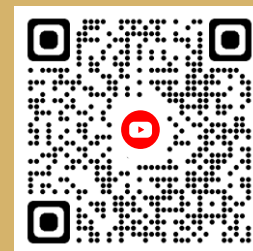
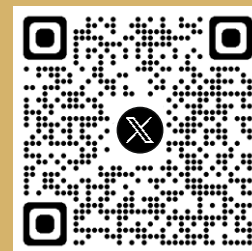




LAL QILLA[®]

The Original Basmati Rice



AMAR SINGH CHAWAL WALA (House of Lal Qilla)

Amar Singh Chawal Wala unit-I
Outside chattiwind gate,
Amritsar, Punjab (India)

Amar Singh Chawal Wala unit II,
Village Chabba, Tarn Taran Road
Amritsar, Punjab (INDIA)

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SINCE 1901
AMAR SINGH CHAWAL WALA
Amritsar, (INDIA)

WE CHOOSE THE FINEST



LAL QILLA®



ABOUT US

LAL QILLA Basmati rice being a rich and unforgettable blend of tradition and exotic produce optimizes the spirit of a unique and incredible India. We bring the finest of Basmati rice to the global palate by bringing unbridled joy to the faces of millions of our consumers worldwide.

Focused quality of highest order and undying faith, LAL QILLA has stormed to new heights and emerged as an undisputed market leader. ASCW is one of the largest rice manufacturing companies of India by any standards. Backed by a team of visionaries and committed professionals, the company has carved a niche for itself and is all set to acquire new ventures world over.

Amar Singh Chawal Wala is an ISO 22000, BRC, SA8000:2014, APEDA and HACCP certified leading manufacturer in India of the Purest and Best Quality of Basmati Rice in our various brands.

The world's most relished Basmati rice is cultivated in the foothills of The Himalayas. Soil and climate of the Punjab region accounts for the unique aroma, taste and texture of Basmati rice. The word Basmati comes from the Hindi language, meaning 'Queen of Fragrance'. Basmati has a fine aromatic flavour with long and slender grains. It is aged for a considerable period of time to obtain the best cooking results and natural aroma. When cooked, it swells only lengthwise, thereby resulting in long slender grains that are dry, separate and fluffy.

MISSION STATEMENT

Our mission is to make the world aware of the actual taste and aroma of pure Basmati rice. Our beliefs are our greatest strengths and have contributed immensely in helping us emerge as one of the world's best Basmati rice millers and exporters. Taking forward the legacy of Indian Basmati rice, our beliefs have re-enforced us through the last century and more to **reach new heights and break newer grounds.**

Our beliefs

- Providing the best service to the customers.
- Giving real time price to the farmers for their work.
- Constantly striving for more inspiring targets and greater achievements.
- People oriented organization.
- Appreciating the innovative ideas and team work.
- Essential to achieve kaizen quality.
- Responsibility towards nation and society.
- Using world class technology to attain market leadership.
- Developing work culture on the basis of merit, integrity and transparency.

We stand committed to quality, timely shipments and trust, creating quality relationships with our clients, the world over.



OUR STORY

ASCW was born out of the vision of Late S. Amar Singh who started this company from a wholesale shop in the grain market at Amritsar. He wanted the world to taste and enjoy the pride of India, The Original Indian Basmati Rice. With this mission in his heart. Amar Singh Chawal Wala (ASCW), a rice company was established in the early 1900's which has blossomed in a multi-crore enterprises that it is today.

In early 1950's, Mr. Kartar Singh, the eldest son of S. Amar Singh joined him with a mission in heart to make ASCW a leading global company. He felt the need to promote branded / packaged rice and started the business of milling, processing and marketing of branded Basmati rice under the flagship of Lal Qilla.

In 1956, Mr. Pritam Singh joined his elder brother Mr. Kartar Singh with the vision that a triumph can be achieved with a small beginning. The undying faith and unshakable confidence are the milestones to reach the highest peak. In line with this mission, both the brothers stormed Lal Qilla to new heights and emerged as the undisputed market leader in Basmati Rice.

In 1986, Mr. Arvinder Pal Singh, a man with dynamic leadership abilities and strategic thinking joined his family business with the principle of serving only the best quality Basmati to the world. Backed by a team of visionaries, world-class technology and committed professionals, the company started export of premium rice qualities and **the flagship product Lal Qilla** stormed to new heights in the domestic as well as International markets. His dedication stem from a firm belief that we must give back to society in some measure, what we have received in abundance.

It was 2020, when Mr. Jaskirat Singh son of Mr. Arvinder pal Singh, joined the business with a clear target of taking the business to a different league at an international level. Having expertise in Marketing, his eye for detailing and hands on experience on market movements makes him a visionary business leader.





PROCUREMENT PROCEDURE

Our procurement program is geared towards giving our farmers a ready market for their paddy and at the same time, offering them a better return of investments. ASCW does the procurement of paddy in a scientific way with a lot of research work behind it. Before procurement, each and every lot is being thoroughly checked by drawing samples from different areas and is tested in our hi-tech laboratories for various parameters to ensure that the ready product delivered to our customers, fully satisfies their needs.

A special identification code is given to every procured lot for maintaining full traceability of the Basmati rice packed in our Lal Qilla and other brands.

MILLING PROCESS

Milling is the process wherein the rice grain is transformed into a form suitable for human consumption. Therefore, It has to be done with utmost care to prevent breakage of the kernel and improve its recovery. Located in the historical city of Punjab, Amritsar, two hi-tech rice mills of ASCW produce the best quality of Basmati rice with a capacity of 535 metric ton in a day. Both plants have facility of producing white rice, steamed rice and parboiled rice with state of art machinery to ensure consistency in every grain. To ensure our commitment towards environment, we also use rice husk (residue of paddy milling) for producing power which partially fulfills our energy requirements. We have also installed **Green Solar Energy** which is our another milestone in order to keep the ecosystem clean and safe.



TECHNOLOGY

We Understand that technology plays a crucial role in the development of a market. Hence, at Amar Singh Chawal Wala, we have spent years developing a culture of 'constant improvement, within our organization. This culture is what drives us to understand, adopt and adapt to the growing needs of our consumers. We have two Hi-tech manufacturing units based in Amritsar (Punjab). Each plant is equipped with advanced technology and we're constantly improving & upgrading our production, harvesting, processing, manufacturing & distribution units to set new quality measures.

RESEARCH & DEVELOPMENT

The Lal Qilla Team undertakes creative work on a systematic basis in order to increase the stock of knowledge right from creation of best quality Basmati seeds, to its sowing and processing.

Our research and development are often scientific towards reducing the cost of production as well as enhancing the quality of rice by scientific milling and ageing to achieve best cooking results.

New product design and development is more often a crucial factor in the survival of a company. Keeping this thought in mind, we at Lal Qilla including our farmers have always worked hard and tried to give best to our customers in order to live up to their expectations and go even far above that. Awareness and technical knowledge is provided to the farmers through workshops so that they can get information on how to increase the output by using better quality seeds and new methods of cultivation.

Launching of new variants and **improving the quality** of existing variants has been our primary concern. Thus, we have evolved different varieties suitable for the pocket of each and every consumer.

Further, with an efficient and hardworking team of Research and Development, we always head towards a better future by putting immense efforts to bring something new to our customers each time.

- Technology for Today, Tomorrow and the Future.
- Maximizing the knowledge to create the best quality seeds, its sowing and processing.
- To provide awareness and technical knowhow to farmers.
- Launching of new variants.
- Improvement in the quality of existing variants.





OUR SUCCESS CONTINUES

The House of Lal Qilla (ASCW) has won many prestigious Export Awards, both at the State and National levels from the President as well as the Prime Minister of India. In addition to this, we have been awarded by State Best Export Award by Department of Industries and Commerce, in 1993-94, 1994-95, 1996-97 and National Export Award by President of India Sh. Shankar Dyal Sharma in 1998-99.

With the formulation of the Quality Management System, we have ensured stringent quality control requirements. Also, we have been granted ISO 22000, BRC, HACCP, FSSAI, SA8000:2014.

and APEDA MILL certifications for meeting world class standards.



LAL QILLA®

OUR PRODUCT RANGE

LAL QILLA®
Always in Demand



LAL QILLA TRADITIONAL BASMATI RICE

Lal Qilla Traditional Basmati rice is aged for two years and is the finest among all the varieties of rice that we offer. It is top most in taste, has natural aroma, pearl-white & long-grained in appearance and natural protein enriched rice. Being real traditional Basmati rice, it has become the first choice of Basmati lovers due to its unbelievable fragrance and rich taste. It adds to presentation of your meal & makes the perfect ingredient for Muglai, Indian, Chinese and Continental cuisines.

LAL QILLA WHITELINE CLASSIC BASMATI RICE

Lal Qilla White Line Classic Basmati Rice is a well-defined longest grain aged for 2 years which delights you and your family at every meal and every occasion. Carefully processed in a world class manufacturing facility, its long and delicate grains are processed with expertise to preserve their distinct aroma. It delivers a Flavorful and wholesome meal, in line with the brand's mission of making everyday meals memorable and is ideal for dishes prepared regularly in households like Pulao rice, Jeera rice, fried rice, all types of Biryani.



LAL QILLA MAJESTIC BASMATI RICE

Amar Singh Chawal Wala proudly presents Lal Qilla Majestic Basmati Rice which is nourished and watered by snow fed rivers of the HIMALAYAS. This class of Basmati rice is distinguished by the extra-long grain having length of 8.4 mm with smooth texture and firmness. The grain is extra polished and shines pearly white. What would delight you the most is elongation of the grain after cooking. Lal Qilla Majestic Basmati Rice adds nourishment to every dish and makes each meal a Royal Feast.



LAL QILLA SUPER SILVER LINE BASMATI RICE

LAL QILLA Super Silver Line Basmati Rice, being a rich and unforgettable blend of Basmati and exotic produce optimizes the spirit of a unique and incredible India. We bring the finest of Basmati rice to the global palate by bringing unbridled joy to the faces of millions of our consumers worldwide. It is also available in 1.25 kgs and 6.25 kgs.



LAL QILLA PRESIDENT PARBOILED BASMATI RICE

Lal Qilla President is parboiled rice which is gluten free with low fat and sodium. It contains amino acids, folic acid and has no cholesterol. Unlike ordinary long grain rice, the light, fluffy texture of President Basmati and its long, slender grains offer the palate a totally different experience in terms of mouth-feel taste – distinctive, unique and slightly 'nutty'. It is mainly suitable for each and every pocket as it is economical in cost. This is best used for Biryani and Middle Eastern Cuisines.

LAL QILLA PRESIDENT BASMATI RICE

Rice has been the cornerstone of food and culture of many countries in which Basmati Rice is regarded as Food of Nobbies. Thus following the range of premium quality Basmati rice, Amar Singh Chawal Wala presents Lal Qilla President Basmati Rice finest quality Basmati rice directly from the foothills of the Himalayas. The grains are carefully matured under the acute supervision of finest experts and therefore, are three times longer than they are wide and incline to separate easily when cooked. Its aroma dispenses far and wide attaining a place in everyone's palate and heart.



LAL QILLA PRESTIGE BASMATI RICE

Following the range of Premium Quality Basmati Rice, ASCW has introduced Lal Qilla Prestige Basmati Rice, a new and elongated class of Basmati rice. It embodies all the attributes of Basmati like pearl white, maximum grain length, smooth texture & firmness. The elongation of grain after cooking delights the most & makes each meal a Royal feast.



LAL QILLA SUPREME SELLA BASMATI RICE

Lal Qilla Supreme Sella Basmati Rice is a parboiled rice of the longest grain of Basmati nourished and watered by snow fed rivers of the HIMALAYAS. This class of Basmati rice is distinguished by the extra-long grain with smooth texture and firmness. It is also gluten free. Lal Qilla Supreme Sella Basmati Rice adds nourishment to every dish and makes each meal a Royal Feast. This is best used for Biryani and Middle Eastern Cuisines.



LAL QILLA ELITE TIBAR BASMATI RICE

Lal Qilla Elite Tibar Basmati Rice is an exotic range of rice that promises both quality and taste. It is pearly white, extra-long and extra fine. It can fulfil the nutritional and dietary requirement of an entire meal. It is aromatic, long and fluffy. This delicious rice is sure to be superior in taste and texture that would suit everyone's budget.



LAL QILLA ELITE DUBAR BASMATI RICE

Lal Qilla Elite Dubar Basmati Rice is a medium grain rice with delightful aroma regularly used in the Indian subcontinent to prepare various dishes like fried rice and daily cooking rice. It has the high nutritional value and is well processed before packaging so as to remove unnecessary impurities. It goes best with curry and sambhar.

LAL QILLA KHEER SPECIAL BASMATI RICE

Amar Singh Chawal Wala also presents a special festive variety named as LAL QILLA KHEER SPECIAL BASMATI RICE which is safe and clean, Budget Friendly - Low on price, high on quality and hygienically packed. It is also 100% Natural. It is served during the celebration of some of the most auspicious and important festivals such as Diwali, Eid, Holi, Onam and more. This traditional Indian rice pudding is made with Basmati rice, whole milk, sugar, nuts, saffron and cardamom is slow-cooked to perfection making for a rich, creamy kheer.



LAL QILLA HEALTHY BASMATI RICE

Lal Qilla Healthy Basmati Rice is a special admixture of Healthy Basmati Rice with special grains filled with Iron, Folic Acid and various Vitamins like B1, B3, B6 and B12. The nutrition of Iron and Vitamin remains intact even after washing and cooking through a unique process. With Lal Qilla Healthy Basmati rice, the family can enjoy the distinctive fragrance and taste of the finest Basmati rice with essential nutrients. It keeps the family healthy and lively. Our mission is to provide the best quality Basmati rice with complete required minerals, vitamins and nutrients.



LAL QILLA BROWN BASMATI RICE

Like all genuinely authentic Basmati, ours basmati grows at the foothills of the Himalayan Mountains, where ideal conditions yield some of the finest rice in the world. After harvesting, we remove only the hull, leaving the germ and bran layer intact, which results in a highly nutritious whole grain. We also age our rice for a minimum of 12 months, which gives it a fluffy, non-sticky texture and intensifies its delicate sweet flavour. Enjoy the delicious basmati as a main or side course in salads, gratias, stuffing or stir fries.

LAL QILLA SHAHJAHAN BASMATI RICE

The majestic taste & unique aroma of SHAHJAHAN Majestic Basmati Rice is an offspring of exceptional soil & climatic condition, straight from the foothills of misty mountain ranges of HIMALAYAS. SHAHJAHAN Rice weaves a heavenly experience in your meal making it ideal main dish for cuisines worldwide.



LAL QILLA SONA MASOORI RICE

Amar Singh Chawal Wala proudly presents LAL QILLA SONA MASOORI RICE which is grown in the southern regions of India. It is an integral part of the south Indian cuisine. LAL QILLA SONA MASOORI is an aromatic and lightweight medium-grained rice known as the "Pearls of South India". With its delicate flavour, it is the perfect choice for Pongal, coconut rice, steamed rice or as a compliment to south Indian curries. This variety of rice is high in protein and can be consumed every day.



LAL QILLA JEERAKASALA RICE

Jeerakasala also called Wayanadan Kaima / Jeerakasala rice is a special type of Indian rice mainly used in south Indian food preparation. It has shorter grains compared to Basmati rice, but is equally aromatic and flavorful. Jeerakasala rice is a short grained aromatic rice and has the most economical and versatile cooking nature, which is why it is the most preferred rice across the globe. A lot of delicious dishes that includes khichdi, pulao, biryani can be prepared with the aromatic Jeerakasala rice.

LAL QILLA PONNI RICE

Ponni Rice is a variety of rice developed by Tamil Nadu Agricultural University in 1986. It is widely cultivated in Tamil Nadu, a state in India. Since the Kaveri River also called Ponni in Tamil literature, the rice could have been named after the river. The rice is mostly cultivated along the banks of the Kaveri in the cities of Ariyalur, Trichy, Madurai. Ponni rice could be cultivated in any land, with high quality water, but best grown in Tamil Nadu in the Kaveri water.



LAL QILLA MATTa RICE

Matta Rice is an indigenous variety of rice grown in the Palakkad district of Kerala, India. It is also known as Rose Matta Rice, Palakkadan Matta Rice, Kerala Red rice or Red Parboiled rice. It is known for its coarseness and health benefits. It is popular in Kerala and coastal Karnataka in India and Sri Lanka where it is used on a regular basis for idlies, appams and plain rice.

LAL QILLA® QILLA RANGE



QILLA EXCEL BASMATI RICE

Following the range of Premium Quality Long Basmati rice, ASCW has introduced Qilla Excel, a new and elongated class of Basmati Rice which is aged for 2 years. It embodies all the attributes of Basmati like pearl white, maximum grain length, smooth texture & firmness. The elongation of grain after cooking delights the most & makes each meal a Royal feast.



QILLA GOLD BASMATI RICE

It is another very excellent product of Amar Singh Chawal Wala with average grain length of 8.4 mm and above. It is the steamed rice quality of 1121 Basmati Rice variety and is becoming very popular due to its most competitive price and good cooking results.



QILLA PREMIUM BASMATI RICE

QILLA Premium Basmati Rice, is a rich and unforgettable blend of Basmati and exotic produce that optimizes the spirit of a unique and incredible India. We aim to introduce the highest quality basmati rice to a worldwide audience, bringing immense happiness to millions of consumer around the globe.

GOLDEN RANGE



GOLDEN QILLA EXTRA LONG GRAIN BASMATI RICE

It is another very excellent product of Amar Singh Chawal Wala with average grain length of 8.4 mm. It is the steamed rice quality of 1121 Basmati Rice variety and is becoming very popular due to its most competitive price and good cooking results. Grown at the base of the Indian Himalayas, Golden Qilla Excel Basmati is a long, slender and aromatic grain. Popular in both domestic and international markets, it is also available in many varieties.



507 GOLD BASMATI RICE

More than two thousand varieties of rice are grown throughout the world. 507 Gold Basmati Rice is one of the finest blends of steamed Basmati Rice. It is undoubtedly one of most important staple foods in many countries. India contributes numerous finer varieties of rice and countless rice recipes and this tantalizing taste of Indian cuisine is brought to you by 507 Gold Basmati Rice.

GOLDEN CHHAP AGED BASMATI RICE

Golden Chhap Aged Basmati Rice is the finest blend of Basmati Rice with delightful aroma, aged for 2 years, and is mostly used in the Indian subcontinent to prepare various dishes like fried rice, Biryani and daily cooking. It has the high nutritional value and is well processed before packaging so as to remove unnecessary impurities. Golden Chhap Aged Basmati Rice embodies all the attributes of Basmati like pearl white, maximum grain length, smooth texture & firmness. The elongation of grain after cooking delights the most & makes each meal a Royal feast.



GOLDEN DAILY MEAL INDIAN BASMATI RICE

Golden Daily Meal Basmati Rice is a medium grain rice with delightful aroma regularly used in the Indian subcontinent to prepare various dishes like fried rice and daily cooking rice. It has high nutritional value and is well processed before packaging so as to remove unnecessary impurities. This delicious rice is sure to be superior in taste that would even suit everyone's pocket.



GOLDEN LONG GRAIN RICE

Golden Long Grain Rice is the finest and longest variety of rice. The essence, aroma and taste of each grain of Golden Long Grain Rice can be ascribed to the special soil and climatic conditions of the misty Himalayas. We are amongst the top most names in the industry, offering extensive range of Rice.

LAL QILLA CRUNCHI FRIED ONIONS

Lal Qilla Crunchi Fried Onions are ready to use Fried Onions on rice dishes, hotdogs, burgers, soups, salads, sandwiches, pizzas, pastas, wraps, mashed potatoes, etc. Try these Crunchi Fried Onions in rice biryani, bread, pranthas, soups, on salads, in soups, burger, sandwiches, vegetable korma, fish and meat dishes. Fried onions are mainly used in Iranian, Chinese and Mediterranean cuisines.



LAL QILLA PUNJABI WARRIAN

Lal Qilla Punjabi Warrian also known as spice chunks is used in punjabi dishes to make it more spicy and tasty. Deep fry Lal Qilla Warrian in cooking oil on medium heat till light brown. Then crush into small pieces and add into any dish (veg. or non-veg) for a delicious taste.

LAL QILLA GREEN TEA

The ideal brew is the perfect answer to a cool weather. Its fragrance is sure to give you a high feel. As per the findings of different studies all over the world, It aids in digestion and restricts the rise of blood cholesterol levels as well as increase in blood pressure, suppresses aging, controls sugar levels, fortifies the immune system and enhances overall health. The list of advantages of this magical tea is endless but above all, it is loved for its delicate aroma and fresh taste.



LAL QILLA SOYA KING SOYA CHUNKS & SOYA GRANULES

Lal Qilla also proudly presents another top quality addition to its range Soya King, Soya Chunks & Soya Granules. These are made from the best quality protein-rich soya-bean flour & have the unique ability of mixing with any cuisine. This 100% vegetarian food is low in fat, cholesterol & rich in nutritional value. Making it a favorite for all age groups, it provides every thing needed to create the most spectacular & nutritious dishes.



LAL QILLA QUINOA

Lal Qilla quinoa is 100% natural, cultivated in the best northern Indian fields. This superfood is rich in protein, fiber, vitamins, and minerals, making it ideal for promoting muscle growth and maintaining a healthy diet. It's a favourite among health-conscious individuals, offering a wide array of recipes to keep your meals interesting and satisfying.



LAL QILLA AROUND THE WORLD

LAL QILLA Basmati Rice is a renowned Indian brand.

NORTH AMERICA

United States Canada Costa Rica Trinidad & Tobago

EUROPE

Ukraine Spain Sweden Denmark
Germany Italy United Kingdom
Netherlands Cyprus Norway

MIDDLE EAST

Saudi Arabia Syria Yemen Kuwait
UAE Lebanon Oman
Qatar Bahrain Jordan

ASIA

India Indonesia Thailand Japan
Malaysia Philippines Bangladesh Nepal
South Korea Singapore Hong Kong

AFRICA

Egypt Algeria Botswana Djibouti
Equatorial Guinea Gambia Mauritania Mauritius
Nigeria Seychelles South Africa Ethiopia
Niger Ghana

OCEANIA

Australia Fiji New Zealand



Feel The Difference








**CLASSIC
CHOICE,
CLASSIC
QUALITY**

