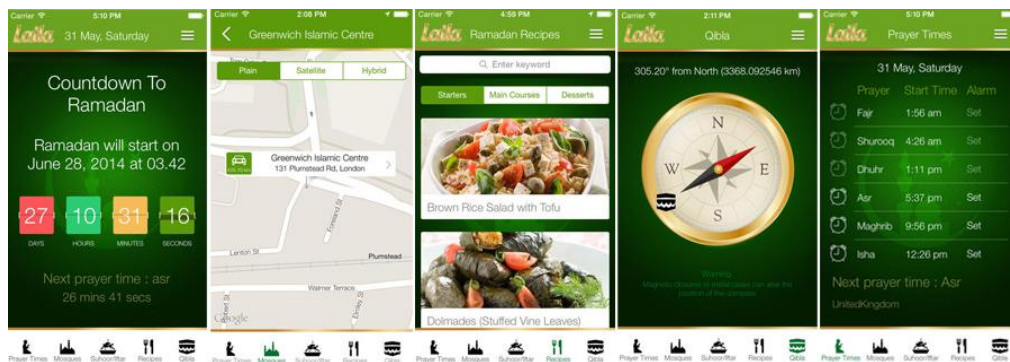




**PRESS RELEASE  
FOR IMMEDIATE PUBLICATION  
24th June 2014**

**Leading basmati rice brand create 'Laila Ramadan App'**



**Screen shots from the Laila Ramadan App 2014**

***Essential information regarding fasting, prayers and rituals now at the touch of a screen during Ramadan***

One of the UK's leading basmati rice brands, Laila, has created a sophisticated Ramadan App, which can be downloaded for free, to assist its customers in observing important daily rituals during the Holy month of Ramadan.

Beginning on June 28th, 2014, Ramadan is the ninth month of the Islamic lunar calendar, during which Muslims around the world spend the daylight hours in a complete fast, abstaining from food, drink and other physical needs. The religious period offers Muslims a time to purify the soul, refocus attention on God, and practice self-sacrifice.

Laila's Ramadan App offers a host of sophisticated features to help its users meet the religious practices of Ramadan, including; listing and alerting the user of prayer times; directing users to the nearest mosque; featuring a Qibla locator to determine the direction of Mecca; notifying users of the Suhoor and Iftar feast times. It also features dozens of rice based recipes, which make for perfect, slow energy release sustenance during feast times.



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Harry Dulai, Managing Director of Surya Foods, owners of the Laila brand, said: "With decades of experience in the world food sector and a good understanding of our customers, we have used customer feedback in the creation of this app, with a view to helping them meet the many and varied demands of the holy period of Ramadan, which is both challenging and rewarding."

He added: "Technology touches every part of our lives nowadays and we do not intend to detract from the sacredness of Ramadan with this app. On the contrary, we believe technology provides a very useful tool to help people observe the time-critical rituals of Ramadan in a modern world. We have essentially created a very sophisticated alarm clock. Going without food and water from sunrise to sunset is challenging, especially with Ramadan in Europe now taking place during the longer Summer days. Lack of food and drink is known to affect concentration levels. Our aim is simply to make life as easy as possible for our customers during this month, where we can, so they can save their energy for the real work of prayer, reflection and abstinence."

Designed for Iphone and Android users in the United Kingdom, the Laila Ramadan App 2014 is a free app available for downloads from the **App Store** and **Google Play** and will run on iOS 6.0 and later and Android Gingerbread and later versions.

**- ENDS -**

**For further information or images please contact Lyndsey Filby:**  
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**Notes to Editors**

**Laila Rice**

- Laila is one of the UK's leading basmati rice brands and is owned by world food giants Surya Foods. It is the top selling rice brand on the world food aisles of national retailers Tesco and Asda.



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- During the month of Ramadan, a month of generosity and giving, Laila continues to march ahead with its most ambitious CSR project to date - to donate one million servings of rice to the hungry via UK foodbanks and NGOs in India and Africa. During its Rice for Life campaign every promotional bag of Laila rice bought will build towards Laila's one million servings target. The Trussell Trust, which operates the largest network of foodbanks in the UK, is one of Laila's key distributing partners in the UK for the project. The campaign is being backed by some of the world's most highly regarded chefs, including Ken Hom OBE, Cyrus Todiwala OBE and Anjum Anand.
- Surya Foods is a rapidly expanding, family run business, supplying a variety of high quality, authentic ethnic products ranging from rice, flour, spices and sauces to snacks and savouries. Its evolving ranges, widely known for their superior quality and authenticity, cater to the South Asian, Oriental, Afro-Caribbean, African and Polish communities.
- Surya Foods boasts a comprehensive world foods portfolio of authentic brands stocked in local, multiple and foodservice channels.
- With 2,000 products available, Surya 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, Reggae Kitchen and Island Sun.