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SULSON OVERSEAS PVT. LTD.

WZ - 34, Manohar Park,
East Punjabi Bagh,
New Delhi - 110 026 (INDIA)
Phone : 91-11-28316270
91-9266803844
Fax : 91-11-28316273
Email : enquiry@sulson.com
sulsonoverseas@yahoo.com

Banno

The Traditional Indian
Basmati Rice

بَنّو
أرز البسمتي



design@alpnaarts.com

Banno

The Traditional Indian
Basmati Rice



THE STORY OF AN INDIAN **BASMATI** DELIGHT



Turn on for its Full Story ▶

It all begins at the foothills of Himalayas

For centuries the famous '**Indian Basmati Rice**' is grown and perfected in the magical climate and the soil of North India's Himalayan foothills.

Literally, '**Basmati**' means '**Queen of Fragrance**'. Fertile soil, Traditional methods of cultivation, irrigation by snow fed water from Himalayas and an ageing process give this rice its heavenly aroma, flavour and taste.

And then, one day it becomes

Banno 

Right from the selection of best quality cultivated paddy at the fertile lands of Punjab & Haryana to its processing and maintaining strict quality control of various varieties, for its consistency in grain size, taste and flavour, its an arduous exercise, we always undertake at **Sulson** to deliver you the best!

At fields it is grown, harvested and processed in old traditional methods by our skilled farmers with modern equipments to keep its extra-ordinary qualities intact so that one day we make it as '**Banno**' Basmati Rice for you.

Sulson Overseas Pvt. Ltd is one of the leading producers of **Top Quality Basmati** rice in India with an impressive worldwide presence in over 25 countries predominantly from Asia, Middle East, Africa, Europe, Oceania

Over the years the company has carved a niche for itself and proved to be one of the reputed Indian Basmati Rice Exporters.

We aim to achieve customer satisfaction by providing supreme quality Basmati Rice with maintaining its high quality of

product standards and the strict delivery commitments.

Our vision is to be acknowledged as the trusted leaders for the processing of superior quality Basmati Rice with competitive pricing.

The Traditional Indian **Basmati Rice**





Manual Transplanting of 30 - 35 days old Paddy seedlings

TIME TESTED **TRADITIONAL METHODS** OF **CULTIVATION**,
IRRIGATION AND **PROCESSING** IS BEING USED BY OUR
SKILLED FARM HANDS TO PRODUCE **BANNO** BASMATI RICE



Manually threshing 'Basmati' rice paddy in a field

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An Exceptional Basmati Rice From India

Banno is the finest quality **Basmati Rice** from the foothills of Himalayas. Each grain is handpicked and nurtured diligently before the beginning of a journey from Indian soil to world's exquisitely laid buffet.

The average uncooked rice length ranges from approximately 7.30 mm to 8.40 mm which becomes almost 2.5 times post cooking.

Unique is the length and the aroma with its post cooked fluffiness which bewitch gourmand around the world.

THE COMPLETE PRODUCT RANGE

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Basmati Rice

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FOR EVERYONE TO SAVOUR

Basmati grains contain about 0.09 ppm of this aromatic chemical compound naturally, that is approximately 12 times more than non-Basmati rice varieties, giving Basmati its distinct fragrance and flavour. There are several varieties of Basmati Rice grown in India.

The most popular among them are **Traditional Basmati Rice** which has aroma and sweet taste. **1121 Basmati Rice** is a Long grained variety which further gets elongated after cooking. Whereas **Pusa Basmati Rice** has a quality of post cooking elongation and aroma..



TRADITIONAL BASMATI RICE

Banno Traditional Basmati Rice with authentic flavour and supreme quality is an original Indian Basmati rice. It has exotic aroma, sweet taste and the fluffy texture. The appearance of grain is pearl white, long and unmatched in taste.

The rice is eighteen months old when packed.

LOADING DETAILS PER 20' CONTAINER

ITEM	1 kg BOPP Bag	5 kg BOPP Bag	10 kg BOPP Bag	20 kg WPP Bag
ITEM BARCODE	8908000668 27 0	8908000668 28 7	8908000668 29 4	8908000668 30 0
PACKING	1 kg X 12 = 12 kg	5 kg X 4 = 20 kg	10 kg X 2 = 20 kg	20 kg X 1 = 20 kg
MASTER PACKING	12 kg Corrugated Carton	20 kg Corrugated Carton	20 kg Corrugated Carton	
PER 20' CONTAINER	19.00 Mt	20.00 Mt	20.00 Mt	24.00 Mt

Note: Packaging as per your requirement can also be developed.





EXTRA LONG TRADITIONAL BASMATI RICE

Banno Extra Long Traditional Basmati Rice is the Premium range of Basmati rice and longest among all varieties. Its uncooked grain is 8.40 mm which becomes more than 20 mm after cooking. It is considered to be the epitome of Basmati.

The elongation of the pearl white smooth textured grains, combined with its typical sweet aroma is the most delightful experience to savour.

The rice is eighteen months old when packed.

LOADING DETAILS PER 20' CONTAINER

ITEM	1 kg BOPP Bag	2 kg BOPP Bag	5 kg BOPP Bag	10 kg BOPP Bag	20 kg WPP Bag
ITEM BARCODE	8908000668 01 0	8908000668 24 9	8908000668 26 3	8908000668 05 8	8908000668 04 1
PACKING	1 kg X 12 = 12 kg	2 kg X 10 = 20 kg	5 kg X 4 = 20 kg	10 kg X 2 = 20 kg	20 kg X 1 = 20 kg
MASTER PACKING	12 kg Corrugated Carton	20 kg Corrugated Carton	20 kg Corrugated Carton	20 kg Corrugated Carton	
PER 20' CONTAINER	19.00 Mt	20.00 Mt	20.00 Mt	20.00 Mt	24.00 Mt

Note: Packaging as per your requirement can also be developed.





SUPER TRADITIONAL BASMATI RICE

Banno Super is a fine quality Basmati Rice having extra long grain along with smooth texture and firmness which on cooking brings out a distinct aroma and become fluffy, thin, long and non-sticky.

Nutritious value of **Banno Super** makes it a highly acclaimed variety of Basmati Rice liked by the connoisseurs world over.

The rice is eighteen months old when packed.

LOADING DETAILS PER 20' CONTAINER

ITEM	1 kg BOPP Bag	5 kg BOPP Bag	10 kg Non Woven Bag	20 kg WPP Bag
ITEM BARCODE	8908000668 06 5	8908000668 08 9	8908000668 10 2	8908000668 11 9
PACKING	1 kg X 12 = 12 kg	5 kg X 4 = 20 kg	10 kg X 2 = 20 kg	20 kg X 1 = 20 kg
MASTER PACKING	12 kg Corrugated Carton	20 kg Corrugated Carton	20 kg Transparent PP Bag	
PER 20' CONTAINER	19.00 Mt	20.00 Mt	24.00 Mt	24.00 Mt

Note: Packaging as per your requirement can also be developed.





BIRYANI BASMATI RICE

The term *biryani* in itself has the essence and when prepared with **Banno Biryani Basmati Rice**, the versatile aroma and the exotic looks can trigger any taste buds.

Known for its unique characteristic of post cooking elongation, each grain separates from other making it an irresistible Royal treat.

LOADING DETAILS PER 20' CONTAINER

ITEM	1 kg Non Woven Bag	5 kg WPP Bag	20 kg Non Woven Bag	35 kg Non Woven Bag
ITEM BARCODE	890800668 71 3	8908000668 72 0	8908000668 55 3	8908000668 73 7
PACKING	1 kg X 20 kg = 20 kg	5 kg X 4 = 20 kg	20 kg X 1 = 20 kg	35 kg X 1 = 35 kg
MASTER PACKING	20 kg Transparent PP Bag	20 kg Transparent PP Bag		
PER 20' CONTAINER	23.00 Mt	24.00 Mt	24.00 Mt	25.025 Mt

Note: Packaging as per your requirement can also be developed.





GOLD GOLDEN SELLA BASMATI RICE XXL

Banno Gold as the name suggests is the Golden Yellow Grains of Parboiled* **1121 Basmati rice** variety and quality wise falls under very superior category.

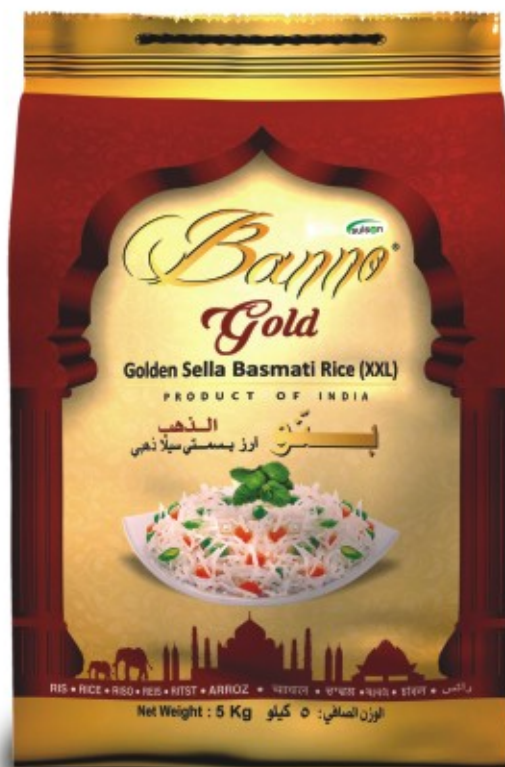
The extra long grained variety of **Banno Gold** Basmati Rice is diner's delight and specially being used in hotels and commercial catering for delicious pullao and Biryani.

LOADING DETAILS PER 20' CONTAINER

ITEM	5 kg BOPP Bag	10 kg Non Woven Bag
ITEM BARCODE	8908000668 94 2	8908000668 95 9
PACKING	4.5 kg X 4 = 18 kg 5 kg X 4 = 20 kg	10 kg X 2 = 20 kg
MASTER PACKING	18/20 kg Corrugated Carton	20 kg Transparent PP Bag
PER 20' CONTAINER	19.00 Mt	24.00 Mt

Note: Packaging as per your requirement can also be developed.

* Sella rice is more commonly known as parboiled rice. After harvesting, while its husk (the brown covering on the grain) is still on, it is subjected to some form of heat processing that helps it to be partly cooked while still in the husk.



Banno



SELLA BASMATI RICE XXL

Banno Sella Basmati XXL (Parboiled*) 1121 is yet another Extra Long Grain regular variety which as usual contains all the goodness of an aromatic and tasty Basmati delight.

Carefully perfected It's a natural choice for a regal dish like Mughlai Biryani with all culinary craftsmen, be it at home or at Restaurants.

LOADING DETAILS PER 20' CONTAINER

ITEM	1 kg Polypouch	5 kg Polypouch	10 kg Non Woven Bag
ITEM BARCODE	8908000668 36 2	8908000668 37 9	8908000668 41 6
PACKING	1 kg X 12 = 12 kg	5 kg X 4 = 20 kg	10 kg X 2 = 20 kg
MASTER PACKING	12 kg Corrugated Carton	20 kg Corrugated Carton	
PER 20' CONTAINER	19.00 Mt	20.00 Mt	24.00 Mt

Note: Packaging as per your requirement can also be developed.

* Sella rice is more commonly known as parboiled rice. After harvesting, while its husk (the brown covering on the grain) is still on, it is subjected to some form of heat processing that helps it to be partly cooked while still in the husk.



Samaa



EXTRA LONG BASMATI RICE XXL

Samaa Extra Long Basmati Rice is our another brand with the same richness and goodness of Traditional Indian Basmati rice produced by Sulson Overseas.

It's a fine quality Basmati Rice having extra long grain, smooth texture and firmness. Becomes fluffy, thin, long and non-sticky on cooking emanating a distinct aroma.

The rice is eighteen months old when packed.

LOADING DETAILS PER 20' CONTAINER

ITEM	1 kg BOPP Bag	5 kg Polypouch	20 kg WPP Bag
ITEM BARCODE	8908000668 43 0	8908000668 60 7	8908000668 62 1
PACKING	1 kg X 12 = 12 kg	5 kg X 4 = 20 kg	20 kg X 1 = 20 kg
MASTER PACKING	12 kg Corrugated Carton	20 kg Corrugated Carton	
PER 20' CONTAINER	19.00 Mt	20.00 Mt	24.00 Mt

Note: Packaging as per your requirement can also be developed.



Samaa



BIRYANI BASMATI RICE

Samaa Biryani Basmati Rice is sourced from the northern part of India, i.e Punjab, characterized by its very long grain and unique aroma.

Becomes fluffy, thin, long and non-sticky on cooking. It is ideal for Biryani, Veg Pulao, Jeera rice and Fried rice sort of preparations. A regular food stock for every kitchen.



LOADING DETAILS PER 20' CONTAINER

ITEM	4.5 kg/5 kg BOPP Bag	35 kg Non Woven Bag
ITEM BARCODE	890800668 63 8	890800668 64 5
PACKING	4.5 kg X 4 = 18 kg 5kg X 4 = 20 kg	35 kg X 1 = 35 kg
MASTER PACKING	18 kg/20 kg Corrugated Carton	
PER 20' CONTAINER	19.00 Mt	25.025 Mt

Note: Packaging as per your requirement can also be developed.



Samaa



SELLA BASMATI RICE

Samaa Sella Basmati Rice is Parboiled* variety of **1121 Indian Basmati** with extra long grains and has a beautiful subtle aroma along with high nutritional value.

It is processed at our state of the art production unit from supreme quality paddy for you. **Samaa Sella Basmati** is best for Pulaos and Biryanis. Available in attractive carry bag packaging.

LOADING DETAILS PER 20' CONTAINER

ITEM	1 kg Non Woven Bag	5 kg Non Woven Bag	10 kg Non Woven Bag
ITEM BARCODE	8908000668 51 5	8908000668 75 1	8908000668 77 5
PACKING	1 kg X 20 = 20 kg	5 kg X 4 = 20 kg	10 kg X 2 = 20 kg
MASTER PACKING	20 kg Transparent PP Bag	20 kg Transparent PP Bag	20 kg Transparent PP Bag
PER 20' CONTAINER	23.00 Mt	24.00 Mt	24.00 Mt

Note: Packaging as per your requirement can also be developed.

* Sella rice is more commonly known as parboiled rice. After harvesting, while its husk (the brown covering on the grain) is still on, it is subjected to some form of heat processing that helps it to be partly cooked while still in the husk.



An ISO 22000:2005 & ISO 9001:2008 Company, **Sulson Overseas Pvt Ltd**, New Delhi, INDIA, is one of the leading Basmati Rice producers in India.

Registered with the Government of India, as an Export House, **Sulson's** Traditional **Indian**



Basmati Rice Brands, **Banno** and **Samaa** are well exported to more than 25 countries which includes UAE, Bahrain, Qatar, Kuwait, Iraq, Yemen, Saudi Arabia, Israel, Palestine, Jordan, Oman, Sudan, Lebanon, Egypt, Germany, Sweden, Czech

Republic, Poland, Netherland, France, Mauritius, Russia, Australia, Canada and Maldives.

We get regular feedbacks about the products from the cross section of our consumers worldwide and try to live up to their expectations. The company always keeps the end user's choice, liking and cooking sensitivities in mind, while producing the Basmati Rice.

A well versed quality control team of professionals at the Fields and Processing Unit, ensure highest quality Basmati Rice production and maintain the consistency in quality batch after batch.



Besides strict delivery commitments are our standard business practices.

PRESENCE IN MORE THAN 25 COUNTRIES



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Basmati Rice