

WL Agri Business Limited Launches Qisse Kuchh Khaas, Chronicling the Timeless Tales of Basmati Rice

HUMMER NEWS

NEW DELHI: AWL Agri Business Limited (formerly known as Adani Wilmar Limited), one of India's largest food FMCG companies, successfully launched its Kohinoor coffee table book, *Qisse Kuchh Khaas*, authored by Padma Shri awardee and celebrated food historian, Prof. Pushpesh Pant. The event was organised in association with FICCI (Federation of Indian Chambers of Commerce and Industry) and the Ministry of Food Processing Industries (MoFPI) to mark the occasion.

The book was unveiled by Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries, along with Mr. Angshu Mallick, MD & CEO, AWL Agri Business Limited, in the esteemed presence of celebrity chef Kunal Kapur, at World Food India 2025, held at the Bharat Mandapam, Pragati Maidan,



New Delhi.

Kohinoor, the flagship rice brand of AWL Agri Business Limited, has long been synonymous with premium quality Basmati rice. With *Qisse Kuchh Khaas*, the brand pays tribute to the enduring legacy of rice, and particularly Basmati rice — in shaping India's history, rituals, and cultural journey. Beyond chronicling how rice evolved across dynasties and regions, the book highlights how Basmati has been deeply woven into India's festivals, traditions, and everyday celebrations. Brand development kit

Adding further richness, the book features 15 handpicked recipes that highlights the versatility of Basmati rice in its diverse forms, offering readers an immersive culinary journey.

Mr. Angshu Mallick, Managing Director & CEO, AWL Agri Business Limited, added: "Kohinoor has always stood for authenticity, tradition and taste. Through *Qisse Kuchh Khaas*, we want to celebrate the timeless journey of Basmati rice a grain that is much more than food. It is heritage, nostalgia, and a shared cultural bond.