



H. R. EXPORTS PVT. LTD.
ADDING VALUE TO *rice*

A Govt. of Indian Recognized
Star Export House

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LUXURY BRAND
OF PREMIUM BASMATI RICE



Basmati Rice



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ABOUT US

Shazia Basmati Rice, a product from the house of H.R Exports Pvt. Ltd., an ISO 22000:2005 certified firm by SGS one of high quality rice producer, miller and exporter based in New Delhi & Karnal in India. With an immense experience of more than 40 years of involvement in Indian rice industry and rich product knowledge, we have acquired a dominant position of noted manufacturer and exporter in the market.

Our unrivalled portfolio of rice products has been meeting consumer needs for well over decades and includes 1121 Creamy /Golden Sella Basmati Rice, 1121 Steam Basmati Rice, Pusa Basmati Rice, Traditional Basmati Rice, Non Basmati Rice. Our Chairman Naresh Kumar Gupta has also been the president of Delhi food grain association for many years and under his vision our company has successfully entered the global markets like, USA, UK, Canada, Australia, Saudi Arabia, Oman, Qatar, Kuwait, Iraq, Germany, UAE & Most of other Middle East, European Markets & African Markets. Further to sustain high standards in our products, we have developed an in-house quality testing lab, wherein, all the products are tested and approved as per the parameters & regulations.

Thus, with the assistance of sound infrastructure and quality intensive applications, we have been able to create a niche for ourselves in this strongly competitive market. Our focus is to generate customer delight through value addition to rice latest technology for process & packaging of our Basmati by adopting professional techniques and managing expert professionals.

VISION

“To build a corporate identity in the rice industry globally by making forward and backward integration under professional work environment to transform the orthodox rice commodity into a value added product in terms of nutrition hygiene and packaging forming customer delight and in terms of rewards for partners who will deliver this value added product to the end consumers.”

Besides, some of the other reasons that have earned us a respectable position are:

- Premium Quality Products
- Transparent Dealings
- Cost Effectiveness
- Ethical Business Policies
- Timely Delivery of Consignments
- Prompt Customer Services
- Vast Distribution Network



Our products are available in 5 continents and more than 70 countries.

1

INFRASTRUCTURE



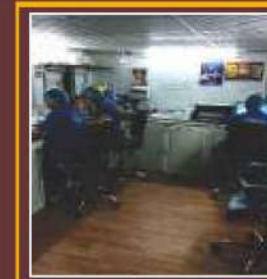
We at H.R Exports Pvt. Ltd., are using the latest Buhler Technology at our rice processing units installed in Alipur area at the border of New Delhi near to G.T. Karnal Road and in Rice Milling in Karnal.

Our Installed processing capacity is almost 50,000 MTS of rice Annually with which we cater successfully to the domestic and international market demands.

Every stage conforms to International standards and the guidelines of process control are meticulously adhered to, so as ensure uniformity of grains without destroying fragrance, aroma, quality of grains.

QUALITY

We have adopted the technology of (PC)2 Where our focus is on the pre cooked tests and post cook tests of rice. After all " Rice that looks good must cook good as well."



2

OUR PRODUCT RANGE

Shazia Basmati Rice presents an impeccable range of long grained, aromatic Basmati Rice for every occasion. Each pack of shazia Basmati Rice comes to you with the guaranteed quality standards of products. Widely selling through Europe, Middle East and other countries around the world, we have the finest and longest grain basmati measuring 8.40mm and more.



Shazia Classic

Shazia Classic basmati rice is a superior quality and exceptionally pearl white grain, smooth, extra fine, it has a richer aroma and sweet taste which is procured from the finest farmlands in the country.

On cooking, the grains fluff up to twice the length which gives it a fine and flavourful taste.

Available in :
500g, 1Kg, 5Kg, 10Kg, 20KG

Shazia Premium

Its ethnic aromatic taste gives you a pure royal treat.

Naturally Aged Superior Basmati Rice
Exceptional length, superbly smooth texture
Pearl White grain

Available in :
500g, 1Kg, 5Kg, 10Kg, 20KG



Shazia Omni

Economical variant of Shazia Maintains the aroma, flavor and looks of basmati Rice. Rice for everyday and everyone.

Available In different packaging options

Available in :
500g, 1Kg, 5Kg, 10Kg, 20KG



Basmati Rice



Shazia Brown

Shazia Brown basmati rice is a whole grain zero cholesterol rice for the calorie conscious. It has higher fiber content which helps in digestion, good for the heart and cardio vascular functioning. It has a unique nutty and delicious flavour which makes it a healthy rice meal option.

Available in :
1Kg, 5Kg

Shazia Super

Shazia Basmati Rice an extra-long grain aromatic basmati rice. Its slender grains can elongate to at least three times their original size. Upon cooking the grains have a soft and fluffy texture and do not break. The delicious taste, aroma and unmatched length. It is excellent for cooking traditional dishes like Biryani and Zarda and other rice dishes.

Available in :
500g, 1Kg, 5Kg, 10Kg, 20KG



Shazia Traditional

Traditional Basmati Rice, also known as king of Basmati Rice With best taste and wonderful aroma that brings delight to the Platter of the consumer of rice

Available in :
500g, 1Kg, 5Kg, 10Kg, 20KG





Basmati Rice



Shazia Sella

A range of parboiled basmati rice so good that you can embark upon a culinary journey that is not just tempting, it is also super healthy, high nutritional content exceptional good quality treat for you

Available in :
500g, 1Kg, 5Kg, 10Kg, 20KG

Shazia Biryani

This rice is special as this is longer than the other qualities and absorbs more water than other kinds of rice. we also assure that our 1 bag of shazia bukhary sella basmati rice will last longer than ordinary bag of basmati rice as the post cook volume is more as compared to other rice.

Available in :
1Kg, 5Kg, 10Kg, 20KG



Shireen Classic

Shireen Classic Rice are highly demanded worldwide in various food industries for making various delicious dishes such as biriyani, fried rice and onion rice. Each grain of matured old basmati rice on cooking, separates out and with its unique characteristics of aroma and elongation post cooking, it is a treat for the diner. It is ideal for restaurant and bulk cooking. Attractive Packaging Options.

Available in :
500g, 1Kg, 5Kg, 10Kg, 20KG

Shireen Super

Shireen Basmati Rice is everybody's delight and the aroma fills the room once it is cooked and served at the dining table. Each grain of this basmati rice is fluffy and post cooking each grain elongates at least twice that of its original size. Available in attractive packaging options.

Available in :
500g, 1Kg, 5Kg, 10Kg, 20KG



BASMATI RICE

Traditional

Traditional Raw Basmati Rice

1121

1121 Steam Basmati Rice

1121 White Sella (Parboiled) Basmati Rice

1121 Golden Sella (Parboiled) Basmati Rice

1121 Raw Old Crop

Brown Rice

Brown Basmati Rice

Pusa

Pusa Steam Basmati Rice

PusaWhite Sella (Parboiled) Basmati Rice

PusaGolden Sella (Parboiled) Basmati Rice

PusaRaw Old Crop

NON BASMATI RICE

We are also exporting different varieties of non basmati rice to different parts of the world in various packing sizes and in bulk quantities.



IR 64 SELLA RICE



IR 64 WHITE RICE



IR 8



100% BROKEN



PR-11



PR - 106



Sona Masoori



Swarna Rice



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Families
United
by taste