



Manufacturer & EXPORTER



Authentic Indian Basmati & Non-Basmati Rice



Company Profile

Nature of Business	: Manufacturer, Processor & Exporter
Year of Establishment	: 1998
Products	: Basmati & Non Basmati Rice
Factory Address	: Taraori - 132116, District - Karnal, Haryana (India)
Production Line	: 03 (Automatic)
Production Capacity	: 5,000 Metric Tons Monthly
No. of Warehouse	: 05
Warehouse Capacity	: 25,000 Metric Tons
Annual Turnover	: Rs. 225 Crore or US\$ 15 Million Approx.
Export Percentage	: 70-80%
Main Overseas Market	: Europe, USA, Canada, Saudi Arabia, Bahrain, Lebanon, Qatar, Kuwait, Oman, Yemen, Jordan, Egypt, Turkey, Israel, Iraq, Erbil, Australia, New Zealand, Mauritius
Nearest Port	: Mundra Port, Gujarat (India)
Ownership Type	: Partnership Firm
PAN	: AEKFS5803F
TAN	: RTKS34294B
IEC No.	: AEKFS5803F
APEDA	: 210413
GSTIN	: 06AEKFS5803F1Z1



Our Infrastructure

WE ARE STRENGTHENED BY A STATE OF THE ART INFRASTRUCTURAL SETUP

which covers a large area of space. It is equipped with advanced processing, quality control, packaging and warehousing units. These wings work in a close coordination that enables us to cater rising needs of our clients across the globe. Also, we have excellent storage facilities that ensure to stock our products under hygienic conditions. Owing to this we can store & place a large amount of products that further help us in timely delivery of consignments.



Pre-Cleaning

Removal of all the impurities and unfilled grains from the paddy



Parboiling

Helps in improving the nutritional quality by gelatinization of starch inside the rice grain



De-Stone

Process to separate small stones from paddy



Husking

Process to remove husk from paddy



Husk-Aspiration

Separating the husk from frown rice/unhusked paddy



Weighing & Bagging

Preparation of the milled Rice for transporting to the customer



Sorting & Grading

Separation of discoloured and large and small breaks from the head rice concept clarity is required



Polishing

Improvement of the appearance of the milled rice through removal of the remaining Barn particles and polishing of the exterior of the milled kernel



Whitening

Removing all or part of the bran layer and germ from brown rice



Paddy Separation

Separating the unhusked paddy from brown rice

Quality Confirmation

PREPARED WITH THE USE OF HEALTHY AS WELL AS NATURAL PADDY, WE BRING FORTH A QUALITY RANGE

of Basmati Rice such as 1121 Long Grain Basmati Rice, Long Basmati Rice and Non Basmati Rice. At our advanced production units, these products are thoroughly processed using hygienic techniques that ensure to their optimum quality in terms of freshness, nutritional value & purity. Further, our production experts incorporate sound quality control measures in the process of manufacturing so as to come up with an impeccable range of rice.





Indian Conventional Rice

TRADITIONAL BASMATI RICE

It is the original basmati rice which is grown in the traditional way. It's each and every grain cook to perfection and the mere sight and smell make it hard to resist the urge to taste it.

Traditional Raw Rice

- ❖ Average Grain Length - 7.30 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Traditional Sella Rice

- ❖ Average Grain Length - 7.30 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Indian Conventional Rice

1121 BASMATI RICE

It has the world's longest grain, before as well as after cooking and gives 30% more volume than any other Basmati variety. 1121 Basmati Rice grade is known worldwide for its long length, excellent cooking qualities, unique aroma, special sweet taste and high nutritional value.

1121 Raw Rice

- ❖ Average Grain Length - 8.35 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



1121 Steam Rice

- ❖ Average Grain Length - 8.35 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



1121 Sella Rice

- ❖ Average Grain Length - 8.35 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



1121 Golden Sella Rice

- ❖ Average Grain Length - 8.30 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Indian Conventional Rice

1401 BASMATI RICE

It is an improved version of PUSA hybrid Basmati Rice. After cooking, it comes out to be non-sticky, fluffy has the authentic flavor, aromatic fragrance and high nutritional value.

1401 Steam Rice

- ❖ Average Grain Length - 7.70 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



1401 Sella Rice

- ❖ Average Grain Length - 7.70 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



1401 Golden Sella Rice

- ❖ Average Grain Length - 7.65 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Indian Conventional Rice

SUGANDHA NON BASMATI RICE

It is the longest non-basmati rice grown in North India. It has good degree of natural aroma in both raw and cooked states widely used for daily meal preparation in households, restaurants and other food catering areas.

Sugandha Raw Rice

- ❖ Average Grain Length - 7.90 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Sugandha Steam Rice

- ❖ Average Grain Length - 7.90 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Sugandha Sella Rice

- ❖ Average Grain Length - 7.90 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Sugandha Golden Sella Rice

- ❖ Average Grain Length - 7.85 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Indian Conventional Rice

SHARBATI NON BASMATI RICE

It has thinner grains & aroma similar to traditional basmati rice. It is easy to digest as it consists of quality dietary fiber. Some of the unique features of our rice are its fragrant aroma and taste. It is known for its fluffiness, scrumptious taste & excellent quality.

Sharbati Raw Rice

- ❖ Average Grain Length - 7.10 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Sharbati Steam Rice

- ❖ Average Grain Length - 7.10 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Sharbati Sella Rice

- ❖ Average Grain Length - 7.10 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Sharbati Golden Sella Rice

- ❖ Average Grain Length - 7.00 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Indian Conventional Rice

PR 11/14 NON BASMATI RICE

PR 11 & PR 14 are same grains; names have been given region wise. PR 11 grows in Punjab & PR 14 grows in Haryana. Both are long grain Non-Basmati Rice and is known for its quality of fast cooking. This rice is rich in carbohydrates and has uniform grain size.

PR 11/14 Raw Rice

- ❖ Average Grain Length - 6.90 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



PR 11/14 Steam Rice

- ❖ Average Grain Length - 6.90 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



PR 11/14 Sella Rice

- ❖ Average Grain Length - 6.90 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



PR 11/14 Golden Sella Rice

- ❖ Average Grain Length - 6.80 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Indian Conventional Rice

PARMAL NON BASMATI RICE

It is a long grain Non-Basmati rice, similar to IR 64 rice but has longer grain size & premium quality. It grows in the Haryana, Punjab, and Uttar Pradesh states region of India. It enlarges almost double & doesn't stick if cooked properly.

Parmal Raw Rice

- ❖ Average Grain Length - 6.50 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Parmal Steam Rice

- ❖ Average Grain Length - 6.50 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Parmal Sella Rice

- ❖ Average Grain Length - 6.50 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Parmal Golden Sella Rice

- ❖ Average Grain Length - 6.40 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Pesticide Residue Free Rice

SELLA RICE

All the available varieties are especially famous among the health conscious as they don't have to compromise on the taste. These are also known for their firmness as they don't break easily. It is also known to reduce the risk of Type 2 Diabetes as it releases its energy slowly keeping the blood sugar levels stable

1121 Sella Rice

- ❖ Average Grain Length - 8.35 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



1509 Sella Rice

- ❖ Average Grain Length - 8.40 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Sugandha Sella Rice

- ❖ Average Grain Length - 7.90 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Sharbati Sella Rice

- ❖ Average Grain Length - 7.10 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Pesticide Residue Free Rice

GOLDEN SELLA RICE

All the available varieties have high nutritional value. It is a known and proven fact that golden parboiled rice has around 80% nutritional value when compared to brown rice. These are grown without use of any harmful pesticides or chemicals and are also safe for human health.

1121 Golden Sella Rice

- ❖ Average Grain Length - 8.30 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



1509 Golden Sella Rice

- ❖ Average Grain Length - 8.35 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Sugandha Golden Sella Rice

- ❖ Average Grain Length - 7.85 MM
- ❖ Natural Field Ad-mixture - Under 5%
- ❖ Moisture - Under 12.5%
- ❖ Broken - Under 1%
- ❖ Damaged Discolor - Under 1%
- ❖ Immature - Under 1%
- ❖ Foreign Matter - Nil



Customizable Packaging

WE OFFER MULTIPLE PACKAGING OPTIONS STARTING FROM

1Kg/ LBS to 50Kg/ LBS. These can be further customized in any size and packing material as per client's requirement. All packaging is done with the help of automated packing machine and skilled workers.

Non-woven | Jute | PP | Pouch | BOPP



Terms & Condition

PAYMENT, LOADING & DELIVERY CONDITIONS



Payment Condition

- 30% Advance & balance against documents.
- 100% sight LC from prime international bank.



Loading Condition

- Truckload
- Container (Factory Stuffing)



Delivery Condition

- FOR | FOB | CIF





SHREE KRISHNA RICE MILLS

Manufacturer, Processor & Exporter
of
Indian Basmati & Non-Basmati Rice

Vivek Verma, GM (Export)



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