



THE TRADITIONAL INDIAN

BASMATI RICE



FOR CENTURIES THE FAMOUS

'INDIAN BASMATI RICE' IS GROWN

AND PERFECTED IN THE MAGICAL

CLIMATE AND THE SOIL OF

NORTH INDIA'S HIMALAYAN FOOTHILLS.

LITERALLY, 'BASMATI' MEANS

'QUEEN OF FRAGRANCE'. FERTILE SOIL,

TRADITIONAL METHODS OF CULTIVATION,

IRRIGATION BY SNOW FED WATER FROM

HIMALAYAS AND AN AGEING PROCESS

GIVE THIS RICE ITS HEAVENLY AROMA,

FLAVOUR AND TASTE.



## AND THEN, ONE DAY IT BECOMES





Right from the selection of best quality cultivated paddy at the fertile lands of Punjab & Haryana to its processing and maintaining strict quality control of various varieties, for its consistency in grain size, taste and flavour, its an arduous exercise, we always undertake at **Sulson** to deliver you the best!

At fields it is grown, harvested and processed in old traditional methods by our skilled farmers with modern equipments to keep its extra-ordinary qualities intact so that one day we make it as 'Banno' Basmati Rice for you.

Sulson Overseas Pvt. Ltd. is one of the leading producers of Top Quality Basmati Rice in India with an impressive worldwide presence in over 25 countries predominantly from Asia, Middle East, Africa, Europe, Oceania...

Over the years the company has carved a niche for itself and proved to be one of the reputed Indian Basmati Rice Exporters. We aim to achieve customer satisfaction by providing supreme quality Basmati Rice with maintaining its high quality of product standards and the strict delivery commitments. Our vision is to be acknowledged as the trusted leaders for the processing of superior quality Basmati Rice with competitive pricing.

BASMATI RICE





TIME TESTED TRADITIONAL

METHODS OF CULTIVATION,

IRRIGATION AND PROCESSING

IS BEING USED BY OUR

SKILLED FARM HANDS TO

PRODUCE BANNO BASMATI RICE.





Banno is the finest quality Basmati Rice from the foothills of Himalayas. Each grain is handpicked and nurtured diligently before the beginning of a journey from Indian soil to world's exquisitely laid buffet.

The average uncooked rice length ranges from approximately 7.30 mm to 8.40 mm which becomes almost 2.5 times post cooking. Unique is the length and the aroma with its post cooked fluffiness which bewitch gourmand around the world.

## FOR EVERYONE TO SAVOUR

Basmati grains contain about 0.09 ppm of this aromatic chemical compound naturally, that is approximately 12 times more than non-Basmati rice varieties, giving Basmati its distinct fragrance and flavour. There are several varieties of Basmati Rice grown in India.

The most popular among them are Traditional Basmati Rice which has aroma and sweet taste. 1121 Basmati Rice is a Long grained variety which further gets elongated after cooking. Whereas Pusa Basmati Rice has a quality of post cooking elongation and aroma.

# THE COMPLETE PRODUCT RANGE



BANNO Traditional Basmati Rice



BANNO Extra Long Traditional Basmati Rice



BANNO Super Traditional Basmati Rice



BANNO Biryani Basmati Rice



BANNO GOLD Golden Sella Basmati Rice



BANNO XXL Sella Basmati Rice



BANNO Brown Basmati Rice



BANNO Black Basmati Rice



BANNO GOLD Gold Gate Extra Long Basmati Rice



BANNO Gold Gate Sella Basmati Rice



BANNO Organic Basmati Rice







Samaa & Sulson Basmati Rice is our yet other brands with the same richness and goodness of Traditional Indian Basmati rice produced by Sulson Overseas . its unique characteristics of sweet aroma, flavor and elongation post cooking, is a treat for the gastronome world over.







SAMMA Biryani Basmati Rice



SAMMA Sella Basmati Rice



SULSON GANGAA Basmati Rice







Banno Traditional Basmati Rice with authentic flavour and supreme quality is an original Indian Basmati rice. It has exotic aroma, sweet taste and the fluffy texture. The appearance of grain is pearl white, long and unmatched in taste. The rice is eighteen months old when packed.

LOADING DETAILS PER 20' CONTAINER				
ITEM	1 KG BOPP POUCH	5 KG BOPP POUCH	10 KG BOPP POUCH	20 KG WPP BAG
Item Barcode	8908000668 27 0	8908000668 28 7	8908000668 29 4	8908000668 30 0
Packaging	1 kg X 12 = 12 kg	5 kg X 4 = 20 kg	10 kg X 2 = 20 kg	20 kg X 1 = 20 kg
Master Packing	12 kg corrugated carton	20 kg corrugated carton	20 kg corrugated carton	
Per 20' Container	19.00 mt	20.00 mt	24.00 mt	24.00 mt





# EXTRA LONG TRADITIONAL BASMATI RICE



Banno Extra Long Traditional Basmati Rice is the Premium range of Basmati rice and longest among all varieties. Its uncooked grain is 8.40 mm which becomes more than 20 mm after cooking. It is considered to be the epitome of Basmati. The elongation of the pearl white smooth textured grains, combined with its typical sweet aroma is the most delightful experience to savour. Rice is eighteen months old when packed.

#### LOADING DETAILS PER 20' CONTAINER

ITEM	1 KG BOPP POUCH	2 KG BOPP POUCH	5 KG BOPP POUCH	10 KG BOPP POUCH	20 KG WPP BAG
Item Barcode	8908000668 01 0	8908000668 24 9	8908000668 26 3	8908000668 05 8	8908000668 04 1
Packaging	1 kg X 12 = 12 kg	2 kg X 10 = 20 kg	5 kg X 4 = 20 kg	10 kg X 2 = 20 kg	20 kg X 1 = 20 kg
Master Packing	12 kg corrugated carton	20 kg corrugated carton	20 kg corrugated carton	20 kg corrugated carton	
Per 20' Container	19.00 mt	20.00 mt	20.00 mt	24.00 mt	24.00 mt







Banno Super is a fine quality Basmati Rice having extra long grain along with smooth texture and firmness which on cooking brings out a distinct aroma and become fluffy, thin, long and nonsticky. Nutritious value of Banno Super makes it a highly acclaimed variety of Basmati Rice liked by the connoisseurs world over. The rice is eighteen months old when packed.

LOADING DETAILS PER 20' CONTAINER					
ITEM	1 KG BOPP POUCH	5 KG BOPP POUCH	10 KG BOPP POUCH	20 KG WPP BAG	
Item Barcode	8908000668 06 5	8908000668 08 9	8908000668 10 2	8908000668 11 9	
Packaging	1 kg X 12 = 12 kg	5 kg X 4 = 20 kg	10 kg X 2 = 20 kg	20 kg X 1 = 20 kg	
Master Packing	12 kg corrugated carton	20 kg corrugated carton	20 kg transparent PP bag		
Per 20' Container	19.00 mt	20.00 mt	24.00 mt	24.00 mt	



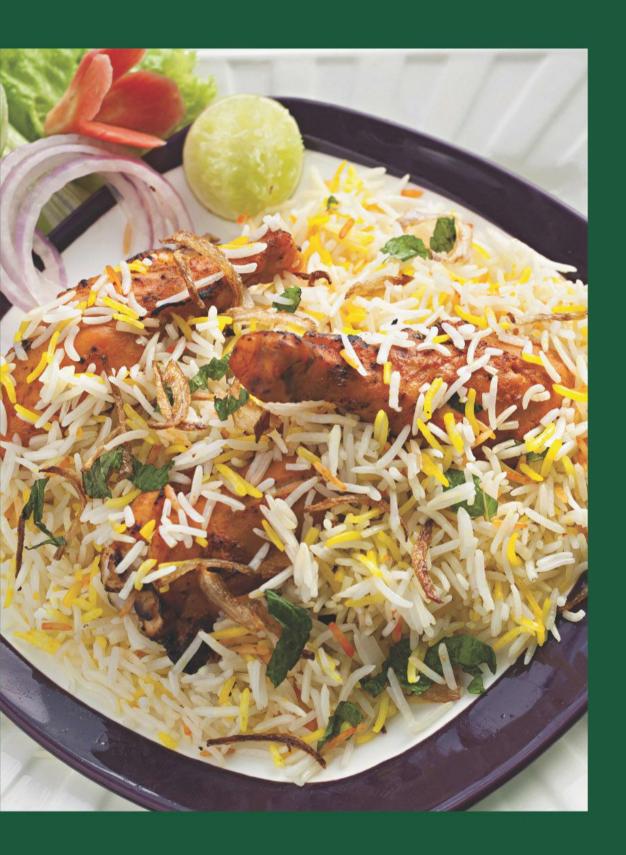




The term biryani in itself has the essence and when prepared with Banno Biryani Basmati Rice, the versatile aroma and the exotic looks can trigger any taste buds. Known for its unique characteristic of post cooking elongation, each grain separates from other making it an irresistible Royal treat.

## LOADING DETAILS PER 20' CONTAINER ITEM 500GM POUCH 2 KG NON WOVEN BAG 5 KG WPP BAG 20 KG WPP BAG

ITEM	500GM POUCH	2 KG NON WOVEN BAG	5 KG WPP BAG	20 KG WPP BAG	35 KG WPP BAG
Item Barcode	890800668 850	890800668 133	8908000668 720	8908000668 553	8908000668 737
Packaging	500gm X 40kg= 20kg	2 kg X 10kg = 20 kg	5 kg X 4 = 20 kg	20 kg X 1 = 20 kg	35 kg X 1 = 35 kg
Master Packing	20 kg transparent PP bag	20 kg transparent PP bag	20 kg transparent PP bag		
Per 20' Container	19.200 mt	23.00 mt	24.00 mt	24.00 mt	25.025 mt





#### GOLD GOLDEN SELLA BASMATI RICE XXL



Banno Gold as the name suggests is the Golden Yellow Grains of Parboiled\* 1121 Basmati rice variety and quality wise falls under very superior category. The extra long grained variety of Banno Gold Basmati Rice is diner's delight and specially being used in hotels and commercial catering for delicious pullao and Biryani.

LOADING DETAILS PER 20' CONTAINER				
ITEM	5 KG JUTE BAG	10 KG JUTE BAG	40 KG JUTE BAG	
Item Barcode	8908000668 87 4	8908000668 88 1	8908000668 89 8	
Packaging	5 KG X 4 = 20 KG	10 KG X 2 = 20 KG	40 KG X 1 = 40 KG	
Master Packing	20 KG TRANSPARENT PP BAG	20 KG TRANSPARENT PP BAG		
Per 20' Container	22.00 mt	24.00 mt	24.00 mt	

<sup>\*</sup>Sella rice is more commonly known as parboiled rice. After harvesting, while its husk (the brown covering on the grain) is still on, it is subjected to some form of heat processing that helps it to be partly cooked while still in the husk.





### SELLA BASMATI RICE XXL



Banno Sella Basmati XXL (parboiled\*) 1121 is yet another Extra Long Grain regular variety which as usual contains all the goodness of an aromatic and tasty Basmati delight. Carefully perfected It's a natural choice for a regal dish like Mughlai Biryani with all culinary craftsmen, be it at home or at Restaurants

LOADING DETAILS PER 20' CONTAINER				
ITEM	1 KG POLYPOUCH	5 KG POLYPOUCH	10 KG NON WOVEN BAG	
Item Barcode	8908000668 36 2	8908000668 37 9	8908000668 41 6	
Packaging	1 kg X 12 = 12 kg	5 kg X 4 = 20 kg	10 kg X 2 = 20 kg	
Master Packing	12 kg corrugated carton	20 kg corrugated carton		
Per 20' Container	19.00 mt	20.00 mt	24.00 mt	

<sup>\*</sup>Sella rice is more commonly known as parboiled rice. After harvesting, while its husk (the brown covering on the grain) is still on, it is subjected to some form of heat processing that helps it to be partly cooked while still in the husk.







Banno Brown Basmati Rice unlike white rice, still has the side hull and bran which provide "natural wholeness" to the grain and are rich in proteins, thiamine, calcium, magnesium, fiber, and potassium. Those suffering from diabetes, it is a healthful staple given its low glycemic rating which helps reduce insulin spikes. It also considered to be a perfect Baby Food.

LOADING DETAILS PER 20' CONTAINER		
ITEM 1 KG PET JAR		
tem Barcode	8908000668 18 8	
ackaging	1 kg X 12 = 12 kg	
1aster Packing	12 kg corrugated carton	
er 20' Container	14.688 mt	







Banno Black Rice is a highly nutritional variety of rice and is a source of iron, vitamin E, and antioxidants. Black rice has a deep black color and usually turns deep purple when cooked due to its anthocyanin content. It is suitable for making porridge, dessert, traditional Chinese black rice cake, bread. The best results can be achieved by first soaking it for several hours before cooking.

LOADING DETAILS PER 20' CONTAINER		
ITEM	1 KG BOX	
Item Barcode	8908000668 16 4	
Packaging	1 kg X 12 = 12 kg	
Master Packing	12 kg corrugated carton	
Per 20' Container 21.00 mt		





### GOLD GATE EXTRA LONG BASMATI RICE



GOLD GATE Basmati Rice with authentic flavour and supreme quality is the finest among Basmati Rice varieties. It is grown in the foothills of Himalayas and is famous for its exotic aroma, sweet taste and fluffy texture. The appearance of grain is pearl white, long and is superior in taste. It contains all attributes of Basmati rice such as pearl white, extra long grains, smooth texture and firmness. The rice is two years old when packed.

LO	ADING DETAILS	PER 20' CONT	AINER
ITEM	1 KG BOPP POUCH	5 KG BOPP POUCH	20 KG BOPP POUCH
Item Barcode	8908000668 97 3	8908000668 50 8	8908000668 19 5
Packaging	1 kg X 12 = 12 kg	5 kg X 4 = 20 kg	20 kg X 1 = 20 kg
Master Packing	12 kg corrugated carton	20 kg corrugated carton	
Per 20' Container	19.00 mt	20.00 mt	24.00 mt





## GOLD GATE SELLA EXTRA LONG BASMATI RICE



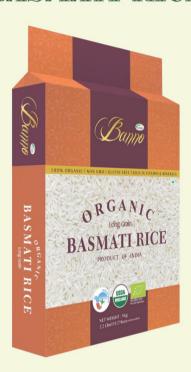
Extra long grain parboiled rice is sourced from foothills of Himalayas and very superior. The extra long grain is superior in length and taste is perfect for a delicious Biryani. This variety is used mainly in hotels and restaurants. Gold Gate Sella rice has characteristics same Basmati rice only difference is of colour, looks creamy or some buyers calls it White Parboiled rice.

Culinary Advantage: First you feast on it with your eyes and then you taste it. Extra Long Sella Basmati is the perfect choice for today's generation – conventional in taste, yet contemporary and open to experiencing a wider food palette.

LOADING DETAILS PER 20' CONTAINER			
ITEM	500 GM BOX	1 KG BOX	
Item Barcode	8908000668 99 7	8908000668 47 8	
Packaging	500 gm X 40 = 20 kg	1 kg X 20 = 20 kg	
Master Packing	20 kg corrugated carton	20 kg corrugated carton	
Per 20' Container	18.00 mt	18.00 mt	







Situated in the Himalayan Indo-Gangetic plains in the fertile land is embedded by the holy river Ganga which is the queen of rivers of India. Being organically produced these rice are free from artificial colours, flavours and chemicals. High in fibre content and effectively reduces glucose and cholesterol with low glycemic and high fibre content. The rice has a slightly nutty flavour and does not become sticky on cooking.

Enjoy this long grain aromatic rice with the fragrance of Indian Basmati. An exotic choice when a fluffy, drier texture and aroma are desired. Especially suitable for stir-fry, salads, stuffing, pilaf, and desserts.

LOADING DETAILS PER 20' CONTAINER		
ITEM 1 KG BOX		
Item Barcode	8908000668	
Packaging	1 kg X 12 = 12 kg	
Master Packing 12 kg corrugated carton		
Per 20' Container	18.00 mt	





### EXTRA LONG BASMATI RICE XXL



Samma Extra Long Basmati Rice is our another brand with the same richness and goodness of Traditional Indian Basmati rice produced by Sulson Overseas. It's a fine quality Basmati Rice having extra long grain, smooth texture and firmness. Becomes fluffy, thin, long and non-sticky on cooking emanating a distinct aroma. The rice is eighteen months old when packed.

LOADING DETAILS PER 20' CONTAINER				
ITEM	1 KG BOPP POUCH	5 KG POLYPOUCH	20 KG WPP POUCH	
Item Barcode	8908000668 43 0	8908000668 60 7	8908000668 62 1	
Packaging	1 kg X 12 = 12 kg	5 kg X 4 = 20 kg	20 kg X 1 = 20 kg	
Master Packing	12 kg corrugated carton	20 kg corrugated carton		
Per 20' Container	19.00 mt	20.00 mt	24.00 mt	





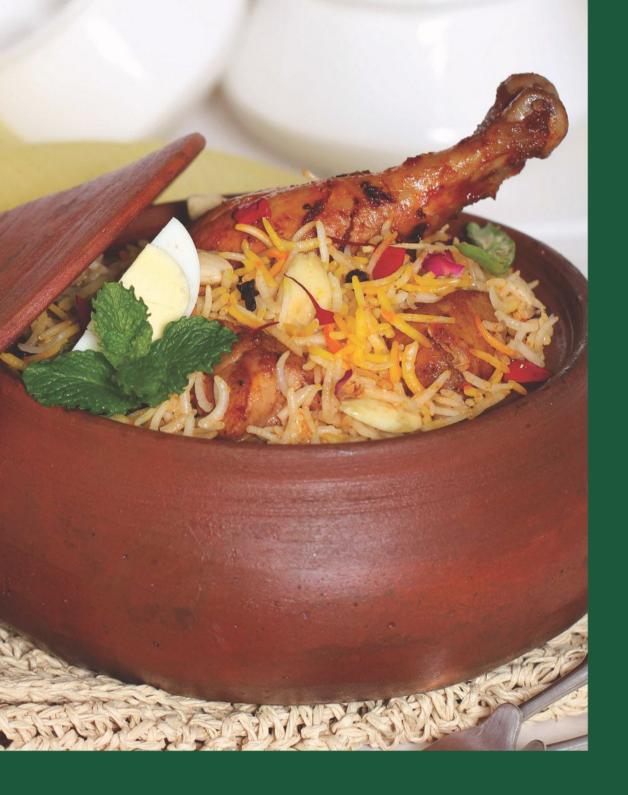
### BIRYANI BASMATI RICE



Samaa Biryani Basmati Rice is sourced from the northern part of India, i.e Punjab, characterized by its very long grain and unique aroma. Becomes fluffy, thin, long and non-sticky on cooking. It is ideal for Biryani, Veg Pulao, Jeera rice and Fried rice sort of preparations.

A regular food stock for every kitchen.

LOADING DETAILS PER 20' CONTAINER				
ITEM	4.5 KG / 5 KG BOPP POUCH	35 KG NON WOVEN BAG		
Item Barcode	8908000668 63 8	8908000668 64 5		
Packaging	4.5 kg X 4 = 18 kg   5 kg X 4 = 20 kg	35 kg X 1 = 35 kg		
Master Packing	18 kg / 20 kg corrugated carton			
Per 20' Container	19.00 mt	25.025 mt		





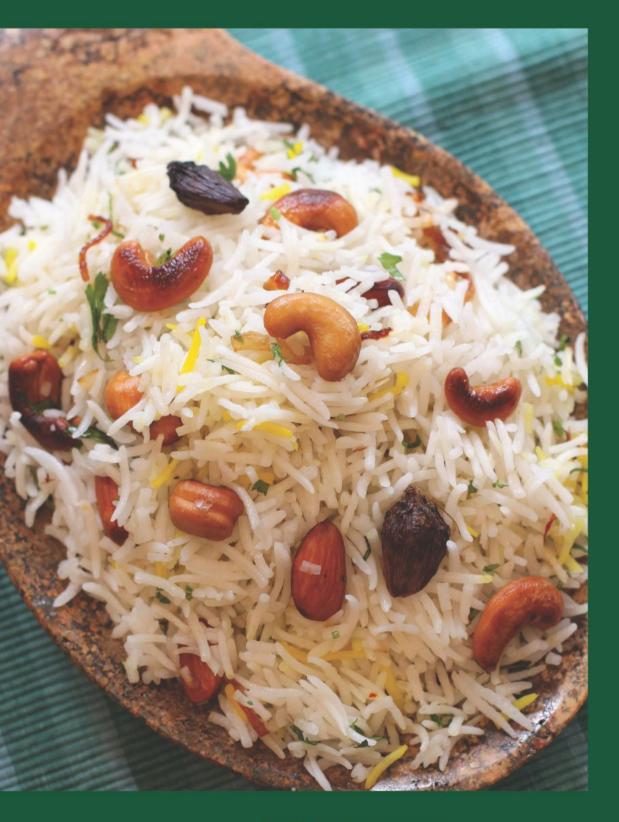
### SELLA BASMATI RICE



Samma Sella Basmati Rice is parboiled\* variety of 1121 Indian Basmati with extra long grains and has a beautiful subtle aroma along with high nutritional value. It is processed at our state of the art production unit from supreme quality paddy for you. Samaa Sella Basmati is best for Pulaos and Biryanis. Available in attractive carry bag packaging.

LOADING DETAILS PER 20' CONTAINER						
ITEM	1 KG NON WOVEN BAG	5 KG NON WOVEN BAG	10 KG NON WOVEN BAG			
Item Barcode	8908000668 51 5	8908000668 75 1	8908000668 77 5			
Packaging	1 kg X 20 = 20 kg	5 kg X 4 = 20 kg	10 kg X 2 = 20 kg			
Master Packing	20 kg transparent PP bag	20 kg transparent PP bag	20 kg transparent PP bag			
Per 20' Container	23.00 mt	24.00 mt	24.00 mt			

<sup>\*</sup>Sella rice is more commonly known as parboiled rice. After harvesting, while its husk (the brown covering on the grain) is still on, it is subjected to some form of heat processing that helps it to be partly cooked while still in the husk.





### GANGA BASMATI RICE



Sulson Ganga Basmati Rice is an extra Long parboiled Golden Sella Rice with long slender grains rich in nutrients like Vitamin A, Vitamin C, Iron, Zinc and Protein. It is easy to cook and imparts rich aroma to your dish. The rice is non-sticky after cooking and holds longer shelf life. Its perfect for Persian, Indian, Mughlai, Continental and Chinese dishes.

#### LOADING DETAILS PER 20' CONTAINER

ITEM	1 KG POLYPOUCH	5 KG POLYPOUCH	10 KG NON WOVEN BAG	20 KG NON WOVEN BAG		
Item Barcode	8908000668 21 8	8908000668 23 2	8908000668 22 5	8908000668 32 4		
Packaging	1 kg X 12 = 12 kg	5 kg X 4 = 20 kg	10 kg X 2 = 20 kg	20 kg X 1 = 20 kg		
Master Packing	12 kg corrugated carton	20 kg corrugated carton	20 kg transparent PP bag			
Per 20' Container	19.80 mt	20.00 mt	24.00 mt	24.00 mt		

Note: Packaging as per your requirement can also be developed.

\*Sella rice is more commonly known as parboiled rice. After harvesting, while its husk (the brown covering on the grain) is still on, it is subjected to some form of heat processing that helps it to be partly cooked while still in the husk.

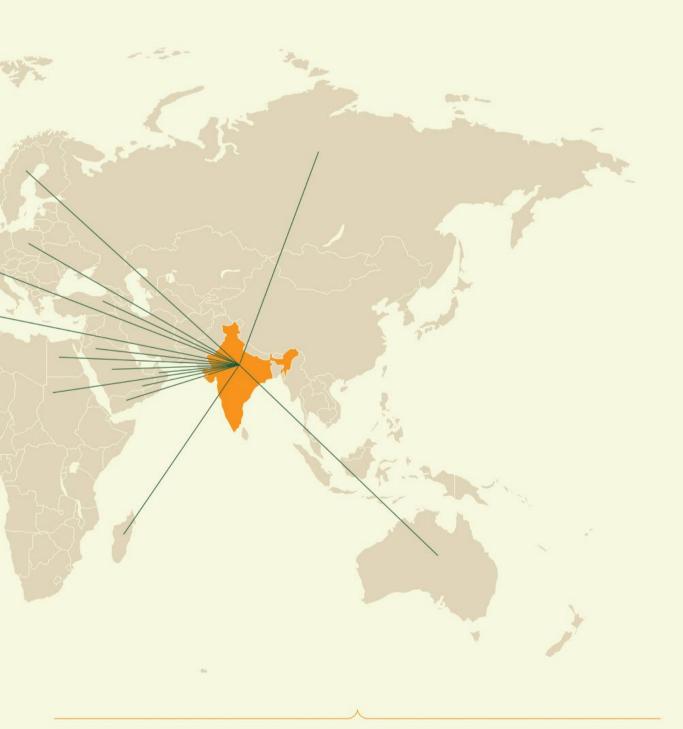
## PRESENCE IN MORE THAN 35 COUNTRIES

An ISO 9001:2015 & 22000:2005 Company, Sulson Overseas Pvt Ltd, New Delhi, INDIA, is one of the leading Basmati Rice producers in India. Registered with the Government of India, as an Export House, Sulson's Traditional Indian Basmati Rice Brands, Banno and Samaa are well exported to more than 35 countries which includes UAE, Bahrain, Qatar, Kuwait, Iraq, Yemen, Saudi Arabia, Israel, Palestine, Jordan, Oman, Sudan, Lebanon, Egypt, Germany, Sweden, Czech Republic, Poland, Netherland, France, Mauritius, Russia, Australia, Canada, Maldives, Austria and Azerbaijan. We get regular feedbacks about the products from the cross section of our consumers worldwide and try to live up to their expectations. The company always keeps the end user's choice, liking and cooking sensitivities in mind, while producing the Basmati Rice.



A well versed quality control team of professionals at the Fields and Processing Unit, ensure highest quality Basmati Rice production and maintain the consistency in quality batch after batch. Besides strict delivery commitments are our standard business practices.







#### From the house of

#### SULSON OVERSEAS PVT. LTD.

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