



### Industry visit to LT Foods-Daawat Rice (BBA)

<b>TITLE</b>	Industry visit to LT Foods-Daawat Rice (BBA)
<b>Date</b>	Jan 29, 2019 - Jan 29, 2019
<b>Summary</b>	<p>The visit witnessed the footfall of 37 students from BBA II semester E A. The process started with the general introduction of LT Foods Ltd.</p> <p>LT Foods Ltd. (LTFL) is one of the leading branded basmati rice player. Over the years it has emerged as a specialty food company focused on branded basmati rice, convenience rice based products and organic food. Its geographical segments include India, North America, Europe, Middle East and Rest of the World. Its operations include contract farming, procurement, storage, processing, packaging and distribution. The product portfolio for the company include brown rice, white rice, steamed rice, parboiled rice, organic rice, quick cooking brown rice, value added rice and flavored rice in the ready to cook segment.</p> <p>In India, it is having a strong foothold both in exports (55% of FY17 revenue) &amp; domestic market (45%). Key brands include Daawat (leading brand in India), Royal (#1 brand in USA) and Eco Life (organic food). With growing global demand for basmati and limited supply, we expect LTFL to witness steady volume growth with improving realizations on back of increased branded business.</p> <p><b>PRODUCTION PROCESS</b></p> <p>Fully automatic rice mill plant includes, pre-cleaning, DE husking, paddy separating, milling, grading etc.</p> <p>? Pre-cleaning process consists of two procedures, cleaning and de-stoning. Paddy cleaner separates all the impurities like dust, straw, sand, clay and heavy particles of even an uneven size from paddy.</p> <p>? Rice DE husking is a process of removing the husk and bran from the paddy rice and producing head white rice grains that are sufficiently milled, free from impurities and contains minimum number of broken grains.</p> <p>? Paddy separating: rice separator separates the un husked paddy from the brown rice.</p> <p>? Polishing: It helps in removal of hulls and bran's from paddy grains to produce polished rice. White rice is the result of further milling by machines that rub the grains together under pressure. This abrasion removes the bran layers, revealing "white" or "polished" rice.</p> <p>? Weighing and bagging: Preparing the milled rice for transport to the customer.</p> <p>Overall, the session was nonetheless insightful and students gained an understanding on complete Rice Production.</p>