



GRAIN

Sella Basmati Rice

ORIGIN Punjab · Haryana · Uttar Pradesh

SEASON Year-Round

CERTIFICATIONS APEDA · FSSAI · GAP

DESCRIPTION

Indian sella (parboiled) basmati is the highest-volume export form of basmati. India produces over 70% of global supply, and the GI-protected belt of Punjab, Haryana, UP, Uttarakhand and J&K is the only legal origin. Three primary varieties dominate export: **1121** (8.30 mm grain, 4.2+ L/B ratio, the global premium benchmark), **1718** (same length at higher yield, popular for private label), and **1509** (8.00 mm grain, value pricing). Each available in Golden, White, and Creamy Sella grades. Zoem sources from FSSAI-licensed mills in Amritsar, Karnal and western UP. NABL-tested per shipment. Major markets: Saudi Arabia, UAE, Iran, Iraq, Yemen, UK, USA.

TRADE SPECIFICATIONS

HS Code	10063020 (Long-grain basmati rice, parboiled)
Botanical Name	Oryza sativa L. (Basmati Group)
Origin Region	GI-protected basmati belt — Punjab, Haryana, UP, Uttarakhand, J&K;
Varieties	1121 · 1509 · 1718 (other varieties on confirmed orders)
Forms Available	Golden Sella · White Sella · Creamy Sella · Raw / Steam (on request)
Grain Length	8.30 mm (1121, 1718) · 8.00 mm (1509)
L/B Ratio	4.0–4.2+ minimum
Head Rice	88–95% (variety/grade dependent)
Moisture / Broken	<13% / <1% premium · <2% standard
Purity	95%+ varietal
Quality criteria	Foreign matter NIL · Damaged/Discoloured <0.2% · Black/Red grain NIL · White bellies NIL · Soft-grain <25 max
Aroma	Mild (characteristic basmati)
Aging	Minimum 12 months aged on request (premium)
Packaging	5 / 10 / 20 / 25 kg PP or jute bags · 1–10 kg retail packs · private-label printing available
Container loading	22–25 MT per 40' container (palletised dry); 24-month shelf life
Shipping ports	Mundra · JNPT · Kandla · Chennai
Lead Time	14–21 days from confirmed order. Aged-rice orders 21–28 days.
Transit Times	GCC (UAE, Saudi, Iran): 7–14 days · UK / Europe: 18–25 days · USA / Canada: 25–35 days · Africa: 18–30 days · ASEAN: 10–18 days.
Indicative Pricing	USD 1.10–1.70 / kg FOB India (varies with variety, grade, aging, and packaging)
Certifications	APEDA, FSSAI, GAP-certified farms, MSME/Udyam, IEC: AXMPP4078J, NABL pre-shipment testing