

India Gate Expands Beyond Rice With Entry Into India's Fast-Growing Branded Poha Market

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KRBL Limited, the company behind the world's leading basmati rice brand India Gate, is accelerating its transformation into a broader staples powerhouse with the launch of India Gate Poha, marking a strategic expansion beyond its dominant rice business and into one of India's largest yet largely unorganized packaged food categories.

The launch reflects KRBL's growing ambition to evolve India Gate from a rice-centric brand into a comprehensive staples platform capable of serving a wider spectrum of everyday household consumption needs. By entering the poha segment, the company is tapping into a category that remains deeply embedded in Indian food culture while offering significant opportunities for premiumization and brand-led growth.

India's poha market is estimated at approximately 2 million metric tonnes annually, yet only around 220,000 metric tonnes are currently sold through branded channels. The substantial gap between total consumption and organized retail penetration presents a significant growth runway for established food brands seeking to bring quality assurance, consistency and convenience to consumers.

The introduction of India Gate Poha comes as consumer preferences increasingly shift toward trusted packaged staples that offer reliable quality, hygiene standards and ease of preparation. Leveraging decades of equity built in the basmati rice category, KRBL aims to bring similar levels of sourcing expertise and product consistency to a category that has traditionally remained highly fragmented.

"India Gate has long been a part of consumers' daily meals through a range of offerings. Poha is one of India's most beloved breakfast staples, yet the category has remained largely commoditized. With the introduction of India Gate Poha, we are extending the same trust and value that India Gate commands in the basmati rice segment while embracing the essence of togetherness and celebrating life's most precious moments with loved ones," said **Ayush Gupta**, Head Domestic Division, KRBL Ltd.

The company's new offering is sourced from the renowned Gurjari rice-growing belt of South Gujarat, particularly the districts of Navsari and Valsad, regions known for producing rice varieties well-suited for high-quality poha manufacturing. Drawing on its extensive grain sourcing capabilities, KRBL has focused on ensuring uniformity, texture and cooking performance across the product.

India Gate Poha is produced using carefully selected rice grains that are processed into thick, uniform flakes designed to maintain their structure during preparation. The company says the product contains a higher proportion of whole flakes and is engineered to be ready for cooking after a single wash, reducing preparation time while improving convenience for consumers.

The product also aligns with growing consumer interest in healthier everyday food choices. Naturally high in fiber and widely regarded as a light, nutritious meal option, poha continues to enjoy strong demand across both urban and rural markets as a versatile breakfast and snack staple.

The launch forms part of a broader strategy by KRBL to deepen consumer engagement across multiple food categories while leveraging the trust and recognition associated with the India Gate brand. Industry observers view the move as a natural extension of the company's long-term diversification efforts as competition intensifies across the packaged food sector.

Initially, India Gate Poha will be rolled out through general trade channels and standalone modern retail outlets, enabling the company to establish distribution depth before expanding into additional organized retail formats. The first launch will feature a 500-gram pack format, with future product extensions already in development.

Among the planned additions is **Indori Poha**, a regional variant that has gained popularity across India for its distinctive texture and preparation style. The company is also evaluating other product innovations aimed at broadening its footprint within the category.

The expansion underscores KRBL's confidence in the long-term potential of India's staples market, where rising brand consciousness, evolving consumption patterns and demand for quality-assured packaged foods continue to create new growth opportunities. As India Gate extends its presence beyond rice, the company is positioning itself to capture a larger share of the everyday kitchen basket while reinforcing its promise of delivering "Great Taste, Always" across a wider range of household essentials.