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BASMATI & NON BASMATI RICE



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1121 WHITE SELLA

“1121 WHITE SELLA” BASMATI RICE IS A VARIETY OF RICE WITH ONLY THE BEST EXTRA-LONG GRAINS AND A LOVELY AROMA AND TEXTURE. IT IS VERY SUITABLE FOR BOTH HOME COOKED AND FINE-DINING DISHES. THIS RICE IS APPRECIATED EVERYWHERE FOR ITS WHITE COLOUR, NUTRITIONAL BENEFITS AND ITS USE IN DIFFERENT DISHES.

KEY FEATURES OF 1121 WHITE SELLA

LONG LENGTH GRAINS: EXTENDS BEYOND 8.3 MM ONCE COOKED, IT PROVIDES A VERY NICE AND DISTINGUISHABLE APPEARANCE.

NON STICKY AND EXTRA FIRM: EVERY GRAIN IS SEPARATED FROM EACH OTHER, MAKING IT HIGHLY SUITABLE FOR RICE RECIPES.

AROMATIC NATURALLY: GIVES THE MEALS A DELIGHTFUL SCENT THAT ENHANCES THE TASTE OF THE FOOD SERVED.

NUTRITIONAL VALUE IS HIGH: ESSENTIAL NUTRIENTS ARE AVAILABLE HIGH VOLUME IN THIS VARIETY.

SHELF LIFE IS INCREASED: IT IS HIGH IN QUALITY AND HAS LONGER SHELF LIFE.

EXPORTED GLOBALLY: THERE IS A HUGE DEMAND FOR THIS RICE IN COUNTRIES, LIKE AUSTRALIA, SAUDI ARABIA, USA, UK, YEMEN, IRAN, IRAQ AND OMAN.

SPECIFICATIONS

AVERAGE GRAIN LENGTH 8.30 MM

MOISTURE CONTENT: 12% MAX

BROKEN GRAINS: 1-2% MAX

PURITY: 95 % MIN

NATURAL ADMIXTURE: 5% MAX.



1121 GOLDEN SELLA

"1121 GOLDEN SELLA" ARE DESCRIBED AS PARBOILED RICE WHICH HAVE THE CHARACTERISTIC GOLDEN COLOUR AND TEXTURE. PARBOILING OF PADDY IN ITS HUSK PARTIALLY BOILING MAY INCREASE THE NUTRITIONAL VALUE OF THE RICE, HELPS TO STORE INSIDE ITS FLAVOUR AND PROVIDE FIRMER FLUFFY TEXTURE UPON COOKING. GOLDEN SELLA RICE IS ONE OF THE MOST HIGHLY VALUED FOR MANY CUISINES, ESPECIALLY IN COUNTRIES OF THE MIDDLE EAST AND SOUTH ASIA. THIS IS DUE TO THE FACT THAT IT HOLDS LONG GRAINS, REMAINS QUITE STRONG, AND CAN ABSORB A VARIETY OF FLAVORS, MAKING IT SUITABLE FOR BIRYANI AND PILAF.

KEY FEATURES OF 1121 GOLDEN SELLA RICE:

RICH GOLD COLOR: THIS IS BECAUSE OF THE PARBOILING PROCESS. THIS DOES NOT ONLY MAKE IT ATTRACTIVE BUT ALSO IMPARTS IT WITH A CHARACTER UPON PREPARATION IN FOOD.

RETENTION OF NUTRIENTS: THE PARBOILING ENCOURAGES RETENTION OF MORE VITAMINS AND MINERALS. AS SUCH, THIS GOLDEN SELLA RICE IS SUPERIOR TO REGULAR WHITE RICE. THIS CONTAINS HIGHER VALUES OF FIBER, IRON, AND VITAMIN B.

TEXTURE NON-STICKY: AS IT COOKS, GRAINS DO NOT CLING AND STAY SEPARATE AND FLUFFY, SO IT'S APT FOR DISHES WHERE LONG, FIRM GRAINS ARE DESIRED, SUCH AS BIRYANI AND FRIED RICE.

GOLDEN SELLA RICE HAS A LONGER SHELF LIFE AND IS MORE RESISTANT TO SPOILAGE DUE TO ITS PROCESSING UNDER SPECIAL CONDITIONS.

IT SOAKS IN FLAVOURS WELL AND IS PERFECT FOR RICHLY FLAVORED DISHES. GOLDEN SELLA RICE IS PREFERRED MORE DUE TO ITS APPEARANCE AND ALSO NOT BECOMING SOFT, TASTELESS AND FLAVOURLESS AFTER IT IS COOKED. THE GOLDEN BROWN GETS VERY WELL RETAINED WITH THE COOKING PROCESS. IT HAS GOT THE HIGHEST LEVEL OF QUALITY AND HENCE PEOPLE WHO ARE OUT ON A QUEST FOR BOTH TASTE AND QUALITY CHOOSE IT FOR TRADITIONAL OR MODERN RECIPES.

SPECIFICATIONS

AVERAGE GRAIN LENGTH: 8.40 MM

MOISTURE CONTENT: 12% MAX

BROKEN GRAINS: 1-2% MAX

PURITY: 95% MIN

NATURAL ADMIXTURE: 5% MAX



1121 STEAM RICE

“1121 STEAM” IS A TYPE OF BASMATI RICE HIGHLY VALUED FOR ITS LONG AND NARROW GRAINS. DEVELOPED FROM THE FERTILE INDIAN AND PAKISTANI PLAINS, THIS RICE IS WIDELY PREPARED USING STEAM, WITH AMAZING FLAVOR AND TEXTURE. THIS RICE HAS AN ATTRIBUTE OF VERSATILITY IN ALL TYPES OF COOKING AND MAKES THE DARLING OF BOTH HOME COOKS AND CHEFS.

KEY FEATURES OF 1121 STEAM RICE:

GRAIN: FEATURE OF 1121 STEAM RICE IS EXTRA LONG GRAINS. THE GRAINS, WHEN COOKED, TEND TO TOUCH GREAT HEIGHTS - THUS A DELIGHT FOR THE EYES AND IDEAL FOR TRADITIONAL DISHES SUCH AS BIRYANI AND PILAF.

STEAM PROCESSING: IT HELPS KEEP THE NATURAL NUTRIENT LEVELS FOUND IN THE RICE INTACT. THE STEAM PROCESSING DOES NOT PARBOIL LIKE IN REGULAR COOKING BUT ENHANCES FLAVOR AND KEEPS THE RICE NUTRITIONAL CONTENT INTO PLAY -HEALTHIER VERSION.

NON-STICKY TEXTURE: 1121 STEAM RICE IS FLUFFY, AND NON-STICKY; EACH GRAIN REMAINS DIFFERENT IN ITS TEXTURE, THE POINT WHERE THIS PRODUCT'S SUCCESS RELIES- MAKING THE PERFECT TEXTURE OF THE RICE IN MANY DISHES WITHOUT CLUMPING OF THE RICE.

AROMATIC FLAVOR: THE AROMATIC FLAVOR OF 1121 STEAM RICE IS OUTSTANDING, BECAUSE ITS NATURAL RICHNESS GIVES IT A MUCH-NEEDED DEPTH. ITS ABSORBENCY OF SPICES, AND FLAVORS MAKES IT QUITE A GOOD FOUNDATION FOR ANY CURRY AND OTHER PREPARATIONS.

VERSATILE USE: THIS TYPE OF RICE CAN BE USED FOR A WIDE VARIETY OF RECIPES, FROM TRADITIONAL INDIAN DISHES TO INTERNATIONAL CUISINES. IT GOES WELL WITH CURRIES, STIR-FRIES, AND EVEN THE SALADS.

1121 STEAM RICE IS UNDOUBTEDLY THE BEST IN CLASS FOR THOSE WHO CAN SETTLE FOR NOTHING LESS THAN THE BEST IN ITS QUALITY OF BASMATI RICE. ITS LONG GRAINS, AMPLIFIED FLAVORS AND NON-STICKY TEXTURE MAKE IT A FAVORITE AMONG FOOD LOVERS. IT COULD BE AN OCCASION OR JUST TIME TO DINE, BUT 1121 STEAM RICE WILL SURELY ENSURE ONE GREAT DINING EXPERIENCE WITH ALL ITS EXCEPTIONAL QUALITIES.

SPECIFICATIONS

AVERAGE GRAIN LENGTH: 8.40 MM

MOISTURE CONTENT: 12% MAX

BROKEN GRAINS: 1-2% MAX

PURITY: 95% MIN

NATURAL ADMIXTURE: 5% MAX



PESTICIDE FREE RICE

A WELL-EARNED ALTERNATIVE FOR HEALTH-CONSCIOUS CONSUMERS IS THE PESTICIDE FREE RICE WE MAKE. IT IS RICE GROWN WITHOUT SYNTHETIC PESTICIDES OR CHEMICALS AND USING TRADITIONAL SUSTAINABLE FARMING METHODS. POTENTIALLY HARMFUL CHEMICALS ARE WELL GUARDED AGAINST DURING THE ENTIRE PROCESS OF GROWING, HARVESTING AND PACKING. THIS RICE IS WELL COMPLEMENTED WITH MANY OTHER DIFFERENT FOODS. DAMAGING CHEMICALS WHICH COULD POTENTIALLY SPOIL THE FOOD ARE NON-EXISTENT. THIS PLEASING BALANCE ALLOWS THE CONSUMER TO KNOW THAT THIS FOOD IS GOOD FOR THEM AND THEIR FAMILY AND THE ENVIRONMENT.

CHARACTERISTICS OF PESTICIDE FREE BASMATI RICE:

- 1. ORGANIC CULTIVATION:** SUCH RICE IS GROWN WITH NO SYNTHETIC PESTICIDE ACTIVE INGREDIENTS, FERTILIZER OR HERBICIDE USED AIMED AT ACHIEVING A MORE NATURAL FARMING APPROACH THAT'S CONDUCIVE TO THE ENVIRONMENT.
- 2. RICH FLAVOR:** THIS TYPE OF RICE HAS A MORE AUTHENTIC BASMATI FLAVOR, THUS, ENHANCING THE TASTE OF MANY MEALS.
- 3. NUTRITIOUS:** THE PRODUCT IS NOT SUBJECT TO CHEMICAL TREATMENTS, AND SO IT CONTAINS LARGE AMOUNTS OF NUTRIENTS SUCH AS VITAMINS, MINERALS AND FIBRE.
- 4. HEALTHIER OPTION:** NO HARMFUL OR DANGEROUS CHEMICALS ARE PRESENT IN THESE, MAKE THEM APPROPRIATE FOR ANY CONSUMER WITH HEALTH CONCERNS AND DIETARY NEEDS.
- 5. NATURAL AROMA:** IT HAS THE CHARACTERISTIC ODOUR OF BASMATI RICE EVEN AFTER COOKING, THUS GIVING OUT AN APPEALING SWEET SMELL WHEN PREPARED.

SPECIFICATIONS

AVERAGE GRAIN LENGTH: 8.50 MM

MOISTURE CONTENT: 12% MAX

BROKEN GRAINS: 1-2% MAX

PURITY: 95% MIN

NATURAL ADMIXTURE: 5% MAX



1509 WHITE SELLA

“1509 WHITE SELLA” BASMATI RICE IS A LONG-GRAIN RICE THAT IS CHARACTERIZED BY ITS PLEASANT AROMA AND TASTE AS WELL AS ITS FLUFFY TEXTURE THAT EASILY BREAKS. IT IS PROCESSED USING A PARBOILING TECHNIQUE AS PART OF ITS PREPARATION WHICH INCREASES ITS NUTRITIONAL VALUE AND COMPOSITION OF VITAMINS AND MINERALS. THIS VARIETY OF RICE IS ALSO KNOWN FOR ITS LONG, FINE GRAINS WHICH DO NOT STICK TOGETHER AFTER COOKING, MAKING IT IDEAL FOR VARIOUS TYPES OF CUISINE.

CHARACTERISTICS OF 1509 WHITE SELLA:

TO MANY CONSUMERS AND CULINARY SPECIALISTS, 1509 WHITE SELLA BASMATI RICE IS AN IDEAL TYPE FOR COOKS AS IT POSSESSES MANY VALUABLE CHARACTERISTICS, SOME OF WHICH INCLUDE THE FOLLOWING:

LONG GRAIN: 1509 WHITE SELLA IS DISTINGUISHED BY LONG AND THIN GRAINS THAT, DURING PROCESSING, ELONGATE BEAUTIFULLY THUS PRESENTING AN APPEALING LOOK IN THE DISHES.

FLUFFY TEXTURE: DURING COOKING, THIS TYPE OF RICE TRANSFORMS INTO FLUFFY GRAINS THAT DO NOT STICK TO ONE ANOTHER MAKING IT EASY TO PREPARE BIRYANI, PULAO, AND OTHER RICE MEALS.

AROMATIC QUALITY: 1509 WHITE SELLA IS RECOGNIZED FOR ITS AROMA AND CONTRIBUTES THE MOST FRAGRANCE TO THE DINING EXPERIENCE.

PARBOILING PROCESS: IT GETS ITS NUTRIENTS DURING THE PARBOILING PROCESS AND ALSO HELPS THE RICE GRAIN WHILE COOKING THIS PROCESS ASSIMILATES FLAVOUR.

NUTRITIONAL VALUE: BECAUSE IT IS RICH WITH VITAL NUTRIENTS, 1509 WHITE SELLA CARBOHYDRATES CONTAIN VITAMINS AND MINERALS HENCE MAKING THEM A HEALTHY RICE OPTION THAT CAN BE COMPARED TO OTHER RICE TYPES.

SPECIFICATIONS

AVERAGE GRAIN LENGTH: 8.20 MM

MOISTURE CONTENT: 12% MAX

BROKEN GRAINS: 1-2% MAX

PURITY: 95% MIN

NATURAL ADMIXTURE: 5% MAX



1509 GOLDEN SELLA

“1509 GOLDEN SELLA” BASMATI RICE IS A PREMIUM VARIETY OF BASMATI RICE HAVING LONG GRAINS, GOLDEN COLOR, AND EXCELLENT QUALITY UPON COOKING.

THIS RICE IS OBTAINED FROM THE 1509 BASMATI VARIETY AND UNDERGOES PARBOILING, WHICH GIVES IT ITS CHARACTERISTIC GOLDEN COLOR. IT ENJOYS GREAT PRESTIGE BOTH ON ITS HOME MARKET AND ON THE INTERNATIONAL MARKET WITH ITS HIGH-QUALITY TEXTURE, RICH NUTRITION, AND TASTE.

KEY FEATURES OF 1509 GOLDEN SELLA RICE:

EXTRA LONG GRAINS: 1509 GOLDEN SELLA RICE IS DISTINGUISHED BY ITS EXTRA-LONG GRAINS. THESE ARE IDEAL FOR DISHES SUCH AS BIRYANI, FRIED RICE, AND PILAF BECAUSE AFTER THEY HAVE BEEN COOKED, THE GRAINS LENGTHEN EVEN MORE AND STAY SEPARATE.

GOLDEN COLOR: PARBOILING GIVES THE RICE THIS GOLDEN COLOR, BESIDES HELPING TO RETAIN MANY OF ITS NATURAL NUTRIENTS. FURTHERMORE, THIS GIVES THE DISH AN ATTRACTIVE APPEARANCE, WHICH IS ONE REASON MANY PREFER TO SERVE IT DURING SPECIAL OCCASIONS.

RICH IN NUTRIENTS: THE PARBOILING DONE ON 1509 GOLDEN SELLA RICE ENSURES THAT MAXIMUM NUTRIENTS IN THE FORM OF VITAMINS AND MINERALS SUCH AS IRON AND VITAMIN B ARE RETAINED. IT IS A HEALTHIER OPTION THAN NORMAL WHITE RICE.

NOT STICKING TOGETHER AFTER COOKING: 1509 GOLDEN SELLA DOES NOT STICK TOGETHER AFTER IT HAS BEEN COOKED, BUT EVERY GRAIN REMAINS SEPARATE AND FLUFFY. SUCH TYPES ARE IDEAL FOR FIRMER GRAIN-BASED DISHES IN WHICH THE RICE CANNOT CLUMP TOGETHER.

AROMATIC FLAVOR: LIKE OTHER BASMATI VARIETIES, 1509 GOLDEN SELLA RICE IS KNOWN FOR AN AROMATIC FLAVOR AND FULL ABSORPTION OF FLAVORS, WHICH MAKES IT THE RICE FOR CHOICEST PREPARATION OF THICK AND SAVORY FOODS.

SPECIFICATIONS

AVERAGE GRAIN LENGTH: 8.20 MM

MOISTURE CONTENT: 12% MAX

BROKEN GRAINS: 1-2% MAX

PURITY: 95% MIN

NATURAL ADMIXTURE: 5% MAX



1509 STEAM

1509 STEAM BASMATI RICE IS A VARIETY THAT HAS LONG GRAINS, UNIQUE FLAVOR AND A SOFT TEXTURE. WIDELY APPRECIATED IN INDIA, THIS BASMATI RICE VARIETY IS STEAMED WITH A METHOD THAT ENHANCES THE FEATURES OF ITS GRAINS. QUALITY EXPERTS RECOMMEND EMINOUR'S 1509 STEAM BASMATI RICE FOR GOURMET STYLE MEALS BECAUSE OF ITS SUPERIOR QUALITY THAT MAKES MEALS LOOK AND TASTE GREAT.

KEY FEATURES FOR 1509 STEAM RICE :

LENGTHY AND THIN: WHEN COOKED, THIS RICE ELONGATES NICELY AND MAKES THE DISH LOOK VERY APPEALING.

LOVELY AROMA: ADDS NATURAL FRAGRANCE THAT BLENDS WELL WITH DIFFERENT TYPES OF DISHES.

NOT STICKY: THE BREADTH OF THE GRAINS ALLOWS RICE TO BE FLUFFY AND SEPARATE WHICH IS IDEAL FOR RICE DISHES.

HEALTHY FOOD: STEAMING RETAINS NUTRIENT VALUE WHICH GIVES AN OPTION OF HEALTHIER FOOD PRODUCTS.

PREMIUM QUALITY ASSURANCE: EVERY BATCH IS THOROUGHLY EXAMINED FOR QUALITY AND CHECKS LIKE CONTAMINANTS, TEXTURE AND TASTE.

SPECIFICATIONS

AVERAGE GRAIN LENGTH: 8.40 MM

MOISTURE CONTENT: 12% MAX

BROKEN GRAINS: 1-2% MAX

PURITY – 95 % MIN

NATURAL ADMIXTURE: 5% MAX



1718 STEAM / SELLA & GOLDEN

1718 BASMATI RICE IS ONE OF THE MOST PREMIUM VARIETIES OF RICE WIDELY ADMIRER FOR ITS AROMATIC ESSENCE AND ITS QUALITY OF PREVENTING FLATTENING OF CROPS DURING RAIN, STRONG WIND OR HAILSTORM. THIS VARIETY OF BASMATI RICE IS THE IMPROVED VERSION OF 1718 BASMATI RICE. IT USUALLY TAKES LESS RIPENING TIME THAN THE OTHER VARIETIES AND THE YIELD IS ALSO COMPARATIVELY HIGHER THAN THE EXISTING BREEDS OF BASMATI RICE.

KEY FEATURES FOR 1718 BASMATI RICE :

LENGTHY AND THIN: WHEN COOKED, THIS RICE ELONGATES NICELY AND MAKES THE DISH LOOK VERY APPEALING.

LOVELY AROMA: ADDS NATURAL FRAGRANCE THAT BLENDS WELL WITH DIFFERENT TYPES OF DISHES.

NOT STICKY: THE BREADTH OF THE GRAINS ALLOWS RICE TO BE FLUFFY AND SEPARATE WHICH IS IDEAL FOR RICE DISHES.

HEALTHY FOOD: STEAMING RETAINS NUTRIENT VALUE WHICH GIVES AN OPTION OF HEALTHIER FOOD PRODUCTS.

PREMIUM QUALITY ASSURANCE: EVERY BATCH IS THOROUGHLY EXAMINED FOR QUALITY AND CHECKS LIKE CONTAMINANTS, TEXTURE AND TASTE.

SPECIFICATIONS

AVERAGE GRAIN LENGTH: 8.40 MM

MOISTURE CONTENT: 12% MAX

BROKEN GRAINS: 1-2% MAX

PURITY – 95 % MIN

NATURAL ADMIXTURE: 5% MAX



RANGE OF OTHER VARIETIES OF BASMATI & NON BASMATI RICE



**1401 STEAM /
SELLA &
GOLDEN RICE**



**PUSA SELLA
RICE**



**PUSA GOLDEN
SELLA RICE**



**SUGANDHA
STEAM RICE**



**SUGANDHA
SELLA RICE**



**SUGANDHA
GOLDENSELLA RICE**

- > SHARBATI STEAM RICE
- > SHARBATI SELLA RICE
- > SHARBATI GOLDEN SELLA RICE
- > P.R. 11 STEAM RICE
- > P.R. 11 SELLA RICE
- > P.R. 11 GOLDEN SELLA
- > LONG GRAIN PARBOILED RICE (5%, 25%)
- > LONG GRAIN WHITE RICE (5%, 25%, 100%)
- > SWARNA PARBOILED RICE (5%, 25%)
- > SWARNA WHITE RICE (5%, 25%, 100%)
- > SONA MANSOORI STEAM
- > SONA MANSOORI RAW