



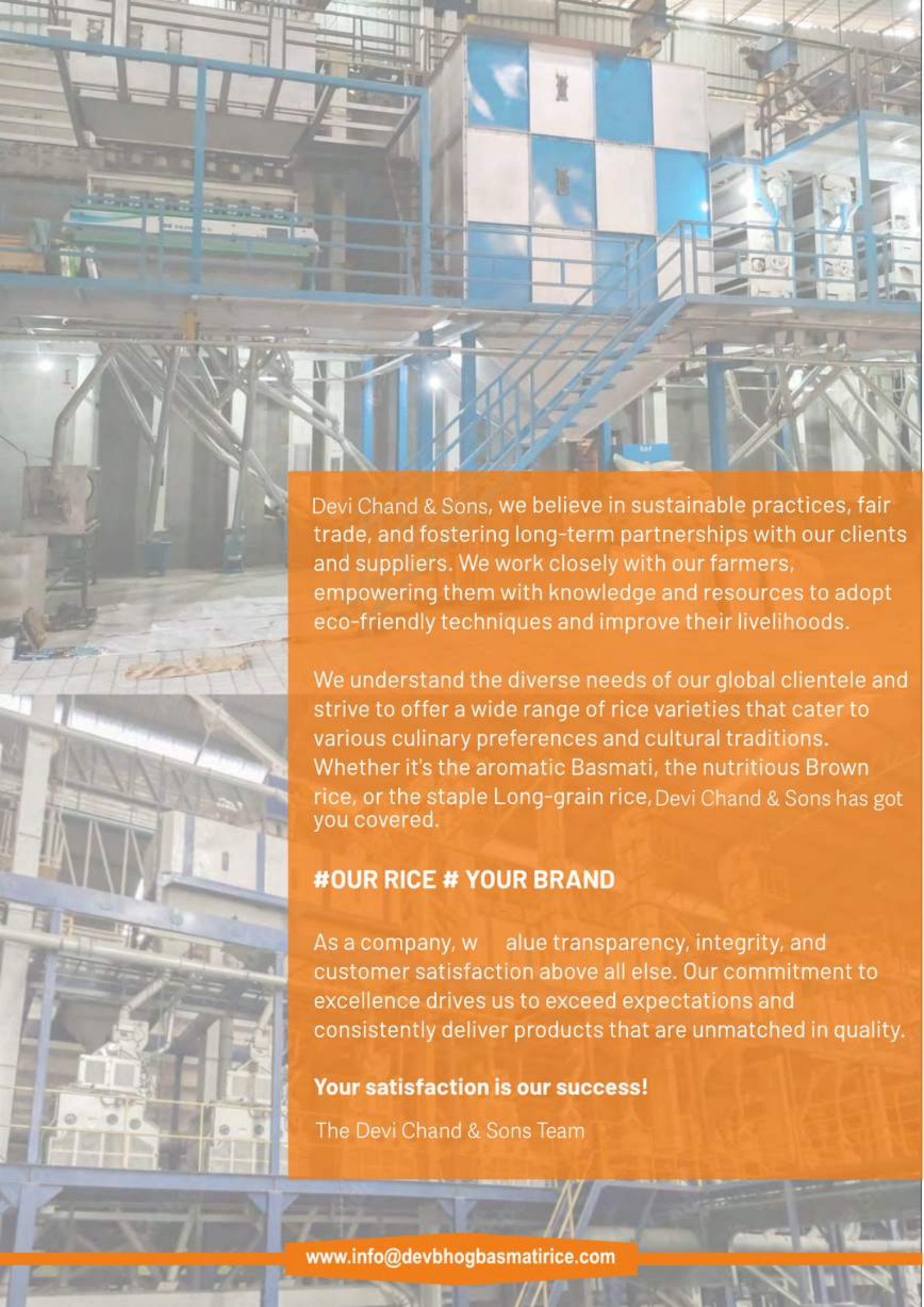
DCS
Devi Chand and Sons

Basmati Perfection In every Grain



ABOUT US

Welcome to Devi Chand and Sons, a leading mill in premium rice packaging and export, based in Moga, Punjab. Since 2008, we have been at the forefront of manufacturing and exporting high-quality Indian rice under our Dev Bhog brand. Our diverse range includes premium basmati and non-basmati varieties such as Traditional Aromatic Basmati, 1121 Basmati, 1401 Pusa Basmati, and 1509 Basmati Rice. Built on a foundation of integrity, trust, and fair dealings, we take pride in the growing reputation of Dev Bhog rice, known for its exceptional flavor and aroma. Our commitment to quality is reflected in rigorous cleaning, sorting, and processing, ensuring our products meet the highest international standards. Certified by ISO 22000:2005, FSSAI, HACCP, and GMP, we guarantee quality and safety. With over 1500 retail outlets and 100 distributors across India, our products, including Dev Bhog Basmati, Punjabi Zaiqa and Devi Chand, are widely available and sold online via Amazon and Jiomart. Internationally, we have strategic partnerships in the UAE, Saudi Arabia, Qatar, Oman, Bahrain, UK, Canada, Europe, and beyond.



Devi Chand & Sons, we believe in sustainable practices, fair trade, and fostering long-term partnerships with our clients and suppliers. We work closely with our farmers, empowering them with knowledge and resources to adopt eco-friendly techniques and improve their livelihoods.

We understand the diverse needs of our global clientele and strive to offer a wide range of rice varieties that cater to various culinary preferences and cultural traditions. Whether it's the aromatic Basmati, the nutritious Brown rice, or the staple Long-grain rice, Devi Chand & Sons has got you covered.

#OUR RICE # YOUR BRAND

As a company, we value transparency, integrity, and customer satisfaction above all else. Our commitment to excellence drives us to exceed expectations and consistently deliver products that are unmatched in quality.

Your satisfaction is our success!

The Devi Chand & Sons Team



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PESTICIDE FREE RICE

Devi Chand & Sons : Your Trusted Supplier
of Premium Pesticide-Free Rice, Compliant
with EU and US Norms.

Welcome to Devi Chand & Sons, your reliable source
for exceptional pesticide-free rice that fulfills
the stringent requirements of both EU norms
and US norms. We understand the importance
of providing buyers across the globe with
rice that is cultivated without the use of
synthetic pesticides ensuring the utmost
quality and safety for their culinary endeavors.



Welcome to Devi Chand & Sons, we collaborate with a network
of dedicated farmers who share our
commitment to sustainable agriculture.
Through meticulous organic farming practices,
we cultivate rice that thrives naturally, untainted
by harmful chemical interventions. Our farmers
prioritize the well-being of both consumers
and the environment, allowing us to deliver rice
of unparalleled purity and flavour.

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INDIAN BASMATI RICE

1121 BASMATI RICE

1121 Basmati Rice

Product Description

1121 Basmati Rice has the world's longest grain, before as well as after cooking and gives 30% more volume than any other Basmati variety.

- This variety of rice is very light and easy to digest by anyone. People who are suffering from chronic constipation and heartburn always prefer this variety in their plate.
- 1121 Basmati Rice always serves delicious taste in every bite. As per a survey, children mostly love to have this rice variety.
- It's easy to cook process is loved by house makers, as it does not require any specific time or method.

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.35mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



1121 Raw
Basmati Rice



1121 Golden
Basmati Rice



1121 Sella
Basmati Rice



1121 Steamed
Basmati Rice



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INDIAN BASMATI RICE

1509 BASMATI RICE



**1509
GOLDEN SELLA**



**1509 STEAM
Basmati Rice**



**1509 SELLA
Basmati Rice**



**1509
RAW RICE**

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.40mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

TRADITIONAL BASMATI

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.30 mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



**TRADITIONAL
RAW RICE**



**TRADITIONAL
SELLA RICE**



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INDIAN BASMATI RICE

1401 BASMATI RICE



1401 GOLDEN SELLA



1401 STEAM BASMATI



1401 SELLA BASMATI



1401 RAW RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.70mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

PUSA BASMATI RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.45mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



PUSA RAW BASMATI



PUSA STEAM BASMATI



PUSA SELLA BASMATI



PUSA GOLDEN SELLA



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INDIAN NON-BASMATI RICE

SUGANDHA RICE



SUGANDHA RAW RICE



SUGANDHA STEAM RICE



SUGANDHA SELLA RICE



SUGANDHA GOLDEN SELLA

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.90mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

SHARBATI RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.10mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



SHARBATI RAW RICE



SHARBATI STEAM RICE



SHARBATI SELLA RICE



SHARBATI GOLDEN SELLA RICE



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INDIAN NON-BASMATI RICE

**PR 11/14
RICE**



**PR 11/14
GOLDEN SELLA**



**PR 11/14
STEAM BASMATI**



**PR 11/14
SELLA BASMATI**



PR 11/14 RAW RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 6.90mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- % Max.
Foreign Matter	- Nil

PARMAL RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 6.50mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- %Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



PARMAL RAW RICE



PARMAL STEAM RICE



PARMAL SELLA RICE



**PARMAL GOLDEN
SELLA RICE**

HRM EXPORTS

Celebrating 50 years Legacy with Landmarks to Inspire Ages.

INDIAN NON-BASMATI RICE

SONA MASOORI RICE



**SONA MASOORI
STEAM RICE**



**SONA MASOORI
RAW BASMATI**

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 5.20mm
Moisture	- 13% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

OTHER VARIETIES WE DEAL IN



**Jeerakasala /
Gobind bogh Rice**



**IR 64 parboiled
rice**



Swarna rice



Black Rice



IR 64 Raw rice



Red Rice

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PESTICIDE FREE RAW RICE

1401 RAW RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.70mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



PUSA RAW RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.45mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil





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PESTICIDE FREE STEAM RICE

SHARBATI STEAM RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.10mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



1121 STEAM RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.35mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



1509 STEAM RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.40mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil





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PESTICIDE FREE SELLA RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.35mm
Moisture	- 12.5 % Max.
Broken Grain	- 1 % Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



**1121 SELLA
RICE**

**1509 SELLA
RICE**



RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.40mm
Moisture	- 12.5% Max.
Broken Grain	- 1 % Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.10mm
Moisture	- 12.5 % Max.
Broken Grain	- 1 % Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



**SHARBATI
SELLA RICE**

**SUGANDHA
SELLA RICE**



RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.90mm
Moisture	- 12.5% Max.
Broken Grain	- 1 % Max.
Damage/Discolor Grain	- 1%Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



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PESTICIDE FREE GOLDEN SELLA RICE

SUGANDHA GOLDEN SELLA RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 7.85mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



1121 GOLDEN SELLA RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.30mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil



1509 GOLDEN SELLA RICE

RICE SPECIFICATIONS

Purity	- 95.00%
Natural Admixture	- 5.00%
Average Grain Length	- 8.35mm
Moisture	- 12.5% Max.
Broken Grain	- 1% Max.
Damage/Discolor Grain	- 1% Max.
Immature Grain	- 1% Max.
Foreign Matter	- Nil





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SGS



COTECNA

QUALITY CONTROL

At Devi Chand & Sons maintaining stringent quality parameter controls is crucial to ensure that the exported rice meets international standards and customer expectations. Some essential quality parameters that are controlled during rice export include:

1. GRAIN SIZE AND SHAPE

Rice grains should have a uniform size and shape, which is essential for consistent cooking and appearance in the final product.

2. BROKEN GRAINS

The percentage of broken grains is an important quality parameter. Customers often specify the maximum allowed percentage of broken grains in the exported rice.

3. MOISTURE CONTENT

Controlling moisture content is critical to prevent mold growth and maintain the rice's quality during transportation and storage.

4. FOREIGN MATTER AND IMPURITIES

Exported rice should be free from any foreign matter, such as stones, dust, husks, or insects.

5. COLOR AND APPEARANCE

The color and appearance of rice are significant factors in customer preferences. Exported rice should have a consistent, appealing visual appearance.

6. COOKING AND AROMA

The aroma and taste of rice greatly influence consumer satisfaction. Exported rice should have the characteristic aroma and taste associated with its variety.

7. PURITY AND VARIETY

Ensuring the purity of the rice variety is essential to meet specific customer demands and avoid mixing different rice types.

8. PACKAGING AND LABELING

Proper packaging is crucial for protecting the rice during transit. Clear and accurate labeling helps customers identify the product's origin and specifications.

9. PESTICIDE RESIDUES

Exported rice should comply with international regulations regarding the permissible levels of chemical residues, including pesticides and heavy metals.

10. SHELF LIFE AND STORAGE STABILITY

The rice should have a reasonable shelf life, and its quality should remain stable during transportation and storage.



CUSTOMIZABLE PACKAGING

Quality & Quantity in Private Label

NON- WOVEN | JUTE | PP | POUCH | BOPP



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Services We Provide

Devi Chand & Sons offers comprehensive range of services to meet the needs of its clients. Let's break down each service we provide:

1. FACTORY STUFFING:-

The company offers a factory stuffing facility, which means that the goods are handled and loaded into containers directly at our factory premises. This process ensures that the goods remain untouched throughout the stuffing process. *Once the goods are loaded into the container, it is sealed, and it remains locked until it reaches the buyer's godown (warehouse/storage facility). This method helps in maintaining the quality and integrity of the products during transportation.

2. SPECIALIZED PALLET PACKING :-

Devi Chand & Sons is proficient in providing various types of packing options that are acceptable in the rice business. However, their specialization lies in pallet packing. In pallet packing, rice bags are arranged and stacked on pallets, and then the pallets are shrink-wrapped, typically creating a load of approximately 1 metric ton. This process ensures the stability and compactness of the cargo, making it easier to handle and transport. Once the pallets are ready, they are factory-stuffed into containers through fork lifters.

3. MARKET INSIGHTS AND CONSULTATION TO BUYERS & MERCHANT EXPORTERS :

Devi Chand & Sons extends assistance to our Buyers and also to new merchant exporters who are interested in entering the rice export business. They provide support and guidance throughout the entire rice export process, from sourcing the rice to ensuring it reaches its destination successfully. This may include information on sourcing rice varieties, quality control measures, packing options, shipping and logistics, and relevant export regulations.

4. Logistics and Shipping: Managing the transportation of rice shipments efficiently and securely from our factory godowns to buyer's godowns or desired ports* to maintain product integrity.



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GLOBAL REACH



Devi Chand & Sons is a renowned rice exporting company with an impressive global reach. Backed by a team of experts and cutting-edge technology, Devi Chand & Sons has made a significant impact in the international rice market. Our commitment to quality, reliability, and timely deliveries has earned us a loyal clientele in more than 30 countries across Asia, Africa, Europe, Gulf, Middle East, North America, and beyond. As we continue to uphold the highest standards in rice production, processing, and export, HRM EXPORTS proudly remains a trusted name in the global rice industry, nourishing millions of families with our premium rice varieties worldwide.



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Devi Chand & Sons

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Visit us at :



For Manufactured unit & License No., Please scan QR code and see all information about company

