





About AIREA

All India Rice Exporters' Association (AIREA) is an apex trade body of Rice Exporters of India, rendering vibrant service to the industry, facilitating interactions with policy makers and unlocking trade potential with global trade connect. Established in 1989, AIREA with a demonstrated democratic structure having an elected body following the biennial election process, has been in the service of Indian rice exporters for more than three decades.

AIREA has a Governing Body led by the President and comprising of Indian rice industry stalwarts, a General Body comprising of large number of Indian rice companies and an Executive Team led by the Executive Director.

Role of AIREA:

AIREA has been actively pursuing its major objectives viz:

a) International:

- Connecting Business(s)
- Counselling and advising trade
- Dissemination of Market Intelligence and information on Trade Barriers including evolving Sanitary and Phytosanitary challenges
- Coordination & interaction with Indian Missions globally and with Foreign Missions in India on trade & policy matters
- Participation in B2B events globally

b) Domestic:

- Liaison with the Government
- Provision of discussion forum for policy makers and the industry
- Organizing capacity building programs, seminars and trade meetings
- Organizing farmer training program
- Participation in B2B events in India

We may assist you in -

- Connections and matchmaking for your rice buying & selling needs
- Information sharing
- Business promotion
- Addressing challenges attributed to Govt. regulation & Policy measures
- Global outreach



Kinds of rice in India:

Indian rice production can be categorized as (i) Basmati rice and (ii) non-Basmati rice

Basmati rice is a registered Geographical Indication (GI) product and cultivated in the defined region beneath the foothills of Himalayas. Basmati rice grain is tender, silky, tapering at the end & flat bellied and emits unique aroma upon cooking with the cooked grains remaining fluffy providing a typical mouth feel. Several varieties of Basmati rice are cultivated in India including premium varieties viz. Basmati 370, Ranbir Basmati, Taraori Basmati, Pusa Basmati 1, Pusa Basmati 1121, Pusa Basmati 1509, Pusa Basmati 1718 etc.



Pusa Basmati 1121



Pusa Basmati 1509



Pusa Basmati-1



Ranbir Basmati



Taraori Basmati



Basmati 370

Non-Basmati rice in India is cultivated in almost every state/ province of the country. It comprises of large number of varieties including long grain, medium grain, short grain and aromatic varieties.

India has a treasure of high value fragrant variants also such as Seerga Samba, Mata, Ponni, Idly rice, Kolam, Sona Massoori, Wayanad Jeerakasala, Wayanad Gandhakasala varieties of Southern India, Govind Bhog & Katarni varieties of Eastern India, Jeera Phool variety of central India Kalanamak variety of Uttar Pradesh, Mushk Budji of Jammu & Kashmir, Ambemohar of Western India and Chak Hao Amubi of North Eastern India.



Govindbhog variety



Mushk Budji



Chak Hao Amubi



Seerga Samba



Ambemohar



Katarni



Veg Biryani



Chicken Biryani



Kabsa dish of Saudi Arabia prepared with Indian Basmati rice



Shirni Polaw of Iran prepared with Indian Basmati rice



Riz au Saffran of Iraq prepared with Indian Basmati rice



Mandi dish of Oman prepared with Indian Basmati rice



Labense rice dish prepared with Indian Basmati rice



Pilaf dish of Jordan prepared with Indian Basmati rice

India's rice export

Year	Basmati rice		Non-Basmati rice	
	Quantity (MT)	Value (US\$ Mn)	Quantity (MT)	Value (US\$ Mn)
2018-19	44,14,584	4,723	75,99,674	3,048
2019-20	44,54,657	4,331	50,40,708	2,015
2020-21	46,30,463	4,019	1,30,95,130	4,800
2021-22	39,48,161	3,540	1,72,62,235	6,124
2022-23	45,58,973	4,788	1,77,86,093	6,356
Apr-2023 to Dec-2023	35,42,875	3,971	83,41,535	3,347

Source: Govt. of India data



Please send your feedback/ suggestions to

Alok Bisaria

Executive Director

ALL INDIA RICE EXPORTERS' ASSOCIATION

📍 511, 5th Floor, D Mall, Netaji Subhash Place, Pitampura, New Delhi - 110034 (INDIA)

☎ +91 - 11 - 41071555 / 41070555

✉ office.aira@gmail.com | riceassociationindia@gmail.com

🌐 www.aira.net

