



PRODUCT SPECIFICATION SHEET

Product Name: Sella Rice (Parboiled Rice)

Product Description

Sella Rice is premium-quality parboiled rice processed using a controlled soaking, steaming, and drying process before milling. It is valued for its firm texture, non-sticky cooking characteristics, excellent grain separation, and long shelf life. It is suitable for retail, wholesale, food service, and export markets.

Product Specifications

Parameter	Specification
Product Name	Sella Rice (Parboiled Rice)
Variety	Available in Basmati or Non-Basmati (as per buyer requirement)
Origin	India
Type	Parboiled (Sella)
Grain Colour	Golden / Creamy White (depending on variety)
Grain Length	As per variety (typically 6.8–8.4 mm)
Moisture	Maximum 12.5–13%
Purity	Minimum 92%
Broken Grains	Maximum 1–5% (as per contract)
Foreign Matter	Nil / Maximum 0.1%
Damaged Grains	Maximum 1%
Discoloured Grains	Maximum 1%
Immature Grains	Maximum 2%
Live Insects	Nil
Infestation	Nil
Odour	Fresh and Natural



Taste Typical of Premium Sella Rice

Shelf Life 24 Months under recommended storage conditions

Quality Features

- Sortex Clean
- Uniform Grain Size
- Excellent Cooking Elongation
- Non-Sticky Texture
- Hygienically Processed
- Free from Live Insects and Infestation
- Suitable for Export

Packaging Options

- 1 kg
- 5 kg
- 10 kg
- 25 kg
- 50 kg
- PP Bags
- BOPP Laminated Bags
- Non-Woven Bags
- Jute Bags
- Private Label Packaging

Storage

Store in a cool, dry, and well-ventilated area away from moisture and direct sunlight.

Applications

- Retail Distribution
- Hotels & Restaurants
- Catering
- Wholesale
- International Export

Country of Origin: India