

## Karan A. Chanana- Name behind the Unique Brand that Amira is At Present!

Karan A. Chanana, an innovative visionary and trailblazer in the world of gourmet foods, is the driving force behind the unique and thriving Amira brand that stands prominently today.



**New Delhi, Delhi Sep 12, 2023 ([Issuewire.com](https://www.issuewire.com))** - Karan A. Chanana, the Chairman at Amira Group has worked diligently over the years to transform his 100-year-old rice business into a global company that takes the aroma and taste of Indian basmati rice to countries worldwide. The fourth-generation scion of the Chanana family, Karan has not only transformed Amira into a famous brand but even highlighted its subsidiary products, such as cooking oil, spices, and ready-to-eat snacks and food on the global front.

### How Has Karan A. Chanana Made Amira Basmati Rice an Exclusive Brand?

Amira's Basmati Rice is aged for more than a year prior to entering the next production stage. This lets its aroma and flavor flourish and mature before it is further primed a world-class treatment units that preserve the rice's nutritional content. Basmati Rice from the Amira brand is popular for its rich aroma, firm texture, long grains, and exquisite taste. The rice grains expand and do not stick when cooked which makes them amazing to look and taste at the dinner table. Amira's Basmati Rice is the ideal ingredient for contemporary pilaf and traditional biryani. It is also a nutritious and versatile inclusion in all kinds of meals.

Speaking of [Karan A. Chanana's](#) contribution to the success and emergence of Amira as a global Basmati Rice brand, he has used his exemplary knowledge of the rice industry to kick-start the growth

phase of his company. With an increase in Basmati Rice varieties to choose from, Chanana has led Amira to become the trusted and reputable culinary connoisseur that it previously was. One of Chanana's major contributions to his company is leading it to grab a position in the list of companies on the New York Stock Exchange. The company went public in the NYSE in the name ANFI in 2012. In 2013, Amira acquired a Germany-based Basmati rice distributor named Basmati Rice GmbH. This was Amira's first-ever acquisition after going public.

Karan A. Chanana also worked hard to partner with Snapdeal to start selling his Basmati Rice online in 2014. In 2015 and 2016, Chanana led his company to expand its tie-ups with popular retail networks, such as Costco and Whole Foods Market in the USA.

### **Charity by Karan A. Chanana**

Besides taking good care of his family's booming business, Karan A. Chanana also works for charity. The businessman has come up with a number of international Corporate Social Responsibility initiatives. One such CSR is Family Reach in the United States. And then there's Ace Sports which analyzes and supports evolving sports individuals with good potential. Amira has also collaborated with a couple of charities in India, namely HCWA Handicapped Children and Women's Aid, and HCRA, or Handicapped Children's Rehabilitation Association. These charities work for the good of handicapped children and women across India.

### **Karan A. Chanana- An Impactful Opinion Maker**

Probably, one of the most influential opinion-makers of the present, Karan is a regular speaker on channels, such as BBC World News, Bloomberg TV, and CNBC. He is not only the chairman of the Food Processing Value Addition Council of the Associate Chamber of Commerce and Industry of India but also an active member of several committees of the Confederation of Indian Industries.

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