



The Rice Studio



# BUDDHA RATANA

## All Rice Varieties



APEDA  
Agricultural & Processed Food Products  
Export Development Authority  
Ministry of Commerce & Industry, Government of India



MSME : Micro, Small and Medium  
Enterprises



वसुधैव कुटुम्बकम्  
ONE EARTH • ONE FAMILY • ONE FUTURE

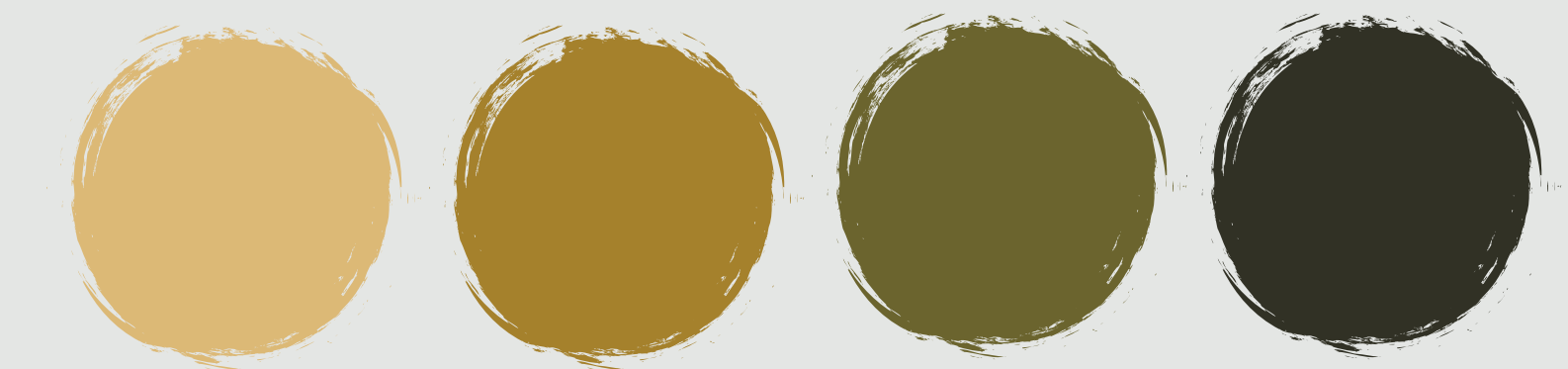


अतुल्य भारत की अमूल्य निधि  
Invaluable Treasures of Incredible India

Budharatna97@gmail.com

SAMP INDIA TRADES PVT LTD

# ABOUT US



We are pleased to have you visit SAMP India Trade Private Limited, the exclusive distributor of Buddha Ratana aromatic rice, a product of nature bestowed upon humankind. Both organic and non-organic fertilizers are avoided during our rice's cultivation and growth, allowing it to thrive in its purest form. A river fed by melting snow in the Himalayas supplies its irrigation water, giving the crop a unique flavor and a pleasant aroma. People who have faith in mother nature and who look to food as a means to better health are the target market for our product.

## VISION

To be the leading provider of high-quality, natural, and exclusive rice products that promote wellness and healthy living.

## MISSION

Our mission is to cultivate and grow highly natural and aromatic rice varieties, such as Buddha Ratana, through an exclusive and sustainable farming process that promotes environmental stewardship and improves the health and well-being of our customers.



## Health Benefits

### Nutrient/ Aspect                      Quantity Per 100 gms

• Energy	350.97
• Total Fat	0.45%
• Cholesterol	Nil
• Protein	8.96
• Carbohydrate	77.77
• Uric acid	16.94
• TotalAsh	0.66
• Vitamine B1	0.013
• Glycemic index	53%
• Iron	0.33
• Magnesium	53%
• Copper	2.67
• Zinc	1.95
• Omega 3	15.3
• Omega 6	66

#### Stands for below the limit of qualification

• Sugar	BLQ
• Alkali spreading value	6ASV
• Apparent Amylose Content	20.69
• Gel Consistency	62.50mm
• Hardness	2105g
• Adhesiveness	-90 g sec
• Springiness	0.65g sec
• Cohesiveness	0.34g sec
• Aroma	scented
• Anti oxidant , mg / 100gms	3.7

- **Diabetic patients:** - People who are suffering from diabetes can consume this rice, because of gluten-free and low GI.
- **Malnutrition :-** IRON, ZINC AND PROTIEN are highly effective in preventing Anemia and promote muscle development, thus very useful nutrient to feed to malnourished children.
- **Immunity booster:-** This Rice has natural antioxidant source & medicinal values.
- **Alzheimer patients:** - IRON, ZINC and OMEGA 3 & 6 are in great quantity. It increases brain power and also prevent/reduce extent of Alzheimer disease.
- **Obese people:-** High dietary fiber, rich in antioxidants, zero trans-fat and extremely low cholesterol and saturated fat means it is highly beneficial for obese people.
- **Potential cancer & cardio:** - preventing food Due to high presence of antioxidant named Anthocyanin, a potential cancer cell killing antioxidant, it is highly effective in preventing cancer across all age groups, Cardiovascular disease, arthritis.
- **Fitness enthusiasts :-** This rice has surplus amount of Fiber, Carbohydrate and Proteins, and has low fats.
- **Low cholesterol:** - beneficiary for heart health in inflammatory conditions due to presence of anthocyanin.
- **Obesity:** - Buddha Ratna fight with obesity because of it contains more vitamins B, E, Niacin, calcium, magnesium, iron, zinc, compare to other white rice.
- **Immunity boosting properties:** - due to antioxidant property it boosts immunity.
- **Cardiac patient:** - zero trans-fat & extremely low cholesterol, saturated fat levels. Rich in antioxidant & dietary fiber helps body get rid of toxins effectively.
- **Anthocyanin potential health benefit:** - Anthocyanin have antioxidant, anti-inflammatory, & anti carcinogenic properties & lower the risk of cardiovascular disease, diabetes, arthritis & cancer due, at least in part, to their antioxidant & anti-inflammatory activities.



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# Budhha Ratana Kalanamak Rice

# KALANAMAK RICE

Buddha Ratana rice has been cultivated since the Buddhist period (600 BC). Kala namak Rice is in cultivation since the Buddhist period (600 BC). The grains were found from excavation of Aligarhwa Uttar Pradesh, During excavation of Aligarhwa carbonized rice grains resembling Kalanamak were recovered. located at Nepal border. Kala namak rice was given the Geographical Indication tag in 2013. Chinese monk Faxian wrote that when Buddha visited Kapilvastu for the first time after attaining 'enlightenment', he was stopped at Mathla village by the people. The villagers asked Siddhartha to give them prasada. Siddhartha took the rice he had taken in alms and gave it to the people, asking them to sow it in a marshy place. The rice thus produced "will have typical aroma which will always remind people of me.

Kalanamak, a traditional variety of paddy with a black husk and a strong fragrance.

What is Buddha Ratana rice Known for its aroma and distinct taste, This Rice has now been awarded the . Geographical Indication (GI) tag. Deriving its name from the black husk (kala) and a mild salty (namak) taste, it is considered as one of the finest rice varieties in the international.



## HEALTH BENEFITS

- This Rich in micronutrients such as iron and zinc and can help prevent Alzheimer's disease. It also contains 11 percent protein which is almost double of common rice varieties. Besides, it has a low Glycemic Index (49% to 52%) making it sugar free and suitable for even diabetic people. It also contains antioxidants such as anthocyanin.
- which is useful in preventing heart disease and also helps in improving the health of the skin.

It has also been found helpful in regulating blood pressure and blood related problems.



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# Budhha Ratana Jawaphool Rice

Jawaful is a variety of medium length slender-grained, aromatic rice from the rich soil of Chhattisgarh. It smells heavenly while cooking and tastes delicious. It is one of the oldest premium rice cultivated in the region of CG and MP. Jawaful takes a lot of care and time (approx 125 days) to cultivate, therefore, considered one of the premium rice to enjoy in special occasions.

## Nutrient content

Calories	119
Carbohydrates	26 g
Fat	0.2 g
Protien	2.5 g
Fiber	0.1 g
Sodium	1 MG
Potassium	35 mg

# JAWAPHOOL RICE



## HEALTH BENEFITS OF JAWAFUL RICE

- Contains a good amount of essential nutrients such as selenium and zinc. Lower glycaemic index than other white rice so fewer spikes in sugar. Cholesterol Free.
- Good for a balanced diet.
- Easy to digest.



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# Budhha Ratana Navara Rice

# NAVARA RICE

Navara or Njavara (shashtika in Sanskrit), rice defined in ancient Sanskrit Ayurvedic treatises for its nutritive and medicinal properties, is traditionally used in Kerala for Ayurvedic treatments. It is a form of unrefined rice that is assumed to have health benefits.

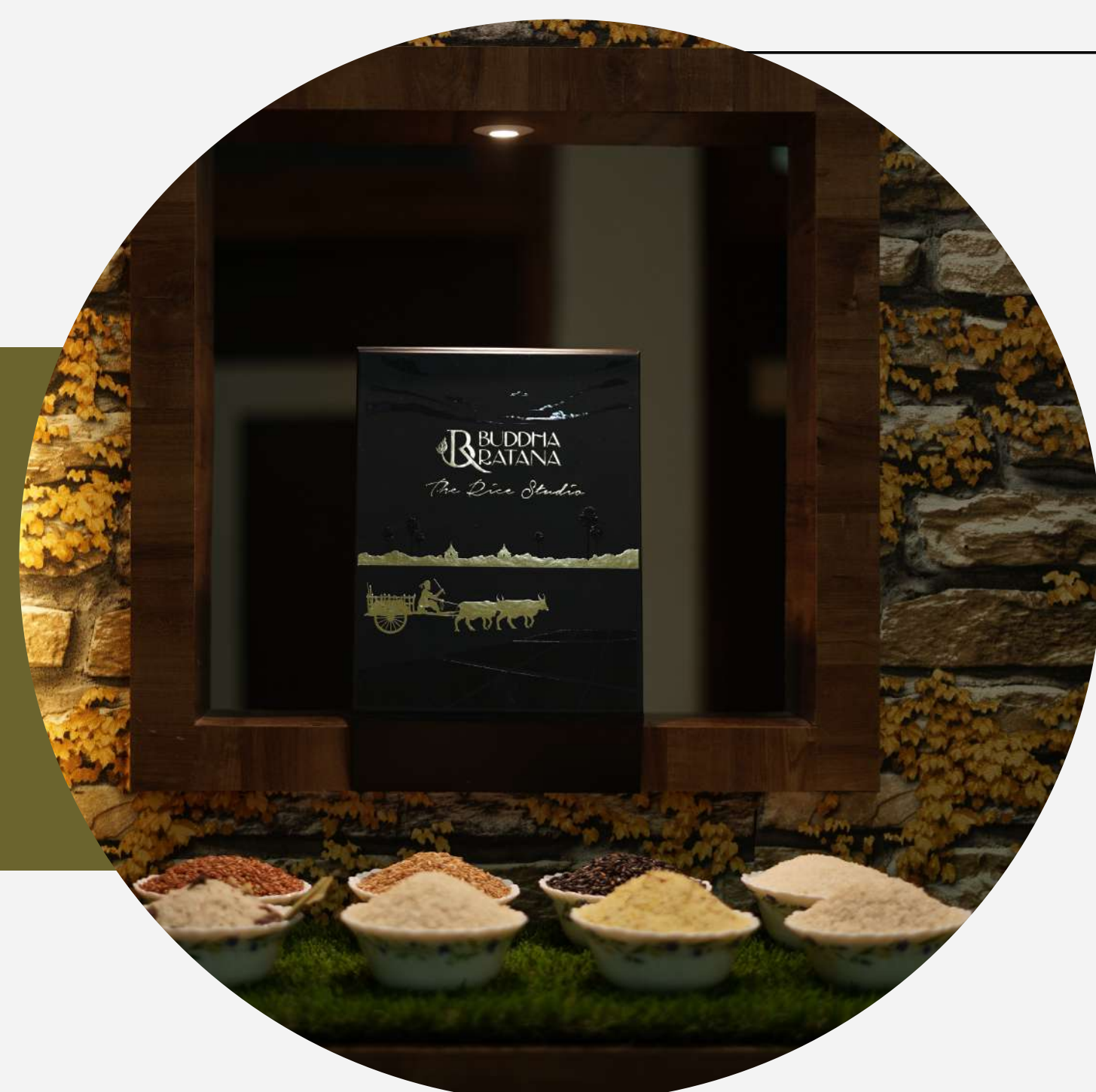
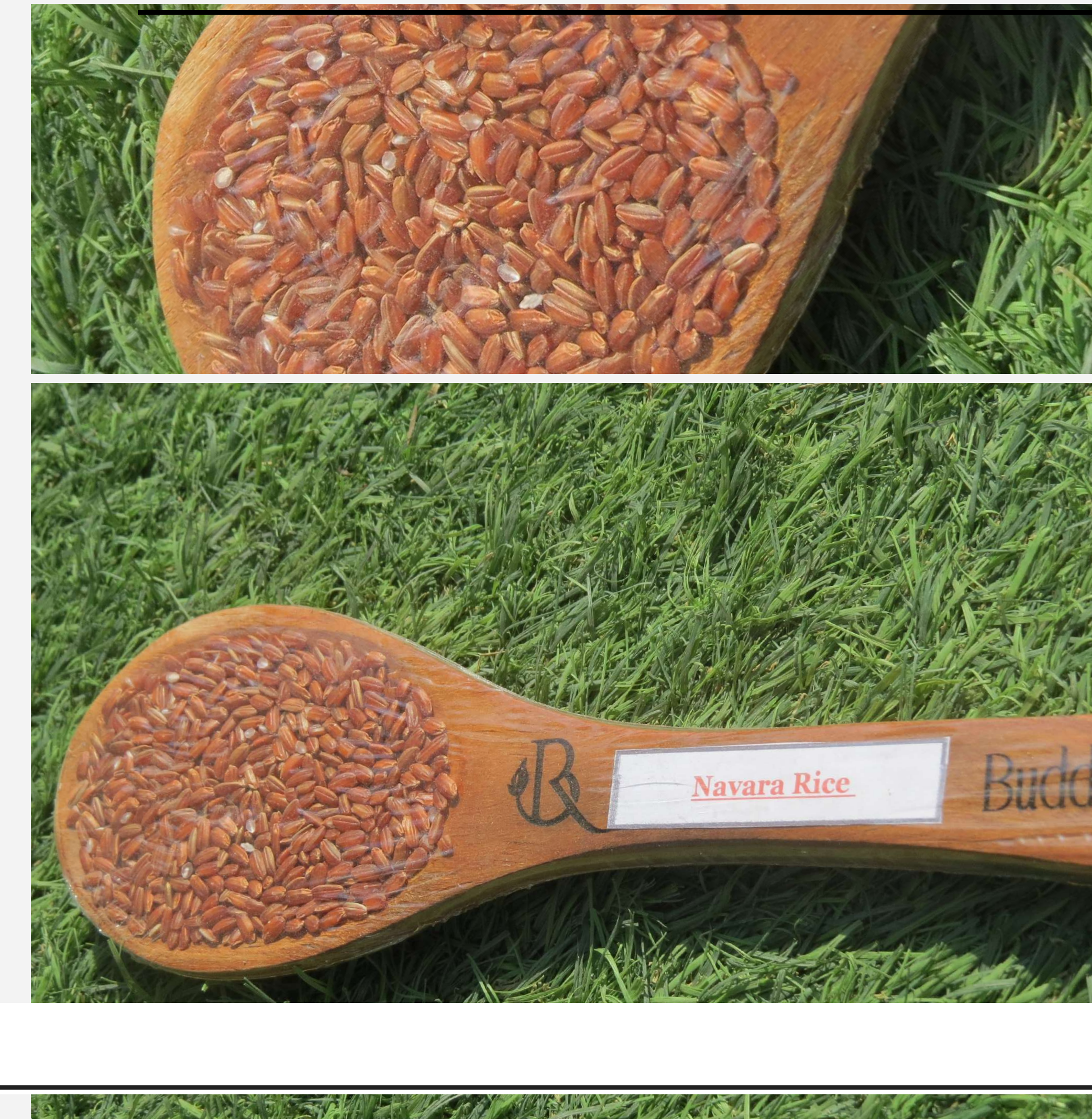
It helps to reduce the cholesterol levels in the body, and also reduce the risk of diseases that are progressed through diabetes such as, hyperlipidemia, hypercalciuria, fatty liver, kidney stones, cancer, and heart diseases. Navara rice is rich in magnesium which helps in regulating pulmonary function in the body.

## Nutrition Facts (Per 100g)

Energy (kcal)	351.46
Protein (g)	9.67
Carbohydrate (g)	71.22
Fat (g)	3.1
Zinc (mg)	14.85
Iron (mg)	0.88
Vit B6 (mg)	1.97

## Health Benefits

- Recommended by saints to keep juvenile and long life.
- It's extract from the bran of the rice is used for curing neural diseases and also used to cure body pain and eye disorders.
- Used to cure the pain associated with Arthritis and is also helpful in treating paralysis.
- Helps to promote the growth of RBC in the blood.
- Boosts the immune system to protect your body from diseases.
- Strengthens the nervous system to avoid the risk of nervous disorders.



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## Budhha Ratana Jeera Rice



### Buddha Ratana Jeera Rice Mix: Added Flavor

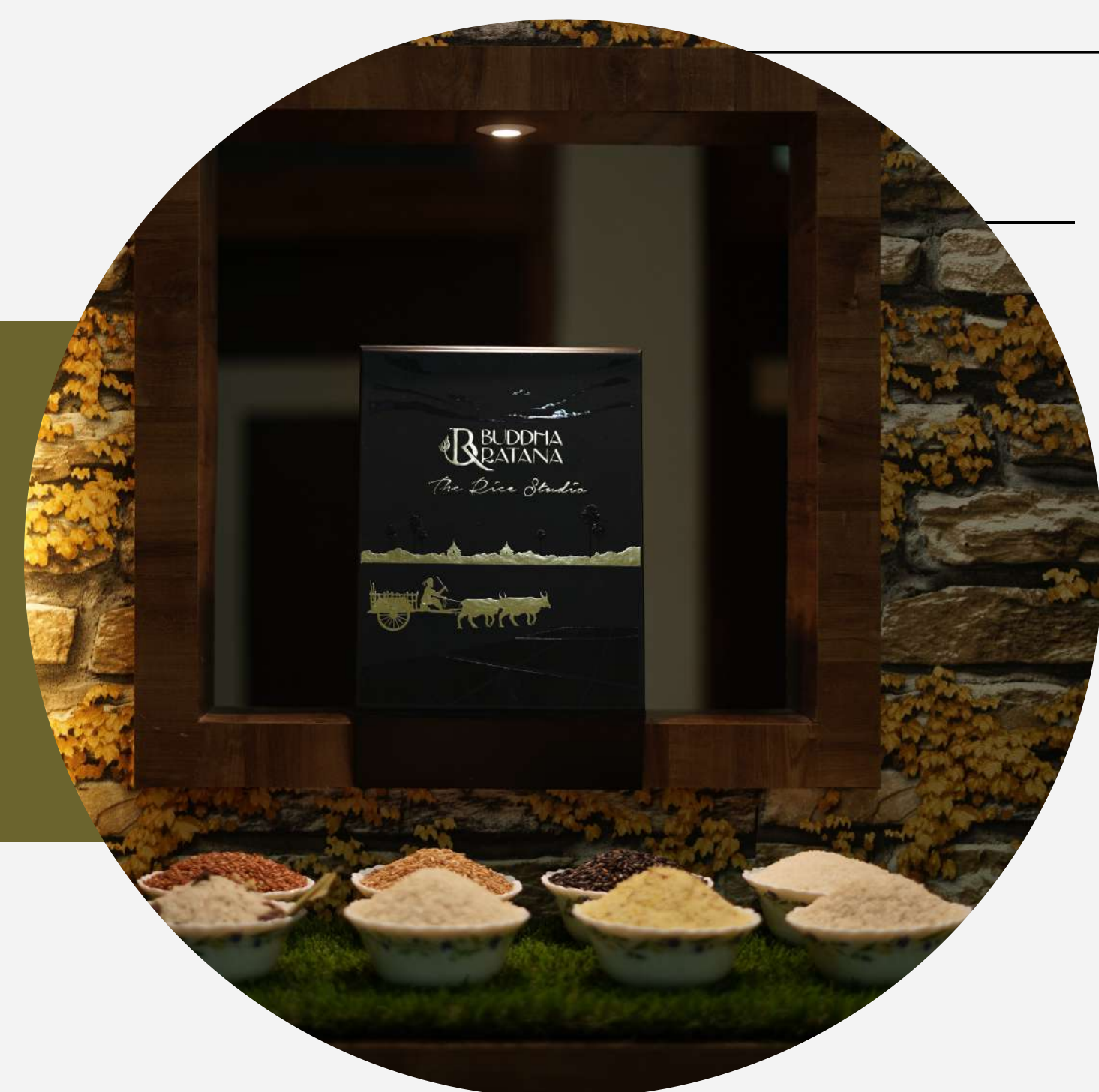
Rice is known for its aroma and the medical value this Rice is special due it has been grown at natural condition without any kind of fertilizer only water, soil. Sunlight has been used for cultivation it has limited production that cannot be increased as this Rice grows in special geographical condition that condition is available at limited Area in India.

## JEERA RICE



## Health Benefits

This Rich in micronutrients such as iron and zinc and can help prevent Alzheimer's disease. It also contains 11 percent protein which is almost double of common rice varieties. Besides, it has a low Glycemic Index (49% to 52%) making it sugar free and suitable for even diabetic people. It also contains antioxidants such as anthocynin. which is useful in preventing heart disease and also helps in improving the health of the skin. It has also been found helpful in regulating blood pressure and blood related problems.



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# Budhha Ratana Kesar Rice



Buddha Ratana Kesar Mix Rice:- Kesar has been added to give extra benefits .

Rice is known for its aroma and the medical value this Rice is special due it has been grown at natural condition without any kind of fertilizer only water ,soil. Sunlight has been used for cultivation it has limited production that cannot be increased as this Rice grows in special geographical condition that condition is available at limited Area in India.

# KESAR RICE

## Health Benefits

This Rich in micronutrients such as iron and zinc and can help prevent Alzheimer's disease. It also contains 11 percent protein which is almost double of common rice varieties. Besides, it has a low Glycemic Index (49% to 52%) making it sugar free and suitable for even diabetic people. It also contains antioxidants such as anthocynin. which is useful in preventing heart disease and also helps in improving the health of the skin. It has also been found helpful in regulating blood pressure and blood related problems.



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# BAMBOO RICE

## Buddha Ratana Bamboo Rice

Bamboo rice is generally cooked like any other rice and makes a great combination with any kind of food we consume. Nutty and chewy, it is slightly different in texture when cooked.

Besides using it in steamed form, many people love to prepare bamboo rice kheer apart from consuming it with lentils and other Indian curries. The grain is filled with various nutrients that include the following as per a small cup serving:

Calcium- 4- 5 gm

Iron- 8 mg

Phosphorus- 12 mg

Calories- 150

Carbohydrates- 30 grams

Carotene- 11 mg

Riboflavin- 30mg

Vitamin B- 0.1 mg

Nicotinic acid- 0.4 mg

One of the best qualities of this green rice is that it has a low glycaemic index compared to other varieties of rice. This is a boon and a healthier option for rice lovers .

## Health Benefits

### Controls Chronic Rheumatic Pain

- Bamboo contains numerous bioactive compounds that have been known to have anti-inflammatory and antioxidant activities like flavonoids, polysaccharides as well as alkaloids that can effectively help decrease and soothe joint, rheumatoid, and back pain.
- Ideal For Weight Watchers
- With higher protein content than both rice and wheat, a small bowl of bamboo rice has a lot more protein than regular rice which makes it ideal for weight watchers as well as for people who are looking for an enhanced protein intake without adding too many calories in their diet.
- Balances Cholesterol Levels
- Bamboo rice has a significant amount of fiber as well as phytosterols-a plant sterol which is more like the cholesterol of the human body. Phytosterols block the absorption of bad cholesterol thus being able to efficiently manage and lower these levels in the body to keep heart diseases at bay.
- Prevents Cough Formation
- Being rich in phosphorus content as compared to other grains is another reason that bamboo rice has those extra points and health benefits acknowledged for ages. For example, phosphorus can help cure respiratory problems and irritation arising due to cough. Phosphorus has also been beneficial to soothe asthma symptoms.
- Improves Cognitive Health
- Bamboo rice contains almost all essential B vitamins. A deficiency of this vitamin can cause anaemia as well as Alzheimer's. B vitamins are also crucial for red blood cell formation, effective nerve functioning, as well as healthy cognitive growth and this rice, can be of great help.
- Fights Tooth Decay
- Vitamin B6 also called pyridoxine is found in this rice which is one of the crucial vitamins that prevents tooth damage and decay. Besides, it also combats tooth cavities and strengthens the teeth and prevents mild to severe gum inflammation.
- Combats Diabetes



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# Buddha Ratana Black Rice

# BLACK RICE

The Chakhao Amubi ( Black Rice ) is one type of sticky black rice that is indigenous to Manipur & chandauli . 'Chakho' means delicious while 'Ambui' means black. In Manipur, it is generally served in special occasions and festive events. After cooking, the black hue turns purple and it has a slightly nutty flavor. Having realised the inherent unique properties, a good scope for commercial cultivation and value addition of its products for a profitable agro-business have already been envisioned with its gaining importance and demands from around the globe.

## Nutritional Value per 100 g

Total crude protein : 12.15%

Total carbohydrate : 72.43%

Amylose : 8.27%

Total fat : 4.8%

Ash : 1.57%

Curde fibre : 0.71%

## Health Benefits

- It has high antioxidant quotient. Antioxidants boost immunity levels and help your body stave off various ailments and infections better. The antioxidants also help discard toxins from body.
- The Anthocyanins is said to be helpful for reducing heart attack prospects. It reportedly plays a role in preventing plaque buildup in artery walls. They are also helpful in lowering cholesterol levels in body.
- Studies have revealed eating black rice can also help keep some dreaded ailments at bay . It may prevent onset of Alzheimer's disease. Though solid scientific evidence does not exist, a lot of users of black rice say its consumption helps prevent and cure certain types of cancer.



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# Budhha Ratana Devbhog Rice

The Chhattisgarh's paddy variety 'Devbhog', developed by the Indira Gandhi Agriculture University (IGAU) scientists, will be grown in Ayodhya and adjoining areas of Uttar Pradesh.

IGAU and Purari Seeds Company, Ayodhya, on Wednesday signed an agreement to procure 120 quintals of Devbhog paddy seeds. IGAU has developed Devbhog from hybridization of 'Swarna' and 'Jeera' varieties of paddy. It is medium yielding with a duration (135-140 days) variety and is tolerant to diseases like brown spot, sheath rot and other diseases. It falls under the medium fine size and grain recovery is 67 percent

# DEVBHOG RICE

## Nutrient content

### Nutrient Amount

Calories	130
Carbohydrate	28.7 g
Protein	2.36 g
Fat	0.19 g

## Health Benefits

Preserves Bone Support and Muscle health  
Magnesium, a key nutrient present in rice, ensures strength to bones by enabling several enzyme reactions towards the synthesis of DNA and proteins.

These reactions are necessary for right nerve coordination and muscle contraction.  
Enhances Colon Health

The resistant starch available in rice helps in the formation of fatty acids that keep the colon healthy. These fatty acids also prevent any risk of colorectal cancer

Reduces the Risk of Cardiovascular Diseases

Consumption of whole grains such as brown rice is linked to a reduction in the risk of heart disease.



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## Budhha Ratana Kashmiri Rice

# KASHMIRI RICE

Kashmiri Rice is short bold aromatic rice grown in higher reaches of Kashmir valley. The cooked rice is unique and possesses harmonious blend of taste, aroma and rich organoleptic properties. It is mainly grown in areas of Sagam, Panzgam and Soaf Shali of district Anantnag and Beerwah belt of district Budgam. The cooked rice is unique and possesses a harmonious blend of taste, aroma and rich organoleptic properties. It is mainly grown in areas of Sagam, Panzgam and Soaf Shali of district Anantnag .

This is a special variety of rice and cannot be grown anywhere, it needs a special atmosphere and peculiar climatic conditions to grow. Traditionally, Kashmir is known for growing both aromatic and non-aromatic rice varieties. Mushk Budji Rice grows mainly at an elevation of 5500 feet above sea level in high lying areas and the yield is 40-45 quintiles per hectare



## Nutrition Facts (Per 100g)

Nutrition Facts (Per 100g)

Calories 351  
Protein (g) 13 %  
Carbohydrate (g) 25 %  
Saturated Fat (g) 50 %  
Total Fat 1 g 1 %  
Calcium 21 mg 2 %  
Vit C 5 %  
Sodium 430 mg 19 %

## HEALTH BENEFITS

- Obesity: - Buddha Ratna fight with obesity because of it contains more vitamins B, E, Niacin, calcium, magnesium, iron, zinc, compare to other white rice.
- Immunity boosting properties: - due to antioxidant property it boosts immunity.
- Diabetic patients: - People who are suffering from diabetes can consume this rice, because of gluten-free and low GI.
- Immunity booster:- This Rice has natural antioxidant source & medicinal values.



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# POKKALI RICE



## Buddha Ratana Pokkali Rice

Pokkali is a unique saline tolerant rice variety that is cultivated in an organic way in the water-logged coastal regions of Alappuzha, Thrissur and Ernakulam districts. The organically-grown Pokkali is famed for its peculiar taste and its high protein content. Pokkali is an ancient farming practice where one season of rice farming is alternated with another season of prawn culture. The prawn seedlings, which swim in from the sea and the backwaters after the rice harvest, feed on the leftovers of the harvested crop.

### Nutrient Content

## Health Benefits

### Nutrient Content

Water (g)	12.72 ± 0.04
Protein (g)	7.60 ± 0.20
Fat (g)	2.43 ± 0.09
Available carbohydrates (g)	72.26 ± 0.62
Dietary Fiber (g)	3.53 ± 0.0
Ash (g)	1.03 ± 0.16
Calcium (mg)	44.68 ± 0.01
Fe (mg)	0.02 ± 0.0
Magnesium (mg)	107.51 ± 0.0
K (mg)	214.27 ± 0.0
Na (mg)	3.51 ± 0.01
Zn (mg)	3.16 ± 0.0

- Used in preparation of traditional health-care food in Kerala.
- Good for treating hemorrhoids (Piles).
- Rice gruel water made from Pokkali Rice is highly recommend for Cholera.
- Storehouse of Nutrients.
- Best in terms of Fiber and Protein Content.
- Low carbohydrate content making it suitable for persons with diabetes.

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## Budhha Ratana Katarni Rice

# KATARNI RICE

Katarni rice (chawal in Hindi) is a unique tasting, aromatic, short grain rice grown in India, in the state of Bihar. Grown natively in the Bhagalpur and Banka districts,

Katarni rice is not only in demand in Bihar, but throughout the country. Despite uniqueness Katarni rice is facing the threat of extinction. Uniqueness of Katarni Rice

- Untainted appearance and delectable taste.
- Brown Husk with awl shaped apex.
- Strongly aromatic cooked and uncooked rice.
- Soft and Non-sticky rice with good digestible qualities.
- Famous for palatability and beaten rice making qualities

### Health Benefits of Katarni Rice

- Contains a good balance of proteins, carbohydrates and fibre.
- Represents a good source of some vitamins and minerals.
- Low in calories and fat.

### Interesting Facts

- ❖ Scented Rice have been grown in India about 2500 years since the time of Sushruta.
- ❖ The First documented record of both scented rice and short duration rice India was made by Susruta.
- ❖ It is believed that Maharaja Rahmat Ali Khan Bahadur of Kharagpur was the first person to get Katarni planted in Bhagalpur region.
- ❖ Each rice seed can produce up to 3,000 grains, which is the highest level of production amongst cereals.
  - ❖ There are 40,000 different cultivated species.
  - ❖ Pillows made of natural textiles stuffed with rice are an excellent aid for relieving back and neck pain.

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## Budhha Ratana Sonachoor Rice

# SONACHOOR RICE

sonachur variety of rice is most expensive in my small knowlege. This is locally grown in sasaram - bhabua and shahabad region of bihar. Most famous Miller of north pack this good smelling rice to sell as basmati. I have seen this myself being done in Nokha, sasaram, nasariganj, babhua, dehri, arrah, buxar ,karahgar and adjoining areas Mills. Old rice is good for pulav making and fresh is for Kheer.

### Nutrition Facts (Per 100g)

Calories	351
Protein (g)	13 %
Carbohydrate(g)	25 %
Saturated Fat(g)	50 %
Total Fat 1 g	1 %
Calcium 21 mg	2 %
Vit C	5 %
Sodium 430 mg	19 %

### Health Benefits

- Obesity: - it contains more vitamins B, E, Niacin, calcium, magnesium, iron, zinc, compare to other white rice.
- Immunity boosting properties: - due to antioxidant property it boosts immunity.
- Diabetic patients: - People who are suffering from diabetes can consume this rice, because of gluten-free and low GI.
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## Budhha Ratana Tulsi Manjari Rice

# TULSSI MANJARI RICE

Tulsi Manjari rice is rich in proteins, fiber, and anti-oxidants. Easily digestible and nourishing this rice is long used to treat imbalances in the body. Intake of this rice benefits our skin and increases bowel movement. It is also known to burn body fat faster.

This rice has traditionally been treated for body misalignments due to its high protein, fibre, and antioxidant content. Tulsi Manjari of the rarest and finest aromatic rice varieties of India are found in the Bhagalpur and Magadh divisions of Bihar. Bhagalpur has been a traditional aromatic rice growing area where varieties such as Tulsi Manjari are widely grown.



### HEALTH BENEFITS

- It helps boost metabolism, keeps digestion smooth and supports good health.
- It is rich in antioxidants that help fight free radical damage and make skin healthy. The consumption of this rice perks our skin and promotes digestion.
- It is also known to aid in the burning of body fat.

### Nutrient content

Calcium	23 mg
Iron	3.66 mg
Protein	7.5 mg
Energy	325 kcal
Fat	0.1 g
Carbohydrates	73.6 g
Fibre	0.3 g



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# Budhha Ratana Govindbhog Rice

Govindbhog rice is rich in proteins, fiber, and anti-oxidants. Easily digestible and nourishing this rice is long used to treat imbalances in the body. Intake of this rice benefits our skin and increases bowel movement. It is also known to burn body fat faster.

This rice has traditionally been treated for body misalignments due to its high protein, fibre, and antioxidant content.

This variety of rice is primarily cultivated in east Burdwan district - in the southern basin of the Damodar river in the Raina 1, Raina 2 and Khandaghosh blocks.

Govindbhog rice a speciality from Burdwan district of West Bengal, has got the geographical indication

# GOVINDBHOG RICE



## Nutritional values per 100gms

Calcium	23 mg
Iron	3.66 mg
Protein	7.5 mg
Energy	325 kcal
Fat	0.1 g
Carbohydrates	73.6 g
Fibre	0.3 g

## Health Benefits

- It helps boost metabolism, keeps digestion smooth and supports good health.
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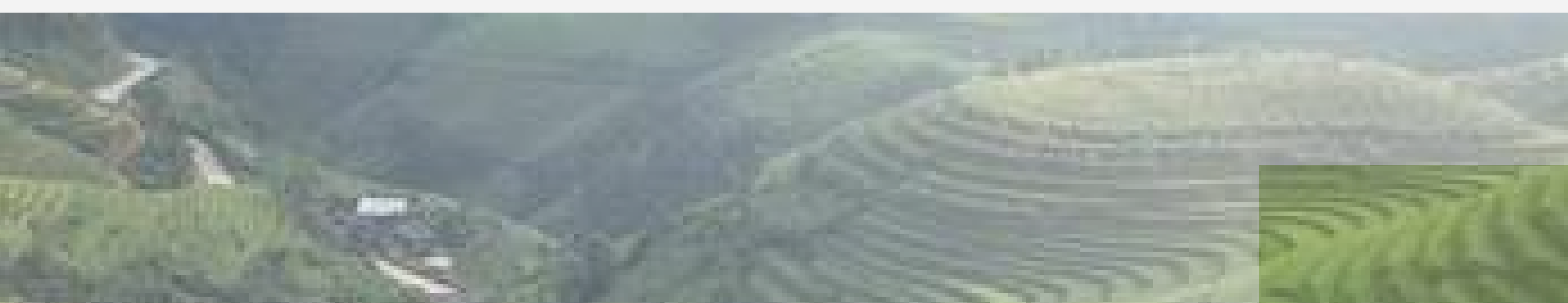


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# Budhha Ratana Tinni Rice

# TINNI RICE

Tinni rice is also known as red rice or brown beard rice. This type of rice grows much better than other rice and it is introduced by Traditional Ecological Knowledge (TEK) and informal cultural institutions. This type of rice is cultivated in some regions of India mainly in Uttar Pradesh. This study examines the critical role of traditional ecological knowledge (TEK) and informal cultural institutions in conserving varieties of a wild rice species locally known as "tinni" (red rice or brownbeard rice [*O. rufipogon* Griff.]) within the Bhar community of eastern Uttar Pradesh, India.

## HEALTH BENEFITS

- Controlling diabetes
- Tinni rice helps in regulating the insulin level. The low glycemic index of red rice helps in controlling the sugar level and is good for diabetic patients.
- Tinni rice can also prevent Asthma
- The best thing about this rice variant is that it helps in controlling the pulmonary functions.
- Improves consumption of oxygen
- Packed with the goodness of iron, daily consumption of red rice can help in absorption of oxygen and circulate it to every tissue and cell of the body. What's more, an improved level of oxygen in the body can elevate your mood and make you feel energetic.
- Rice helps in digestion
- Tinni rice is a great source of fiber and can help in several digestive functions. keeps heart diseases at bay
- The presence of whole grains in red rice can easily reduce the level of bad cholesterol in your body. The bran of red rice can help in reducing the cholesterol level and prevent heart diseases.
- Helps in reducing fatigue
- Tinni rice is perfect for weight-watchers and the fiber content in this rice makes it a much healthier choice as compared to other rice variants. The bran in tinni rice makes you feel satiated for a longer period.



## Nutrient content

Calories 150

Fat	0 (0%)
Sodium	0mg 0%
Potassium	95mg 3%
Fiber	2g 8%
Calcium	20mg 2%



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# Budhha Ratana Sticky Rice

Sticky rice, also known as glutinous rice and sweet rice, is a staple ingredient in Asian delicacies. As the name suggests, the rice has a glue-like texture when cooked and has a fragrant, sweet taste.

The unique sticky texture of the rice is a result of selective breeding. It's cultivated mostly in China,

Laos and Thailand and features heavily in savoury and sweet dishes. The gelatinous rice is most notably used in Thai mango sticky rice.

## Nutritional values per 100gms

### NUTRITIONAL FACT MEASURE%(DV)

Calories	97
Fibre	4%
Protein	4%
Carbohydrate	7%
Magnesium	1%

- Boosts metabolism
- Good for heart health
- Good for bones
- Contains selenium
- Prevents chronic diseases
- Rich in fibre
- Has anti-inflammatory properties
- Improves digestion
- Regulates diabetes

### Health Benefits

#### Health Benefits of Sticky Rice

Sticky rice is replete with many health benefits, starting with its antioxidant properties, that help lower oxidative stress. Sticky rice is also rich in minerals like zinc, magnesium, copper, phosphorus and selenium.

May lowers diabetes: A 2017 Japanese study found that consuming sticky rice for 8 weeks benefited people with diabetes by improving glycemic control.

- . Prevents osteoporosis: Sticky rice contains important minerals, which can strengthen bones and it may also reduce the risk of osteoporosis.
- . Improve heart health: Sticky rice can help you lose weight and it can be the best option for people who are struggling with their body weight. Sticky rice is beneficial for patients who are suffering from heart problems.

#### Various Health Benefits of Sticky Rice

# STRICKY RICE



Company Name :- Samp India Trade Pvt Ltd

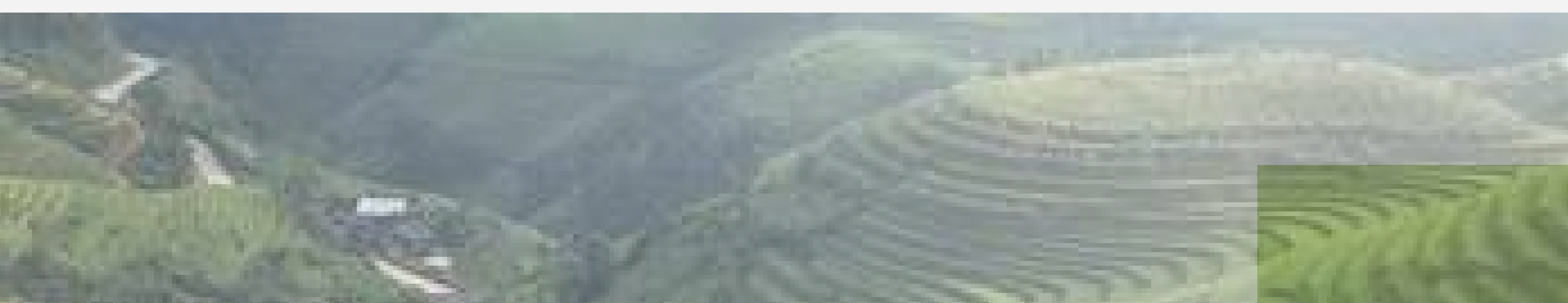
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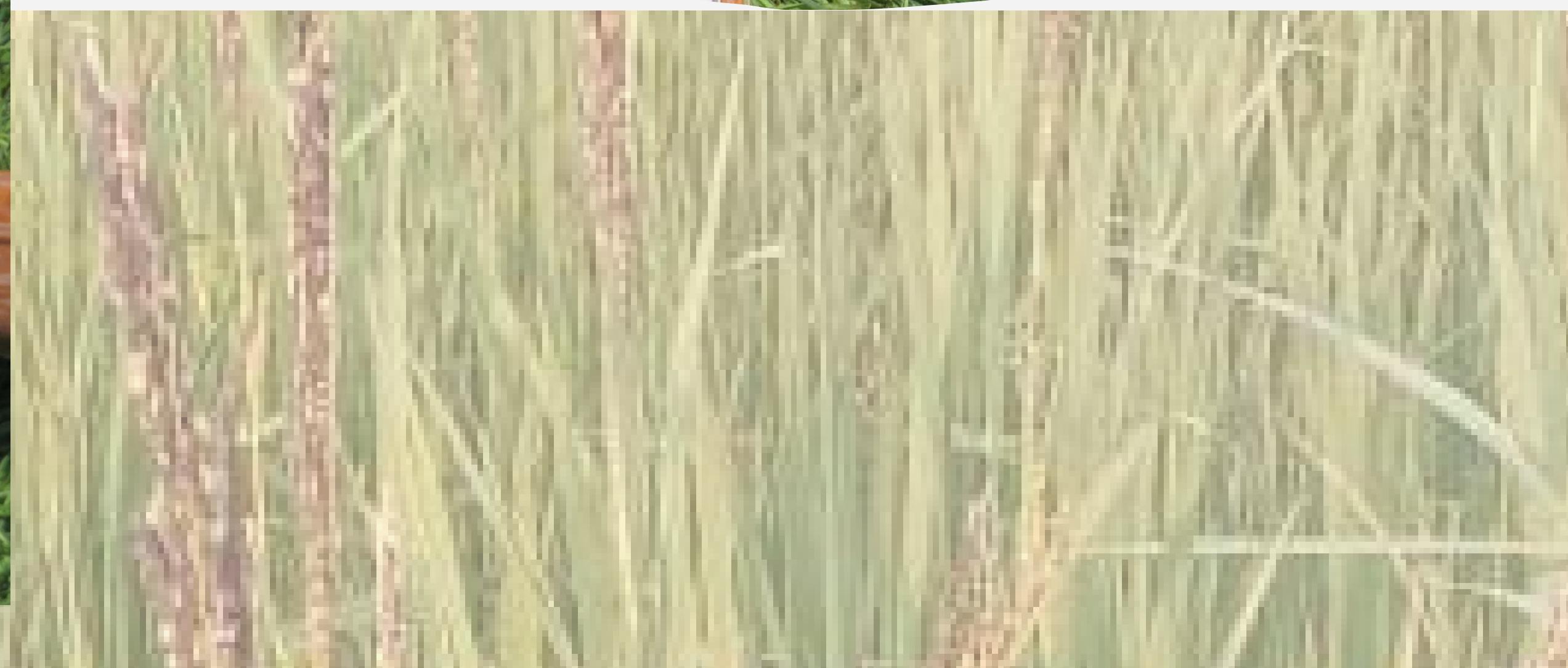


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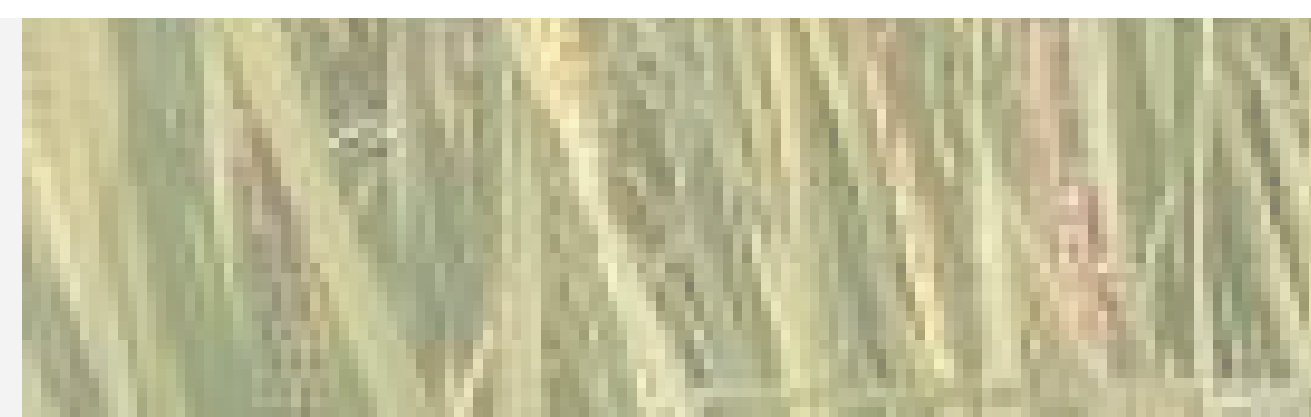
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# UNIQUE RICE MAKES NEWS

In a short time after massive strides, Bijay Kumar Mishra, the Director of Buddha Ratana, the Rice Studio has become the talk of the town with his one-of-a-kind Rice which is being appreciated for its medical properties.

Competing with a special Japanese product where 840-gram rice is sold for 100 dollars, the rice has rapidly set a standard and in the crucial parameters, it is validating its claim to be a unique product. Bijay Kumar Mishra said, "Our competition is not with any Indian rice manufacturer like Basmati. Our competitor makes 160 gm weighing four rolls each in paper bags. Unlike the competitor whose cuisine is patented, the rice processing is patented along with the bran we are yet to reach that level, but soon we will release a leaflet with a cuisine. We boast of being a distinctive product in terms of health, price as well as the aroma. It is an open challenge that if someone can find discrepancies in our ingredients or chemicals then we will give a refund and supply our product free of cost for an entire year."

Talking of the process, he said, "Our farming is CCTV monitored. The farming is done using mud, natural water flowing through the Himalayas, and sunlight. Abiding by our motto to not harm nature and the ecosystem while doing pest control, we use a bird stand where the birds help in weeding out pests. Animal intrusion is handled by making natural sounds to prevent animals from running amok."

Elaborating on the benefits, he said, "From the health point of view it has abilities to control diabetes, malnutrition, has essential proteins, rare rice with omega 3 and omega 6, Vitamin A, Beta carotene which helps in improving eyesight, it is rich in vitamin E, Niacin smoothens nails, improves brain power, keeps skin, brain, blood, stomach and prostate cancer at bay."

But not without regular intake, he said, "With regular intake it helps in keeping a check on blood pressure and obesity. It does not have fats and carbohydrates. It improves brain functioning with Omega 3 and 6. The specialty of this rice is that it is cultivated through hand-picked seeds. The produce is manually segregated. It is extremely beneficial for people aiming for fat loss. 100 grams of rice has 372 mg of protein. Heart issues can be regulated through the rice due to the richness in protein."

He has purposely priced it high. He adds - "The rice is more expensive than other non-Basmati rice. The manufacturing process is special because it is stored at sub-zero degrees(-2 Celcius) to retain aroma, flavor, and medical advantage after storing it for a year. The rice has been acknowledged on various platforms for attributes like Best Stalls, packaging, and national awards of the highest repute. It has associations with ODOP, Startup India, MSME and is registered with UPEIDA and Export Promotion Council both at the center and the state."

For the people interested in our product and having questions, feel free to reach out to us on

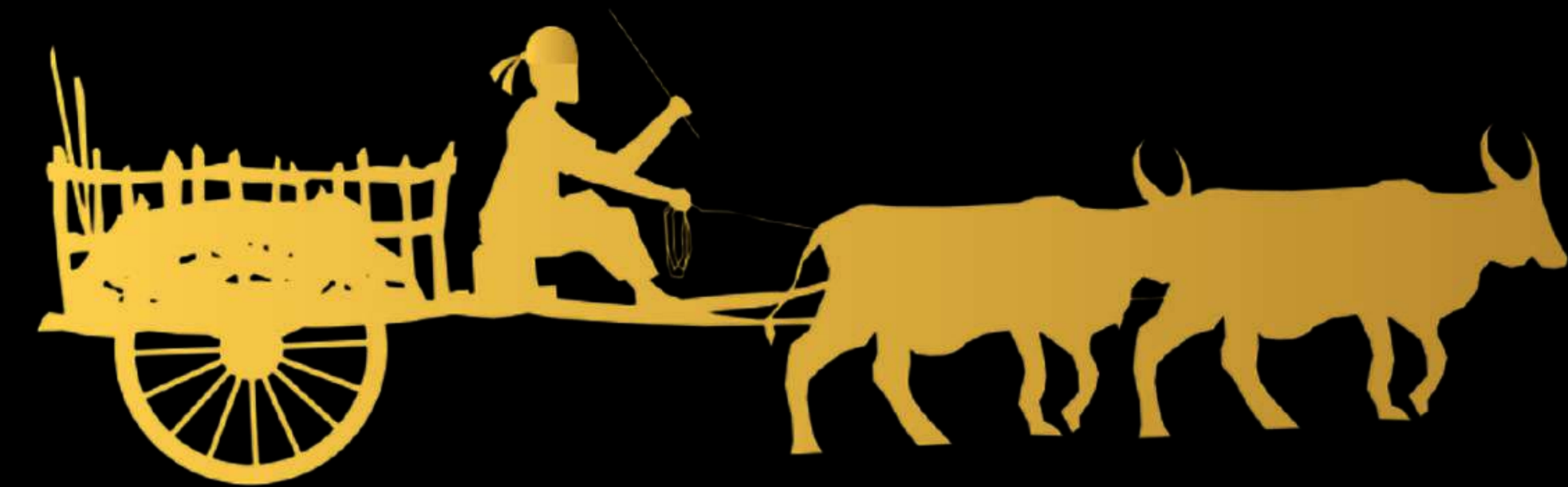


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