



# Shudh Bhoomi

PURE BASMATI RICE



— ♦ —

THE ESSENCE OF FINE BASMATI

A JOURNEY OF PURITY, AROMA & EXTRA-LONG GRAINS

— ♦ —

PRODUCT BROCHURE

# WHO WE ARE

## Rooted in India. Inspired for Generations.

Shudh Bhoomi is an Indian rice brand born from a deep appreciation for the country's rich rice heritage. We bring together time-honoured traditions and modern standards to offer carefully selected rice varieties that reflect the true essence of Indian grains.

Our focus is on purity, consistent quality and a superior eating experience. From sourcing the finest grains to processing and packaging with care, every step is guided by a commitment to preserve the natural aroma, taste and texture that make Indian rice special.

We work with trusted partners across key rice-growing regions, supported by a strong distribution network, to ensure our rice reaches households, retailers and professional kitchens across India and beyond.

At Shudh Bhoomi, we believe rice is more than just a grain—it is a part of our culture, our celebrations and our everyday lives. Our purpose is to deliver an authentic and dependable rice experience, while honouring the legacy of Indian rice for generations to come.



### INDIAN ROOTS

Inspired by our  
rice heritage



### CONSISTENT QUALITY

Carefully selected  
grains



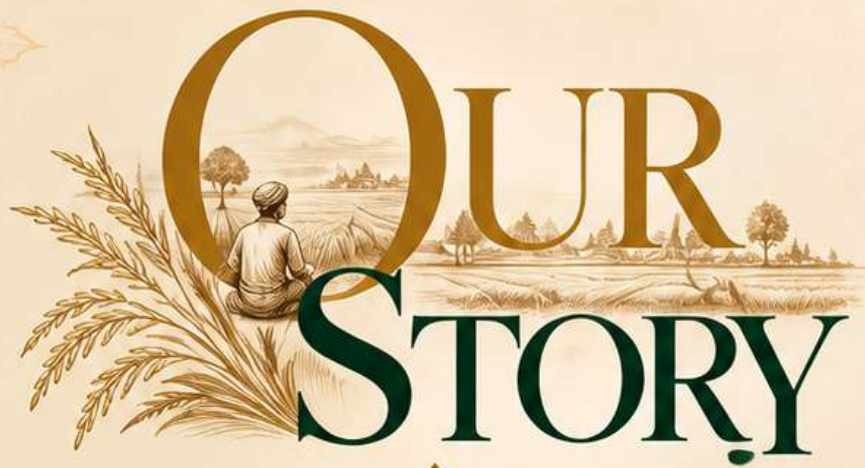
### TRUSTED PARTNERSHIPS

From source  
to table



### FOR GENERATIONS

Enriching  
everyday moments



# OUR STORY

## A Journey of Heritage, Passion and Purpose.

Shudh Bhoomi was born from a simple yet powerful belief—that India's rich rice heritage deserves to be celebrated and shared with every home. Rice has always been more than just a grain in our country. It is a part of our culture, our traditions and our most cherished moments, from everyday meals to festive gatherings.

Our journey began with a deep appreciation for the diversity and richness of Indian rice. Inspired by the time-honoured practices of rice-growing regions and the dedication of countless farming communities, we set out to bring carefully selected rice varieties to modern households—without compromising on purity, taste or quality.

Over the years, we have built strong and lasting relationships with trusted partners across key rice-growing regions. By combining this heritage with modern processing and packaging standards, we ensure that every grain of Shudh Bhoomi rice delivers a consistent and delightful experience.

Today, Shudh Bhoomi stands as a reflection of our enduring commitment to authenticity, quality and trust. Our story continues with the same purpose—to bring the finest Indian rice to tables across India and beyond, and to be a part of generations of meals, celebrations and memories.



# OUR VISION

To bring the finest expression of Indian rice to tables across India and beyond—defined by quality, consistency and trust.

Our vision is to celebrate India's rich rice heritage by offering exceptional quality rice varieties that enrich everyday meals and special moments alike.

We strive to be a preferred choice in every Indian home and in global markets by consistently delivering the finest grains, sourced responsibly, processed with care and packed to preserve their natural aroma, taste and texture.

Through a strong distribution network, meaningful relationships with our partners and thoughtful brand communication, we aim to make Shudh Bhoomi a trusted name—known for purity, authenticity and a superior rice experience for generations to come.

# OUR MISSION

**Nourishing People. Preserving a Richer Tomorrow.**

Our mission is to deliver exceptional rice experiences that bring purity, taste and trust to every home, while honouring India's rich agricultural heritage.

We are committed to sourcing the finest grains from India's renowned rice-growing regions, supported by responsible and ethical practices that empower farming communities and promote long-term sustainability.

Through stringent quality standards, advanced processing and thoughtful packaging, we ensure that every grain of Shudh Bhoomi rice meets the highest benchmarks of purity, consistency and natural goodness.

We aim to build enduring relationships with our consumers, trade partners and communities—based on trust, transparency and a shared passion for good food. By continuously innovating and raising the bar, we strive to make Shudh Bhoomi a preferred choice in India and global markets.

Above all, our mission is to contribute to a healthier, happier and more connected world—one meal, one family and one generation at a time.

[www.shudhbhoomifoods.com](http://www.shudhbhoomifoods.com)

# OUR RICE COLLECTION

**Distinctive Grains. Exceptional Experiences.**

From the celebrated aroma of basmati to the distinctive character of India's regional rice varieties, Shudh Bhoomi brings together carefully selected grains for everyday dining and cherished occasions.

## SIGNATURE BASMATI



**Pure Basmati Rice**  
Classic



**Supreme**  
XXXL Pure Basmati Rice



**Golden Sella**  
Basmati Rice

## REGIONAL INDIAN RICE



**Super Purnal**  
Rice



**Sona Masoori**  
Rice



**Matta Rice**



**Govindo Bhog**  
Rice



**Kala Namak**  
Rice

## WHOLEGRAIN SPECIALITIES



**Brown Rice**



**Black Rice**



**Quinoa**  
Premium Quinoa Seeds

# OUR COMMITMENT TO QUALITY

Excellence in Every Grain.

At Shudh Bhoomi, quality is at the heart of everything we do. We are committed to delivering rice that meets the highest standards of purity, taste and natural goodness, so that every meal you create is a truly memorable experience.

Our commitment begins at the source. We carefully select grains from India's most renowned rice-growing regions, working closely with experienced growers who share our values of integrity, sustainability and care for the land.

Every batch of rice undergoes rigorous cleaning, grading and multi-stage quality checks using advanced technology and expert supervision. From moisture control to grain length and aroma, each parameter is meticulously evaluated to ensure consistent excellence in every pack.

Backed by stringent food safety standards and a dedicated quality team, we strive to deliver rice that is pure, safe and naturally wholesome—because your trust inspires us to do better, every day.

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# CONTACT US

## We'd Love to Hear from You.

For enquiries, partnerships, distribution opportunities  
or any other information, please reach out to us.

Our team will be delighted to assist you.



Contact

+91-9811870555



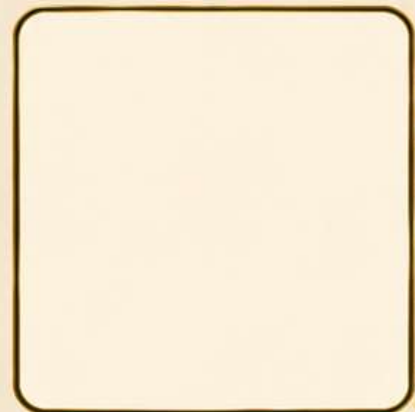
E-mail

contactssdbh@gmail.com



Corporate Office

3963, Naya Bazar, Delhi-6 (INDIA)



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