



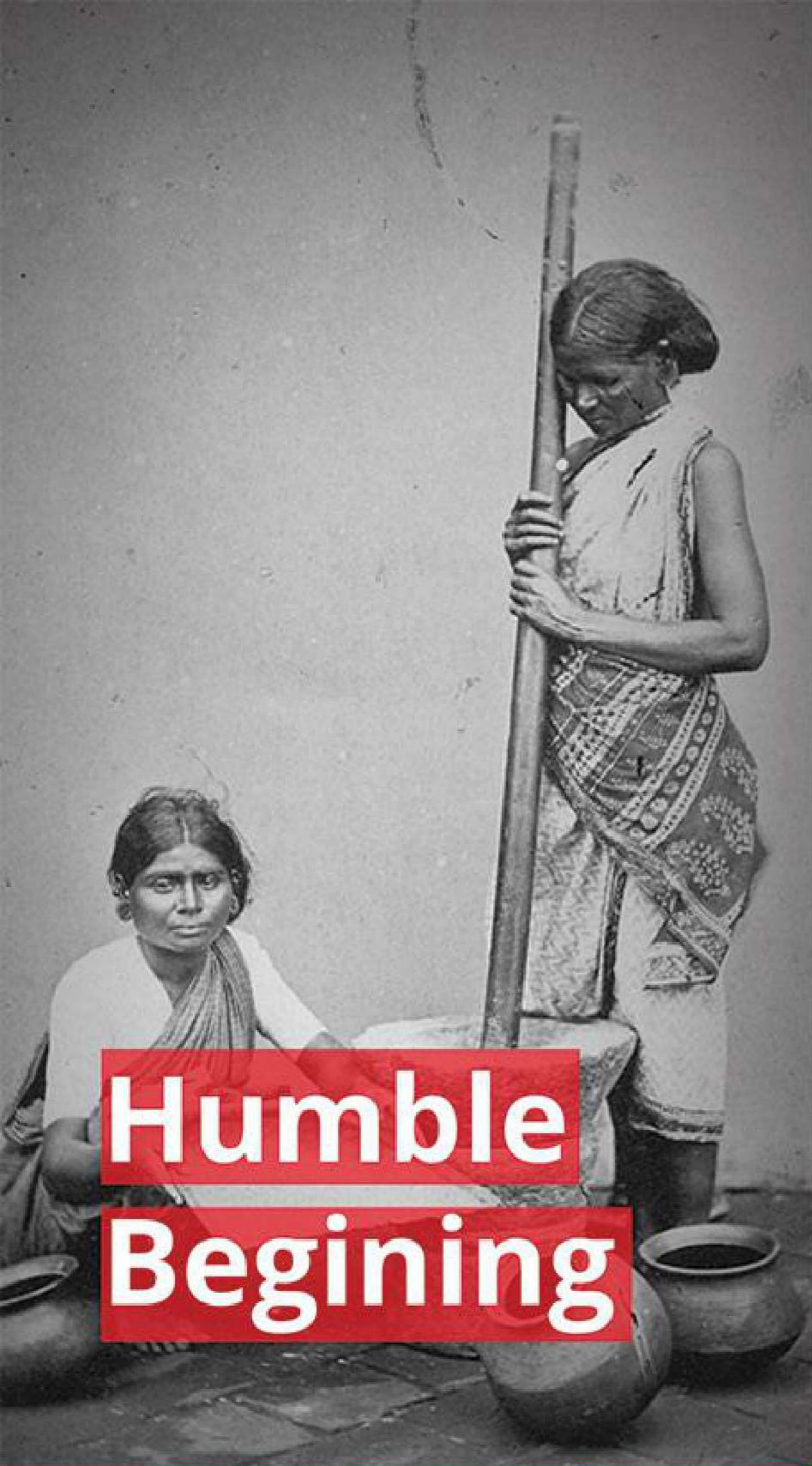
NIRAPARA

The Incredible recipes

KKR GROUP OF COMPANIES

THE HOUSE OF NIRAPARA

THE TREASURES OF INDIAN CUISINE



**Humble
Begining**



the incredible recipes

KKR Group of Companies was established in the year 1976 by an enterprising man, Mr.K.K.Karnan at Okkal, Kerala, India. He set up a INR 45 Crore state-of-art manufacturing facility for rice production that redefined quality standards. As part of his business strategy he created an ubiquitous brand, Nirapara, to aggressively expand retail presence. Having introduced high quality branded rice products for the first time, he revolutionized rice trade in the state with the help of technology and customer focus. KKR Group emerged as the first company to set up a technologically savvy Quality Assurance and Control department and microbiology lab. It numbers among one of the few food manufacturers in the state to be ISO 22000-2005 certified.

By 2000, KKR Group started focusing on expanding its Distribution network and retail presence by providing innovative schemes and setting up one of the finest distribution chain for an FMCG manufacturer. Since then, the brand has marked its presence across 46 countries including UAE, Muscat, Bahrain, Oman, Qatar, Kuwait, USA, Canada, UK, Switzerland, France, Australia, New Zealand, Singapore etc. In India, KKR has a partnerships with over 200 distributors and registers its presence across 50,000 retail outlets.



Now a Market Leader

Today the KKR Group of Companies has a large manufacturing facility of about 30,000 sq metre spread over 150,000 sq metre land area. The Group is valued at about INR 1000 Crores. There are over 1600 direct and 1500 indirect staff and KKR is considered an equal opportunity employer having large number of women engaged in various roles across its subsidiaries. The Company is manufacturing various products under the categories of rice & rice products, breakfast powders, spice & spice powders, curry powders & seasonings, pickles, dessert mixes, sauces, condiments, and edible oils. In the financial year ending 2015, the Group enjoyed an annual turnover of INR 447 Crores. In the last five years beginning 2010-2011 period, KKR has seen a phenomenal growth by registering a compounded annual growth of about 10% in revenues and 37% in net profits.

KKR Group started a spice & curry powder unit in 2004 with the establishment of KKR Food Products. Since commencement of operation, more than 40 varieties of straight spices and curry powders have been introduced under the Nirapara brand. The unit has a total production capacity of about 1500 metric tonnes per month.





BIRIYANI MASALA

A blend of various whole spices roasted together and powdered, it is specifically used to prepare a fragrant rice dish called Biryani in the Indian subcontinent. A very popular dish globally, it can be prepared with meats such as mutton, chicken, lamb, beef, seafood or vegetables.

Product Code: NP 086
HS CODE: 09109100
Pieces in Carton: 72
Net Weight: 100 Gm
Shelf Life: 36 Months
Store at: Room Temperature



CHILLI CHICKEN MASALA

A blend of aromatic whole spices roasted and ground, it is used to prepare a lip-smacking spicy Indo-Chinese chicken dish that is a perfect dinner party food. It is a versatile dish that can be made with gravy to serve as a side dish and dry dish to serve as a snack for cocktails or tea.

Product Code: NP 090
HS CODE: 09109100
Pieces in Carton: 72
Net Weight: 100 Gm
Shelf Life: 36 Months
Store at: Room Temperature



FISH FRY MASALA

A roasted and powdered blend of the most traditionally used indigenous Indian spices such as chillies, coriander, peppercorns, cumin, fennel, cloves and cinnamon, to create scrumptious home-made masala fish by shallow frying. It is often served as a side dish with a salad and a dash of lemon to bring out the flavours.

Product Code: NP 085
HS CODE: 09109100
Pieces in Carton: 72
Net Weight: 100 Gm
Shelf Life: 36 Months
Store at: Room Temperature



BEEF ULARTHU MASALA

Also known as a Slow-roasted Beef Fry or Beef Ularthyathu or Kerala Beef Roast, the blend of roasted aromatic spices is used to create a succulent spicy beef dish flavoured with coconut and curry leaves as an accompaniment to rice dish. A popular dish in the backwater counties of Kerala, it is often cooked in clay pots to bring out the flavours of the spices.

Product Code: NP 091
HS CODE: 09109100
Pieces in Carton: 72
Net Weight: 100 Gm
Shelf Life: 36 Months
Store at: Room Temperature

PEPPER CHICKEN MASALA



A spice blend heavily flavoured with black peppercorns, it is used to make a simple chicken dish that can be served with almost all prime dishes like Indian flat breads, rice, breakfast dishes like appam etc.

Product Code: NP 089
HS CODE: 09109100
Pieces in Carton: 72
Net Weight: 100 Gm
Shelf Life: 36 Months
Store at: Room Temperature

PRAWNS BIRIYANI MASALA



A blend of various whole spices roasted together and powdered, it is specifically used to prepare a fragrant rice dish called Biryani in the Indian subcontinent. A very popular dish globally, this blend is meant to create a perfect amalgamation of the flavours of prawns and rice

Product Code: NP 092
HS CODE: 09109100
Pieces in Carton: 72
Net Weight: 100 Gm
Shelf Life: 36 Months
Store at: Room Temperature

MALABAR CHICKEN CURRY MASALA



A typical Kerala style spicy chicken curry, flavoured with a blend of traditional spices such as coriander, red chillies, cumin, mustard, fenugreek, cinnamon and curry leaves. A perfect accompaniment to Kerala staples such as rice, appam, porotta and pathiri.

Product Code: NP 169
HS CODE: 09109100
Pieces in Carton: 72
Net Weight: 100 Gm
Shelf Life: 36 Months
Store at: Room Temperature

GARAM MASALA



A popular spice blend used in Indian cuisine, it is the equivalent of French herbs de Provence or Chinese five-spice powder. It is best added at the end of cooking or even sprinkled on before serving. It can also be used as a garnish for salads and soups.

Product Code: NP 087
HS CODE: 09109100
Pieces in Carton: 72
Net Weight: 100 Gm
Shelf Life: 36 Months
Store at: Room Temperature

CURRY MASALA



A blend of most commonly used spices in Indian cuisine, tailored specifically for the modern Kitchen to save on space and time and provide an aromatic and flavourful dish every time with least effort.

Product Code: NP 073
HS CODE: 09109100
Pieces in Carton: 36
Net Weight: 400 Gm
Shelf Life: 36 Months
Store at: Room Temperature

EGG & VEGETABLE MASALA



A blend of some of the most subtle aromatic Indian spices to highlight the taste of a delicate egg and vegetable dish. It can be versatile and used across a multitude of dishes with delicate ingredients from different cuisines.

Product Code: NP 083
HS CODE: 09109100
Pieces in Carton: 60
Net Weight: 200 Gm
Shelf Life: 36 Months
Store at: Room Temperature

EGG MASALA



A blend of some of the most subtle aromatic Indian spices to highlight the taste of a delicate egg dish. Egg curries are very popular in the subcontinent and served all through the day with all main staple dishes like rice, chappathi, porotta, appam, pathiri etc.

Product Code: NP 084
HS CODE: 09109100
Pieces in Carton: 60
Net Weight: 200 Gm
Shelf Life: 36 Months
Store at: Room Temperature

VEGETABLE MASALA



A blend of some of the most subtle aromatic Indian spices to highlight the taste of a delicate vegetable dishes. It can be versatile and used across a multitude of dishes with delicate ingredients from different cuisines.

Product Code: NP 082
HS CODE: 09109100
Pieces in Carton: 60
Net Weight: 200 Gm
Shelf Life: 36 Months
Store at: Room Temperature



PICKLE POWDER

Pickle Masala or powder is a blend of fresh aromatic spices to make pickles with any vegetable, fruit or meat. Any fresh produce can be pickled using this spice blend, sesame oil, vinegar and lemon juice.

Product Code: NP 081
HS CODE: 09109100
Pieces in Carton: 60
Net Weight: 200 Gm
Shelf Life: 36 Months
Store at: Room Temperature



FISH MASALA

A fine blend of aromatic spices like chillies, coriander, tamarind, cumin, garlic etc. balanced just right to highlight the taste, colour and texture of any fish curry.

Product Code: NP 079
HS CODE: 09109100
Pieces in Carton: 60
Net Weight: 200 Gm
Shelf Life: 36 Months
Store at: Room Temperature



CHICKEN MASALA

Chicken curry is a popular delicacy across South-East Asia and is made with stewed chicken in an onion and tomato sauce. An Indian chicken curry is made with a blend of bold flavours and aromas, as in this blend.

Product Code: NP 080
HS CODE: 09109100
Pieces in Carton: 60
Net Weight: 200 Gm
Shelf Life: 36 Months
Store at: Room Temperature

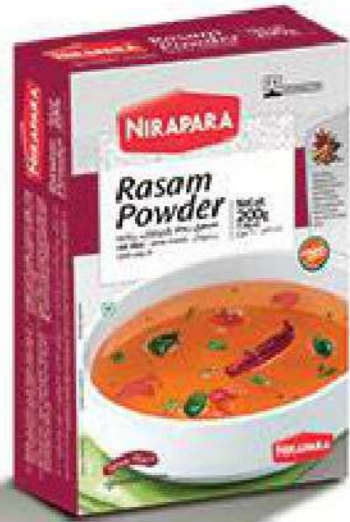


MEAT MASALA

A blend of bold flavours and aromas that is widely used in Kerala cuisine as a marinade for various types of meat. It is used as a dry spice rub or combined with oil to make a marinade paste.

Product Code: NP 077
HS CODE: 09109100
Pieces in Carton: 60
Net Weight: 200 Gm
Shelf Life: 36 Months
Store at: Room Temperature

RASAM POWDER



Rasam is a thin, spicy South Indian soup served with rice as a drink. Rasam powder is a blend of powdered split toor dal or pigeon peas, peppercorns, coriander, cumin, red chillies and asafoetida.

Product Code: NP 075
HS CODE: 09109100
Pieces in Carton: 60
Net Weight: 200 Gm
Shelf Life: 36 Months
Store at: Room Temperature

SAMBAR POWDER



Sambar is a South Indian lentil based vegetable stew made in a tamarind broth and consumed with staples like rice, idlis and dosa. Sambar powder is a coarse textured spice powder containing ground coriander seeds, cumin seeds, mustard seeds, black peppercorns, red chillies, fenugreek seeds, cinnamon and split Bengal gram.

Product Code: NP 076
HS CODE: 09109100
Pieces in Carton: 60
Net Weight: 200 Gm
Shelf Life: 36 Months
Store at: Room Temperature

MUTTON MASALA



A fiery South Indian lamb stew made with a fine blend of bold strong flavours that makes the meat more succulent and delicious. It is often consumed with rice or other staples like chapphthi, porotta, appam and pathiri.

Product Code: NP 078
HS CODE: 09109100
Pieces in Carton: 60
Net Weight: 200 Gm
Shelf Life: 36 Months
Store at: Room Temperature

PEPPER POWDER



A cryogenically ground powder of Indian peppercorns that is famous for its high volatile oil content and flavour.

Product Code: NP 088
HS CODE: 09109100
Pieces in Carton: 72
Net Weight: 100 Gm
Shelf Life: 36 Months
Store at: Room Temperature

CHILLY POWDER



Chilly powder is a dried pulverized fruit of one or more varieties of chilly. It is used as a spice to add pungency flavor to various dishes. Chilly powder blenders are popular in many types of cuisine.

Product Code: NP 070
HS CODE: 09042020
Pieces in Carton: 1
Net Weight: 5 Kg
Shelf Life: 36 Months
Store at: Room Temperature

CORIANDER POWDER



The ground coriander is obtained from the Coriander seed of the coriander plant. It is most commonly found in its whole seed form.

Product Code: NP 071
HS CODE: 09092690
Pieces in Carton: 1
Net Weight: 5 Kg
Shelf Life: 36 Months
Store at: Room Temperature

KASHMIRI CHILLY POWDER



Nirapara Kashmiri Chilly Powder is an ethnic spice known for its naturally preserved calorific and nutritional value of carefully selected and graded spices that enrich the true taste of traditional quality, the Nirapara way.

Product Code: NP 179
HS CODE: 09042211
Pieces in Carton: 1
Net Weight: 5 Kg
Shelf Life: 36 Months
Store at: Room Temperature

TURMERIC POWDER



Turmeric powder is a bright yellow spice which is made from dry Turmeric Rhizomes and is always used in dried powdered form.

Product Code: NP 072
HS CODE: 09103030
Pieces in Carton: 1
Net Weight: 5 Kg
Shelf Life: 36 Months
Store at: Room Temperature

CHILLI



PARAMETERS	LIMITS
Insect damaged matter	1 % Max
Extraneous matter	1 % Max
Unripe and marked fruit	2 % Max
Broken fruits	5 % Max
Moisture	11 % Max
Total Ash	8 % Max
Acid insoluble ash in dilute HCl	1.3 % Max

BLACK PEPPER



PARAMETERS	LIMITS
Insect damaged matter	1 % Max
Extraneous matter	1 % Max
Light berries	5 % Max
Pinhead or Broken berries	4 % Max
Bulk density (Gm/ litre)	490 gms/ ltr Min
Moisture	13% Max
Total ash	6 % Max
Volatile oil	2 % Min
Piperine content	4 % Min

CARDAMOM



PARAMETERS	LIMITS
Extraneous matter	1.0 % Max
Empty and malformed capsule by count	3.0 % Max
Immature and shriveled capsule	3.0 % Max
Insect damaged matter	1 % Max
Moisture	13 % Max
Total ash	9.5 % Max
Volatile oil	3.5 % Min

CINNAMON



PARAMETERS	LIMITS
Extraneous matter	1.0 % Max
Insect damaged matter	1.0 % Max
Moisture	12.0 % Max
Total ash	7.0 % Max
Acid insoluble ash	2.0 % Max
Volatile oil	0.7 % Min

CLOVES



PARAMETERS	LIMITS
Extraneous matter	1.0 % Max
Insect damaged matter	1.0 % Max
Tendrils, Mother cloves	2.0 % Max
Khokar Cloves	2.0 % Max
Moisture	12.0 % Max
Volatile oil	17.0 % Max
Headless cloves	2.0 % Max

CORIANDER



PARAMETERS	LIMITS
Extraneous matter	1.0 % Max
Insect damaged matter	1.0 % Max
Damaged/ Discoloured fruit	2.0 % Max
Moisture	9.0 % Max
Volatile oil	0.25 % Min
Total ash	7.0 % Max
Acid insoluble ash in dilute Hcl	1.5 % Max

CUMIN



PARAMETERS	LIMITS
Extraneous matter	3.0 % Max
Insect damaged matter	1.0 % Max
Broken fruits	5.0 % Max
Moisture	10.0 % Max
Total ash	9.5 % Max
Acid insoluble in dilute Hcl	3.0 % Max
Non volatile oil	15 % Min
Volatile oil	1.5 % Max

FENNEL



PARAMETERS	LIMITS
Extraneous matter	2.0 % Max
Insect damaged matter	1.0 % Max
Defective seeds	5.0 % Max
Moisture	12.0 % Max
Total ash	10.0 % Max
Ash insoluble in dilute Hcl	1.0 % Max

FENUGREEK



PARAMETERS	LIMITS
Extraneous matter	2.0 % Max
Insect damaged matter	1.0 % Max
Moisture	10.0 % Max
Total ash	5.0 % Max
Acid insoluble in ash	1.5 % Max
Cold water soluble extract	30 % Max

DRY GINGER



PARAMETERS	LIMITS
Extraneous matter	1.0 % Max
Insect damaged matter	1.0 % Max
Moisture	12.0 % Max
Total ash	8.0 % Max
Calcium as calcium oxide	1.1 % Max
Volatile oil	1.5% Min

NUTMACE



PARAMETERS	LIMITS
Extraneous matter	0.5 % Max
Insect damaged matter	1.0 % Max
Moisture	10.0 % Max
Total ash	4.0 % Max
Acid insoluble ash	0.5 % Max
Volatile oil	7.5 % Min
Nutmeg in mace	1.0 % Max

MUSTARD



PARAMETERS	LIMITS
Extraneous matter	2.0 % Max
Damaged Seeds	2.0 % Max
Moisture	10.0 % Max
Total ash	6.5 % Max
Acid insoluble ash	1.0 % Max
Non volatile oil	28.0 % Min
Volatile oil	0.3 % Min
Insect damaged matter	1.0 % Max
Argemone seeds	Absent.

NUTMEG



PARAMETERS	LIMITS
Extraneous matter	Absent
Insect damaged matter	1.0 % Max
Moisture	10.0 % Max
Total ash	3.0 % Max
Acid insoluble ash	0.5 % Max
Volatile oil	6.5 % Min
Mace in Nutmeg	3.0 % Max
Water insoluble ash	1.5 % Max

TURMERIC



PARAMETERS	LIMITS
Extraneous matter	1.0 % Max
Defective Rhizome	5.0 % Max
Moisture	12.0 % Max
Insect damaged	1.0 % Max
Lead chromate	Negative
Curcumin	2.0 % Min





KKR Group of Companies

KKR AGRO MILLS PVT. LTD.

KKR FOOD PRODUCTS

KKR MILLS

KKR FLOUR MILLS

SN RICE MILLS

KKR PRODUCTS & MARKETING PVT. LTD.

KKR PETROLEUM PRODUCTS

SN AGRO PRODUCTS

KARTHIKA MODERN RICE MILLS

FIVE STAR METALS PVT. LTD.

KKB FENCING COMPANY LLC.

BIK HERBALS & EXTRACTIONS

VYDYAA AYURVEDA AND HERBALS

SUCCOR HEALTH CARE PVT. LTD.

SOLACE RESEARCH PVT. LTD.

BIKAURA POWER SOLUTIONS PVT. LTD.

CHICO