



## ANIL KUMAR MITTAL

PHENOMENAL JOURNEY OF A VISIONARY,  
LEADER AND AN INDUSTRIALIST

It would be an understatement to call Mittal a successful entrepreneur. He is a true visionary, a born leader, an industrialist, the world's largest rice miller, and above all, a techno-savvy rice miller who has an undying passion for the art of basmati milling.

Originally hailing from Pakistan, four generations of Mittal's family were into flour milling. Rice milling was an additional forte. The family has been into the rice milling business for more than a century (118 years, to be precise), though in a modest way. Growing up in this setting, young Anil's dream had always been to set up a rice mill of international standards. His ambition was to reach the topmost slot in the global rice arena.

He became the first Indian to export rice from India (in association with Mr. Subhash Goel), marking a new chapter of India's prowess to not just feed its own people but export as well. That momentous occasion marked the beginning of a series of basmati exports that followed, setting benchmark for quality and purity.

Today, KRBL Limited happens to be the World's

Largest Rice Miller and Basmati Exporter. Its India Gate Brand is the world's largest-selling Basmati Brand. Success has not come easily, but what has placed KRBL Limited on the topmost slot is Mittal's vision and his unrelenting hard work. He was the first Indian Rice Miller to have brought in the state-of-the-art milling technology into India.

It was not just about bringing in foreign milling machinery into the country, he went many steps ahead. With his innovative foresight and commendable knowledge about the intricacies of the Basmati grain, he had in fact introduced new milling and processing techniques. KRBL has set up a new benchmark for the art of basmati milling. The industry takes a cue from KRBL on rice milling and processing techniques.

Mittal was also the first one to have set up a modernised basmati rice mill in Uttar Pradesh, a State whose basmati was being considered inferior and was fetching a measly price as compared to the neighbouring States of Punjab and Haryana. Thanks to Mittal's initiative, more mills have come up in U.P. which is now a proud contributor to nation's basmati export endeavours. The basmati farmers are flourishing and get at-par realizations to their neighbours in Punjab and Haryana.

Mittal is not the one to

feel complacent just with his successful foray into the Basmati arena. He could foresee the true potentials of budding the Indian Basmati Industry. It was Mr. Anil Mittal who founded the All India Rice Exporters' Association (AIREA) which went on to become the apex body of rice exporters from all over the country, which acted as a bridge between the industry and the Government of India.

Indian Basmati Industry is what it is today because of Anil Mittal. These are not words of exaggeration, but the history of Indian Basmati and the journey it took to become the world's exotic grain stand testimony to this fact. Mittal's story is of sustainability, collaboration, thinking big for India and its people and achieving it!

“Indian Basmati Industry is what it is today because of Anil Mittal. His story is of sustainability, of collaboration, of thinking big for India and its people”

Chasing a childhood fantasy to a lifetime achievement – If anyone is looking for an example for such a feat, they don't have to look too far. Anil Mittal's accomplishment in the rice industry is one such phenomenal journey