



Rabbaana®

THE GREEN SIDE OF HEALTH AND AROMA





From India to the World

Indian spices, especially the Green Cardamom is very popular globally with Gulf countries, led by Saudi Arabia consuming the highest volume of Green Cardamom.

During the times of ancient Roman Empire, trade routes were established with Arabia. Traders deliberately kept the source of their products secret. The intent was to have a monopoly on the spice trade and the Arabians spun great tales about how they obtained the spices in order to keep their resource value high. They continued to keep the origins secret for several centuries from both ancient Greek and Roman civilizations until about the 1st century AD. When the Roman scholar Pliny made the connection between the Arabian stories and Indian spices through price inflation.

Beyond, India's historical connection with the Gulf dates back to more than five thousand years, to trading between the ancient civilizations of the Indus Valley and the Dilmun. British India's imperial interests in the Gulf were determined, pursued and administered from Bombay Presidency. The Indian rupee was legal tender in Kuwait, Bahrain, Qatar, Oman and the Trucial states until the early 1960s.

Keeping this tradition alive, today Rabbaana Green Cardamom is available in all Gulf countries and is the prime brand in Saudi Arabia.





Dear Friend,

Welcome to the world of Rabbaana Green Cardamom.

We are on a mission, here at the Cardamom Hill of South India, which is the home to the Queen of Spices, the most flavorful Cardamom in the world. Our mission is to source only the finest organic Cardamom, chemical free, with all its natural flavor and goodness intact. And send it across, from our home with love to yours in our exclusive 'Aroma Protect' pack. The specially designed high-tech and multi-layered packing which keeps the aroma of Cardamom intact.

We are specialist in the processing, packing and marketing of the finest of organic Indian Green Cardamom. Placing great emphasis on partnerships in business, our customers include all of the Middle East's leading retail and wholesale distribution food service companies as well as many of Europe's major food product manufacturers.

Our specialisation in Indian Green Cardamom, which is at the very heart of the company for over 30 years will continue to be the driving force of everything we do.

We take a real pride in our heritage and combine this with the best of present day technologies to provide a unique vision of our markets. A vision that involves the sharing of knowledge, experience and expertise.

Vadakkedath Industries, which owns the Rabbaana brand Green Cardamom has completed five decades as a versatile group with a portfolio of verticals.

It is our pleasure to do business with you for Indian Green Cardamom.

Mehraj Bawa
Managing Director



Sourcing Quality Green Cardamom

Green Cardamom is cultivated in the high ranges of Western Ghats in South India. It's the perfect habitat for growing the finest Cardamom anywhere in the world. The environment lets the Cardamom crop mature at a pace selected by Mother Nature. Packing-in all the flavor and goodness which is coveted by the world. Moreover, famous for its quality, Rabbaana's home, Idukki district in Kerala accounts for 80% of Cardamom production in different variants. The major quality criteria of Cardamom are the organic soil condition of land, bio-fertilizer & bio-pesticides used and maintenance of moisture in storage for which Rabbaana has a state-of-art storage facility.

Rabbaana procures Green Cardamom directly from the farmers or from the designated pool only. Being farmers and born & brought-up in the plantations, the people behind Brand Rabbaana are able to procure Green Cardamom considering all the parameters and conditions. We never procure Cardamom through agents.



Selecting the Finest

The Liter Weight (method of measuring pips content) and color of Green Cardamom may differ, depending on the soil structure, landscape of the cultivation, bio-fertilizer & bio-pesticides used, plucking time and style, the method and process of dehydration and drying. The crop ripeness, time of plucking and age of crop is also a major factor in selecting the quality Green Cardamom. Packing and moisture maintenance are the other factors.

We carefully take note of all these parameters and ensure that only the highest quality Cardamom goes into every pack of Rabbaana.



Grading

Rabbaana maintains utmost care and control through the entire process of grading. The approved lot of Cardamom is initially graded for separating split and insect infested capsules. The color-faded Cardamom is removed in the next stage. The selected Green Cardamom is graded based on the size. The common grade sizes are: 6mm - 7mm, 7mm - 8mm and 8mm + (popularly known as Jumbo size)





Quality Maintenance

Cardamom has a strong and unique taste, with an intensely aromatic, resinous fragrance. Black Cardamom has distinctly smokier, though not bitter aroma with a coolness some consider similar to Mint. Green Cardamom is one of the most expensive spices by weight but little quantity is needed to impart great flavor. And at Rabbaana, we have highly stringent QC regime in place with crops being monitored from farm level itself. Also, the 'zero tolerance' quality and grade checking process of Rabbaana is a benchmark in the market.







Global Hygiene

Rabbaana maintains utmost hygiene at all levels of product handling like grading, storing and packing, maintaining global standards.

Spices are hygroscopic goods (hygroscopicity), which interact with the moisture in the air. The risk of mold growth is naturally at its highest in warm, damp air. The cargo may become musty with the risk of self-heating in high air-moisture environment.



Protecting the Aroma

Cardamom has a complex aroma with a piney, fruity, and almost menthol-like flavor. The peculiar aroma has made Green Cardamom the Queen of Spices. Protecting aroma of Cardamom is a great challenge. Rabbaana has developed a special protocol for protecting aroma from collection to packing. The Rabbaana special.

Apart from being used for flavoring foods, Cardamom is used as a digestive tonic and an essential oil in aromatherapy. It has antioxidant, disease-preventing and health-promoting properties.



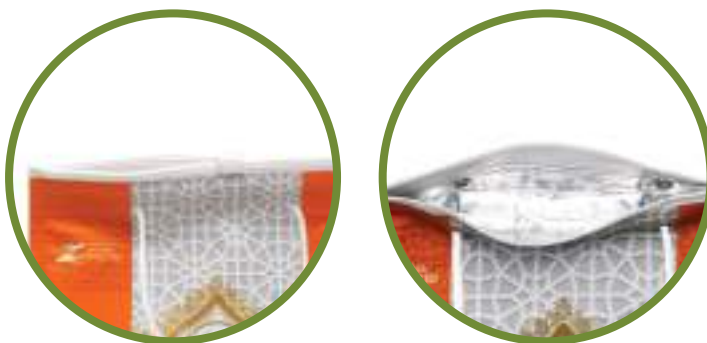


Unique Packing

Rabbaana is the brand which introduced the unique Aroma protective and tamper free packing system for Cardamom. The packages are re-usable and hence protect the environment.

Tamper-Proof Packing: Rabbaana has specially designed tamper-proof packaging to protect adulteration. Tamper-evident food packaging is designed with special closures that make it apparent if the container has been opened, unsealed or broken.

Aroma Protected Packing: The unique 'Aroma protection' techniques of Rabbaana's packaging keeps the flavors and aroma without loss for long period. Multi-layered food-grade materials are used for packing.





Choose your Pack

Rabbaana is available in convenient and market-friendly packing of 250 Gm, 500 Gm and 5 Kg. Suitable for every market need and use. Bringing the world's best flavour-locked packing within the easy reach of everyone, from retail to bulk buyers.



Assorted

6 mm - 7mm

7mm - 8mm

8mm +

5 Kg	✓	✓	✓	✓
1 Kg	✓	✓	✓	✓
500 Gm	✓	✓	✓	✓
250 Gm	✓	✓	✓	✓



Approvals and Certifications

Rabbaana holds various certificates, approvals and appreciations from different global institutions and authorities. The Indian Spices Board has approved it as a prime exporter of Green Cardamom.

Organic Certification is the major achievement of Rabbaana Green Cardamom.

HACCP certificate-Hazard Analysis and Critical Control Point System, HALAL Certificate and ISO 9001-2015 are other certifications. Apart from the above, Rabbaana has been awarded regional approvals and certifications from different Middle Eastern countries.

The product quality certificates are also obtained as per the requirements of different countries.



Join with World Leader in Green Cardamom

Rabbaana is one of the world leaders in Green Cardamom trade. Currently Rabbaana supplies to entire Middle East and selected Asian Countries. It also supplies to European countries. The quality, grade, packing and timely delivery are appreciated and accepted by the traders worldwide.

We are inviting reputed business houses and traders to join with the leader in Cardamom. Since we are from the plantation location, we can guarantee finest quality & hygiene and world's best flavor locked packing to conserve the aroma and quality of the products.

We look forward to have you onboard and associate with you. Meanwhile, please feel free to contact us for clarification if any, as we explore the big opportunity of doing business together.



Rabbaana Indian Green Cardamom

A Vadakkedath Industries undertaking

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