



**NATIONAL  
COOPERATIVE  
EXPORTS LIMITED**

# **PRODUCT CATALOUGE**

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## **BASMATI RICE**





NATIONAL COOPERATIVE EXPORTS LIMITED

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# Table of contents

- About Us
- Sahakar se Samriddhi
- Basmati Rice
- 1121
- 1509
- 1718
- Other Offerings
- Contact details







## NATIONAL COOPERATIVE EXPORTS LIMITED

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### ABOUT US

NCEL is a multi-state cooperative society registered under the MSCS Act, 2002. It is jointly promoted by some of the leading cooperative societies in the country, namely the Gujarat Cooperative Milk Marketing Federation (GCMMF), popularly known as AMUL; the Indian Farmers Fertiliser Cooperative Limited (IFFCO); the Krishak Bharati Cooperative Limited (KRIBHCO); and the National Agricultural Cooperative Marketing Federation of India Limited (NAFED). Additionally, the National Cooperative Development Corporation (NCDC), a statutory corporation under the Ministry of Cooperation, is one of its promoter members.







## NATIONAL COOPERATIVE EXPORTS LIMITED

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NCEL promotes cooperative exports through various activities, including procurement, storage, processing, marketing, branding, labeling, packaging, certification, research and development, and trading of all types of goods and services produced by cooperative societies. We also play a role in providing technical guidance, training and capacity building, developing and maintaining market intelligence systems, assisting cooperatives financially, implementing relevant government schemes, and undertaking any other activities that facilitate the increase of exports from the cooperative sector and related entities.



We are a specialized cooperative society committed to addressing export market challenges, including intense competition, monopolistic practices, unethical trade behaviors, inadequate infrastructure, and issues related to standardization.



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# SAHAKAR SE SAMRIDHI

NCEL is authorized to procure and purchase agricultural products and commodities such as food grains, fruits, vegetables, dairy, poultry, livestock, fisheries, sugar, spices, organic products, fertilizers, handloom, handicrafts, textiles, tea, coffee, minor forest produce, Ayurvedic and herbal medicines, and leather from across India. We operate with the support of both state and central ministries through their export-related policies, schemes, and agencies, following the 'Whole of Government Approach'.

NCEL's mandate is to function as an umbrella organization for the cooperative sector of India, engaged in undertaking and promoting exports across the broadest possible range of raw and processed agricultural commodities and allied products. We work in coordination with the Ministry of Commerce and Industry, Government of India, and its agencies; the Ministry of External Affairs and its missions abroad; Indian and foreign organizations, enterprises, and export agencies; cooperatives at all levels across the country; and any other agency required to achieve the objectives of NCEL.



International Year  
of Cooperatives

Cooperatives Build  
a Better World

## PROSPERITY THROUGH COOPERATION





NATIONAL COOPERATIVE EXPORTS LIMITED

# BASMATI RICE

Basmati rice, often referred to as the **"Scented Pearl of India,"** is globally renowned for its unmatched aroma, elegant long grains, and exquisite taste. Grown in the fertile plains of Northern India, this premium rice variety has been cherished for generations and remains a cornerstone of fine dining across the world.

Its extraordinary grain length more than doubles upon cooking, producing light, fluffy, and non-sticky rice that enhances both presentation and flavor. The delicate, nutty taste and signature fragrance—naturally developed through traditional aging—elevate every culinary experience.

Basmati's unique qualities arise from ideal agro-climatic conditions, careful harvesting, and meticulous processing. As the world's largest exporter of Basmati, India delivers a grain celebrated by chefs, importers, and households alike—a true symbol of purity, luxury, and timeless culinary excellence.







# 1121 Basmati

Renowned for its extraordinary grain length—often exceeding 8.4 mm—1121 Basmati Rice is the longest and most iconic variety in the global Basmati market. Naturally aged and aromatic, 1121 retains its remarkable elongation during cooking, delivering a light, fluffy texture and non-sticky consistency. It is the preferred choice in five-star kitchens and festive feasts alike for premium dishes such as biryanis and pulaos.

Widely exported to the Middle East, Europe, and North America, it stands as a flagship grain of India's rich rice heritage.

## Available

Raw, Steam, Creamy and Golden Sella

## Moisture

12% max

## Average Length

8.35 mm

## Purity

95%

## Natural Admixture

5%

## Broken

1% max

## Damage & Discolour

0.5% max

## Packaging

Jute bag, PP bag, Non woven bag or as per buyer's choice





**NATIONAL COOPERATIVE EXPORTS LIMITED**

**Moisture**

**12%** max

**Average Length**

**8.40** mm

**Purity**

**95%**

**Natural Admixture**

**5%**

**Broken**

**1%** max

**Damage & Discolour**

**0.5%** max

**Packaging**

Jute bag, PP bag, Non woven bag or as per buyer's choice



# 1509 Basmati

Combining remarkable cooking performance with global appeal, 1509 Basmati Rice is celebrated worldwide. With grains that are slightly broader yet nearly as long as 1121, 1509 offers excellent elongation, a soft texture, and a naturally fragrant aroma.

Known for its quick cooking time and non-sticky nature, it is ideal for high-volume catering, hotels, and everyday gourmet meals. Available in creamy white or golden parboiled forms, it offers versatility to suit diverse global culinary preferences, driving strong demand in international markets.

**Available**

Raw, Steam, Creamy and Golden Sella





# 1718

## Basmati

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A rising star in India's Basmati portfolio, 1718 is celebrated for its exceptional aroma, fine texture, and consistent grain quality. Its improved resistance to pests and diseases makes it a sustainable and reliable choice for buyers.

When cooked, the grains remain distinct and fluffy, releasing a sweet, floral fragrance that enhances the appeal of both traditional and contemporary rice dishes. With growing popularity across household and hospitality sectors, 1718 is poised to shape the future of premium Basmati exports.

### Available

Raw, Steam, Creamy and Golden Sella

### Moisture

12% max

### Average Length

8.35 mm

### Purity

95%

### Natural Admixture

5%

### Broken

1% max

### Packaging

Jute bag, PP bag, Non woven bag or as per buyer's choice





**NATIONAL COOPERATIVE EXPORTS LIMITED**

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**Moisture**

**12%** max

**Average Length**

**7.45** mm

**Purity**

**95%**

**Natural Admixture**

**5%**

**Broken**

**1%** max

**Packaging**

Jute bag, PP bag, Non woven bag or as per buyer's choice



## **Pusa Basmati Rice**

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Indian Pusa Basmati Rice is known for its long grains, fragrant aroma, and non-sticky texture after cooking. It enjoys strong global demand due to its consistent quality and authentic flavor. The rice expands by up to 30% when cooked, delivering a soft, fluffy texture and mild sweetness. It is also low in fat, rich in essential amino acids, contains folic acid, and is non-allergenic—making it a nutritious and versatile choice for health-conscious consumers worldwide.

**Available**

**Raw, Steam, Creamy and  
Golden Sella**





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## We also offer

- PB 1401
- PB 1885
- Sugandha
- RH10
- Taj
- Traditional Basmati Rice





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# REACHING GLOBAL MARKETS



**Since our inception in 2023, NCEL has taken Indian farmers' produce to Markets Across the World**

- Bahrain
- Bhutan
- Cameroon
- Comoros
- Côte d'Ivoire
- Djibouti
- Egypt
- Equatorial Guinea
- Gambia
- Guinea
- Guinea Bissau
- Indonesia
- Kenya
- Madagascar
- Malawi
- Malaysia
- Mali
- Mauritius
- Namibia
- Nepal
- Philippines
- Senegal
- Seychelles
- Singapore
- Tanzania
- UAE
- Zimbabwe





NATIONAL COOPERATIVE EXPORTS LIMITED

**11+**  
**Commodities**

**1,244,935**  
**Metric Tons**  
**Exported**

**₹ 4,428 Crore**  
**Turnover in**  
**2024-25**

**10,000 +**  
**Member**  
**Cooperatives**



NATIONAL COOPERATIVE EXPORTS LIMITED



## GET IN TOUCH



+91 9721525530  
+91 8696875051



akash.sen@ncel.coop  
krishna.singh@ncel.coop



[www.ncel.coop](http://www.ncel.coop)



8th Floor, Tower-I, World Trade Centre  
Nauroji Nagar, Safdarjung Enclave,  
New Delhi - 110029

