QABEELA

قبيلة

THE RICE THAT TRAVELS WITH YOU

DISTRIBUTOR CATALOGUE

QABEELA RICE

01 — MORE THAN A NAME.

QABEELA MEANS TRIBE.

A people connected by shared roots, shared meals and traditions carried from one generation to the next.

QABEELA brings dependable premium basmati to families across the world — familiar in the kitchen, disciplined in quality, and made to be trusted again and again.



FOR GENERATIONS, BASMATI HAS TRAVELLED WITH FAMILIES.

From the fields of India to kitchens across the world, rice carries more than food. It carries habits, memories and the way families gather around a table.

QABEELA was created to continue that journey. Made for the families who already know good basmati — wherever they live.

WHY QABEELA?

QABEELA brings together four things that matter:

✦ **Provenance**	Generations of rice milling experience from Karnal, with disciplined sourcing and processing.
✦ **Trust**	Controlled quality standards, traceability and the certifications required for international markets.
✦ **Cultural Fluency**	Rice designed for the households and cuisines that already understand basmati — from South Asian and Middle Eastern kitchens to modern global homes.
✦ **Restraint**	Premium without unnecessary luxury. Clear, confident and focused on the product itself.

WHERE OUR STORY BEGINS.

Karnal sits at the heart of one of India's most established rice-growing and milling regions.

For more than three decades, our work here has been built around careful sourcing, disciplined processing and long-term relationships with farming networks.

It gives QABEELA something that cannot be created through branding alone: a genuine connection to where the rice comes from.





S.S FOODS

MANUFACTURING UNIT

1988

YEAR ESTABLISHED

35+

YEARS OF RICE & EXPORT EXPERIENCE

Karnal, Haryana

INDIA

04 — FROM FIELD TO TABLE

ONE JOURNEY. CAREFULLY MANAGED.

01	Sourcing	Rice selected from established growing networks across Northern India.
02	Selection	Grain assessed for length, aroma, moisture and consistency.
03	Milling	Sorting, grading and processing handled through our manufacturing operation.
04	Quality Control	Batch testing and product specifications checked before shipment.
05	Packaging	Prepared for the requirements of the destination market.
06	Export	Documentation, logistics and shipment coordinated for international distribution.
07	Your Market	Ready for retail, food service and family tables.



CONSISTENCY YOU CAN BUILD YOUR BUSINESS ON.

A distributor does not need one good shipment.

They need the same standard again and again.
Because quality is useful only when it is repeatable.

ISO 22000

Food Safety Management System

GMP

Good Manufacturing Practice

EIC

Export Inspection Council, Govt. of India

APEDA

Agricultural export registration

Eurofins

Pesticide residue testing

HACCP

Hazard Analysis and Critical Control Point

FDA USA

Food and Drug Administration

QUALITY PROCESS INCLUDES

- Pre-shipment grain sampling
- Moisture verification
- Broken-grain control
- Grain length monitoring
- Aroma and cooking consistency
- Pesticide residue testing
- Batch documentation

THE QABEELA RANGE



EXTRA LONG BASMATI RICE

PREMIUM SELLA

For those who notice the difference.

Extra-long basmati. Selected for aroma, elongation and a grain that separates cleanly when cooked.

POSITIONING

- Diaspora households
- Premium retail
- Specialty grocery
- HORECA

IDEAL FOR

- Biryani
- Kabsa
- Pilaf
- Mandi
- Family occasions
- Premium everyday cooking



EXTRA LONG BASMATI RICE

STEAM RICE

For those who notice the difference.

Extra-long steamed basmati, chosen for its light, clean flavor and grains that stay separate in every premium meal.



POSITIONING

- Diaspora households
- Premium retail
- Specialty grocery
- HORECA

IDEAL FOR

- Biryani
- Kabsa
- Pilaf
- Mandi
- Family occasions
- Premium everyday cooking

EXTRA LONG BASMATI RICE

GOLDEN SELLA

For dishes that demand presence.

Extra-long Golden Sella basmati with firm, separate grains that maintain their texture through rich, spice-filled cooking.



POSITIONING

- Diaspora households
- Premium retail
- Specialty grocery
- HORECA

IDEAL FOR

- Biryani
- Kabsa
- Pilaf
- Mandi
- Family occasions
- Premium everyday cooking

LONG GRAIN EVERYDAY RICE

CREAMY SELLA

Made for everyday meals.

Long-grain Sella perfect for households cooking rice daily. Trusted in Arabic and South Asian kitchens.

POSITIONING

- Everyday households
- Value retail
- Ethnic & community grocery
- HORECA / food service

IDEAL FOR

- Everyday rice
- Pilaf
- Fried rice
- Curries
- Rice bowls
- Premium everyday cooking



LONG GRAIN QUALITY RICE

TRADITIONAL SELLA

Honest everyday rice. Consistent quality at a price your market can work with.

POSITIONING

- Everyday households
- Value retail
- Ethnic & community grocery
- HORECA / food service

IDEAL FOR

- Everyday rice
- Pilaf
- Fried rice
- Curries
- Rice bowls
- Premium everyday cooking



11 — READY FOR YOUR SHELF

ONE IDENTITY. ADAPTED FOR YOUR MARKET.

QABEELA's packaging system is designed to remain recognisable while adapting to different products, languages and retail environments.

LOCALISATION AVAILABLE IN

- English
- Arabic
- French
- German
- Dutch

MARKET ADAPTATION INCLUDES

- Language localisation
- Regulatory information
- Variety-specific colour systems
- Certification marks
- QR integration
- Market-specific pack information

PACK FORMATS

500 g
900 g
2 kg
4.5 kg
10 kg
20 kg
25 kg

NUTRITION FACTS / الحقائق الغذائية / INFORMATIONS NUTRITIONNELLES / NÄHRWERTANGABEN / VOEDINGSWAARDEN	per 100 g
Energy / الطاقة / Énergie / Energie / Energie	1451 kJ / 345 kcal
Fat / الدهون / Matières grasses / Fett / Vetten	0.4 g
of which saturates / منها دهون مشبعة / dont acides gras saturés / davon gesättigte Fettsäuren / waarvan verzadigde vetzuren	0 g
Carbohydrate / الكربوهيدرات / Glucides / Kohlenhydrate / Koolhydraten	78 g
of which sugars / منها السكريات / dont sucres / davon Zucker / waarvan suikers	0 g
Fibre / الألياف / Fibres alimentaires / Ballaststoffe / Vezels	6.5 g
Protein / البروتين / Protéines / Eiweiß / Eiwitten	8.6 g
Salt / الملح / Sel / Salz / Zout	0 g

ONE BRAND. MULTIPLE MARKETS.

QABEELA is designed to adapt to the way rice is bought, cooked and presented across different regions.

Europe	Premium and ethnic retail
USA & Canada	Specialty grocery, diaspora retail and premium food channels
GCC & Arab Markets	Mainstream retail, family formats and food service
Africa	Volume-led retail and trade channels
HORECA	Restaurants, catering and food-service distribution

13 — PRIVATE LABEL

YOUR BRAND. OUR CAPABILITY.

Behind QABEELA is a manufacturing and export operation with more than three decades of experience supplying rice internationally.

From product selection to export documentation — our team has done this before.

SUPPORT INCLUDES

- Product development
- Variety selection
- Sample approval
- Packaging guidance
- Regulatory documentation
- Production flexibility
- Export coordination
- Dedicated communication
- Marketing support

YOUR BRAND

- Product Selection
- Specification Matching
- Packaging Support
- Production
- Quality Control
- Export Documentation
- YOUR MARKET

BUILT TO SUPPLY.
PROVEN TO DELIVER.

✦ ESTABLISHED

1988

✦ MT DAILY PROCESSING CAPACITY

300+

✦ YEARS OF EXPORT EXPERIENCE

35+

✦ ANNUAL EXPORTS IN MT

100k +

✦ MANUFACTURING UNITS

4

✦ COUNTRIES SUPPLIED

45+

✦ ACRES — PRODUCTION FOOTPRINT

40

✦ TEAM MEMBERS

500+



LESS RISK. BETTER POSITIONING. RELIABLE SUPPLY.

Consistent Supply	Manufacturing capacity designed for repeat business.
Export Experience	Documentation and shipment coordination built through decades of international trade.
Product Flexibility	Varieties, specifications and pack formats adapted to market requirements.
Quality Documentation	Testing and batch information available as required.
Packaging Support	Localisation and market adaptation within a consistent brand system.
Private Label Capability	A second path for partners who want to build their own rice brand.
Long-term Partnership	We are interested in building markets, not simply moving containers.
Marketing Support	Marketing support including digital assets, content, recipes, retail materials, and launch assistance.

GET IN TOUCH

LET'S BRING QABEELA TO YOUR MARKET.

QABEELA is created for families who already know and love basmati from South Asian and Middle Eastern households to communities across Europe, the GCC and North America.

We are looking for the right distribution partners to bring QABEELA to more markets and more homes.
If you are looking to build a dependable basmati brand for your market, we would like to work with you.

The rice that travels with you.

QABEELA
قبيلة

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