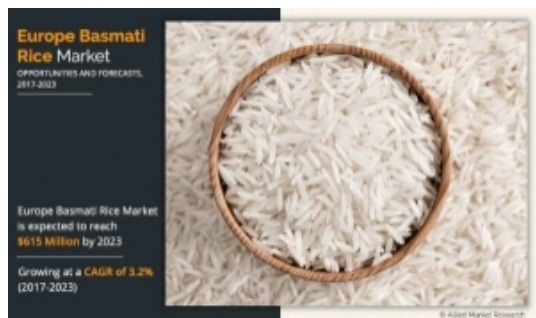


# E-commerce business

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Premium Basmati

. Basmati Rice -

SAFI BASMATI RICE is a rice popular not only for its flavor but for its aroma. It gives out remarkable results especially for its 'long grain' feature after cooking.

At first glance, basmati rice likely doesn't look all that different from other types of rice. One sniff of the grain, however, and you'll notice a major difference. Basmati rice has a very distinct smell that many describe as being similar to popcorn when it's cooked. In fact, the word "basmati" in Hindi means "full of aroma" or "fragrant." In some places, it's called the "queen of perfumed rice. Basmati rice is native to Pakistan and India, with Pakistan being responsible for 2/3 of the global supply. While its true origins aren't clear, archaeologists have discovered a type of long-grain rice near Udaipur, Pakistan dating back to between 2000 and 1600 BC that they believe to be an ancestor of the basmati rice we enjoy today. Basmati rice has been cultivated for thousands of years.

Contact Person: +923474429562  
Business Type: Exporter  
Designation: CEO

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