

Exporting Rice from India: Opportunities and Insights

India is the world's largest rice exporter, contributing over 40% of global rice trade with around 22 million tons annually. This presentation explores the types and quality of rice exported, their uses, export standards, packaging, profit margins, and key production regions, focusing on Delhi, Punjab, and Haryana.





Types and Quality of Basmati Basmati Rice

Premium Basmati

Extra-long grains (>7.5 mm), pearly white, aged 1-2 years for aroma, minimal broken grains (<5%).

Super Basmati

Long grains (6.8-7.2 mm), slightly less aromatic, 5-10% broken grains.

Regular Basmati

Shorter grains, 10-15% broken grains, mainly for bulk exports.

Non-Basmati Rice



Specialty Rice Varieties



Non-Basmati Rice

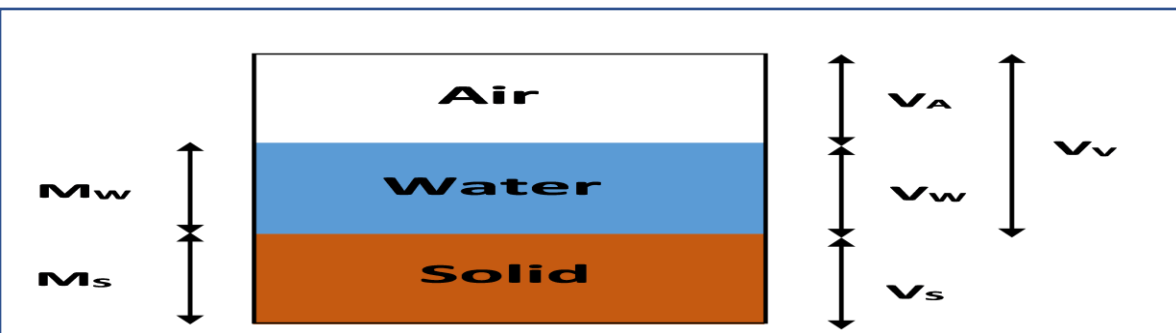
- Parboiled: Partially boiled, yellowish, firm texture, 5-25% broken grains.
- White Rice: Polished, non-aromatic, short to medium grain, 5-100% broken grains.
- Brown Rice: Unpolished, retains bran, nutty flavour, high fibre, organic certified.



Specialty Rice

- Organic Rice: Grown without synthetic pesticides, certified organic.
- Red/Black Rice: Rich in antioxidants for niche markets.
- Sticky/Glutinous Rice: Short grain, sticky texture, used in Asian cuisines.





Key Quality Factors for Export Rice

Grain Length

Extra-long (>7 mm) for premium basmati; medium (5-6 mm) for non-basmati.

Broken Grains

Less than 5% for premium; up to 25% for standard exports.

Moisture Content

Maintained between 12-14% to prevent spoilage.

Purity and Aging

Free from foreign matter; basmati aged 1-2 years to enhance aroma and texture.

Uses of Rice: Food and Industrial

Food Consumption

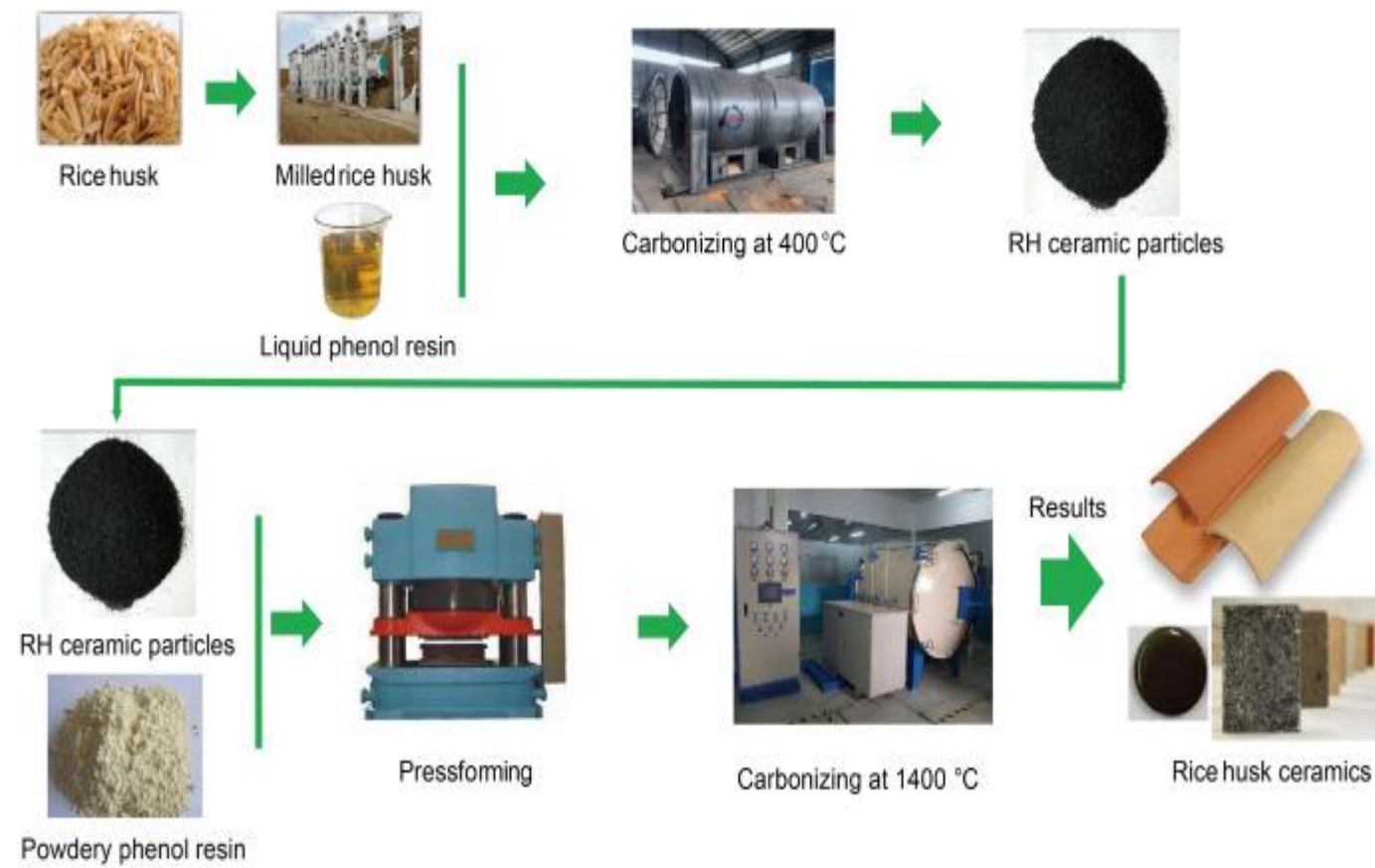
Staple for over 50% of the global population, used in dishes like biryani, pulao, sushi, and risotto.

Integral to cultural cuisines in Middle East, Africa, Asia, and Europe.



Industrial Uses

- Rice Bran Oil for cooking and cosmetics.
- Animal feed from broken rice and husk.
- Brewing rice wine and beer.
- Rice starch for food thickeners and adhesives.



Quality Certifications

GI certification for basmati, organic certifications for specialty rice, and adherence to moisture and purity standards.



Packaging

Rice is packed in moisture-proof, food-grade bags with branding and export details to maintain quality during transit.



Export Promotion Councils

Support exporters with market access, quality control, and trade facilitation.



Profit Margins and Top Importing Countries

Profit Margins

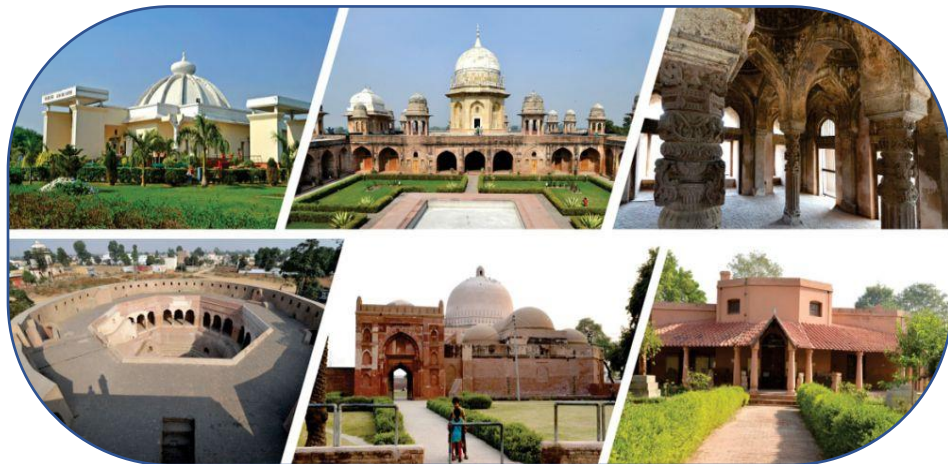
Exporting rice from India offers lucrative margins due to high demand and premium quality varieties like basmati.



Top Importers

- Middle East countries
- European Union nations
- United States
- Africa and Southeast Asia





Key Rice Production Districts in India

1

Delhi

Important for trade and export logistics rather than production.

2

Punjab

Major basmati rice producer with ideal climate and soil conditions.

3

Haryana

Significant rice cultivation supporting both basmati and non-basmati exports.

Best Quality for Export:

Premium Basmati (1121, Pusa):

Highest demand in the Middle East (Saudi Arabia, UAE), Europe, and the US due to its aroma, long grains, and GI status. Commands premium prices (₹80-120/kg).

Parboiled Non-Basmati (IR-64, PR-11): Preferred in Africa and Southeast Asia for its affordability and firm texture (₹30-50/kg).

Organic Brown Rice: Growing demand in Europe and the US for health-conscious consumers, fetching ₹100-150/kg.

Top 10 Rice Production Districts in India:

Karnal (Haryana)

“Rice Bowl of India,”
leading in basmati
production.



Amritsar (Punjab):

Major basmati cultivation
and processing hub.



Kurukshetra (Haryana):
High-quality basmati for
export.



Ludhiana (Punjab):
Significant basmati and
non-basmati production.



Patiala (Punjab):
Known for aromatic
basmati varieties.



Sirsa (Haryana):
Emerging basmati
production center.



West Godavari (Andhra Pradesh): Leading non-basmati (parboiled) producer.



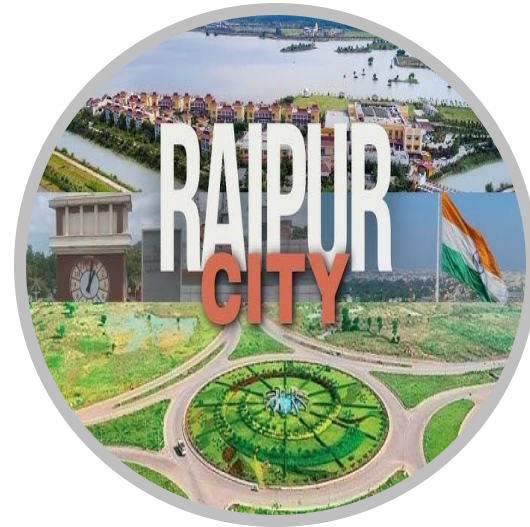
East Godavari (Andhra Pradesh): High-yield non-basmati rice.



Medinipur (West Bengal): Major non-basmati and specialty rice producer.



Raipur (Chhattisgarh):
Significant non-basmati
rice production.



Recommendation: Source **premium basmati** from **Karnal (Haryana)** or **Amritsar (Punjab)** for export to the Middle East and Europe due to superior quality and proximity to processing units. Use **Delhi** as a trading and export hub for logistics (e.g., via IGI Airport or Mundra Port).

Types of Packaging Material for Export

Packaging ensures rice quality during transit and meets buyer specifications. Common packaging materials include



Polypropylene (PP) Woven Bags:

Description: Durable,
moisture-resistant,
often laminated.

Sizes: 5 kg, 10 kg, 25 kg,
50 kg.

Uses: Standard for
basmati and non-
basmati exports.



Jute Bags

Description: Eco-friendly, breathable, often lined with plastic.

Sizes: 25 kg, 50 kg.

Uses: Premium basmati for Middle East and Europe.



BOPP (Biaxially Oriented Polypropylene) Bags:

Description: High-gloss, printed bags for retail branding.

Sizes: 1 kg, 5 kg, 10 kg.

Uses: Consumer-packed basmati for supermarkets



Jumbo Bags (FIBC):

Description: Large, durable bags for bulk shipments.

Sizes: 500-1000 kg.: 1 kg, 5 kg, 10 kg.

Uses: Non-basmati rice for industrial buyers.



Vacuum-Sealed Plastic Bags:

Description: Airtight, preserves freshness for premium rice.

Sizes: 1-5 kg.

Uses: Organic and specialty rice for Europe/US.



Key Considerations:

- Use food-grade, pest-resistant packaging.
- Include export-compliant labels (country of origin, batch number, certifications).
- Ensure moisture-proof liners for long shipments.

Export Promotion Council

APEDA (Agricultural and Processed Food Products Export Development Authority):

ROLE

Promotes rice exports, ensures quality standards, and provides market access.

SERVICES

Exporter registration, trade fair participation, buyer-seller meets, GI certification for basmati, and organic certification support.

CONTACT

Visit www.apeda.gov.in for registration and export guidance.

Benefits

Access to export incentives (e.g., duty drawbacks), market intelligence, and compliance support.

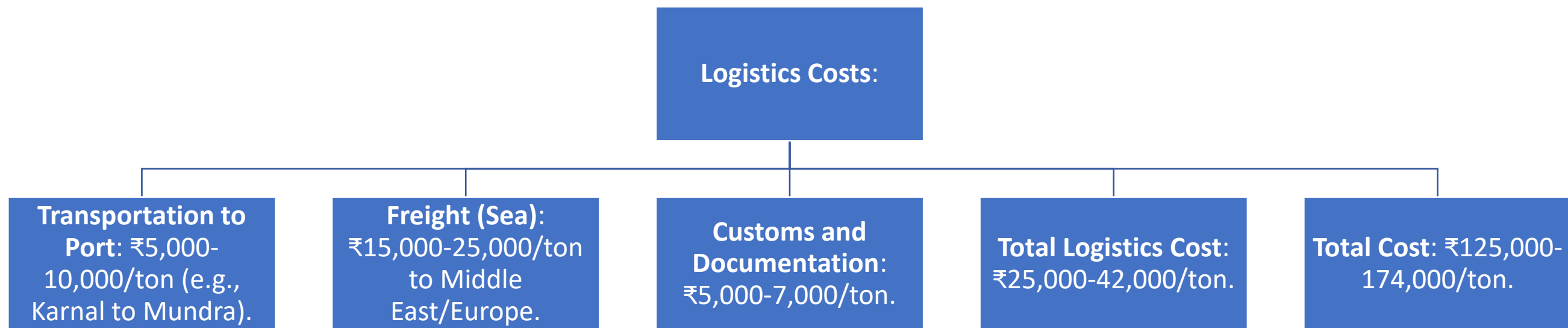
Recommendation: Register with APEDA to access export schemes and connect with international buyers.



Average Profit and Costing for Exporting Rice

Profit and costing depend on rice type, quality, market, and logistics. Below is a simplified breakdown for exporting 1 ton of premium 1121 basmati rice





Selling Price:

Premium 1121
Basmati: ₹80-120/kg
(export price). For 1 ton
= ₹80,000-120,000.

Average Export Price:
₹100/kg =
₹100,000/ton.



Profit Calculation:



Revenue: ₹100,000
(average for
premium basmati).

Total Cost: ₹149,500
(average).

Gross Profit:
 $\text{₹100,000} - \text{₹149,500}$
 $= -\text{₹49,500}$ (loss).

Note: The above suggests a potential loss at average prices due to high costs. To achieve profit:

Note: The above suggests a potential loss at average prices due to high costs. To achieve profit:

Target premium markets (e.g., Saudi Arabia, US) with prices of ₹110-120/kg, yielding ₹110,000-120,000/ton.

Revised Profit: ₹120,000 - ₹149,500 = -₹29,500 (still a loss unless costs are reduced or prices increase).

Realistic Profit: For high-end basmati, exporters typically achieve ₹10,000-20,000/ton profit (10-15% margin) by:

Reducing processing costs through scale.

Securing direct buyer contracts for higher prices (₹120-150/kg).

Leveraging export incentives (e.g., 5% duty drawback).



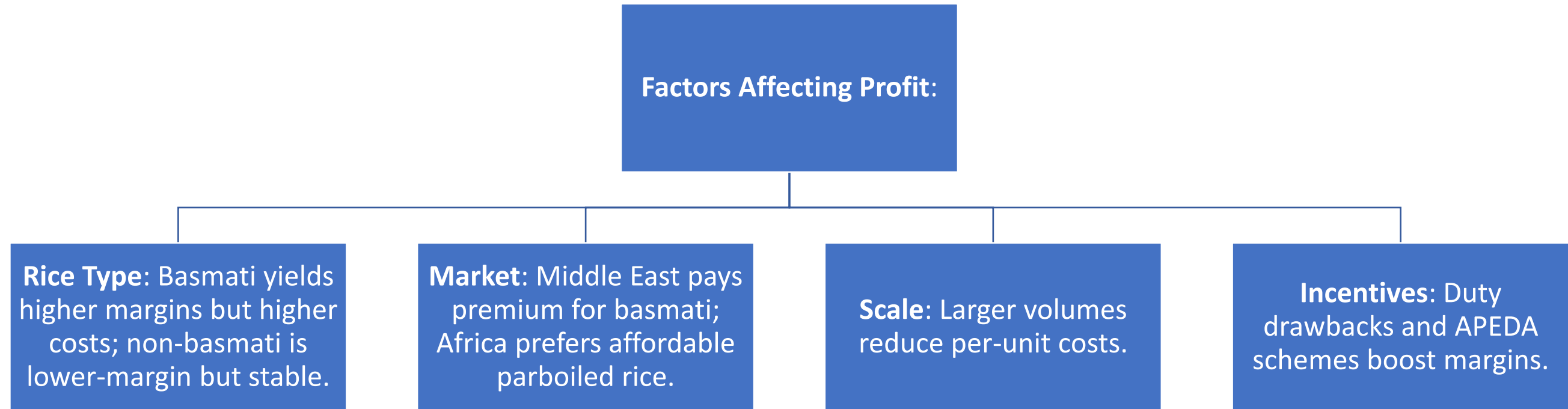
**Non-Basmati
Example (IR-64
Parboiled):**

Total Cost: ₹50,000-
70,000/ton (lower
raw material and
processing costs).

Selling Price: ₹30-
50/kg = ₹30,000-
50,000/ton.

Profit: ₹5,000-
10,000/ton (10-20%
margin) for bulk
markets like Africa.





Note: Costs are indicative (2025 estimates) and vary by region and market. Consult suppliers in Karnal or Amritsar for precise quotes.

Quality Standard Certificates Needed for Export

Exporters must comply with international standards to ensure market access. Key certifications include:



APEDA Registration: Mandatory for rice exports, ensuring compliance with quality and safety norms.



Phytosanitary Certificate: Issued by the Plant Protection Organization of India, certifies rice is pest-free.



Certificate of Analysis (CoA): Specifies grain length, broken percentage, moisture, and purity, issued by labs like SGS or Intertek.



GI Certification: Required for basmati rice to confirm authenticity (e.g., 1121, Pusa varieties).



**Geographical
Indication
Tag**

ISO 22000: Food safety management system for processing and handling.



HACCP: Ensures hazard control in production.



Organic Certification: USDA Organic or NPOP (India) for organic rice exports.



Non-GMO Certification: Demanded in Europe and North America.



Halal Certification: Essential for Middle Eastern markets.



FSSAI Compliance: Ensures food safety for Indian exports.



Recommendation

**Obtain APEDA Registration, Phytosanitary Certificate, And Coa As A Minimum.
Add ISO 22000 And Halal For Broader Market Access.**

Saudi Arabia:

Uses: Basmati for biryani, kabsa, and festive dishes.



Iran

Uses: Basmati for chelow and pilaf; non-basmati for bulk consumption.



Iraq

Uses: Basmati for traditional rice dishes



United Arab Emirates

Uses: Basmati for biryani, retail, and hospitality sectors.



United States

Uses: Basmati for gourmet restaurants, brown/organic rice for health foods



Bangladesh

Uses: Non-basmati (parboiled) for daily consumption



Nepal

Uses: Non-basmati for staple diets.



South Africa

Uses: Parboiled rice for jollof and stews



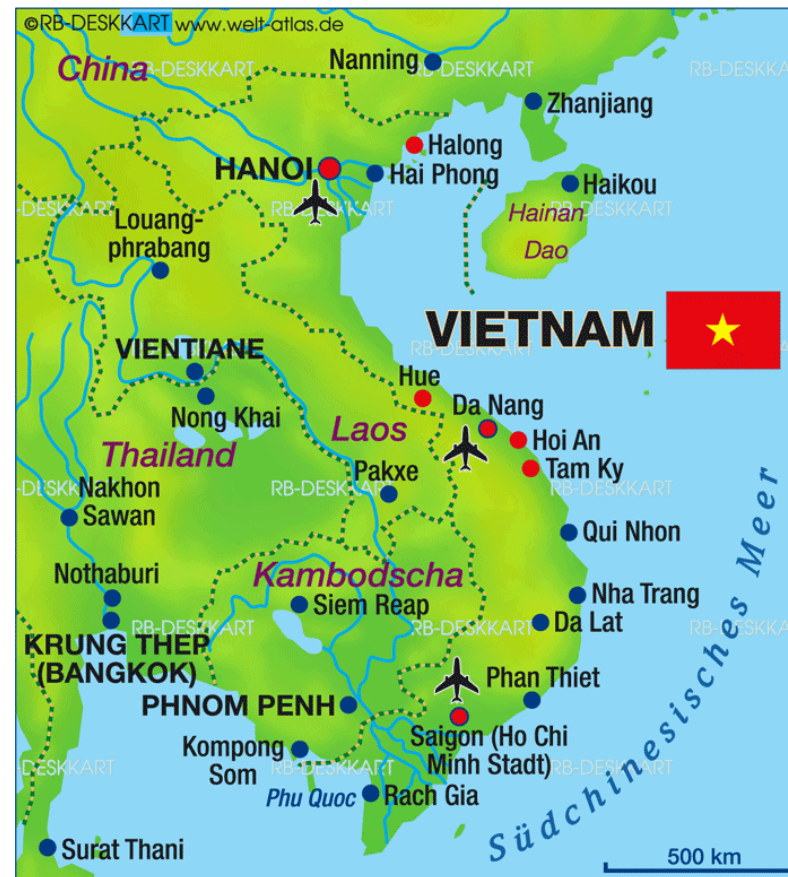
South Africa

Uses: Parboiled rice for jollof and stews



Vietnam

Uses: Broken rice for noodles, animal feed; basmati for premium markets



Note: The Middle East dominates basmati imports; Africa and Southeast Asia prefer non-basmati.

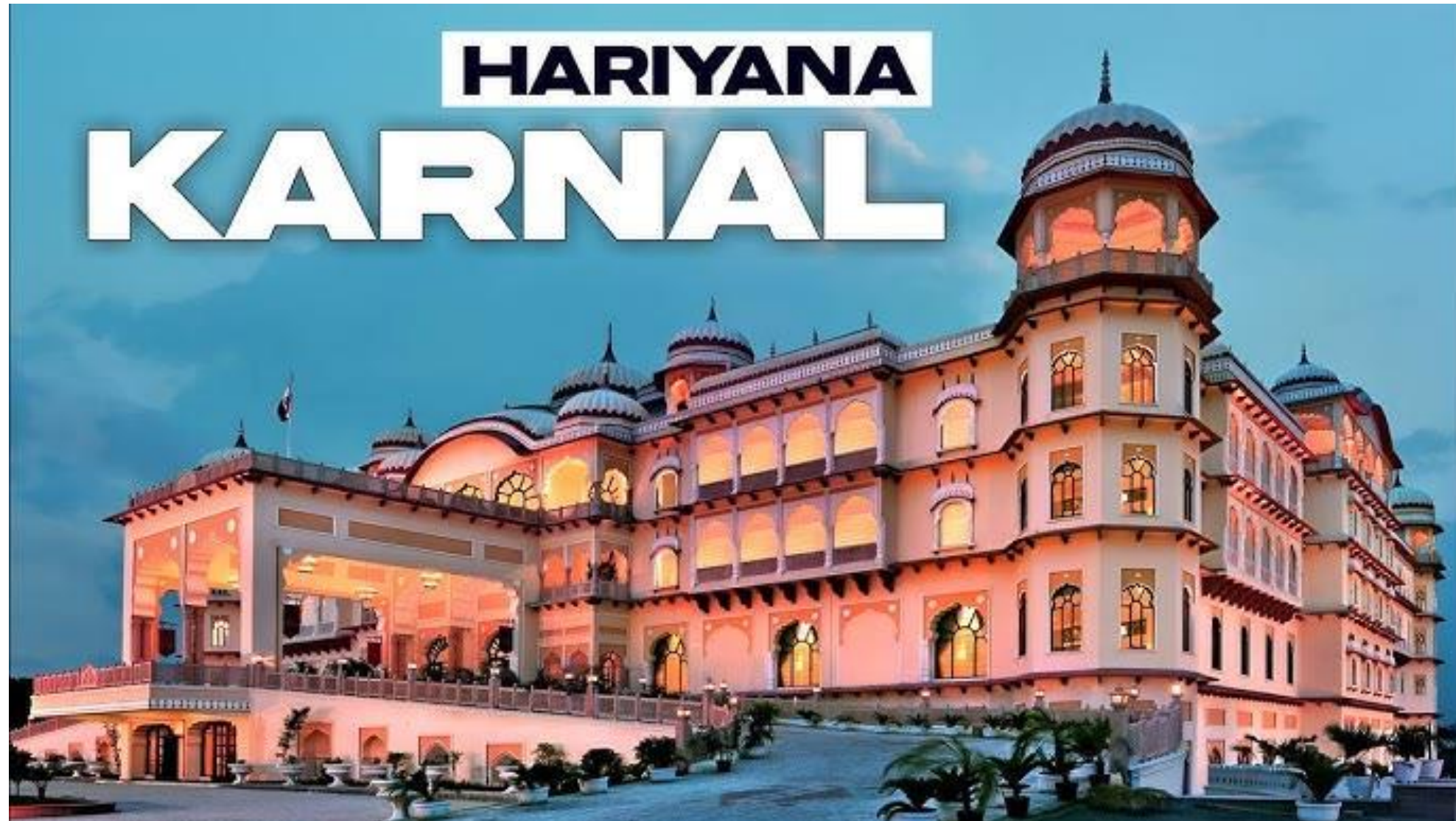


Top 10 Rice Production Districts in India

India produces ~120 million tons of rice annually, with Punjab, Haryana, and Andhra Pradesh leading. Top 10 districts:



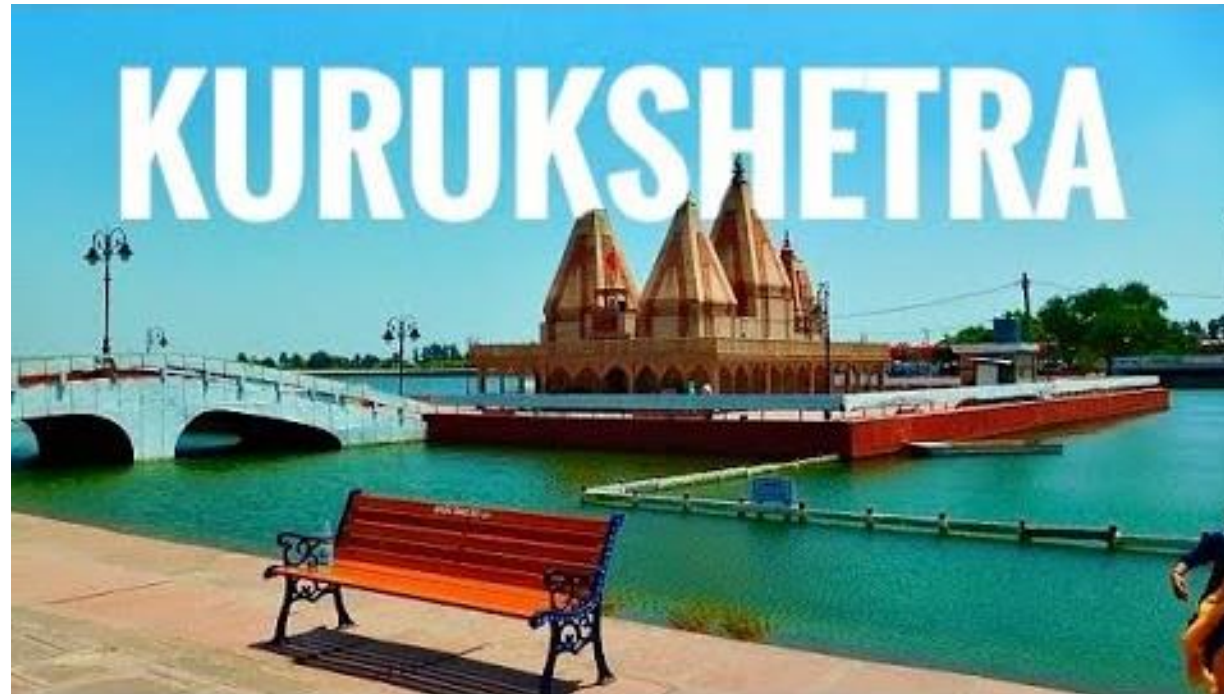
Karnal (Haryana): Leading basmati producer, export-quality rice.



Amritsar (Punjab): Major basmati hub, high-yield varieties



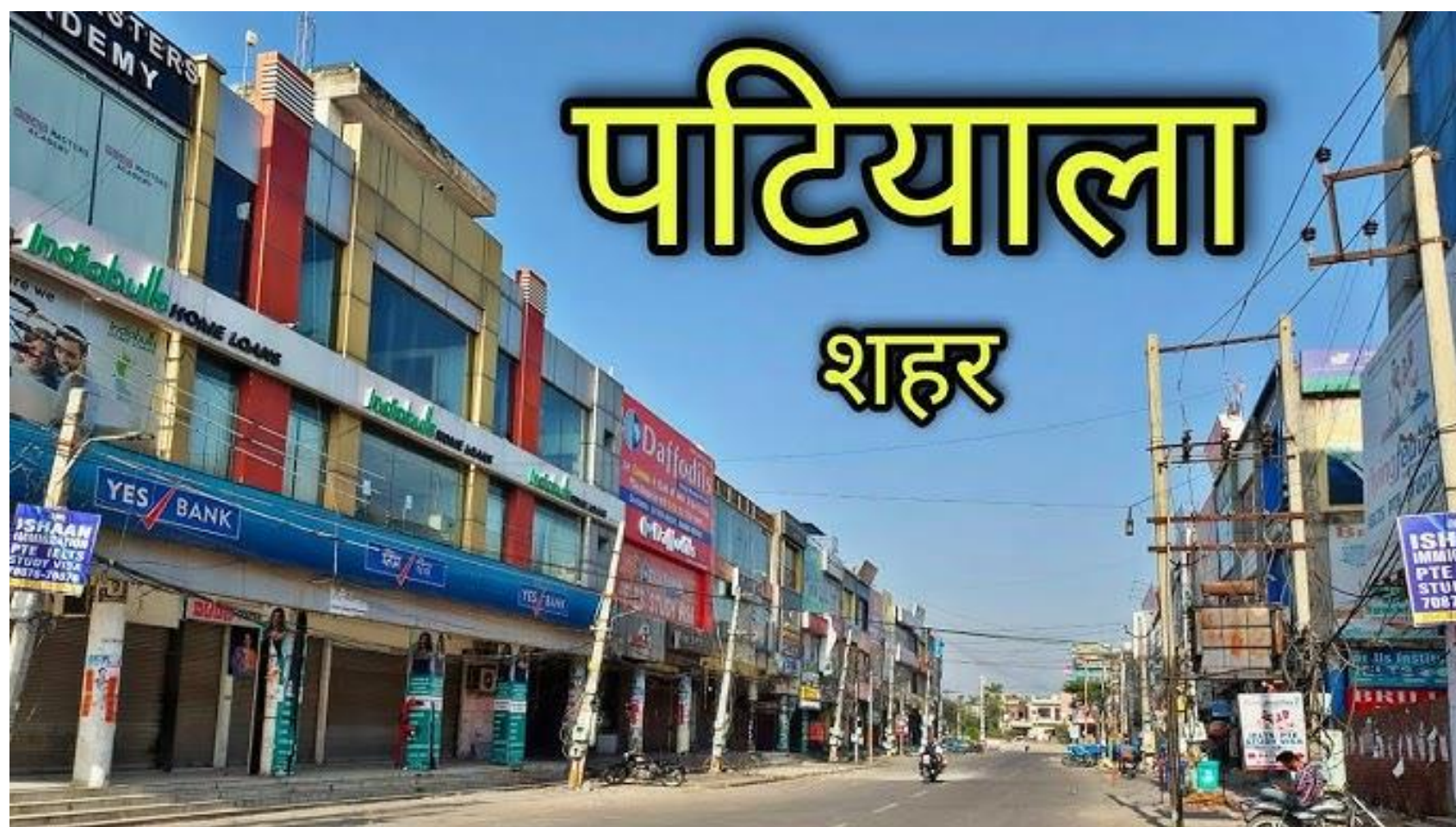
Kurukshetra (Haryana): Premium basmati for export.



Ludhiana (Punjab): Basmati and non-basmati production



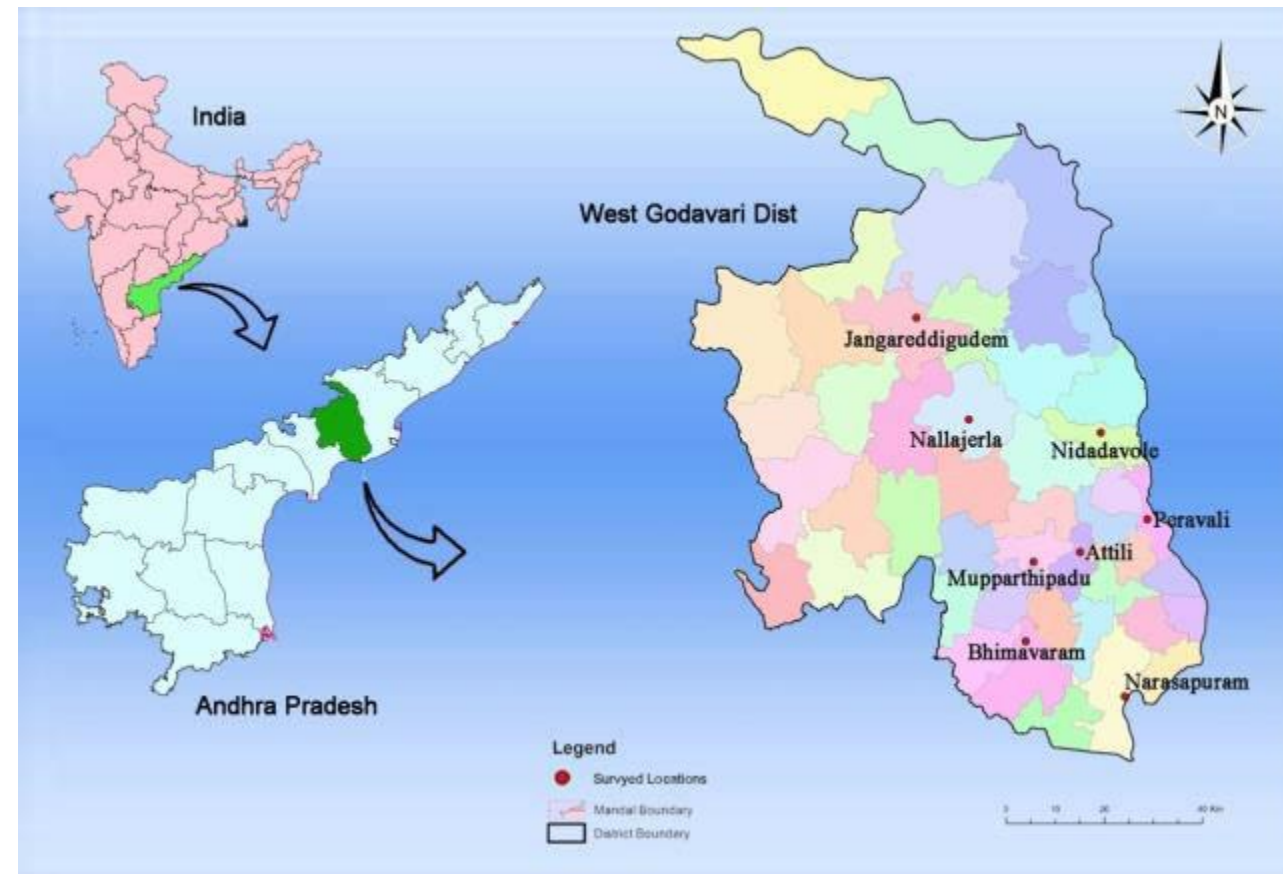
Patiala (Punjab): Aromatic basmati varieties.



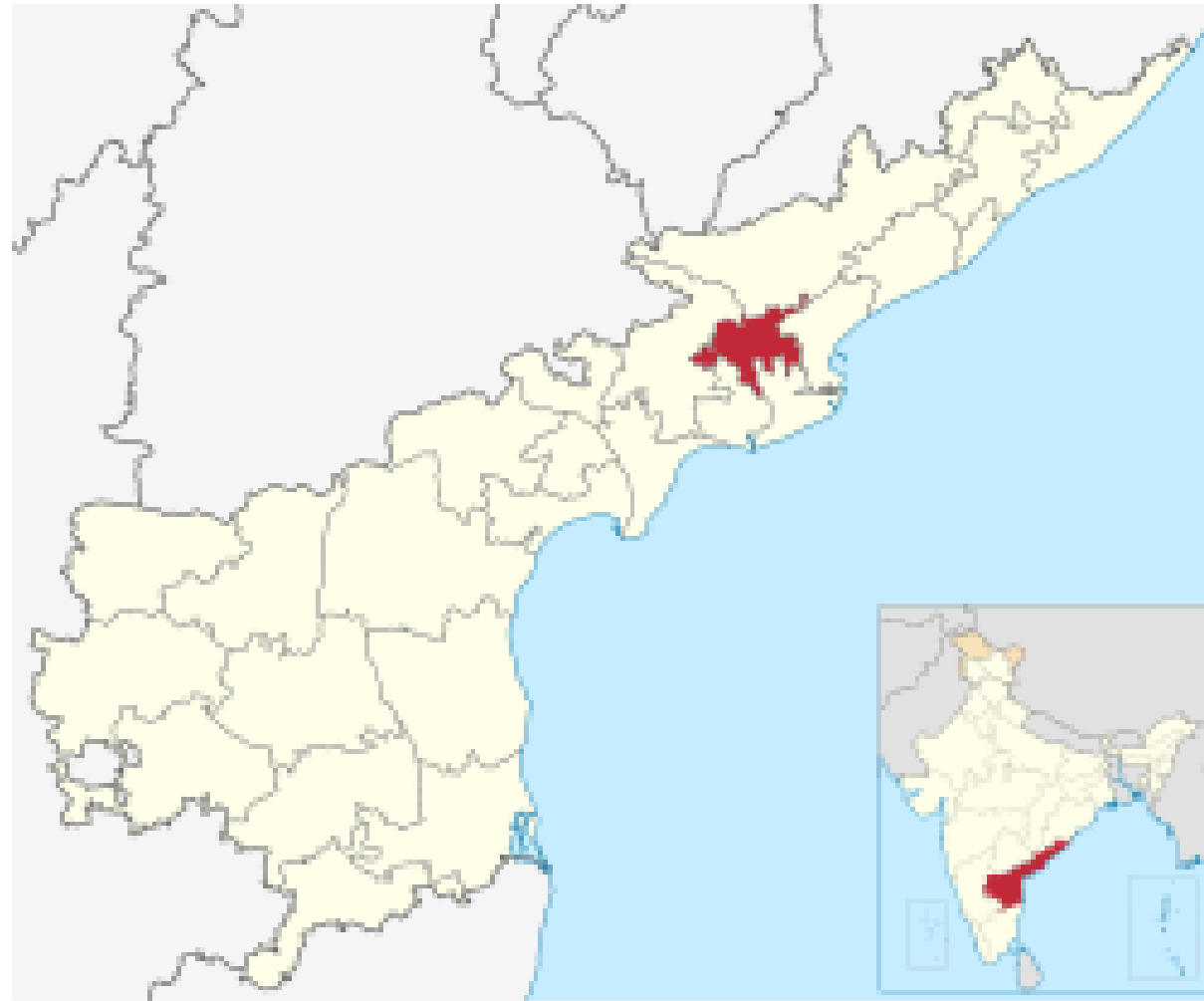
Sirsa (Haryana): Growing basmati production.



West Godavari (Andhra Pradesh): Leading non-basmati producer.



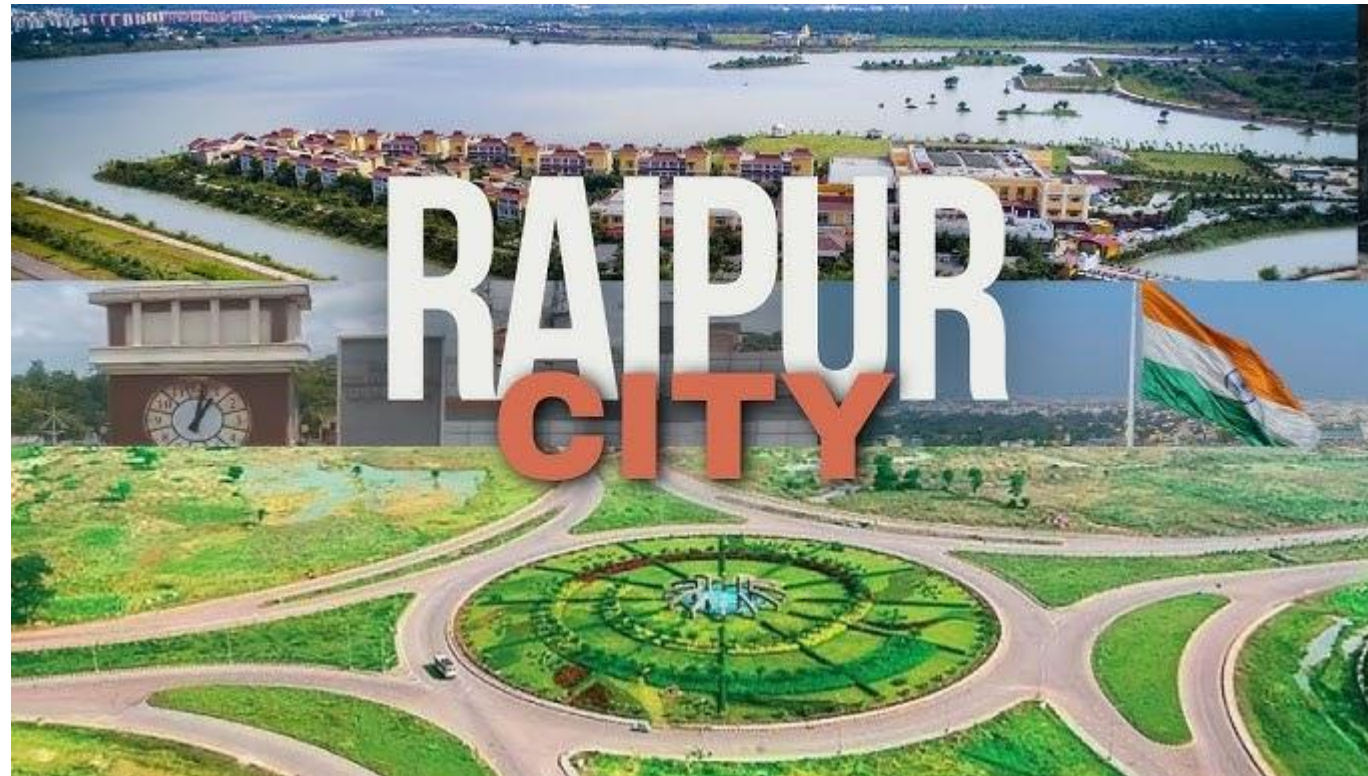
East Godavari (Andhra Pradesh): High-yield parboiled rice.



Medinipur (West Bengal): Non-basmati and specialty rice.



Raipur (Chhattisgarh): Significant non-basmati production.



Additional Notes and Recommendations

Market Strategy:

- Target **Saudi Arabia and UAE** for premium basmati (1121) to maximize profits.
- Focus on **Africa (South Africa, Benin)** for parboiled non-basmati for stable demand.
- Explore **Europe/US** for organic and brown rice, leveraging health trends.

Additional Notes and Recommendations

Challenges:

- Export bans/restrictions (e.g., India's 2023 non-basmati restrictions) can disrupt supply.
- High freight costs for distant markets like the US.
- Competition from Thailand, Vietnam, and Pakistan.

Additional Notes and Recommendations

Next Steps:

- Contact rice mills in **Karnal (e.g., KRBL, LT Foods)** or **Amritsar** for supply agreements.
- Register with APEDA for export support and GI certification.
- Obtain phytosanitary and Halal certifications for Middle Eastern markets.
- Use B2B platforms like IndiaMART or TradeIndia to find buyers.