



From India's Fertile Lands to the World's Tables

We source our rice directly from India's most prestigious Basmati growing regions and deliver it to your doorstep in its freshest state through our global logistics network. We are not just an exporter, but your long-term strategic solution partner

 www.mersitracitrus.com



Why Indian Basmati?

✓ **Unique Aroma**

- The nutty, natural scent that spreads while cooking comes from India's fertile lands

✓ **Extra Long Grains**

- Grains that expand to twice their original length during cooking, with a separate grain structure that does not stick together

✓ **Low Glycemic Index**

- With a lower glycemic index than other types of rice, it is both healthy and filling

✓ **Aged Flavor (Aged Rice)**

- Like the finest Basmati, it improves with age. Our rice is aged for the ideal amount of time to achieve its most intense aroma





Journey from Field to Table



Harvest

Meticulous harvesting using traditional methods at the foothills of the Himalayas



Resting

Controlled storage to allow the rice to lose moisture and develop its character



Sorting

Selecting only the most flawless and long grains using the latest technology



Packaging

Special packaging that preserves its freshness and that famous aroma just like on the first day



Genetic Purity and **DNA** Testing



Technical Details

Genuine Basmati comes from seeds grown in specific geographical indication (GI) regions of India



Highlight

Certified seed purity delivers a premium culinary experience in every package



Customer Benefit

Your product's purity rate of 95% or higher guarantees that every grain on the plate cooks in the same amount of time and delivers the same aroma

Technical Specifications and Varieties



Feature	Details
Grain Length	Average 7.5 mm – 8.4 mm+ before cooking
Expansion Ratio	When cooked, it expands to 2–2.5 times its original length
Aroma	Intense natural hazelnut aroma (2-acetyl-1-pyrroline)
Texture	It doesn't stick when cooked, falls apart in separate pieces, and is tender

Popular Variants

1121 Basmati	The world's longest-grain rice (Premium segment)
Pusa Basmati	A perfect balance of wonderful aroma and affordability
Traditional Basmati	The traditional variety with the richest aroma



Packaging Solutions

Non-Woven Bags

Affordable and breathable

BOPP Bags

High-quality printing and a glossy finish

Jute Bags

Traditional and natural look

PP/PE Bags

Durable for industrial use

Dimensions

1 kg, 2 kg, 5 kg, 10 kg, 20 kg, and 25 kg/40 kg (bulk)

Private Label

We can package products under the customer's own brand

Sustainability and Ethical Trade

- ☀ Direct Sourcing from Farmers
- ☀ Environmentally Friendly Farming





Why MERSITRA CITRUS ?

Strategic Logistics Location

Mersitra takes its name from Mersin, one of the world's most important port cities

Fast Shipping

Our location adjacent to the largest port in the Eastern Mediterranean ensures that orders reach destinations around the world (Europe, Russia, the Middle East) in the shortest possible time

A Dynamic and Solution-Oriented Approach

“Mersitra” is not just a supplier, but a solution partner





Thank you

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