

# KRBL's Private Labelling Capabilities

Basmati milling is an art by itself, requires delicate and flawless processing techniques to achieve excellence in Basmati. Being the largest rice miller of the world, KRBL has emerged as a real trendsetter in every aspect of this unique industry. KRBL gives a platform to world class rice machinery giants for its plants located in close proximity to the basmati rice harvesting regions of Uttar Pradesh and Punjab. Through our own Quality Seeds Development and Improvement Programme, the top pedigree is selected, processed in in-house seed preparation and packing plant and sold to farmers ensuring production of paddy with optimum levels and generic purity, aroma besides other specific basmati qualities. KRBL holds a sophisticated and modernized milling technology having benchmarks with regards to consistency in quality, aesthetic packaging and par-excellent hygienic standards. Holding quality certifications such as ISO 9001:2008, HACCP, SQF 2000, BRC, KRBL is identified with its distinct perception of quality and ensuring the consumer a sound and wholesome food free from adulteration.

## Our Core Strengths

- ▶ Quality check by sampling and analysis of incoming paddy for physical, chemical, biological and quality parameters, also being followed during and after milling.
- ▶ Warehousing of paddy in clean and covered godowns ensuring maximum protection from rain, ground moisture, humidity and any microbial infestation.
- ▶ Complete solution for rodent attack in the godown by installing bait cages, wild birds and flies by fly screens, air curtains, automatic doors, plastic strip curtain etc.
- ▶ Periodic testing of water and calibration of laboratory equipments.
- ▶ Protective clothing for all operatives in production and packaging areas to avoid contamination.
- ▶ Foreign objects are detected by cleaners, destoners and glass detectors while metals are detected by magnetic arrestors and metal detectors of high sensitivity.
- ▶ Milling capacity of 195 MT per hour resulting in processing 1 container in under 6 minutes.
- ▶ Product coded in batches at all stages and a procedure for unique identity exists for product traceability and can be recalled whenever necessary.
- ▶ Periodic testing and sampling of finished product for physical characteristics, analysis of aflatoxins and pesticide residue.
- ▶ Meticulous planning, documentation, control over each stage of supply chain enabling KRBL making its closer to zero defect quality.
- ▶ Ethical and environmental commitments are followed and comply with the applicable guidelines and best practices of food industry.
- ▶ Working towards reducing carbon footprints after optimising product lifecycle.
- ▶ Specification check for packing material and packaging ensures the safeguarding of nutritional and organoleptic qualities of rice.
- ▶ Compulsory fumigation in accordance with good agricultural practices, quality and quantity check of cargo before dispatch.
- ▶ A fully established logistic department capable of executing timely shipments.
- ▶ Timely updates to buyers till the arrival of container at destination.
- ▶ Knowledge and capability to service all mainstream stores around the world in our own brand and or store owned brands.



## About Basmati

Known to be the world's most precious rice strain, basmati has a special meaning for KRBL. It is one of the most treasured grains, and is grown only once a year in the Indo-Gangetic Plain beneath the Himalayan sub ranges. The fertile alluvial soil, fresh and cold air and the sweet water from the ranges contribute primarily to the unique characteristics associated with the grain. It is a remarkably long variety of rice and has a distinct aroma and discrete nutty taste. When cooked, the Basmati is longer, lighter and fluffier than standard white rice, and does not stick together.



**Brown Rice**  
Paddy is milled to get brown rice which has a nutritious brown layer.



**White Rice**  
Brown rice is polished and the bran layer is removed to get white rice.



**Parboiled (Sella Rice)**  
Paddy is soaked in water, dried and then milled, thereby soaking the nutrients inside rice.

## Varieties

There is a multitude of variants available at the farm level. For ease of selection, they are typically categorised in the following 3 broad ways.

Pusa Basmati-1      Traditional Basmati      Pusa 1121 Basmati

### Pusa Basmati-1

A boon for farmers and their growing concerns, this variety has been developed after R&D from the Pusa institute in the early 1990's. Keeping the limited cultivation area and the ever increasing demand in mind, the research yielded ways of producing a greater quantity on the same land through the natural process of hybridization. This variety revolutionized the Indian basmati industry and gained India's entry to many inaccessible markets. The popularity and production increased multifold in the decade that followed its development.

KRBL hereto played a crucial role in popularization of this variety via introduction of this variety in its brands. This variety gained KRBL tremendous advantage in bridging the gap between farmers and consumers.

### Traditional Basmati

This common phrase is used to refer to older varieties that are in still production. Two popular varieties 370 and HBC 19 amongst others are collectively called Traditional. Traditional varieties are well known for its fragrance but yield less than the Pusa variety.

### Pusa - 1121

World's Longest Basmati Grain

The latest entrant to the basmati basket notified by Government of India as Basmati in 2008 is developed by Pusa Institute. It is the longest basmati grain in the world – before as well as after cooking. This variant can be easily recognized by its unique aroma and special sweet taste. The higher yield of this variety in comparison to traditional varieties motivated the farmers to switch over to the evolved basmati variety in view of enhanced farm income.

The 1121 rice grain is supreme in every attribute besides fetching a double return to the farmer. The grain is extra fine and extra long and requires least cooking time. The rice fluffs up to more than twice the original length, separate on cooking and yields 33% more on cooking.

We provide an opportunity to source this wonderful grain from KRBL and to market as "World's Longest Indian Aromatic Rice" in European markets.

Attributes	1121 Basmati	Pusa Basmati	Traditional Basmati	Super Basmati
Grain Length before cooking	8.25 mm	7.20 mm	6.80 mm	7.05 mm
Grain Length after cooking	21.70 mm	18.80 mm	15.50 mm	13.04 mm
Yield	1 cup uncooked = 5 cup cooked	1 cup uncooked = 4 cup cooked	1 cup uncooked = 3.5 cup cooked	1 cup uncooked = 3 cup cooked



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