed quality standards of Postman products.

Available in 25kg



Aatirah

Sella Basmati Rice

Postman 'Aatirah' Sella Basmati Rice. Each grain of Aatirah Sella Basmati Rice keeps alive the tradition of serving true flavours.

Available in 25kg



POSTMAN

Biryani Rice

The signature of an authentic Biryani is the length of the rice grain. The perfect choice for a delicious Biryani in your mind.

Available in 20kg



POSTMAN

Cleaver Rice

A rice brand that's specially made for occasions that demand rice dishes in quantity.

Available in 1kg, 5kg, 10kg, 25kg



Other Broken Rice is also available like TIBAR, DUBAR, MONGRA, MINI MONGRA & TINI MONGRA in different packaging.

NON BASMATI RICE VARIETIES

5% Broken

Round Rice

Round Parboiled Rice

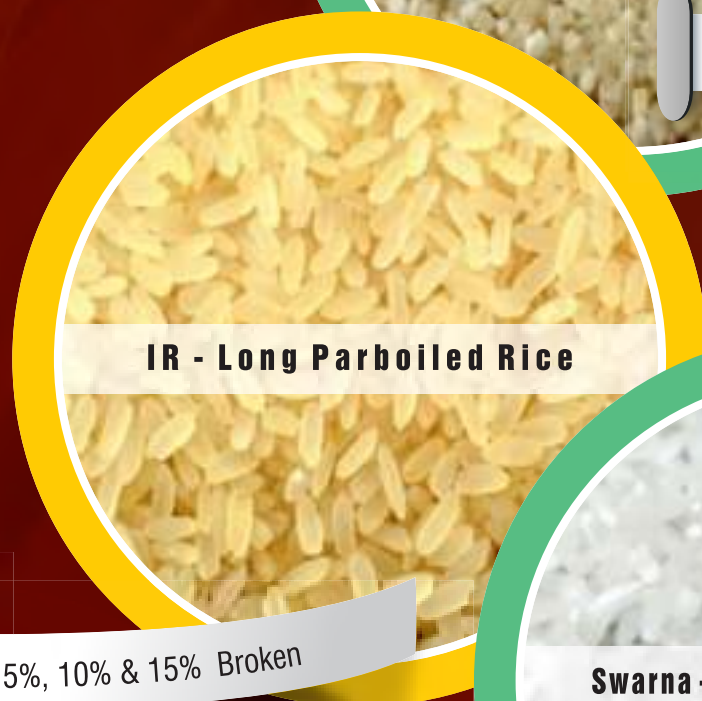
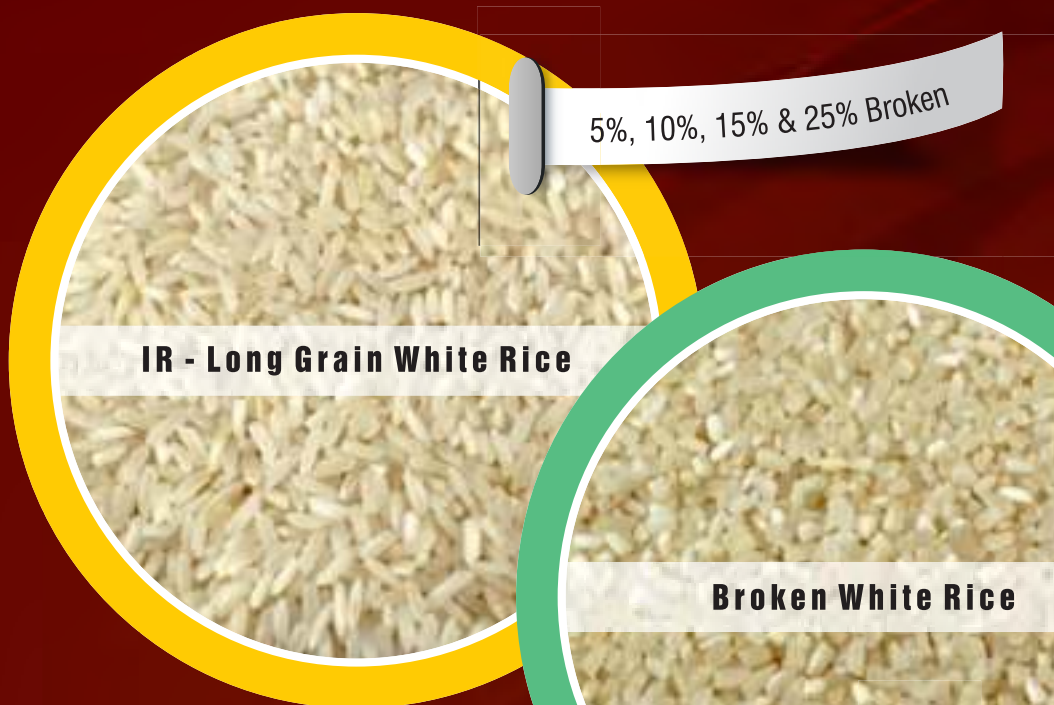
5% Broken

Parmal Rice

5% Broken

Swarna - Parboiled White Rice

NON BASMATI RICE VARIETIES





Sona Massori Rice

5% Broken



Zeera Samba Rice

5% Broken



Idly Rice

5% Broken



Red Matta Rice

5% Broken

WINNING THE MARKET

Partnering with our Customers for mutual Growth

Shopper insight for Consumer Connect

Extensive sampling of Product
in Mainstream to create
awareness and saliency for
Brand.



Nurture & Grow Strong Partnership with

Development of consumer
contact programs and
displays with relevant offers
and promotions.



Channel Based programs to nurture relationships

We understand the need for
customized programs for
“Foodservice” Channel & have
devised specific promotions.



Partnering with **KRAM**

Focused Strategy, Aligned Values and Firm Principles

- A Global Leader in the Attractive Packaged Specialty Rice Industry, and Primarily Basmati Rice.
- Strong and Growing Presence in over 25 Countries around the World.
- Successful Track Record of Brand-Building and Product Innovation.
- Well-Established Relationships Resulting in Deep Understanding of Consumer Preferences.
- Superior Supply Chain Capabilities from Procurement to Distribution.
- Strong Management Team with a Track Record of Success.

TREASURE
in each
SPOON





Double Deer®

*milled to
perfection*



*Aroma
of Purity*



Double Deer®



POSTMAN®

Kirorimal Kashiram Marketing and Agencies Private Limited

609, 6th Floor, D-Mall, Netaji Subhash Place, Pitampura
Delhi - 110034 (INDIA), Ph.: +91 11 4568 9537
For Suggestions : info@kkram.com

Unit 1: Pakhana Road, Village Nadana, Taraori - 132 116 (Karnal)

Unit 2: 71/24, 25, Mukhmelpur, Jindpur Road, Village Alipur, New Delhi - 110036

Unit 3: 174/23, T.H. Road Tondiarpet, Chennai - 600081

Connect with us at:

Web: www.doubleddeer.co.in

 www.facebook.com/DoubleDeerIndia

