

NAVJYOTI FOODS • ESTABLISHED 1998

Noreen

PREMIUM BASMATI RICE

*India's finest grain,
presented for the world.*

A premium portfolio of Basmati, Non-Basmati and specialty rice — manufactured and exported from Karnal, Haryana.

www.navjyotifoods.in

Built around the grain

Manufacturing, storage and export capabilities from Karnal

Navjyoti Foods operates from Karnal, Haryana, with an integrated rice-processing platform covering sourcing, milling, sorting, storage, quality control and export packing.

200 MT

PRODUCTION / DAY

20,000 MT

STORAGE CAPACITY

1998

ESTABLISHED

Infrastructure highlights

- Rice milling and grading infrastructure
- Optical sorting for consistent appearance
- Dedicated raw-material and finished-goods storage
- Export-oriented packing and container loading
- Quality-control systems for domestic and international markets



Two businesses. One agri-food vision.

Navjyoti Foods and SSRM Agrotech Private Limited

EST. 1998

NAVJYOTI FOODS

Established in 1998, Navjyoti Foods focuses on the manufacture, processing and export of Basmati and Non-Basmati rice. Its platform brings together sourcing, processing, quality control, storage, packaging and international trade.

ASSOCIATED COMPANY

SSRM AGROTECH PRIVATE LIMITED

An associated company in the wider business group, SSRM Agrotech Private Limited extends the group's presence in the agri-food sector and complements its long-term focus on agricultural products and value-added opportunities.

THE CONNECTION

One platform, one premium brand.

Together, the businesses represent a broader platform built around agriculture, food processing, sourcing and commercial growth — with Noreen serving as the group's premium rice brand proposition.

Noreen

PREMIUM BASMATI RICE

The Basmati collection

Long grain. Aroma. Character. A range built for global cuisines.

01

1121 Basmati

RAW

8.35 mm

COOKED

20 mm

AROMA

Mild & sweet

AGEING

12 months

RAW

STEAM

WHITE SELLA

GOLDEN SELLA

02

1718 Basmati

RAW

8.3 mm

COOKED

20 mm

AROMA

Mild & sweet

AGEING

12 months

RAW

STEAM

WHITE SELLA

GOLDEN SELLA

03

1509 Basmati

RAW

8.25 mm

COOKED

19 mm

AROMA

Mild

AGEING

6–12 months

RAW

STEAM

WHITE SELLA

GOLDEN SELLA

04

1401 Basmati

RAW

7.9 mm

COOKED

17 mm

AROMA

Pronounced

AGEING

6–12 months

RAW

STEAM

WHITE SELLA

GOLDEN SELLA

05

Pusa Basmati

RAW

7.4 mm

COOKED

15 mm

AROMA

Floral

AGEING

6–12 months

RAW

STEAM

WHITE SELLA

06

Traditional Basmati

RAW

7.3 mm

COOKED

14 mm

AROMA

Pronounced floral

AGEING

12–18 months

RAW

STEAM

IDEAL FOR BIRYANI • PULAO • MANDI • FOOD SERVICE • RETAIL

Versatile grains

Consistent cooking performance for global markets.

01

Sugandha

RAW

8.0 mm

COOKED

16 mm

AROMA

Light & fresh

AGEING

6 months

STEAM

WHITE SELLA

GOLDEN SELLA

02

Sharbati

RAW

7.0 mm

COOKED

13 mm

AROMA

Mild & sweet

AGEING

6 months

STEAM

WHITE SELLA

GOLDEN SELLA

03

PR 11 / PR 14

RAW

6.8 mm

COOKED

12 mm

AROMA

Neutral

AGEING

3–6 months

STEAM

WHITE SELLA

GOLDEN SELLA

04

Parmal

RAW

6.2 mm

COOKED

11 mm

AROMA

Neutral

AGEING

3 months

RAW

STEAM

WHITE SELLA

05

Sona Masoori

RAW

5.0 mm

COOKED

8.5 mm

AROMA

Light

AGEING

—

RAW

STEAM

FOODSERVICE & EXPORT

Value-focused *by design.*

Value-focused grains for institutional kitchens,
catering, foodservice and international retail.

Specialty rice

Options for evolving market requirements.

01

Pesticide Residue Free Basmati

Long-grain basmati for residue-sensitive market requirements.

REF. GRAIN RAW

8.3 mm

COOKED

20 mm

02

Pesticide Residue Free Non-Basmati

Value-focused grain for residue-conscious positioning.

REF. GRAIN RAW

7.5 mm

COOKED

14 mm

03

Brown Rice

Whole-grain character with bran and germ retained.

REF. GRAIN RAW

7.5 mm

COOKED

13 mm

SPECIALTY FORMATS

Made to your market's specification.

Available in market-specific specifications and export packing configurations, depending on destination requirements.



Specification matrix

A concise buyer-facing view of core grain parameters.

PRODUCT	CATEGORY	RAW (MM)	COOKED (MM)	AROMA	AGEING
1121 Basmati	Basmati	8.35	20	Mild sweet	12 mo
1718 Basmati	Basmati	8.3	20	Mild sweet	12 mo
1509 Basmati	Basmati	8.25	19	Mild	6-12 mo
1401 Basmati	Basmati	7.9	17	Pronounced	6-12 mo
Pusa Basmati	Basmati	7.4	15	Floral	6-12 mo
Traditional Basmati	Basmati	7.3	14	Floral	12-18 mo
Sugandha	Non-Basmati	8	16	Light fresh	6 mo
Sharbati	Non-Basmati	7	13	Mild sweet	6 mo
PR 11 / PR 14	Non-Basmati	6.8	12	Neutral	3-6 mo
Parmal	Non-Basmati	6.2	11	Neutral	3 mo
Sona Masoori	Non-Basmati	5	8.5	Light	—
PRF Basmati	Specialty	8.3	20	Clean gentle	—
PRF Non-Basmati	Specialty	7.5	14	Light	—
Brown Rice	Specialty	7.5	13	Nutty	6 mo

Controlled at every stage

From paddy to sealed export pack.



Certifications & registrations



Designed for shelf, shipment & scale

Noreen retail, bulk and private-label solutions.

RETAIL

1 kg · 5 kg · 10 kg

Premium Noreen presentation.

BULK

25 kg · 40 kg

Export-oriented formats.

PRIVATE LABEL

Your brand, our grain.

Market-specific artwork, specifications and labelling support.

EXPORT LOGISTICS

Door to destination.

Container loading, documentation and destination-market support.



A portfolio for global trade

Basmati and Non-Basmati rice for retail, foodservice, institutional and private-label markets.

— PARTNER WITH US

Bring Noreen to your market.

Samples · specifications · certificates · private label · bulk export enquiries

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Noreen

PREMIUM BASMATI RICE

A brand by Navjyoti Foods

SSRM AGROTECH PRIVATE LIMITED · ASSOCIATED COMPANY