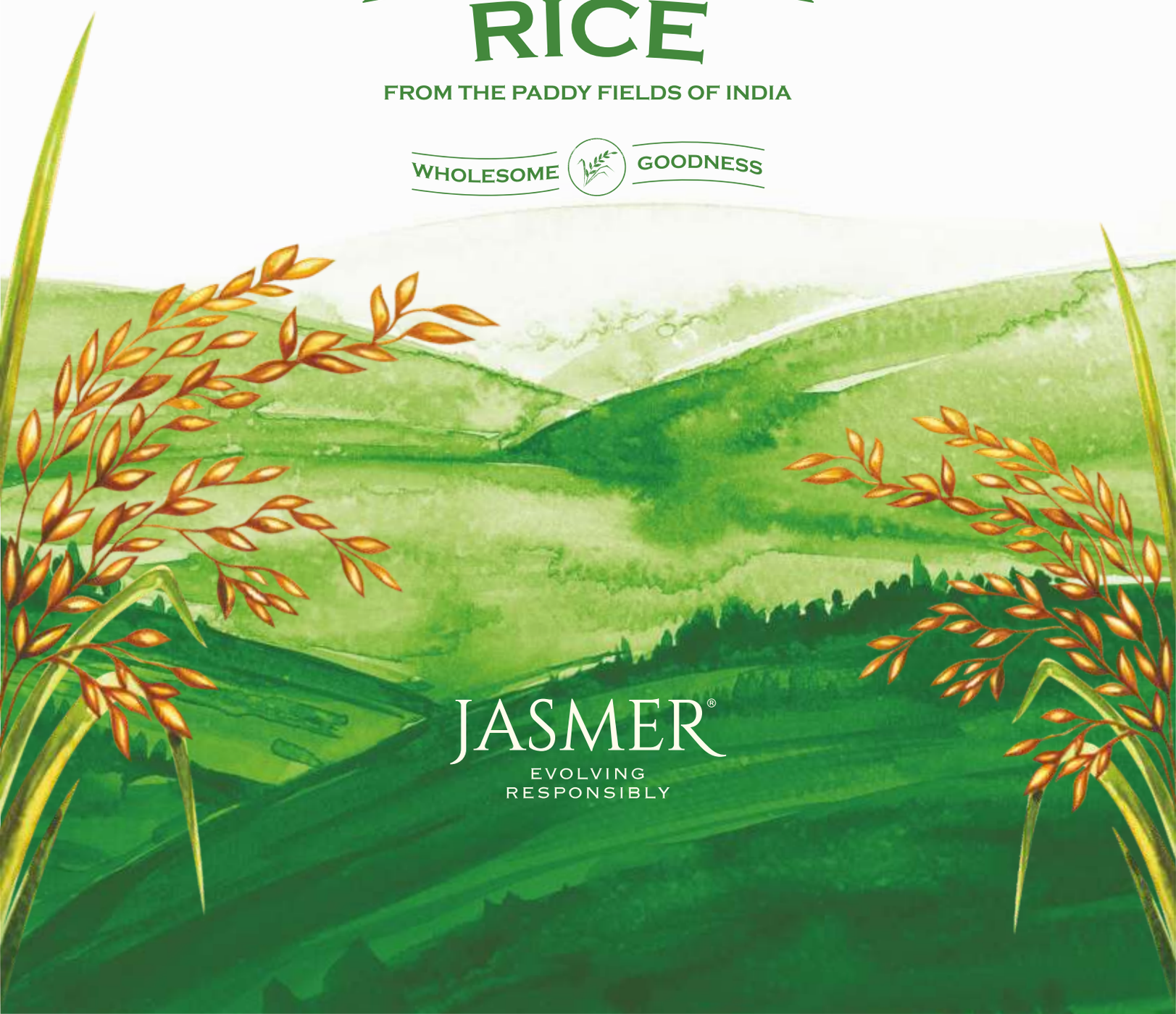
BASMATI RICE

FROM THE PADDY FIELDS OF INDIA

WHOLESOME GOODNESS



JASMER®

EVOLVING
RESPONSIBLY

JASMER®

THE COMPANY

White, slender and delicious… Rice is relished throughout the world and we take pride in producing the best varieties of this precious food source. We are a fast emerging global leader in Rice manufacturing and Processing. Jasmer facilities are located in the heartland of India's famed Basmati belt. Our mill lies in the midst of picturesque paddy fields in the foothills of the mighty Himalayas in Haryana, India. With a capacity to produce 500 MT/day, the company is setting benchmarks in paddy processing and handling abilities.

Relying on the company's mass production capabilities and pledge to procure and obtain only the very best paddy from our carefully cultivated diverse resources, Jasmer also has invested in fostering symbiotic relationship between the different stakeholders, right from the paddy farmers to the last link of the consumers in the food chain. We are committed to growing sustainably while continuing to implement environmentally sound manufacturing processes and sustainable and fair business practices.

For the last decade, we have been engaged in developing and utilizing sustainable and 'green' technology to manufacture the best quality Rice in the our facility. An ISO 22000 certification testifies our commitment to best practices and adherence to the highest production and processing standards. Our facility has been designed to surpass the highest international food standards with measures such as the use of fibre sheets for windows, flooring of food grade tiles, double doors installations at all inlets and exits to prevent any birds and pests from entering the production area etc.





OUR STORY

We select this unique, fragrant & delicate basmati grain from over 10,000 independent farmers whom we know by name. using methods handed down through generations they hand-tend their crop in the himalayan foothills, the only place on earth where pure basmati can be grown.



Basmati is known as "the Prince of rice", and means "the fragrant one" due to its fragrant aroma. The unique aroma and nutty taste of Basmati has been described as 'sunbaked wood and flowers'. It is reliant on specific climatic conditions in the lead-up to harvest time when the cool misty nights give way to warm Autumn days. The long, pure, slender grains have a delicious taste and delicate texture. Like fine wine, Basmati flavour matures with age.

From June to November the farmers cultivate their Basmati crop. The work starts with the preparation, seed-broadcasting, the removal of saplings and their transplanting, followed by weeding, harvesting and threshing all is done by hand.

The rice then arrives at the JASMER Mill. Here every grain is meticulously cleaned and milled. Broken and discoloured grains are removed immediately to guarantee that only the finest rice reaches you.



OUR BRANDS

ROYAL KING
LONG GRAIN BASMATI RICE

ADHARA
BASMATI RICE

IKMAAN

TAVISH

Royal Himalayan
BASMATI RICE

OUR PRODUCT RANGE

1121 BASMATI RICE
- *CREAMY SELLA*
- *GOLDEN SELLA*
- *STEAM & RAW BASMATI RICE*

1718 BASMATI RICE
- *CREAMY SELLA*
- *GOLDEN SELLA*
- *STEAM & RAW BASMATI RICE*

1509 BASMATI RICE
- *CREAMY SELLA*
- *GOLDEN SELLA*
- *STEAM & RAW BASMATI RICE*

1401 BASMATI RICE
- *CREAMY SELLA*
- *GOLDEN SELLA*
- *STEAM & RAW BASMATI RICE*

SUGANDHA BASMATI RICE
- *CREAMY SELLA*
- *GOLDEN SELLA*
- *STEAM & RAW BASMATI RICE*

PUSSA BASMATI RICE
- *CREAMY SELLA*
- *GOLDEN SELLA*
- *STEAM & RAW BASMATI RICE*

SHARBATI BASMATI RICE
- *CREAMY SELLA*
- *GOLDEN SELLA*
- *STEAM & RAW BASMATI RICE*

PR-11/PR-14 BASMATI RICE
- *CREAMY SELLA*
- *GOLDEN SELLA*
- *STEAM & RAW BASMATI RICE*

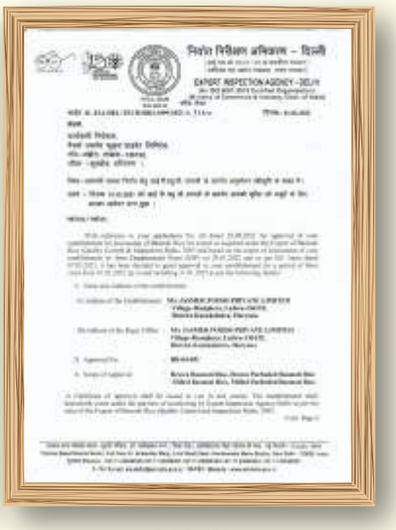
CERTIFICATIONS



USA FDA 2024



HALAL 2023-25



EIA EU



NPOP



HACCP



BRC 2024



ISO 9001 : 2015



FSMS



Kosher

JASMER®

EVOLVING
RESPONSIBLY

JASMER FOODS PVT. LTD.

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