



Basmati Rice





**THE DOCTOR OF THE FUTURE
WILL NO LONGER TREAT THE
HUMAN FRAME WITH DRUGS,
BUT RATHER WILL CURE AND
PREVENT DISEASE WITH
NUTRITION**

Thomas Edison

Your rice grains come from one of over a hundred thousand landraces and cultivars, all maintained in the germplasm collections spread world over: A testimony to the truly fabulous genetic diversity endowed in the rice grain.

Of all these varieties, basmati rice is a unique varietal group that has distinguished itself as a result of natural and human selection, and found resounding acceptance all over the world as a specialty variety of rice.



THE LEGEND OF BASMATI

The word Basmati comes from
two Sanskrit words;

VAAS

(*FRAGRANCE*)

and

MATUP

(*POSSESSING*)

Verbal and aural adaptations over the
generations have resulted in 'vaasmati'
being widely known as

'BASMATI'.

The legions of aromatic rice in India were first corroborated in the works of Susrutha. The word 'Basmati' was first used in the Punjabi classic-prose Heer Ranjah (1766) by the Punjabi poet Waris Shah. Since then, other rice cultivars like Begumi and Satthi (60-day rice) have also become popular, alongside Basmati.

Basmati is the preferred rice variety for preparation of festive delicacies like Biryani and Pulao. The wonder grain of Basmati has been patronized by emperors and glorified by poets in many-a-verse, all testifying to its sublime effect on the palate, to the immaculate appearance of the grain, and to its unmatched nutritional value.

Generations of Indian farmers have carefully, painstakingly conserved and improved Basmati Rice to suit various socioeconomic and climatic conditions. The farmers of the Indian subcontinent, specifically Northern India, can be accredited with the preservation and perpetuation of traditional Basmati rice all over the world.



THE SCIENCE IN BASMATI

Let us look inside the cultivation of the aromatic and highly nutritious Basmati rice.

Basmati grows on tall, photosensitive plants which need short days (with fewer daylight hours) to stimulate the onset of flowering. The timing of flowering has a critical influence on the ripening period.

Basmati requires high atmospheric humidity during vegetative growth period, cooler nights during the flowering period, and shorter days during the maturity period, for the perfect infusion of aroma and development of the best cooking qualities. The northern region of India, commonly referred to as the gangetic plain, is endowed with requisite natural resources and with suitable climatic conditions for production of Basmati rice.

Every hectare of Basmati paddy grown in Haryana and Punjab requires approximately 20,000 cubic metres of water during the entire crop growing period of 130-145 days. This encompasses all stages; the growth of nursery saplings, puddling of flooded rice fields and the transplantation process.

THE GOODNESS OF BASMATI

LOW GLYCAEMIC INDEX



Glycemic Index (GI) measures how carbohydrates affect your blood sugar level. GI value can vary between different types of rice, but almost all kind of rice have a low to medium GI.

GLUTEN FREE GOODNESS



Wheat, barley and rye contain a protein called gluten. Although gluten can be considered a healthy part of a typical diet, some people are sensitive to this protein. Basmati keeps your meals gluten free.

RECIPE FLEXIBILITY



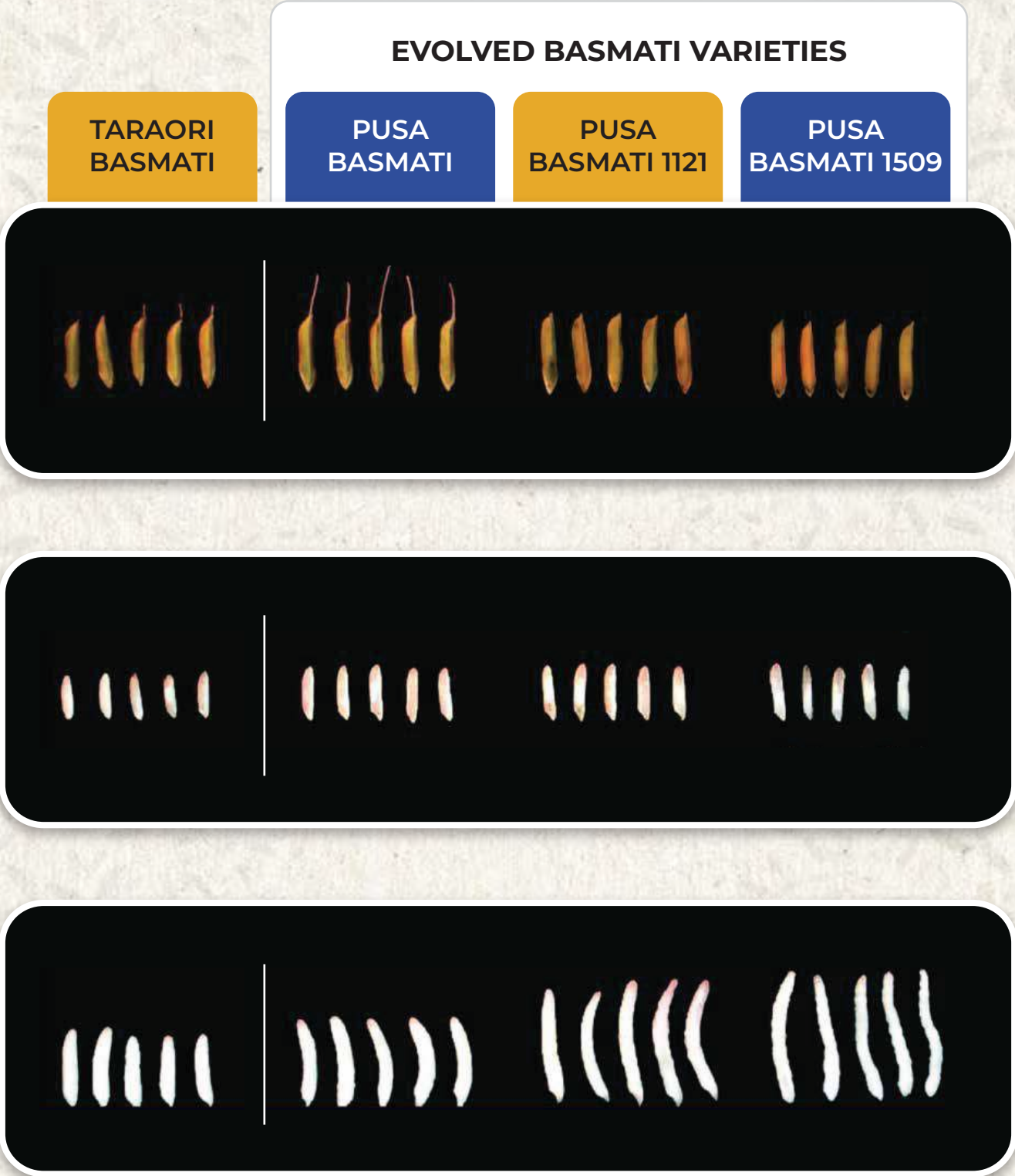
Boil it, Fry it, Mix it, Spice it. Use Rice in every possible way you can imagine cooking. Use it for main course or dessert; this wonder grain opens up so many possibilities.

Despite the common perception that starchy carbohydrate foods are fattening, diet trials containing rice, particularly brown rice, have shown that it helps obese people to lose weight. This finding can be attributed to the low-to-medium GI (glycaemic index) scores that most long grain rice types possess.

In addition to being a source of energy, rice contains other essential nutrients such as Vitamin B (thiamine, riboflavin and niacin), Vitamin E, magnesium, zinc, potassium, iron and fibre, to fulfill the nutritional requirements of the human body.



EVOLVED BASMATI VARIETIES



GRAIN CLASSIFICATION

	TRADITIONAL		EVOLVED				PSEUDO	
	HBC 19/ CSR-30	Bas 370/ Type 3	Pusa Basmati	Pusa 1401	Pusa 1121	Pusa 1509	Sugandha	Sharbati
Kernals								
Length of rice (mm)								
Brown	7.5	6.9	7.7	7.9	8.6	8.7	8.20	7.4
Milled	7.2	6.7	7.35	7.6	8.3	8.35	7.8	7
Breadth of rice (mm)								
Brown	1.8	1.82	1.76	1.77	1.82	1.78	1.78	1.72
Milled	1.76	1.78	1.72	1.74	1.78	1.74	1.74	1.68
Cooked Rice								
Elongation: (Minimum)	1:1.85	1:1.85	1:1.95	1:2.25	1:2.25	1:2.25	1:1.95	1:1.45
Amylose Content %	22-24	22-24	26-28	26-28	26-32	26-32	26-28	21-25
Aroma	Strong	Strong	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate

HUMBLE BEGINNINGS



LALA DULI CHAND GUPTA

In 1956, Lala Duli Chand Gupta sowed the seeds of a small basmati business which is today known as Dunar Foods Ltd. At the time, it was beyond imagination that his small-time enterprise would reach such heights as it has attained today. In 1988, Mr. Narender Gupta joined his father's business, with a vision to take the organization global. In 1992, Mr. Surender Gupta, the younger son of Lala Duli Chand Gupta, joined the business as a protégé to his father and elder brother.

The formidable trio greatly accelerated business development. In 1996, the firm suffered the tragic loss of its founder, Lala Duli Chand Gupta. In furtherance of their father's grand vision, the two brothers continued to fuel the firm's growth trajectory and converted the proprietary business into a private limited organization that came to be known as Duli Chand Narender Kumar Exports Private Limited.



Year 2000 marked the commencement of direct exports by the company, in addition to its domestic business. The same year saw a tragic setback to the Dunar family, with the untimely demise of Mr. Narender Gupta. Mr. Surender Gupta then shouldered all the responsibilities of the family business, with a firm resolve to keep up and strengthen the legacy of his family.

The company has gone on from strength-to-strength, employing the most advanced technology in the world and gaining an unparalleled reputation for quality and commitment amongst its suppliers, buyers and other stakeholders.

The eventful journey from 2000 to 2020 is decorated by several major milestones, with 2012 bringing the breakthrough of converting Duli Chand Narender Kumar Exports Private Limited to Dunar Foods Limited, a public limited company.

Dunar Foods Ltd., with its expertise and integrity, has mustered matchless credentials in the domestic and overseas markets, with its flagship brand: Dunar. Mr. Surender Gupta created the word Dunar with the initials of his late father and elder brother, with 'Du' coming from Lala Duli Chand's name and 'nar' coming from Mr. Narender Gupta's name. Six-and-a-half decades in the making, we are one of the most preferred and reputed brands in the world of basmati rice.



MILESTONES

1996

Expansion & Modernization of existing 4 TPH rice plant to 12 TPH rice plant in Karnal, Haryana (120 kms North-west of the national capital, New Delhi)

2003

- » Dunar becomes an ISO 9001:2000 and HACCP Certified company.
- » Installed Automatic Parboiling Plant for odourless Parboiled rice
- » Awarded CRISIL SE-1A rating for "Highest Performance Capability, High Financial Strength" by NSIC-CRISIL.
- » Doubled the production capacity for parboiled rice.
- » Increased warehousing facility by 40,000 MT capacity.

2006

- » Set up 6TPH Buhler (Germany) 100% automated, fully integrated rice milling, parboiling, processing & packaging unit at Karnal.

2007

- » Setup 2nd production facility in Madhya Pradesh, central India, with another 6TPH Satake rice milling, processing and parboiling unit.

2008

- » Leveraged extensive countrywide distribution network in India to launch several domestic sub-brands: RANI DANA, NAWAZISH and EHSAAS.
- » Added state-of-the-art 12TPH Buhler PLC touch-screen enabled plants at the Karnal facility; first of its kind in all of Asia.

2009

Setup a 25000 sq. ft. administrative block complete with a full fledged Microbiological Laboratory at the company's Karnal Head Office.

2010

- » Completion of a 24TPH paddy-to-rice, and 6TPH rice-to-rice unit at Amritsar with cogeneration of 1.8 MW power and a zero discharge ETP.
- » Awarded the ISO 22000:2005 certification and the British Retail Consortium (BRC) certification.

2014

Revamp of the 2003 parboiling installation, and installation of another 12TPH rice-to-rice production facility at Karnal unit.

2018

Replacement of the parboiling attached to 2007 6TPH paddy-to-rice unit at Karnal, with a new full stainless steel parboiling unit to bolster all-weather production.

2020

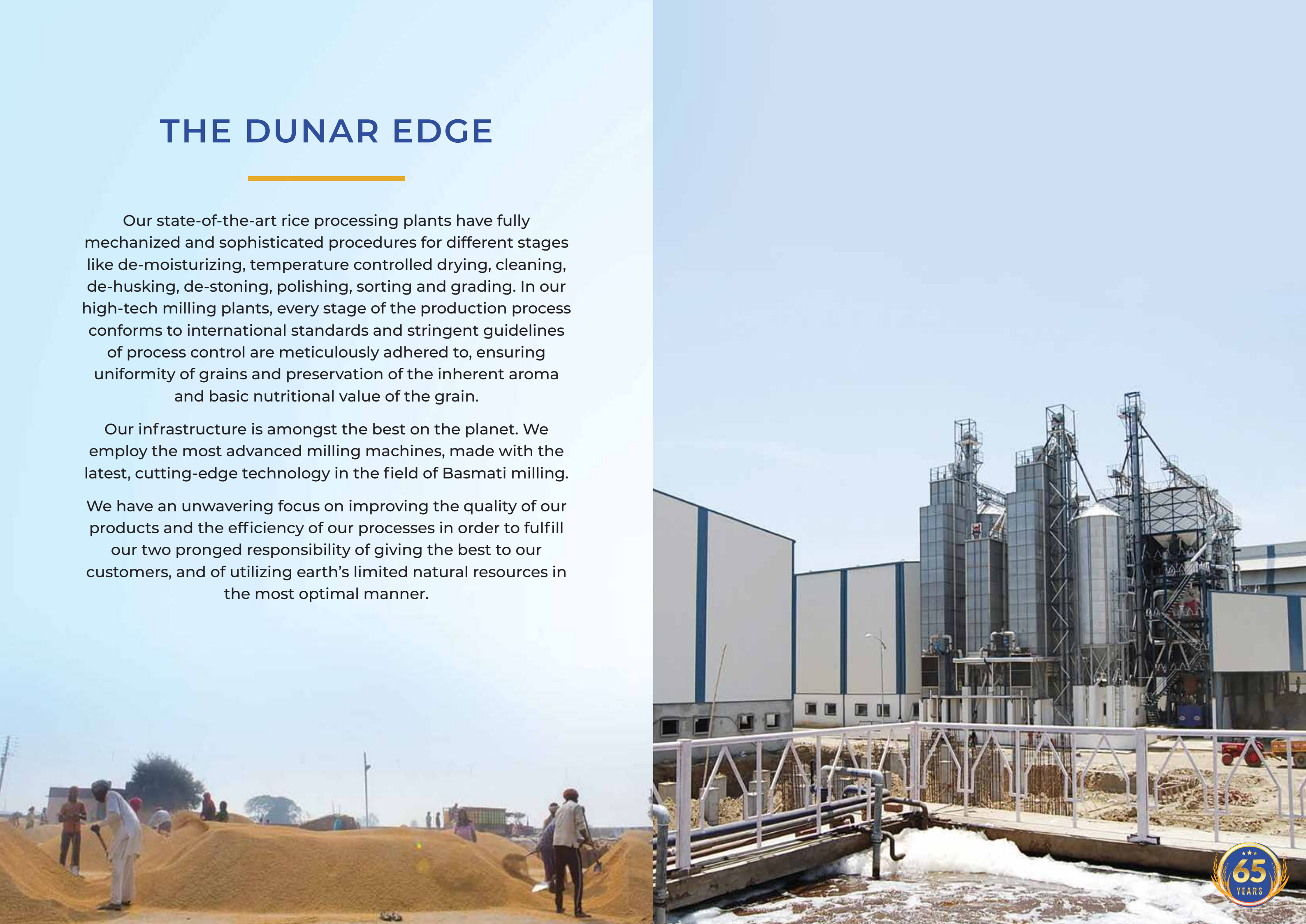
Launch of Dunar's much-awaited sub-brand 'Gourmet Choice' and foray into the Rice Bran oil market with Dunar Rice Bran oil.



THE DUNAR EDGE

Our state-of-the-art rice processing plants have fully mechanized and sophisticated procedures for different stages like de-moisturizing, temperature controlled drying, cleaning, de-husking, de-stoning, polishing, sorting and grading. In our high-tech milling plants, every stage of the production process conforms to international standards and stringent guidelines of process control are meticulously adhered to, ensuring uniformity of grains and preservation of the inherent aroma and basic nutritional value of the grain.

Our infrastructure is amongst the best on the planet. We employ the most advanced milling machines, made with the latest, cutting-edge technology in the field of Basmati milling. We have an unwavering focus on improving the quality of our products and the efficiency of our processes in order to fulfill our two pronged responsibility of giving the best to our customers, and of utilizing earth's limited natural resources in the most optimal manner.



PIONEERS IN PACKAGING TECHNOLOGY

We are global pioneers of the **3D zipper pouch packaging concept**.

As part of our brand revamp exercise, we have improvised on our unique packaging. The new bags are more functional and aesthetically appealing, providing a ready solution for convenient long-term storage and usage of rice.



Zip Lock

Resealable pack,
Keeps Dunar Basmati Rice
fresh, always.



Soft Rope Handle

For sturdiness & ease
of carrying the pack



Side Gusset

Wide & transparent
side view of
customer's favourite,
Dunar Basmati Rice



3 Ply Construction

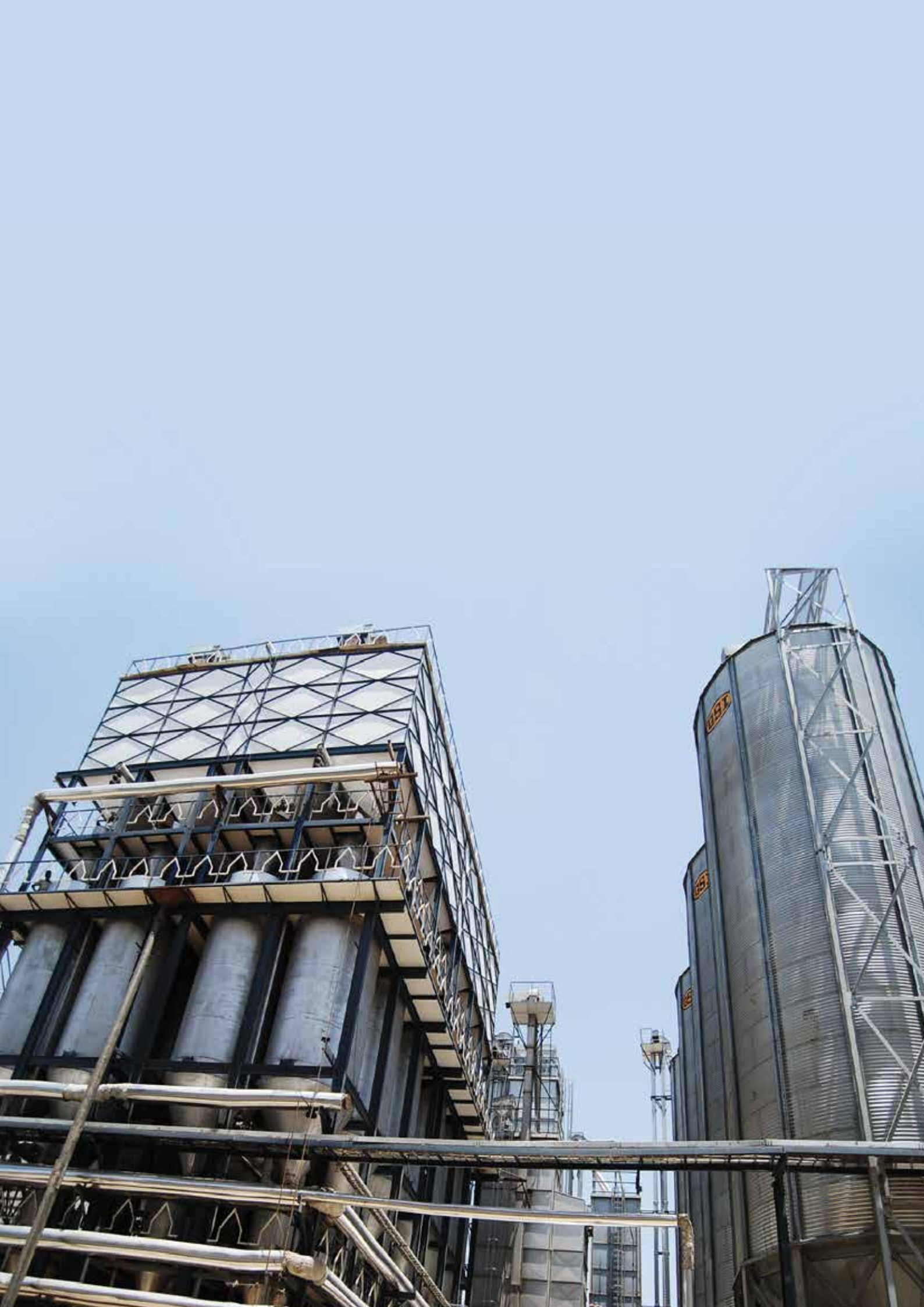
For extra freshness
and safety



Quality Control

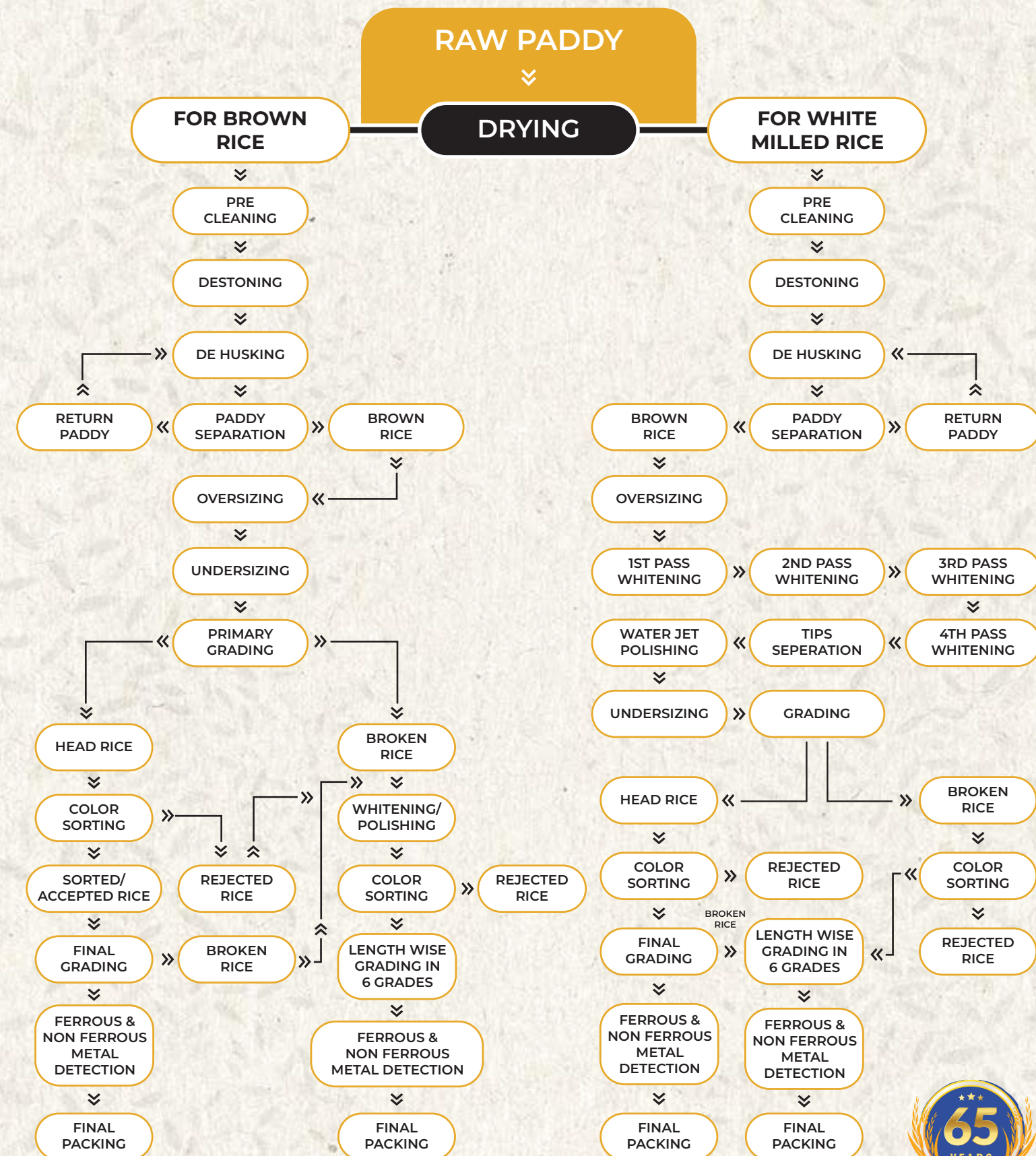
Every grain that makes it to a Dunar bag has undergone strict quality checks to ensure that it consistently exceeds the expectations of our quality-obsessed clientele, which would settle for nothing but the best.



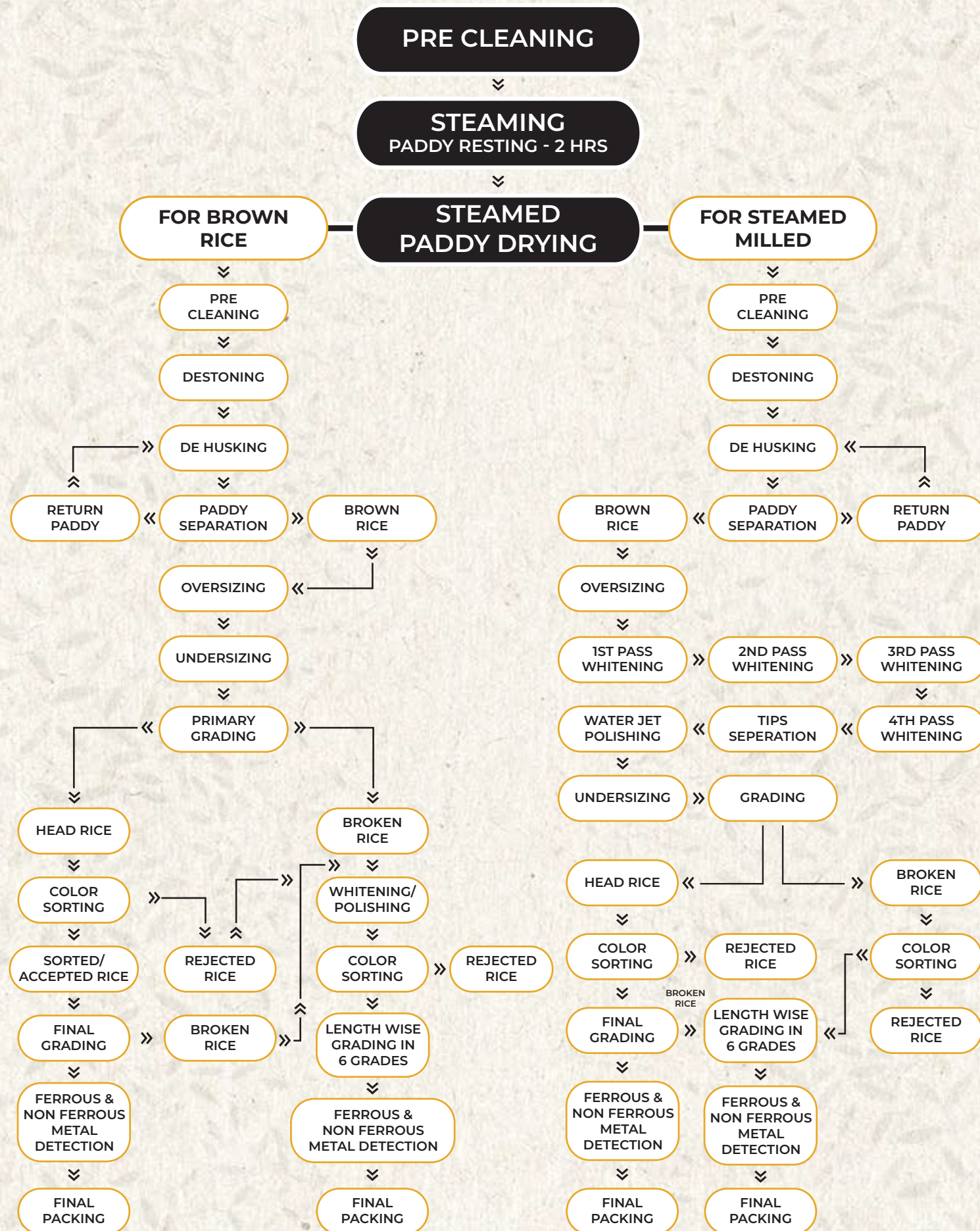


TECHINICAL PROCESS

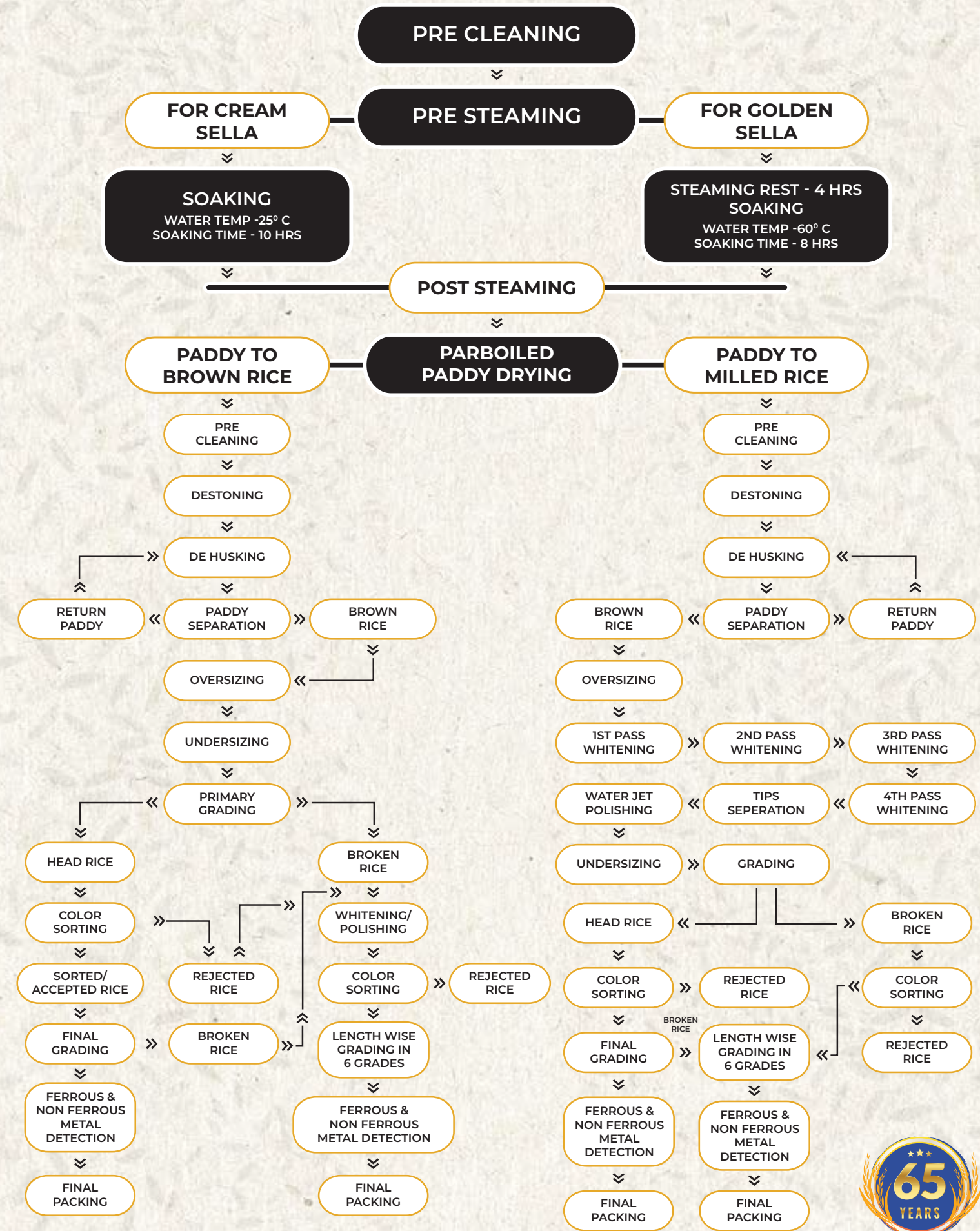
RAW PADDY MILLING PROCESS



STEAMING PROCESS OF PADDY & MILLING THEREAFTER



PARBOILING PROCESS OF PADDY & MILLING THEREAFTER



KARNAL UNIT (HARYANA)

Dunar's Karnal Headquarters consist of several fully integrated, 100% automated rice milling, parboiling, processing and packaging plants to ensure smooth flow from paddy to fully packed rice, untouched by human hands. The Karnal unit also boasts the very latest in rice milling technology from Buhler, Germany, with PLC touch-screen panels, the first of its kind in Asia. The unit is further equipped with the finest covered warehouses and silo units, to ensure that Dunar basmati is aged under the strictest hygiene conditions.

We are blessed to have our origins in the fertile Himalayan foothills, endowed with unique natural resources that can support the cultivation of the finest breed of rice. Our strategic location in Northern India (often referred to as the 'Food bowl of India') and the resultant proximity to paddy procurement sources provides us with a distinctive competitive advantage, nationally and internationally.

Paddy to Rice

18

MT per Hour

Plant 1 > 6 MT per Hour

Plant 2 > 12 MT per Hour

Rice to Rice

24

MT per Hour

Plant 1 > 12 MT per Hour

Plant 2 > 12 MT per Hour

Paddy Silo Storage

20,000 MT - 2500 MT x 8 Silos



AMRITSAR UNIT (PUNJAB)

Our second state-of-the-art milling unit is located in Amritsar, Punjab. This unit also benefits from its strategic location at the top-most geographical point of the fertile gangetic plains.

The Amritsar unit, set up in 2010, has been planned and designed by industry-experts, and employs the latest, best-in-class rice milling and processing techniques.

The Amritsar unit truly is the uncrowned king of Basmati production in all of North India.

Paddy to Rice

24

MT per Hour

Plant 1 > 12 MT per Hour

Plant 2 > 12 MT per Hour

Rice to Rice

6

MT per Hour

Plant 1 > 6 MT per Hour

Paddy Silo Storage

30,000 MT - 3000 MT x 10 Silos

Rice Silo Storage

6,000 MT - 500 MT x 12 Silos



Bringing the original aroma & taste of aged
Himalayan Basmati Rice to the world



Worldwide, Different People, Different Taste, One Choice





~ ELONGA ~

Dunar Elonga, the extra long grain 1121 basmati variety, is our flagship offering. The name 'Elonga' is representative of the fact that this variety has the maximum elongation post cooking, among all rice varieties. The fluffy texture and slender look of Dunar Elonga is Instagram-worthy. Dunar Elonga will tantalize your taste buds and will transport you to a new realm of culinary pleasure.



~ LEGACY ~

Dunar Legacy is the most authentic expression, the truest manifestation of what traditional Indian Basmati stands for. Dunar Legacy comes from a lineage of the original pure-bred basmati seeds. Be it the visual appeal or nutritional value, Dunar Legacy is truly a one-of-a-kind, fit-for-royalty product; the finest among the fine varieties of basmati.



~ FESTIVA ~

Dunar Festiva carries our Pusa Basmati Rice offering. Festiva carves its niche on the all important fronts of tenderness in cooking, a delectable taste and a fragrance to mesmerize all food-lovers. This all encompassing variety is fit for every occasion, be it a casual brunch or once-a-year festivities.



~ NUTRITIA ~

Dunar Nutritia is our whole-grain brown rice offering, pairing the delight of Basmati with a health-minded outlook. Nutritia is relatively low on calories, high on fiber and can be incorporated in a variety of dishes while still preserving the nutritional trifecta of the whole grain: bran, germ and endosperm, and keeping the good-for-you nutrients intact.



BASMATI

EVERY CHEF'S FIRST LOVE

Be it an exquisite Biryani or a healthy vegetable Pulao, Dunar Basmati Rice is the top choice of the fine chefs at our home, and indeed the top choice of the finest, most renowned chefs worldwide.

Basmati has a characteristic aroma associated with it, regardless of its life-cycle stage (harvesting, storage, milling, cooking, and eating). The aroma is best developed when weather conditions are cool at the crop maturity stage. The soil and climatic conditions of Haryana, Punjab and Western Uttar Pradesh are most suitable for developing the best expression of aroma and other quality traits in the wonder grain.





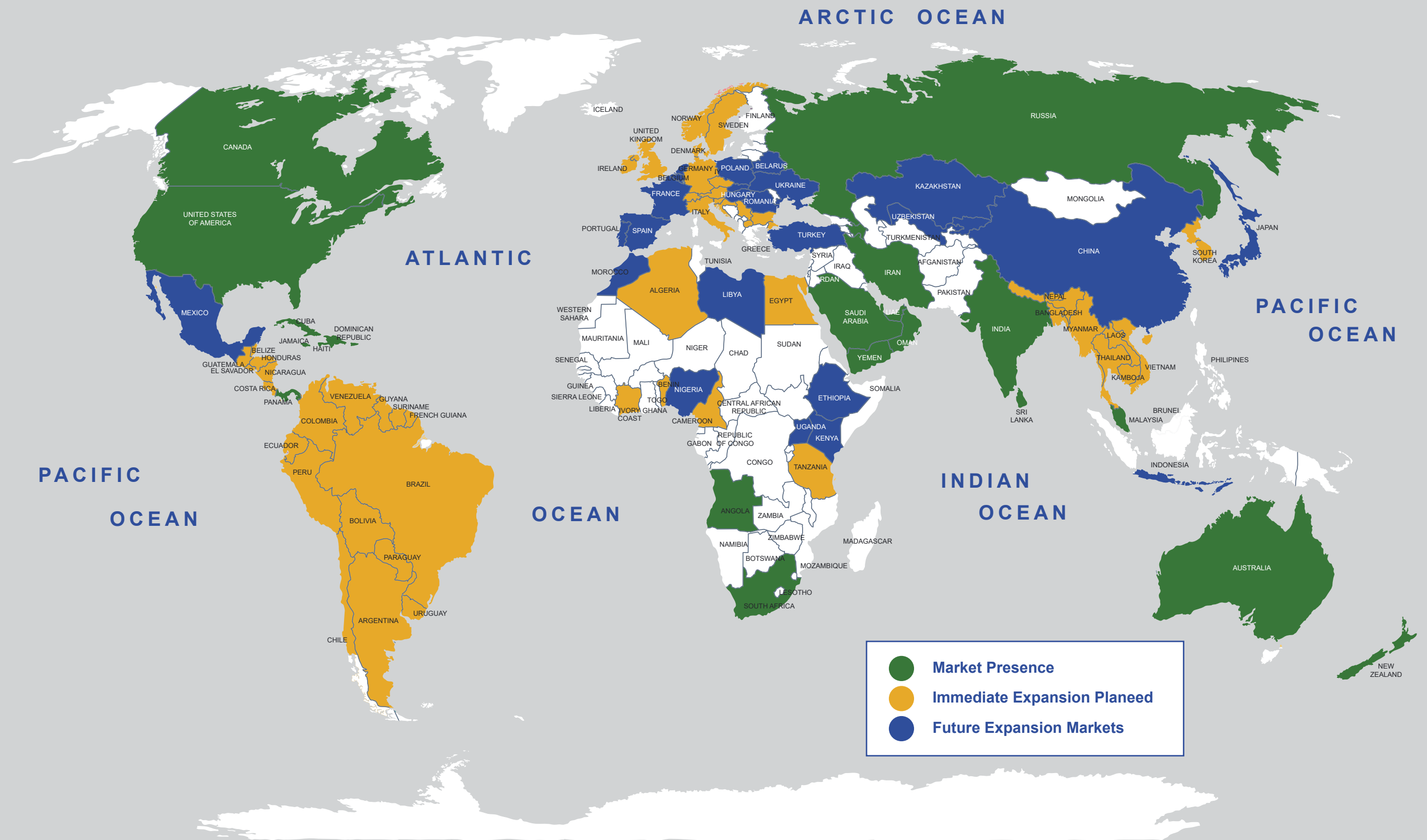
LONG, FLUFFY & NUTRITIOUS.
GLUTEN FREE DELIGHT
FOR EVERYDAY DIET.

Worldwide, Different People,
Different Taste, One Choice



GLOBALLY EXPANDING FOOTPRINT

Dunar Basmati rice is available at all leading retail chains around the globe, to ensure that you get nothing but the best, irrespective of the place you call home.



GLOBAL DISTRIBUTION NETWORK

AVAILABLE EVERYWHERE

Whether you choose to shop from a supermarket, choose to support your local grocery folks, or order online, you will always find a bag of Dunar Basmati readily available.

PERFECTING THE SUPPLY CHAIN

With our ever-increasing focus on growing our customer base and streamlining our distribution channels, we have amassed enviable global reach, encompassing all markets, small and large.



USA



UAE



QATAR



RUSSIA



MALDIVES



SOUTH AFRICA



IRAN



PANAMA



CANADA



REUNION



SEYCHELLES



KUWAIT



SRI LANKA



ANGOLA

THANKS TO OUR PATRONS & PARTNERS ACROSS THE WORLD,
WE ENJOY AN UNRIVALED INTERNATIONAL NETWORK.



DUNAR'S INDIA NETWORK

We have a distribution network across
all major cities in India.



GLOBAL ACCREDITATIONS

Dunar has been accredited ISO 22000:2005 and HACCP certifications. Our facilities are BRC and US FDA approved, and we are recognised as a Trading House by Ministry of Commerce, Govt of India.





कृषक

THE DUNAR DIFFERENCE

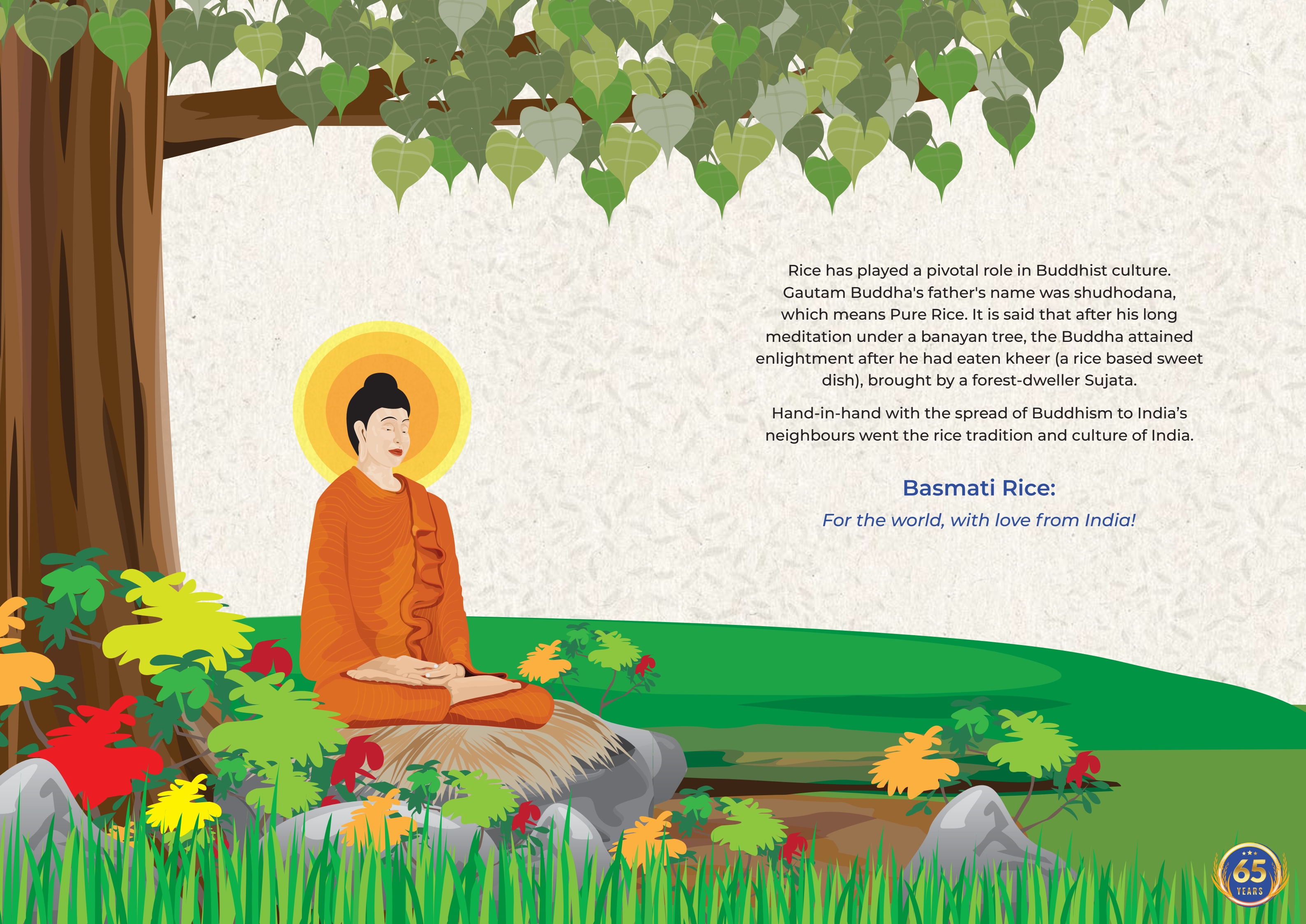
Dunar has setup 'Krishak Salah Kendra', an agri-tech enabler, to ensure that the latest agricultural technology reaches rural farmers in India, to facilitate the most optimum usage of our limited natural resources.

As the flagship initiative under KSK, Dunar has provided direct seeding rice drills and turbo happy seeders to various rural farmers, on a pro bono basis, to help them enhance work efficiency and to help improve their socio-economic stature with the most progressive and advanced field-based technology.

The quality of rice and in turn the success of our enterprise hinges on farmers' labour and toil in the fields, and KSK is our way to give back to one of the most important stakeholders in our industry.

As another sub-initiative of KSK, we actively support efforts to uplift the farm-help tending the fields and all other people who contribute their labour towards the farm-to-fork progress of the Basmati wonder grain.





Rice has played a pivotal role in Buddhist culture. Gautam Buddha's father's name was shudhodana, which means Pure Rice. It is said that after his long meditation under a banayan tree, the Buddha attained enlightenment after he had eaten kheer (a rice based sweet dish), brought by a forest-dweller Sujata.

Hand-in-hand with the spread of Buddhism to India's neighbours went the rice tradition and culture of India.

Basmati Rice:

For the world, with love from India!

IF YOU HAVE OLD RICE TO EAT,
WATER TO DRINK AND A
PILLOW TO REST YOUR ARM,
ALL IS JOY.

- Confucious





Basmati Rice

Dunar Foods Ltd.

Head Office and Works:

Near CWC, Village Bazida Jattan Road, Karnal,
Haryana, India - 132001

Punjab Plant:

Village Pandori Ran Singh, Sub. Tehsil Chabbal,
Dist. Tarn Taran, Amritsar,
Punjab (India) - 143401

Tel.: +91 99966 71772 | Toll Free: 1800 180 1772

Email: sales@dunar.in

www.dunarbasmatorice.com

