

LT Foods eyes consumer packs

Kolkata: LT Foods, one of the leaders in Basmati rice market with brands like Daawat, is looking at 38% market share in the consumer pack (1kg, 2kg, 5kg and 10kg packet category) market in the next two years.

Ritesh Arora, CEO (India business & Far East), said currently it has 29.6% market share in the consumer pack category. "Our growth is 18.2% while the category growth is 9%," he said. The consumer pack category is worth Rs 5,000 crore in value terms, and in volume terms, it is 5 lakh tonne. On HORECA, Arora added that it is growing at much higher rate than the segment. The Rs 15 lakh-tonne HORECA segment comprises 25 kg and 30 kg packs. "The growth in HORECA segment is largely fuelled by biriyani," he added. TNN