شازية

Shazia®

Basmati Brand Builders

Est. 1971

Your Ultimate Guidebook For Success In

Basmati Rice Business

H. R. Exports Pvt. Ltd.

A Govt. of India Recognized
Three Star Export House

★ ★ ★

30 PRO TIPS INSIDE

Company & Product Catalogue

www.shaziarice.com

An Overview

The Fastest Growing Basmati Rice Company From India

51+ Years
Industry Experience

3 Star Export House
Recognised Govt Of India

80+ Countries
Export Coverage

1077+
Brands Developed

7
International Offices

553+
Happy Partners Globally

1,80,000+ sq.ft
Facilities Area

500+ MTS
Daily Capacity

100+
Team of Experts

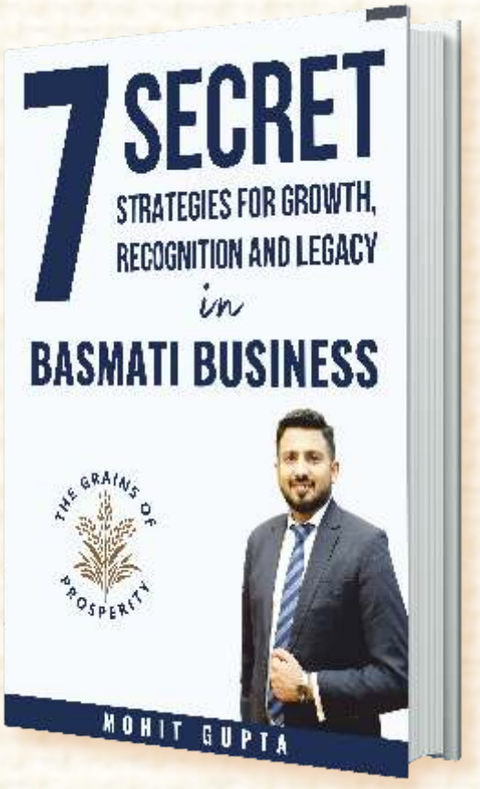
About Us

First Guidebook Ever
In Basmati Rice Industry

We are located with our headquarters in the capital city of India, New Delhi & factories located in Delhi, Haryana (karnal) and Mundra.

We are known for delivering committed work in Basmati industry for last 50+ years and quality as one of the Top Exporters of "consistent" quality basmati rice from India.

We just don't supply basmati as a commodity rather we are knowed for building strong basmati rice brands and exporting consistent basmati rice around the world in more than 80+ countries



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Our Vision

At H.R. Exports Pvt. Ltd., our vision is to be a global leader in the basmati rice market by transforming basmati rice from commodity into a high-value product through pioneering innovations and comprehensive backward and forward integrations.

we are committed to fostering transparent and ethical partnerships that build consumer trust and enhance satisfaction. Our goal is to expand our international presence across 100+ countries and set industry benchmarks by upholding the highest standards of integrity and transparency in all our endeavors.

Our Mission

At H.R. Exports Pvt. Ltd., our mission is to empower over 1000 importers around the world to build strong basmati rice brands and grow their businesses profitability, while ensuring consistent quality. We provide essential tools, insights, and dedicated support to enhance brand strength and guarantee sustainable success in the global market.

Our Story



Founded in 1971

by Mr. Naresh kumar Gupta along with his brothers, Mr. Ramesh Gupta and Mr. Sushil Gupta, H.R. Exports Pvt. Ltd. began its journey as wholesalers of providing locally produced basmati rice to other exporters.

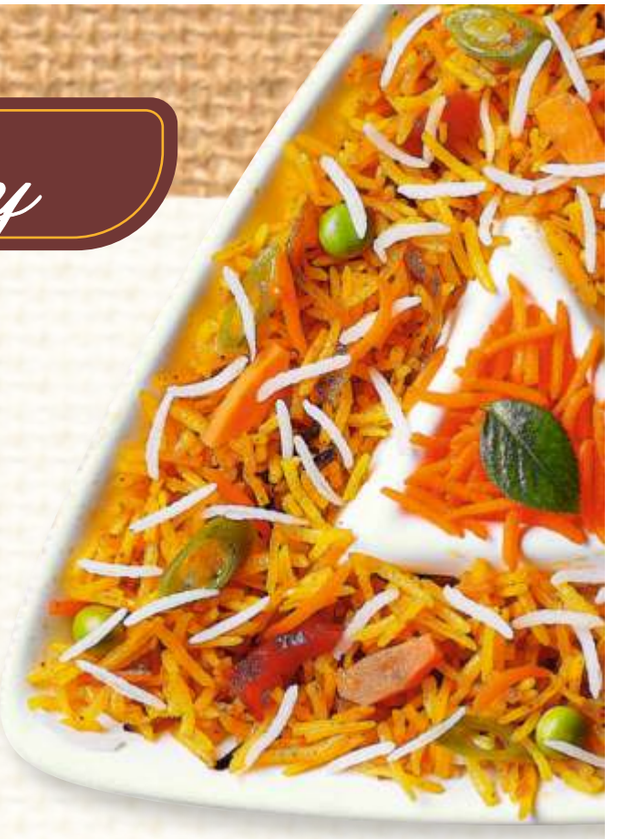
H. R. Exports Pvt. Ltd.

Adding Value to rice

In 2010

A transformative change occured when the next generation Mr. Mohit Gupta, Mr. Ankur Gupta, and Mr. Rachit Gupta, joined the business, bringing fresh ideas and a visionary approach. They spearheaded the company's direct entry into the global export market and established in house production and processing facilities.

Our Story



Today

H.R. Exports Pvt. Ltd. is the fastest-growing basmati rice company in India, exporting to over 80 + countries.

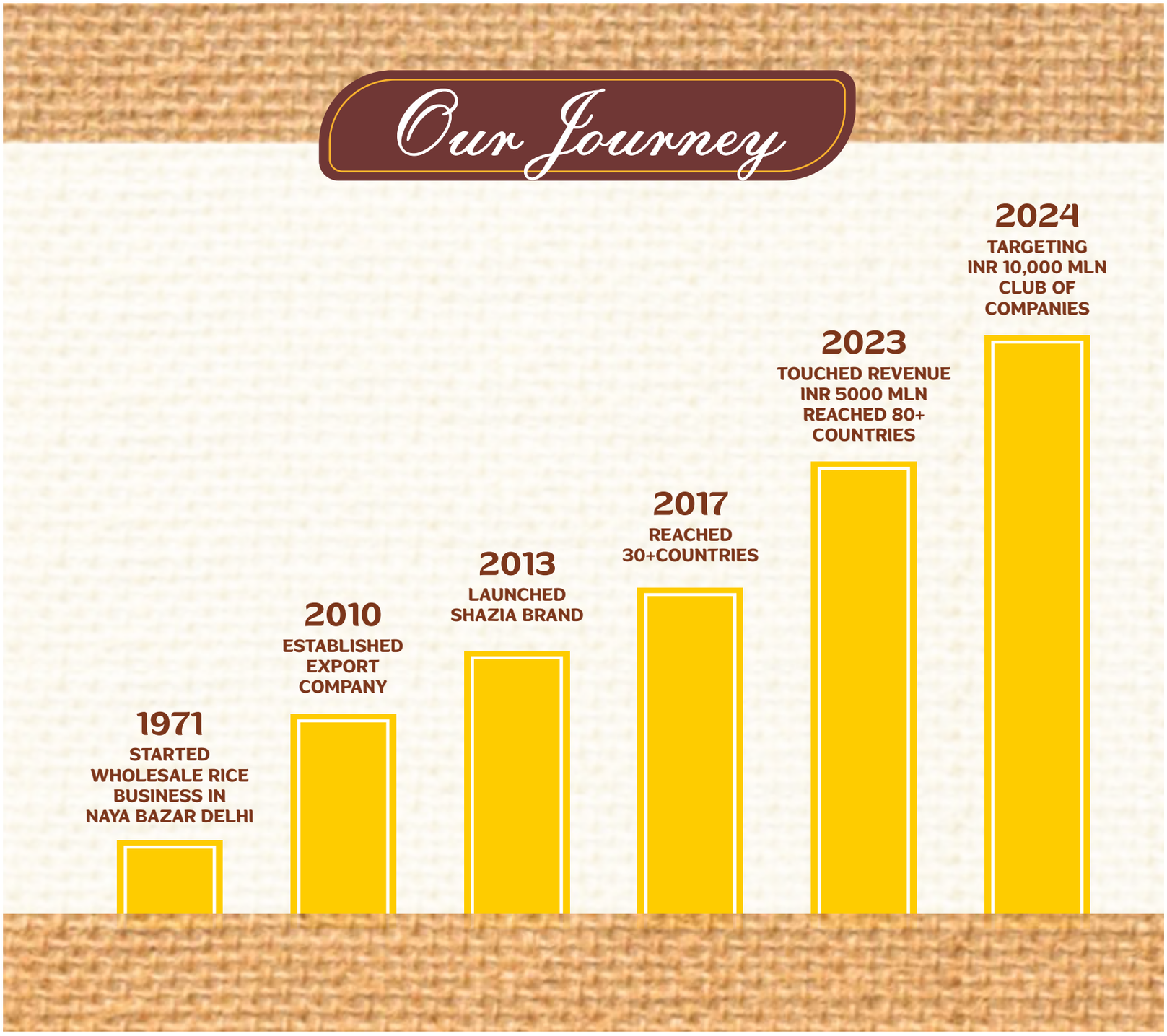
Our commitment to strict quality controls and consistency has not only positioned us as a top exporter from India but also as a trusted basmati rice brand builder in the international markets.

We focus on delivering consistent quality through a systems-based approach, implementing over

77+ Checkpoints

for every order to ensure the highest standards of excellence.

Our Journey


1971
STARTED WHOLESALE RICE BUSINESS IN NAYA BAZAR DELHI
2010
ESTABLISHED EXPORT COMPANY
2013
LAUNCHED SHAZIA BRAND
2017
REACHED 30+COUNTRIES
2023
TOUCHED REVENUE INR 5000 MLN REACHED 80+ COUNTRIES
2024
TARGETING INR 10,000 MLN CLUB OF COMPANIES

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Our team of over

100+ Professionals

works tirelessly to maintain and enhance these standards.



With a daily processing capacity of

500 Metric tons

At our state-of-the-art facilities allow us to meet substantial global demand.







Certifications



















Government of India / भारत सरकार
Ministry of Commerce and Industry / वाणिज्य और उद्योग मंत्रालय
Department of Commerce / वाणिज्य विभाग
Directorate General of Foreign Trade / विदेश व्यापार महानिदेशालय

मान्यता प्रमाणपत्र
Certificate of Recognition

तीन सितारा निर्यात हाउस
Three Star Export House

★★★

M/s H.R. EXPORTS PRIVATE LIMITED

M/s H.R. EXPORTS PRIVATE LIMITED
(IEC 0510013886 having Income Tax PAN AACCH3736H) is hereby accorded the status of Three Star Export House in accordance with the provisions of the Foreign Trade Policy,2023 . This Certificate is valid for a period of 5 years effective from 01/10/2023 to 31/05/2028 subject to the conditions prescribed in Hand Book of Procedures (2023).

Date: 02/10/2023
Place: DELHI

Gangadhar Panda
Additional DGFT

INHOUSE LAB

For Strict
Quality Controls



PC2 CARE TECHNOLOGY

Pre & Post
Cooked Checks







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Shazia Basmati Rice represents 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.

Tested & Trusted Worldwide.

1



Harvested on best Indian farms

2



Most premium paddy is selected

3



Crafted in our factory for your plates

4



Dressed in most amazing packs

Shazia

Basmati Brand Builders
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Distributor's

Favourite Choice



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Worldwide Presence Map

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Trusted in 80+ Countries

Marketing Support

$ Assured Margins

Wide Range of Brands



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Our Global Presence

LuLu
SPAR
Carrefour
K.M.TRADING
Hypermarkets Supermarkets Department Stores
Ramez
ANSAR GALLERY
almaya supermarket
Géant
Hypermarkets & Supermarkets
Al Meera
NESTO
All that you need.



Our Brands

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Shazia Classic

- Naturally Aged for 2 Years minimum
- Extra Long Grain
- Post Cooking Length upto 24mm
- Excellent Taste and Aroma
- Easy To Digest



Shazia Premium

- Premium taste, texture & aroma
- Aged for 1 year
- Post cooking length upto 22-23mm
- Suitable for Premium Biryani cooking



Shazia Omni

- Suitable for Pulao Rice
- Post cooking length upto 20mm
- Special Taste & Flavour
- Your Everyday rice , suitable for all types of cooking.



Shazia Extra Long Sella

- Extra Long 1121 Sella Basmati Rice
- Suitable for Bulk Preparations
- Post Cooking Length upto 18-19 mm
- Special Taste and Aroma

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Our Brands



Shazia Long Grain Biryani Rice

- Special long grain biryani rice
- Amazing taste & aroma
- Economical prices



Shazia Super

For those, who always want something extra. 25% extra with every bag.

Shazia Sona Masoori

Amazing South India Variety, For Our South Indian Customers Worldwid



Our Brands

Shireen Classic



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

Zaara Premium



Rice brings to you the perfect basma at an affordable price. Its deligh ul taste and cap va ng aroma will make your meal a special delicacy. Embellish your meal and relish the taste of perfect basma.

Zaara Classic

Rice brings to you the perfect basma at an affordable price. Its deligh ul taste and cap va ng aroma will make your meal a special delicacy. Embellish your meal and relish the taste of perfect basma.



Shireen Super



Shireen Basma 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 basma rice is fluffy and post cooking each grain elongates at least twice that of its original size. Available in a rac ve packaging op ons.

Zaara Super Long



Our exclusive range of Shazia Premium Rice is popular: among world because of its delicious flavour, high nutrional value and pearl white finish. This rice inside this packet has been precisely processed & packed using sophiscated machines and technology.

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

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Our Rice Varieties

- **Traditional**
  - Traditional Raw Basmati Rice
- **1121**
  - 1121 Raw Basmati
  - 1121 Steam Basmati
  - 1121 Creamy Sella Basmati
  - 1121 Golden Sella Basmati
- **Pusa**
  - Pusa Raw Basmati
  - Pusa 1401 Steam Basmati
  - Pusa Creamy Sella Basmati
  - Pusa Golden Sella Basmati
- **Long Grain Varieties**
  - Sugandha Rice
  - Sharbati Rice
  - PR Rice Varieties
- **Brown Rice**
  - Brown Basmati Rice



- **Non Basmati Varieties**
  - IR 64 Parboiled (5% Broken)
  - IR 64 White (5%/ 10%/25% Broken)
  - Swarna Raw & Parboiled
  - 100% Broken Raw & ParboiledSona Masoori

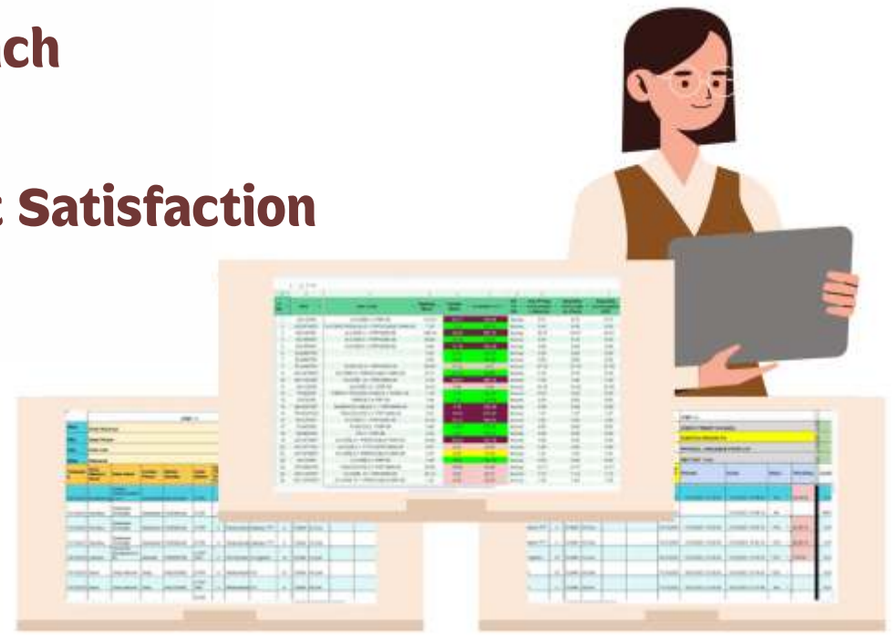
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Industry's Leading Research Based Marketing Support



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- **Dedicated CRM Support**
- **System Based Approach**
- **On Time Delivery**
- **Focused on End Client Satisfaction**





Money Back Guarantee Available

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Our Presence in International Events



Basmati Brand Builders
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International
Offices



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Contact Us

if you are looking for any of these

- Correct Guidance
- Fast Growth
- Quality Trust
- Honesty & Integrity
- Assured Profits
- Industry Expertise





For Selecting A Perfect Basmati Rice Supplier

1. Research Supplier History: Check the supplier's business history for stability and reputation.
2. Authenticity Certificates: Ensure suppliers provide certificates of authenticity.
3. Quality Management Certifications: Prefer suppliers with ISO, HACCP, or other quality management systems.
4. Sample Evaluation: Request and thoroughly test samples before placing larger orders.
5. Facility Visits: If possible, visit the supplier's production facilities to inspect operations firsthand.
6. Sustainability Commitment: Choose suppliers with proven sustainability practices in farming and production.
7. Transparent Traceability: Look for suppliers who offer complete traceability from farm to shipment.
8. Food Safety Standards: Verify compliance with international food safety standards.
9. Experienced in Export: Choose suppliers experienced in international export, especially to your region.
10. Customer References: Request and follow up on customer references to verify reliability.

11. Clear Contract Terms: Ensure all contract terms are specific, including quality specifications and timelines.
12. Competitive Pricing: Analyze the pricing for competitiveness and consistency with market rates.
13. Suitable Payment Terms: Negotiate terms that are suitable for your mode of business.
14. Supply Capability: Confirm the supplier's ability to consistently meet your demand.
15. Advanced Technology: Check if the supplier uses modern technology in processing and packaging.
16. Effective Communication: Ensure the supplier communicates clearly and promptly.
17. Cultural Awareness: A supplier with a good grasp of cultural practices will enhance business relations.
18. Insight into Market Trends: Suppliers should provide insights into current and future market conditions.
19. Proactive Support: Choose suppliers who offer reliable customer service.
20. Potential for Long term Relationships: Aim for suppliers interested in long-term engagements

21. Regulatory Knowledge: Suppliers should have in-depth knowledge of regulations affecting both export and import.
22. Logistical Expertise: Evaluate the supplier's ability to handle logistics effectively.
23. Insurance Options: Discuss options for insuring goods from shipment to delivery.
24. Technology for Ordering: Prefer suppliers that offer efficient online ordering systems.
25. Product Range: Consider suppliers that offer a range of basmati types and grades.
26. Packaging Standards: Ensure the packaging meets international standards to avoid damage during transit.
27. Currency Handling: Discuss how currency fluctuations are handled to avoid unexpected costs.
28. Conflict Resolution: Check the supplier's policies for handling disputes.
29. Ethical Labor Practices: Confirm that the supplier adheres to ethical labor practices.
30. Adaptability: Choose a supplier flexible enough to adapt to changes in your business needs or market conditions

Notes

Notes

Notes



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H. R. Exports Pvt. Ltd.

Adding Value to *rice*

INDIAN RICE MILLER AND EXPORTER

Corp. Off. :
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Netaji Subhash Place, Pitampura,
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