

15 Years of quality & trust

Deccan®



SINCE 2010



EUROPE

# Rooted in heritage. Driven by purpose. Trusted by the world.

Deccan was born with a simple belief, that food is not just a product, it is a bridge between people, places, and memories.

For over 15 years, we have quietly built a reputation founded on trust, consistency, and authenticity. What started as a promise to bring the true taste of Indian staples to families abroad has grown into a global network connecting farmers, distributors, and consumers through integrity and quality. At the heart of Deccan lies a commitment to empowering the hands that feed us.

We work directly with farmer networks, agricultural universities, and technology partners to create a value chain that honours both the land and the people who nurture it. Every grain we deliver carries traceability, care, and craftsmanship.

Our ecosystem spanning the Deccan Agro Hub, HITA Foundation, and The Deccan Collective ensures that progress, profit, and purpose travel together.

This is not just a trade business; it's a movement that connects India's agricultural heritage to global kitchens with respect and responsibility.

Deccan today represents:

- 15 + years of quality assurance and global trade credibility.
- 30 + native varieties of rice and staples sourced from India's most fertile regions.
- World-class infrastructure at Sultanpur, Telangana.
- Presence across USA, UK, Canada, Germany, China, Australia, and UAE

Because at Deccan, we believe that trust is grown, not advertised — and that every partnership is a chance to make the world eat better, together.

*Deccan, From India, with love.*

# From everyday staples to heritage grains the complete spectrum of Indian rice.

Deccan's rice portfolio is organised into five distinct categories, reflecting both consumer behaviour and trade demand.

Each category represents a unique balance of heritage, functionality, and market opportunity, making Deccan a single-source partner for both retail and institutional buyers worldwide.

## The SONA MASOORI Range

Sona Masoori Rice -	20 kg   10 kg   5 kg   2 kg
Brown Sona Masoori Rice -	10 kg   5 kg   2 kg
Delight Crystal	
Sona Masoori Rice -	20 kg   10 kg   5 kg
Kurnool Sona Masoori Rice -	20 kg
Ogranic Sona Masoori Rice -	10 kg
Handpound Brown	
Sona Masoori Rice (Vaccum pack) -	5 kg   2 kg

## Regional & Functional Rices

Dosa Rice -	5 kg   2 kg
Idly Rice -	10 kg   5 kg   2 kg
Ogranic Idly Rice -	10 kg
Ponni Boiled Rice -	20 kg   10 kg   5 kg   2 kg
Ponni Raw Rice -	20 kg   10 kg   5 kg
Surti Kolam Rice -	5 kg
Kairali Palakkad Matta Rice -	10 kg   5 kg
Pachari Rice -	10 kg   5 kg

## The Basmati Rice

Amour Basmati Rice	- 20 kg   10 kg   5 kg   2 kg
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## The Everyday Essentials

Bombay/Upma Rava	- 2 kg   1 kg
Idly Rava	- 2 kg   1 kg
Rice Rava	- 2 kg   1 kg
Wheat Daliya (coarse)	- 2 kg   1 kg
Wheat Daliya (fine)	- 2 kg   1 kg
Phool Makhana	- 200 g
Tenali Urad Gota	- 2 kg
Chana Dal	- 2 kg
Toor Dal	- 2 kg
Moong Dal	- 2 kg
Masoor Dal	- 2 kg
Whole Moong	- 2 kg
Cold Pressed Sesame Oil	- 500 ml
Cold Pressed Peanut Oil	- 1 lt   500 ml
Cold Pressed Sunflower Oil	- 1 lt   500 ml

Join  
"The Deccan  
Collective"

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# The Sona Masoori Range

Reliable, versatile, and trusted by homes and trade partners alike.



These are the everyday rices that power millions of kitchens, from households and quick-service restaurants to institutional buyers.

Deccan's Everyday Staples range combines consistency, value, and authenticity. Each variety is tested for uniformity, purity, and cooking performance, because reliability is what keeps trust alive on every shelf.

# SONA MASOORI RICE

SKUs - 20 kg | 10 kg | 5 kg | 2 kg

India's most beloved everyday rice. Soft, fluffy, and effortlessly consistent.

Medium-slender grains cook light and separate, with a mild aroma and balanced starch profile.

Ideal for retail and foodservice markets seeking dependable, high-volume daily-use rice.

From the fields of  
Andhra Pradesh  
Telangana | Karnataka



MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

## DELIGHT CRYSTAL SONA MASOORI RICE

SKUs - 20 kg | 10 kg | 5 kg

Precision-polished for uniform shine and shelf appeal, with consistent grain length and minimal chalk.

Non-sticky, mild in aroma, and visually superior in presentation.

Suited for modern trade and private-label partners prioritizing aesthetic uniformity and premium packaging

From the fields of  
Andhra Pradesh  
Telangana | Karnataka



MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# ORGANIC SONA MASOORI RICE

SKUs - 10 kg

Grown under certified organic farming conditions and processed without chemical residues.

Light and non-sticky with a clean, natural aroma and medium GI.

Preferred by organic retailers and export buyers focused on residue-free, certified sourcing.

From the fields of  
Andhra Pradesh  
Telangana | Karnataka



MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# KURNOOL SONA MASOORI RICE

SKUs - 20 kg

Cultivated in the fertile black-soil plains of Kurnool, Andhra Pradesh, this variant is prized for its firm texture and distinct regional character.

Medium grains with mild aroma and superior cooking stability.

Preferred by distributors and retail buyers catering to premium South Indian consumers who value local authenticity and consistent performance

From the fields of  
Andhra Pradesh  
Telangana | Karnataka



MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# BROWN SONA MASOORI RICE

SKUs - 10 kg | 5 kg | 2 kg

Whole-grain variant retaining its natural bran layer for added fiber and nutrition.

Chewy texture, nutty aroma, and low glycemic index make it a healthier choice.

Favoured by wellness retailers and health-focused consumers seeking clean-label grains.



From the fields of  
Andhra Pradesh  
Telangana | Karnataka

MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

LOW GLYCEMIC INDEX

NON GMO

# HAND POUNDED SONA MASOORI RICE

SKUs - 5 kg | 2 kg

Traditionally crafted for purity seekers. Hand-Pounded Sona Masoori retains the natural bran layer, offering authentic taste and nutrition with minimal processing.

Health-conscious consumers and premium retail segments seeking minimally processed rice.

Partner with Deccan for purity that sells on authenticity.



From the fields of  
Andhra Pradesh  
Telangana | Karnataka

MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

LOW GLYCEMIC INDEX

NON GMO

# Regional & Functional Rices

Grounded in heritage.  
Grown for purpose.



Every region of India has a grain it calls its own, shaped by the land, the water, and the rhythm of its kitchens.

Deccan's regional and functional rice portfolio celebrates this diversity, offering consistent quality, reliable cooking performance, and authentic taste that connects consumers back to their roots.

# PONNI BOILED RICE

SKUs - 20 kg | 10 kg | 5 kg | 2 kg

Known for its firm grains and shape retention after cooking, Ponni Boiled Rice remains a staple across Tamil Nadu.

Medium, translucent grains retain minerals and B-vitamins through the parboiling process.

Chosen by restaurants, caterers, and institutional kitchens for daily service and consistent yield.

From the fields of Tamil Nadu (Cauvery Delta)



MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# PONNI RAW RICE

SKUs - 20 kg | 10 kg | 5 kg | 2 kg

Ponni Raw Rice  
Soft-cooking rice widely used in South Indian households for its smooth texture and neutral aroma.

Medium-slender grains cook quickly, producing a light, fluffy finish ideal for daily meals.

Favoured by retail and private-label buyers catering to traditional home-use segments.

From the fields of Tamil Nadu (Cauvery Delta)



MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# KAIRALI PALAKKAD MATTa RICE

SKUs - 10 kg | 5 kg

Traditional parboiled red rice from Kerala's Palakkad region, known for its distinctive earthy aroma and reddish bran.

Medium-bold grains remain firm after cooking, rich in fiber, iron, and zinc. Preferred by bulk buyers, caterers, and South Indian export markets focused on authenticity and nutrition.

From the fields of Kerala



LONG GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# SURTI KOLAM RICE

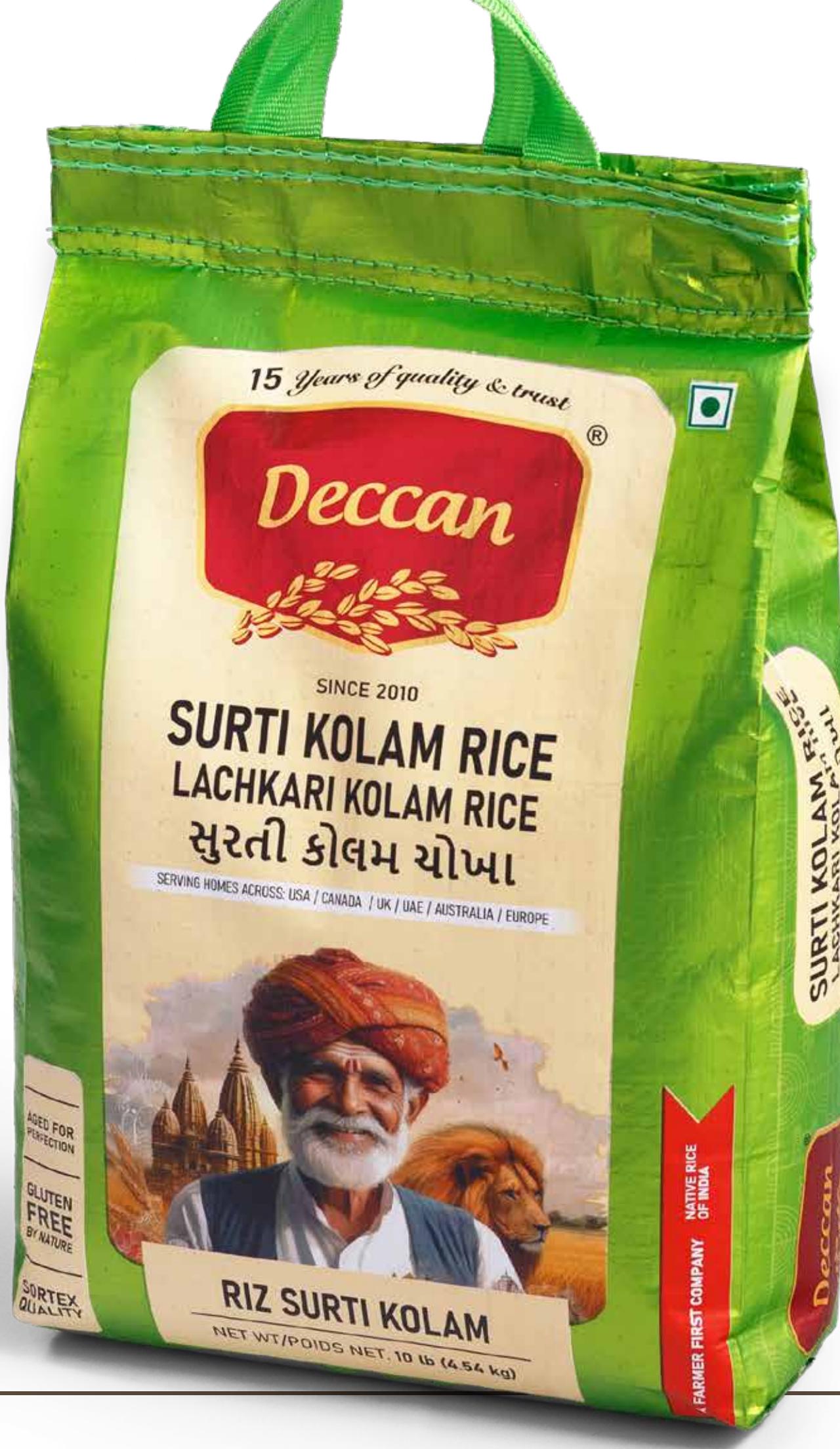
SKUs - 5 kg

Small to medium-slender white rice with a soft, non-sticky texture.

Mild aroma and even cooking make it ideal for daily consumption.

Popular in Gujarat and Maharashtra retail markets for its balance of affordability and familiarity.

From the fields of Gujarat



SHORT GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# PACHARI RICE

SKUs - 10 kg | 5 kg

A Kerala household staple, raw-milled for quick cooking and soft texture.

Medium-grained with light stickiness, ideal for traditional South Indian meals.

Used extensively by domestic retailers and private labels serving Kerala and Tamil Nadu markets.

From the fields of  
Kerala | Tamil Nadu



MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# ORGANIC IDLY RICE

SKUs - 10 kg

Certified organic Idly Rice sourced from sustainable farms across Tamil Nadu and Karnataka, cultivated without synthetic fertilizers or pesticides, for a clean, authentic fermentation and soft, fluffy idlis every time.

Health-conscious retail markets, organic specialty stores, and premium urban consumers.

Empower your shelves with purity your customers can trust, choose Deccan Organic Idly Rice.

From the fields of  
Tamil Nadu (Cauvery Delta)



MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

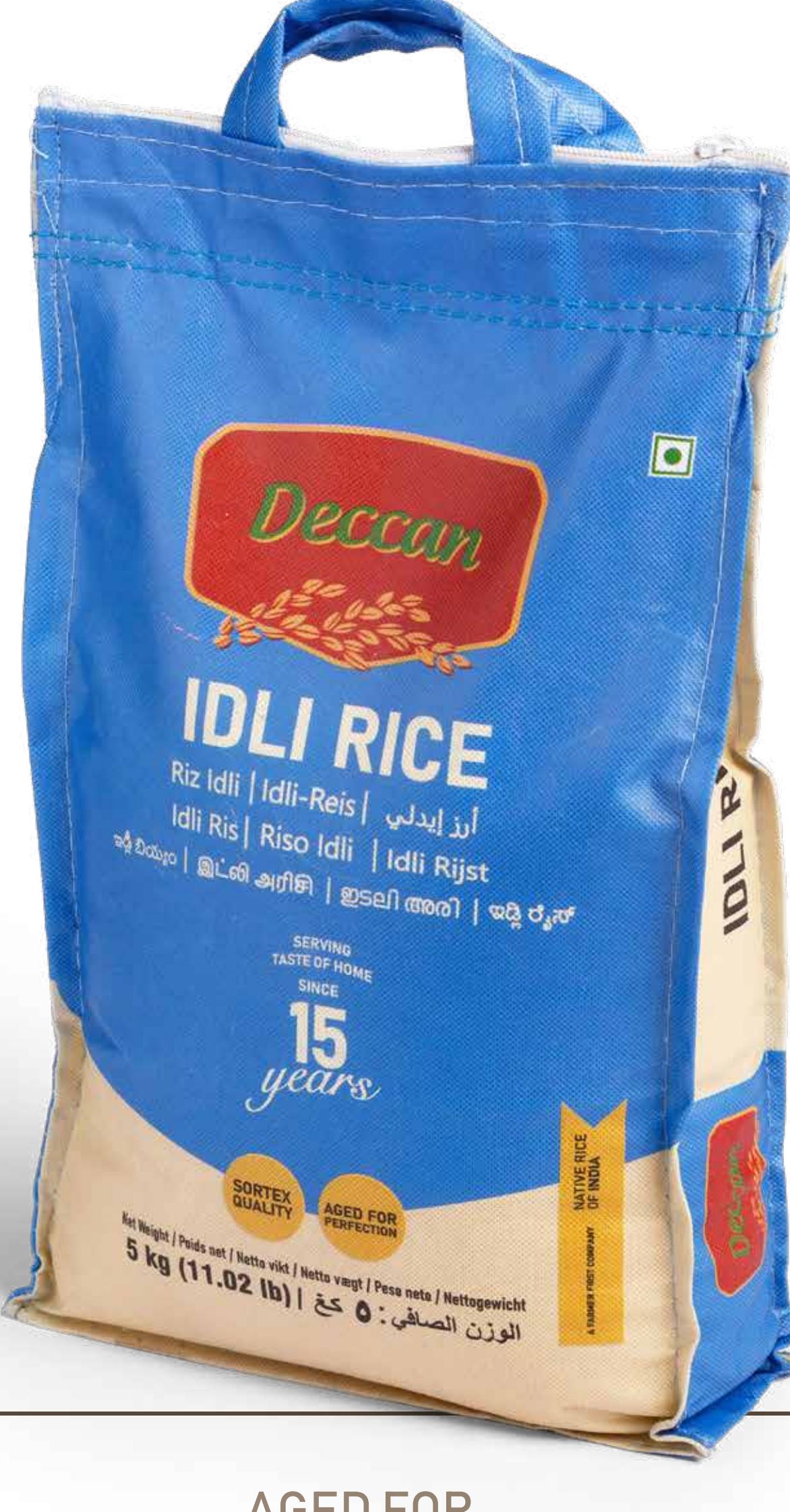
# IDLY RICE

SKUs - 10 kg | 5 kg | 2 kg

Short-to-medium bold grains specially processed for uniform soaking and steaming performance.

Soft, slightly sticky texture yields fluffy, light idlis with consistent rise.

Used extensively by hotels, caterers, and packaged batter producers for high-volume breakfast service.



From the fields of  
Tamil Nadu (Cauvery Delta)

MEDIUM  
GRAIN

SORTEX  
QUALITY

AGED FOR  
PERFECTION

NON  
GMO

# DOSA RICE

SKUs - 5 kg | 2 kg

Custom-selected medium-bold grains optimized for soaking, grinding, and fermentation.

Produces smooth, aerated batter for crisp dosas with even texture and golden finish.

Suited for manufacturers of ready-mix batters and bulk buyers supplying quick-service restaurants.



From the fields of  
Tamil Nadu (Cauvery Delta)

MEDIUM  
GRAIN

SORTEX  
QUALITY

AGED FOR  
PERFECTION

NON  
GMO

# Premium Aromatic Rice

Fragrance that travels beyond borders.



Cultivated in India's most fertile belts, from the Himalayan foothills to the deltas of Tamil Nadu and the plains of Bengal, each grain offers a distinct aroma, cooking character, and heritage lineage.

For buyers and retailers, this category represents premium positioning, consumer pull, and export potential.

# KRISHNA KAMOD RICE

SKUs - 5 kg | 2 kg

A heritage aromatic rice from Gujarat, known for its sweet, floral scent and soft texture.

Medium-slender grains with balanced starch make it ideal for festive pulao and light meals.

Favoured by gourmet brands and retailers catering to traditional and premium consumers.

From the fields of Gujarat



MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# AMBEMOHAR RICE

SKUs - 5 kg | 2 kg

Short, bold grains with a delicate mango-blossom fragrance, a festive rice of Maharashtra.

Soft, slightly sticky texture ideal for pulao, payasam, and ceremonial dishes.

High consumer recall makes it a strong choice for regional premium packaging and festive retail.

From the fields of Maharashtra



SHORT GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# GOBINDBHOG RICE

SKUs - 5 kg | 2 kg

Short, pearly grains with buttery texture and sweet aroma, originating from Bengal.

Cooks soft and aromatic, making it ideal for payesh and traditional desserts.

Holds high cultural value and steady demand in East India and diaspora communities abroad.

From the fields of  
West Bengal



SHORT  
GRAIN

SORTEX  
QUALITY

AGED FOR  
PERFECTION

NON  
GMO

# KALIJEERA RICE

SKUs - 5 kg | 2 kg

Fine, small-grain aromatic rice often called the "Prince of Fragrance."

Soft-cooking, mildly nutty, and sweet, it holds a unique niche in gourmet retail and household premium categories.

Sought after for its appearance and lightness, a connoisseur's choice for pulao.

From the fields of  
Odisha / West Bengal



SHORT  
GRAIN

SORTEX  
QUALITY

AGED FOR  
PERFECTION

NON  
GMO

# JEERA SAMBA RICE

SKUs - 10 kg | 5 kg | 2 kg

Tiny, cumin-seed-like grains known for their rich aroma and fluffy, separate texture.

Highly prized in Chettinad biryani and South Indian cuisine.

Consistent demand across domestic and export markets due to high recognition and culinary versatility.

From the fields of  
Tamil Nadu



SHORT GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# INDRAYANI RICE

SKUs - 5 kg | 2 kg

A beloved Maharashtrian aromatic with a homely, comforting fragrance.

Medium-bold grains that cook soft with slight stickiness, delivering a smooth texture in every meal.

Widely accepted in domestic retail and specialty regional exports for its "comfort food" appeal.

From the fields of  
Maharashtra



LONG GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# KALA NAMAK RICE

SKUs - 5 kg | 2 kg

Medium-long heritage grain from Uttar Pradesh's Siddharthnagar region, known for its roasted-nut aroma.

Low-GI and high in micronutrients, making it both premium and functional.

UNESCO heritage recognition enhances its appeal for global niche exports and health-driven product lines.

From the fields of Uttar Pradesh



MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

LOW GLYCEMIC INDEX

NON GMO

# CHINIGURA RICE

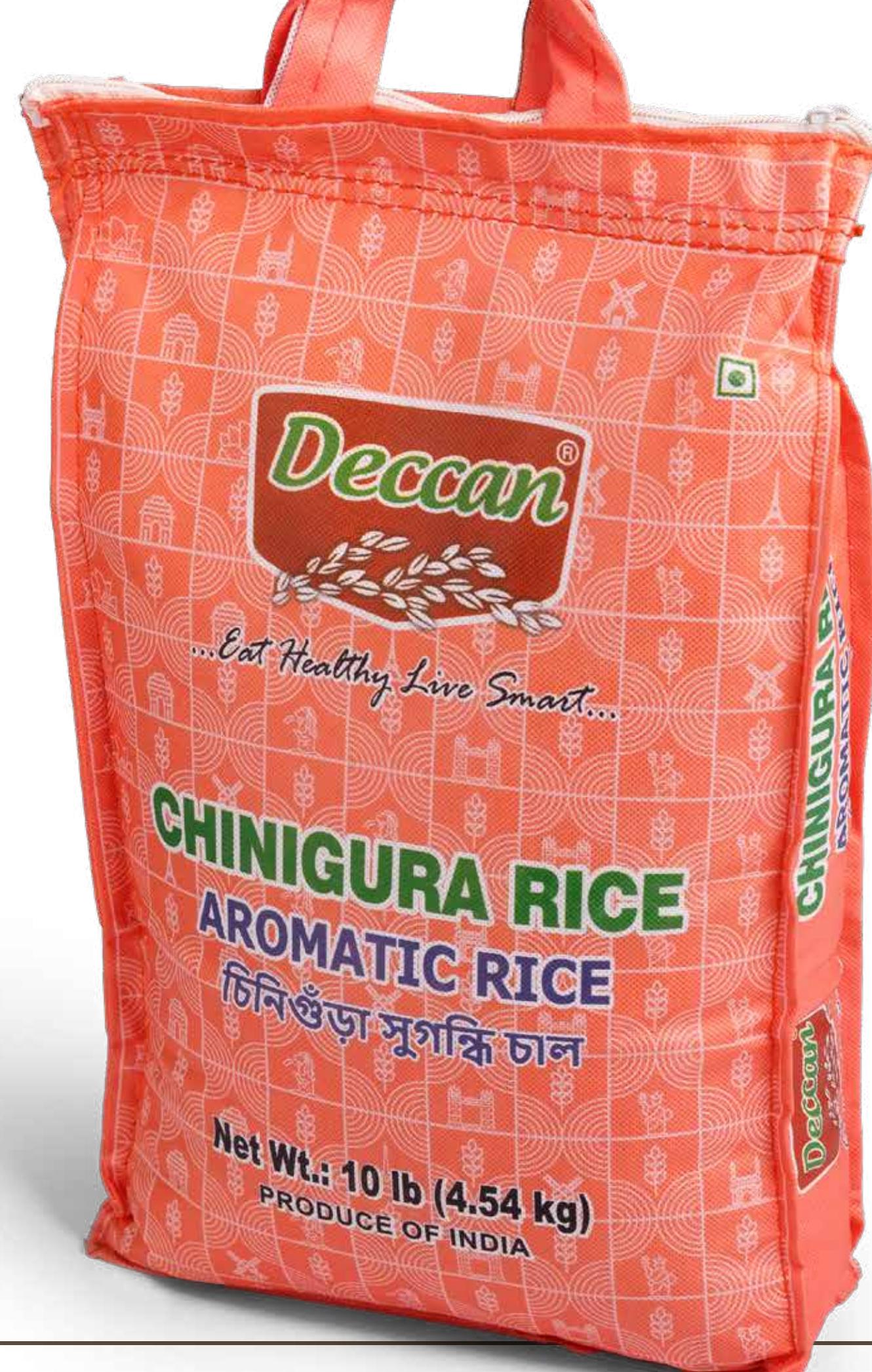
SKUs - 5 kg

Fine, short-slender aromatic rice from the Bengal region, known for its sweet fragrance.

Soft, slightly sticky texture makes it a favourite for festive pulao and desserts.

Premium export-grade rice sought by South Asian diaspora markets.

From the fields of Bangladesh



MEDIUM GRAIN

SORTEX QUALITY

AGED FOR PERFECTION

NON GMO

# The Basmati Rice

**The fragrance of heritage,  
perfected for the world.**

From the fertile foothills of the Indo-Gangetic plains comes the most celebrated rice of India, Basmati, known for its exquisite aroma, long slender grains, and delicate texture.

At Deccan, each Basmati variety is carefully aged, sorted, and graded to international export standards, ensuring consistency in every batch and every market.

This collection represents the pinnacle of our commitment to purity, traceability, and taste — crafted to carry the heritage of Indian Basmati across the globe.

# AMOUR BASMATI RICE 1121

SKUs - 20 kg | 10 kg | 5 kg | 2 kg

Extra-long slender grains that elongate more than twice their length upon cooking, with the classic nutty aroma of aged basmati.

Matured for over 12 months to enhance fragrance and texture, ensuring non-sticky, separate grains with superior yield.

Preferred by premium retail, hospitality, and export buyers seeking high-grade basmati for biryani and gourmet use.

From the fields of  
Punjab



EXTRA  
LONG  
GRAIN

SOTEX  
QUALITY

AGED FOR  
PERFECTION

NON  
GMO

*Choose purity, precision, and partnership  
choose Deccan Basmati.*

Join “The Deccan Collective”

For trade enquiries

Phone :+1-732 763 8708  
E-mail : [sales@deccanrice.com](mailto:sales@deccanrice.com)

# The Everyday Essentials

Deccan's Everyday Essentials range represents the trusted core of Indian kitchens, cold-pressed oils, wholesome rava, and light makhana that together form the backbone of everyday nourishment.

Each product is crafted with the same precision and integrity that define Deccan's legacy in rice, where purity, consistency, and reliability remain uncompromised.

For distributors, retailers, and food-service partners, this range delivers dependable performance, transparent sourcing, and strong consumer trust, values that have anchored Deccan's reputation for over 15 years.

Consistent quality.  
Reliable supply.  
Everyday excellence.

# BOMBAY / UPMA RAVA

SKUs - 2 kg | 1 kg

Made from select wheat grains, Deccan's Upma Rava is roasted and milled to precision, producing a soft texture with a subtle nutty aroma ideal for upma, halwa, and breakfast mixes.

Roasted evenly to enhance shelf life and prevent clumping.

Available in retail and bulk food-service formats.



## IDLY RAVA

SKUs - 2 kg | 1 kg

Milled from high-quality rice grains, Deccan's Idli Rava offers uniform granulation for smooth fermentation and consistent results. Designed for both household and commercial use.

Processed under strict quality checks to ensure hygiene, purity, and texture consistency.

Available in multiple pack sizes and bulk supply.



## RICE RAVA

SKUs - 2 kg | 1 kg

Deccan Rice Rava is made from high-quality, locally milled rice grains, processed to deliver uniform texture, purity, and taste.

Sourced responsibly and produced under stringent hygiene standards, it represents Deccan's ongoing commitment to purity, reliability, and the trust of everyday cooking.



# WHEAT DALIYA (COARSE)

SKUs - 2 kg | 1 kg

Ground from whole wheat grains with a coarse consistency. Deccan's Wheat Rava retains the natural fibre and nutrition of the wheat kernel. Perfect for savoury porridges, halwa, and wholesome meal preparations.

Stone-ground under hygienic conditions to preserve texture and flavour integrity.

Available in retail and bulk packaging.



# WHEAT DALIYA (FINE)

SKUs - 2 kg | 1 kg

Deccan's Fine Wheat Rava is milled to achieve a soft, even texture that cooks quickly into fluffy upmas and desserts. Suitable for both household use and catering applications.

Produced under temperature-controlled milling to ensure consistency and uniform particle size.

Available in multiple pack sizes and export-ready formats.



# PHOOL MAKHANA

SKUs - 200 g

Harvested from premium-grade lotus seeds, Deccan's Phool Makhana offers high protein content and a crisp texture. Ideal for roasting, seasoning, or dessert preparations.

Cleaned, graded, and packed under hygienic conditions to maintain crunch and freshness.



# COLD PRESSED SESAME OIL

## SKUs - 500 ml

Extracted from carefully sourced sesame seeds through traditional cold-pressing, Deccan's Sesame Oil preserves the seed's natural aroma and nutrient integrity. Ideal for authentic South Indian cooking, tempering, and pickling.

Processed in small batches under hygienic conditions to maintain freshness and consistency in flavour.

Available in retail and bulk packs.



# COLD PRESSED PEANUT OIL

## SKUs - 1 lt | 500 ml

Deccan's Fine Wheat Rava is milled to achieve a soft, even texture that cooks quickly into fluffy upmas and desserts. Suitable for both household use and catering applications.

Produced under temperature-controlled milling to ensure consistency and uniform particle size.

Available in multiple pack sizes and export-ready formats.



# COLD PRESSED SUNFLOWER OIL

## SKUs - 1 lt | 500 ml

Deccan's Cold-Pressed Sunflower Oil offers a clean, mild taste and is rich in Vitamin E. Its light texture makes it suitable for everyday home and food-service use alike.

Cold-pressed and double-filtered for purity and freshness in every batch.

Available in retail and bulk supply formats.

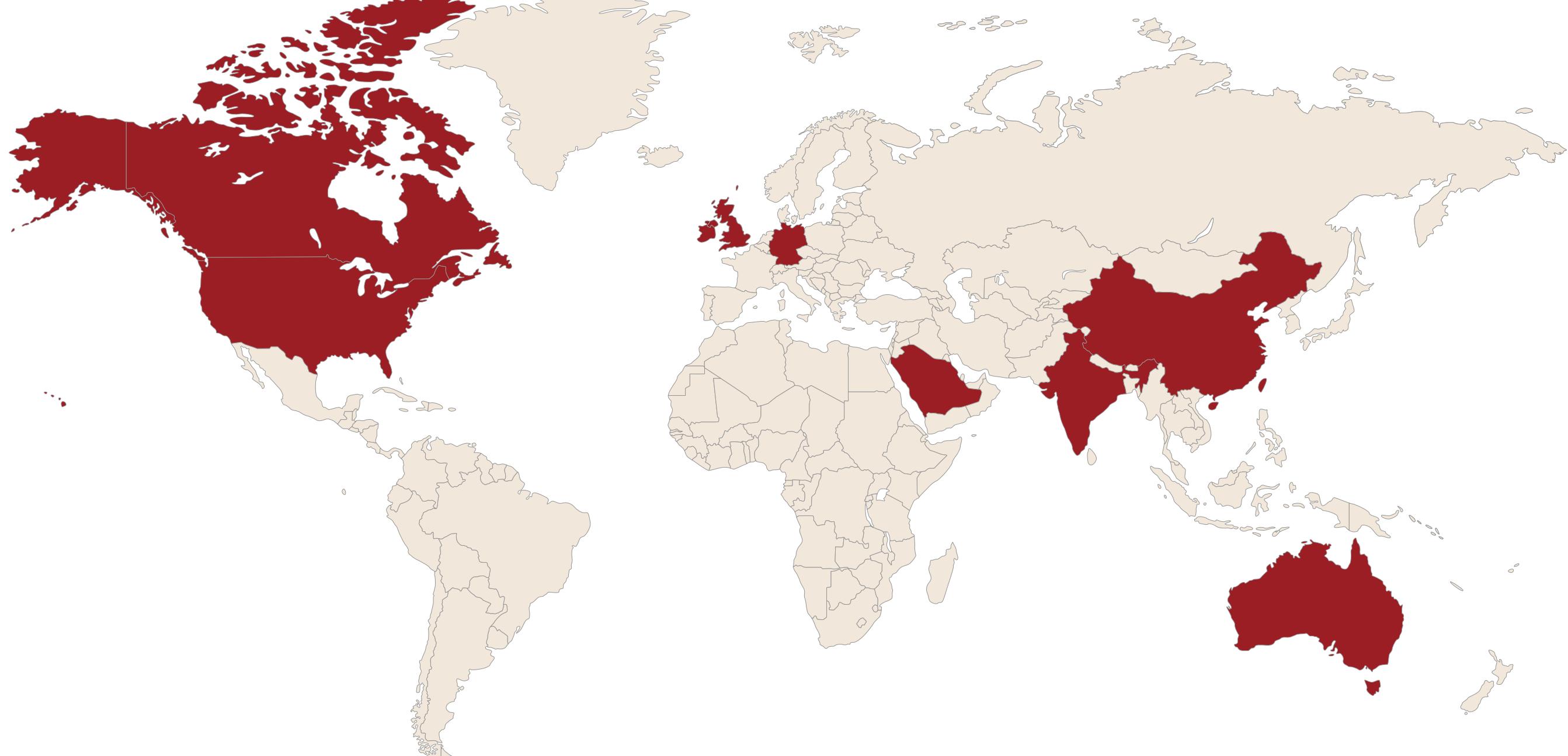


# From the heart of Telangana to tables across the world.

Deccan's story began in the fields of Telangana, and today, it continues across continents.

Our presence extends from India's agricultural heartlands to homes in USA, UK, Canada, Germany, China, Australia, and UAE, serving both retail and institutional markets with the same promise of purity, quality, and care.

Every partnership we build, whether with a farmer, a distributor, or a retailer strengthens our shared mission, "To make the authentic taste of home accessible to every Indian home worldwide."



**Headquarters & Agro Hub:**  
Sultanpur, Sangareddy, Telangana, India

**Export & Distribution Presence:**

Middle East: UAE  
Europe: Germany, UK,  
North America: USA, Canada  
Asia - China  
Australia

**Emerging Markets:** Singapore, South Africa

Our growing network of distribution partners ensures that every Deccan product, from everyday staples to premium Basmati, reaches global markets with efficiency and traceability.



# THE DECCAN COLLECTIVE

*Together, let's empower  
the hands that feed us.*

At Deccan, we believe trade is more than an exchange, it's a relationship built on respect, trust, and shared purpose.

The Deccan Collective was born from this belief, a connected ecosystem that unites farmers, foundations, partners, and consumers in a single purpose, to create a sustainable, farmer-first future for agriculture.

Every collaboration from cultivation to consumption strengthens this circle of purpose. Because food, at its heart, is connection. And every grain is a story that begins with care and ends with gratitude.



# Four Pillars, One Purpose

The Deccan  
Ecosystem



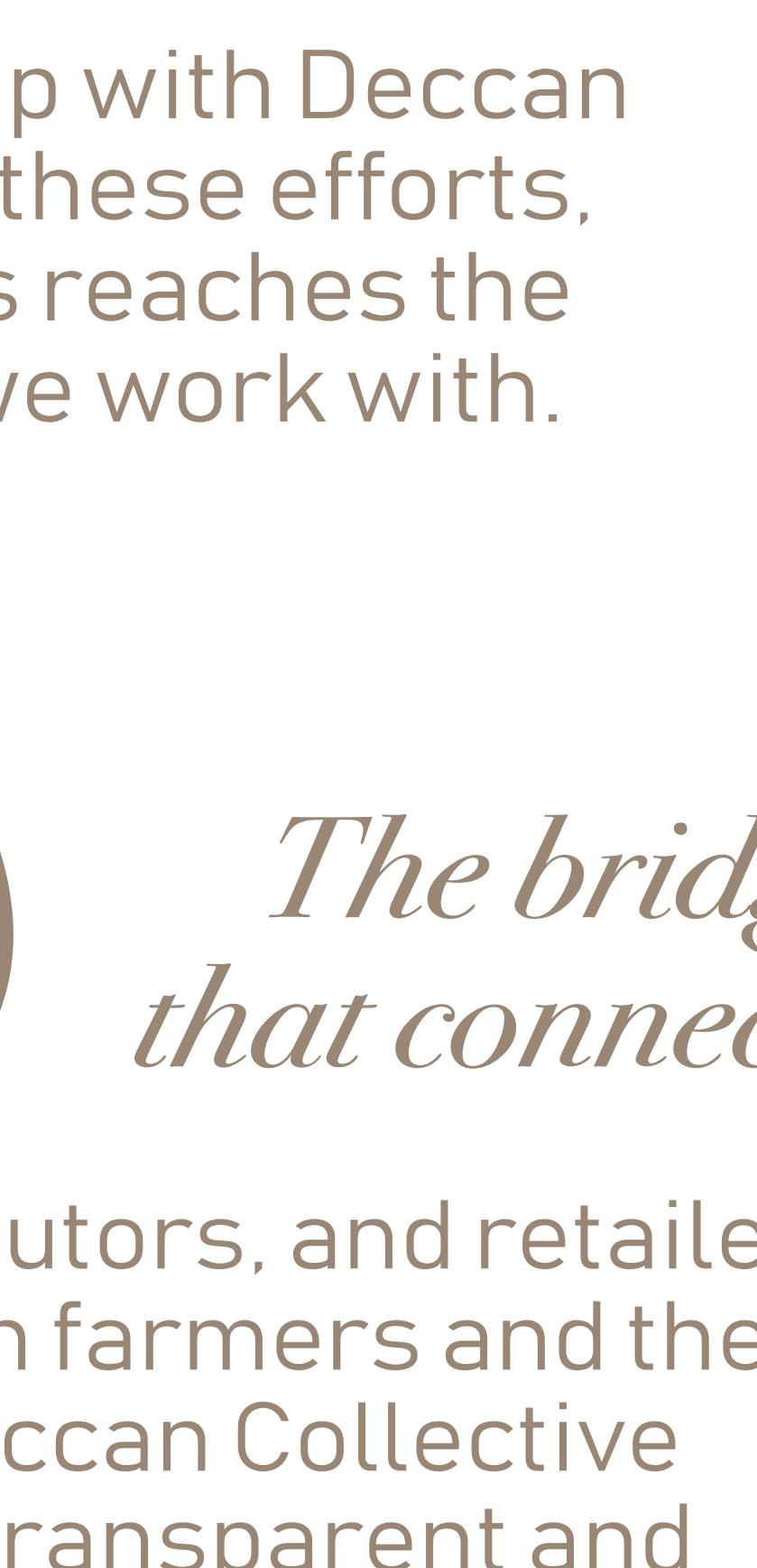
## *The hands that grow*

It begins in the soil, in the hands of farmers who nurture it with patience and pride. Through direct engagement, training, and transparent pricing, we ensure that their work receives the recognition it deserves.

*They are not suppliers,  
they are partners in prosperity.*

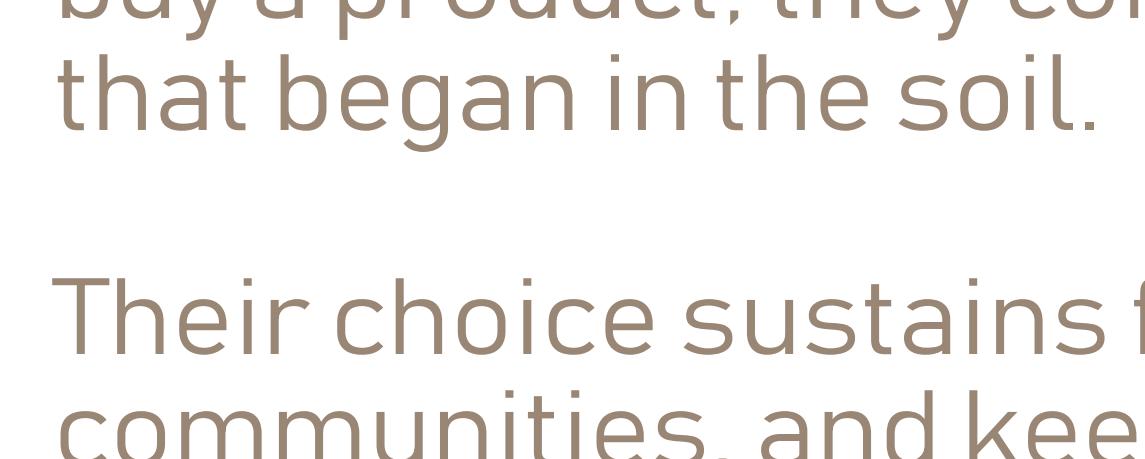
## *The heart that gives back*

Through the HITA Foundation, Deccan invests in what truly sustains agriculture, the welfare of its people.



From education and healthcare to women's empowerment and skill development, HITA channels business success into social impact.

Every trade partnership with Deccan contributes directly to these efforts, ensuring that progress reaches the roots of every village we work with.



## *The bridge that connects*

Trade partners, distributors, and retailers are the bridge between farmers and the world. Through The Deccan Collective platform, we create a transparent and ethical network that ensures traceability, consistency, and collaboration.

Partners join a value chain built on shared trust, where growth and integrity walk hand in hand.

## *The home that completes the circle*

From the fields of India to kitchens across the globe, every Deccan grain carries a story of care, quality, and belonging. Consumers who choose Deccan don't just buy a product; they complete the journey that began in the soil.

Their choice sustains farmers, empowers communities, and keeps heritage alive through every meal shared in love.

Together, they form one living circle. The Deccan Collective is not a hierarchy, it's a harmony.

Four pillars standing together, the Hands, the Heart, the Bridge, and the Home. United by trust and guided by purpose.

It's how we transform every partnership into progress and every grain into a symbol of connection.

# Certifications & Quality Standards

Deccan's infrastructure and processes are aligned with international trade and safety norms, including

**ISO 22000:2018** – Food Safety Management

**HACCP Certified** – Hazard Analysis & Critical Control Points

**FSSAI Registered** – India Food Safety and Standards Authority

**GI Certification** for Basmati and heritage varieties

These certifications reflect not only our compliance, but our commitment to consistent, transparent, and trustworthy trade.



# Partnerships & Collaborations

We partner with trade organizations, technology providers and leading agricultural universities, to continuously improve the science behind every grain.

Deccan welcomes partnerships with

- **Global distributors and importers**
- **Private-label and white-label brands,**
- **Retail chains and supermarket groups,**
- **Institutional food-service providers**

Together, we can build a fairer, stronger, and more sustainable food trade ecosystem.

*From every seed sown  
to every meal shared  
Deccan stands for  
one simple promise  
authenticity with heart.*

*Together, let's empower  
the hands that feed us.*

*– Team Deccan*

Join The Deccan Collective  
where partnership becomes purpose.

**For trade enquiries**

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