

QUALITY IS OUR PROMISE.



BISM
EXPORTERS

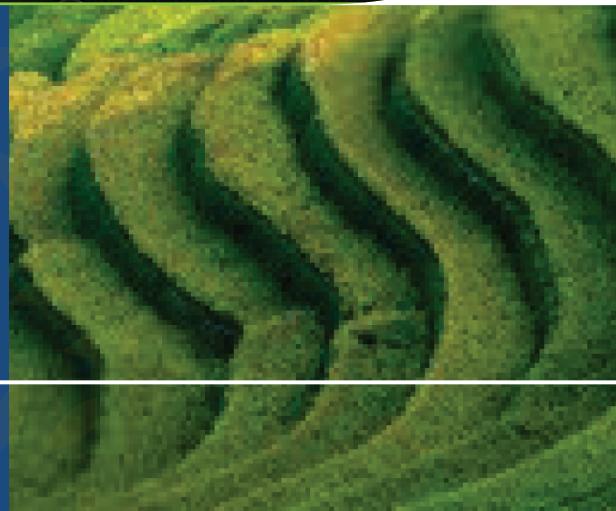
FROM THE DESK OF THE FOUNDER

Since its inception in 2004, Bismi Exporters has stood for more than just commerce, we've stood for quality, tradition, and an unwavering commitment to delivering the finest rice grains to homes across the world.

What began as a humble enterprise in Kerala has blossomed into a trusted name in rice exports, delivering the rich aroma and authentic taste of Indian rice to the UK, UAE, KSA, Oman, Bahrain, and beyond.

Our promise is simple yet profound: to ensure that every grain we export tells a story of purity, flavor, and heritage. With a dedicated team, modern infrastructure, and strong partnerships, Bismi is poised to take Indian rice to every corner of the globe.

Mr. Shabeer Bismi
Founder





VISION

To be a global leader in delivering premium quality food products that celebrate traditional flavor and nutritional excellence.



MISSION

To consistently provide high-quality rice and food essentials to consumers worldwide, ensuring satisfaction through excellence in service and product integrity.



CORE VALUES

- Quality First
- Customer-Centricity
- Authentic Taste
- Innovation with Tradition
- Sustainable Practices

Our Signature Rice Varieties

Jeerakasala Rice (Kaima)

Jeerakasala rice is an aromatic, short-grain rice from the Bardhman, West Bengal. It's also known as Wayanadan Kaima or Jeerakasamba rice. Jeerakasala rice, known for its distinct aroma and flavor, offers benefits like being easily digestible, rich in antioxidants, a good source of iron and zinc, and potentially beneficial for cardiovascular health and immunity.

- ✓ Aromatic. Short-grain rice from Bardhman
- ✓ Easily digestible and antioxidant-rich
- ✓ Ideal for Biryani and festive dishes.



Basmati Rice

Indian Basmati rice is a unique long-grain aromatic rice, cultivated for centuries in the specific geographical region of the Himalayan foothills in the Indian subcontinent. Known for its extra-long, slender grains that elongate to at least twice their original size when cooked, Basmati rice offers a distinctive soft and fluffy texture, delicious taste, superior aroma, and a distinct flavour that sets it apart from other aromatic long-grain rice varieties.

Basmati Varieties: Pusa 1121, Pusa 1509, Pusa 1718 & Pusa 1401

Variants Based on Features

White Sella Basmati - Parboiled; firm and non-sticky grains after cooking

Golden Sella Basmati - Yellowish parboiled rice; ideal for biryani and pulao

Steam Basmati - Steamed and dried; retains aroma and firm texture

Raw Basmati - Natural, non-parboiled; requires more care in cooking



OUR BRANDS

We proudly offer our premium rice under the following trusted brands.



HADI
JEERAKASHALA



THARAVADU
VADI MATTAA



JALLUS
JEERAKASALA



JALLUS
UNDA MATTAA



JALLUS
VADI MATTAA



JALLUS
SONA MASOOR



Sona Masoori Rice

It is considered to be the most significant non-basmati rice. Preparation of sona masoori rice is largely considered to be a healthy dish as it contains less starch and is easily digestible. It is famous for preparing dishes like porridge, pongal, biryani and regular jeera rice. One of the reasons why Sona Masoori rice is so popular is because it is easy to digest. It is best for weight loss and people use it for daily consumption due to its soft texture and distinct flavour. Also we distribute Raw and Steam in sona masoori.

- Grain Size: Shorter and smaller than basmati rice grains
- Nutritional content: Low in starch, calories, and fat, and high in nutrients like iron and potassium
- Digestion: Easy to digest, light on the stomach, and good for people with stomach problems



Palakkadan Matta

Kerala Matta Rice, also known as Palakkadan Matta or Rosematta, is a parboiled rice variety traditionally mostly grown in Palakkad a district of Kerala. It's recognized for its reddish-brown hue and nutty flavor, and it's a staple in Kerala cuisine. There are different varieties of Matta rice easterly winds that blow through the Palakkad gap give the rice its unique taste and quality.

- Vadi Matta (Long Grain): This variety is known for its long grains and is often called "Vadi rice".
- Unda Matta (Short Grain): This variety is characterized by its short, rounded grains, sometimes referred to as "Unda rice".
- Matta Broken Rice: This is a parboiled rice where the grains are broken.



JALLUS
BASMATI



ZYNA GOLDEN
SELLA BASMATI



THRIPTY
VADI MATT



NANMA FRESH
JEERAKASHALA



ZULMA
JEERAKASHALA



ZULMA
UNDA MATT



ZULMA
WHITE PONNI



LYCKA
JEERAKASHALA

More Varieties We Offer

Ponni Rice

Rice is an excellent source of energy, especially energy-giving carbohydrates, which are used in the body for brain performance, physical activity, bodily functions and everyday growth and repair. After carbohydrate, protein is the second most abundant constituent of rice. When compared to that of other grains, rice protein is considered one of the highest quality proteins. Rice is low in fat and cholesterol free. An ideal commodity which is also the staple diet of over 70% of world's population is widely consumed for its rich carbohydrates and essential vitamins.

- Ponni rice is high in dietary fiber, which aids in digestion and promotes regular bowel movements, helping to alleviate constipation and other digestive issues.
- The fiber in Ponni rice can help lower bad cholesterol (LDL) and increase good cholesterol (HDL), reducing the risk of heart disease.

IR 64 Rice

IR64 rice is a popular, high-yielding, non-basmati rice variety, known for its long grain and fluffy texture. It's available in various forms, including raw, parboiled, and broken rice. Making it a popular choice for both domestic consumption and export



Pulses & Spices



White Chana



Toor Dhal



Mung Gram (Green Gram)



Gram Dhal



Cowpea



Lenthils



Black Eyed Beans

Parboiled and Raw Rices



Jaya Rice



Kuruva Rice



Idli Rice



Cumin (Jeera)



Fennel Seed (Souf)



Sesame



Kalonji



Ajwain



Methi



Mustard



Pumpkin Seed



Sunflower Seed



Chia Seed



Flax Seed



Let's bring the heritage of Indian rice
to global homes, one grain at a time.



BISMI EXPORTERS, 1/306,D,Bismi Complex,
Veliyancode, Malappuram Dist, Kerala, India - 679579
E-mail: bismiexporters@gmail.com | Contact: +91 494 2677777, 2677070 | +91 9447108027