



## **SURYA CONQUER THE WORLD FOOD AISLES**

Surya now largest world food supplier to two of the UK's leading supermarkets. Within just two years of trading with the multiples Surya is now the largest supplier of world food lines to supermarket giants Tesco and Asda.

It forms part of the Harwich-based group's meteoric rise that has seen its collective turnover propelled to over £100m a year, and boosted the current staff levels to 250 employees around the world.

The family run business' success has been attributed to the breadth of its world food brands, which include Asian, Afro-Caribbean, Oriental and Polish products and the strength of its branded and own-branded products. Coupled with sophisticated logistics, the company's position has enabled it to offer quality products at competitive prices to the major superstores, allowing it to steadily take market share from its competitors.

Harry Dulai, Director of Surya, said: "We are extremely proud to have achieved this level of success so soon with the major supermarkets and feel it is testament to our approach, which stems from a staunch belief in service, value and quality."

From humble beginnings, the business was founded by Harry's father - Kewal Dulai, but it was the addition of Kewal's sons, Harry and Suki, to the workforce, who now head up the business, that saw rapid growth. The company now boasts its own rice mills in India, Pakistan and the UK and is the market leader - or in the top two - of the rice and flour market and also Afro-Caribbean and Polish foods.

Laila is the strongest Pakistani rice brand in Europe and Surya is one of only a few companies in the industry offering total integration on the rice side – involved right through, from field to supermarket shelf.

Suki Dulai, Surya Managing Director, said: "It is incredible to think my father came to England in the 1960s with very little and he is now the chairman of a multi-national company with operations around the world. We consider ourselves very unique in that we are market leaders across so many areas of the world food market.

"This was very much part of our business plan, and over the years, as we have acquired businesses, we have ensured each one complements what we already have."

Surya operates from several different areas in UK, and has its distribution center's spread across Europe, as well as buying offices around the globe. Its main hub is an 11-acre site in Harwich - home to its head office and some 500,000 sq. ft. of storage space.

With a fleet of over 100 vehicles, Surya has been able to maintain highly efficient service levels throughout Europe and now boasts a client account base of 2500 - distributing its products to, supermarket chains, independent stores, cash and carry's, wholesalers and food service businesses throughout the UK and the world.

With 2,000 products available, it represents over 50 agency lines from some of the world's leading

companies as well as its own popular house-brands, including Laila, Salaam, Apna, Jamaica's Pride and Island Sun.

Harry believes the key to their success is the focus on customer/supplier relationships, innovation, new product development and the ability to adapt and be responsive in a changing market.

He explains: "Customer relationships are extremely important to us. It is not about money, it is about your personal investment in terms of your relationship."

Passionate about the industry, Harry Dulai recently helped found the World Foods Association - an organization aimed at raising the profile of the world food industry generally.

"I want to see world food become more mainstream and recognized as the important and dynamic sector it is. We want to work with the multiples and independent retailers to make this happen and the association is the perfect platform." The World Foods Association's flagship event is the World Food Awards - a national level awards ceremony that celebrates the best performers in the industry.

Meena and Kirit Pathak, The Cinnamon Club, Sir Gulam Noon and Levi Root of Dragon's Den fame were among the winners at the glittering 2009 inaugural event which took place at London's Hilton Park Lane and featured performances by Ex-Atomic Kitten, Natasha Hamilton and classic pop trio The Real Thing.

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