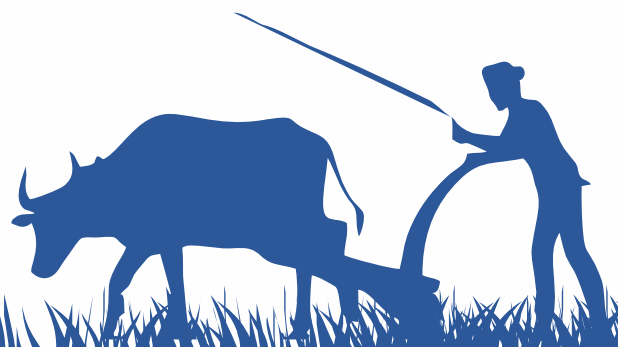




Finest
Quality Rice
a commitment



About Us AIREA

The All India Rice Exporters' Association (AIREA) is an apex trade body of rice exporters of India. It has been constantly serving the rice trade since its inception in 1989. Rice is a staple food for half of the world's population and 90% of global rice production is in India and other Asian countries. India is the second largest producer of rice after China. India has attained this stature post green revolution of 70's and over the years through infusion of latest technologies and improvised agronomic practices, yields have also improved. Today India is net exporter of rice after meeting its domestic consumption demand and buffer stock norms. While Non-Basmati Rice is cultivated across states in the country, Basmati Rice as a Geographical Indication (GI) product is grown only under the foothills of Himalayas encompassing the states of Punjab, Haryana, Uttarakhand, Himachal

Pradesh, Delhi, Western Uttar Pradesh and three districts of J&K falling in the Jammu Division.

AIREA facilitates its member exporters in liaison with various State and Central Government agencies in regard to various trade issues and policy matters. It maintains close liaison with The Agricultural & Processed Food Products Export Development Authority (APEDA), Ministry of Commerce, Ministry of Agriculture, National Plant Protection Organization (NPPO) and state Agriculture Departments etc. AIREA helps exporters with market intelligence, market leads, regulatory issues and participation in various exhibitions, trade fairs in India and overseas.

AIREA also assists the Government of India in framing rice related policies in the best interest of trade and the country.

Over the past 35 years, AIREA has played a pivotal role in shaping the industry, fostering innovation, and enhancing India's footprint in international markets.

Feel the Purity in every Grain



AIREA

Role and Activities Includes :

- A** Counselling and advising trade about the emerging trade scenario in the global market.
- B** Informing trade about the evolving sanitary and phyto sanitary requirements in the external market.
- C** Disseminating market intelligence from time to time.
- D** Circulating trade leads to its members for developing business.
- E** Liaison with Provincial and Federal Government about various trade issues.
- F** Projecting trade related policy requirements for inclusion policy instruments including the Foreign Trade Policy.
- G** Organizing capacity building programs
- H** Organizing training programs for farmers and other stakeholders.
- I** Participation in International and Domestic Trade events / exhibitions / seminars etc.

Our **President** since **1989**

Mr. Satish Goel

Current President (June 2024 onwards)

“As we mark 35 years of AIREA, we take pride in our journey and the milestones we have achieved. Our commitment to innovation, sustainability, and global leadership remains stronger than ever. We thank our members, stakeholders, and partners for their continued support.”



01

Mr. Anil Mittal

1989-1996

02

Mr. Gurnam Arora

1996-2001

03

Mr. B M Bhatia

2001-2007

04

Mr. Vijay Setia

2007-2009

05

Mr. Vijay K Arora

2009-2010

06

Mr. Vijay Setia

2010-2012

07

Mr. M P Jindal

2012-2017

08

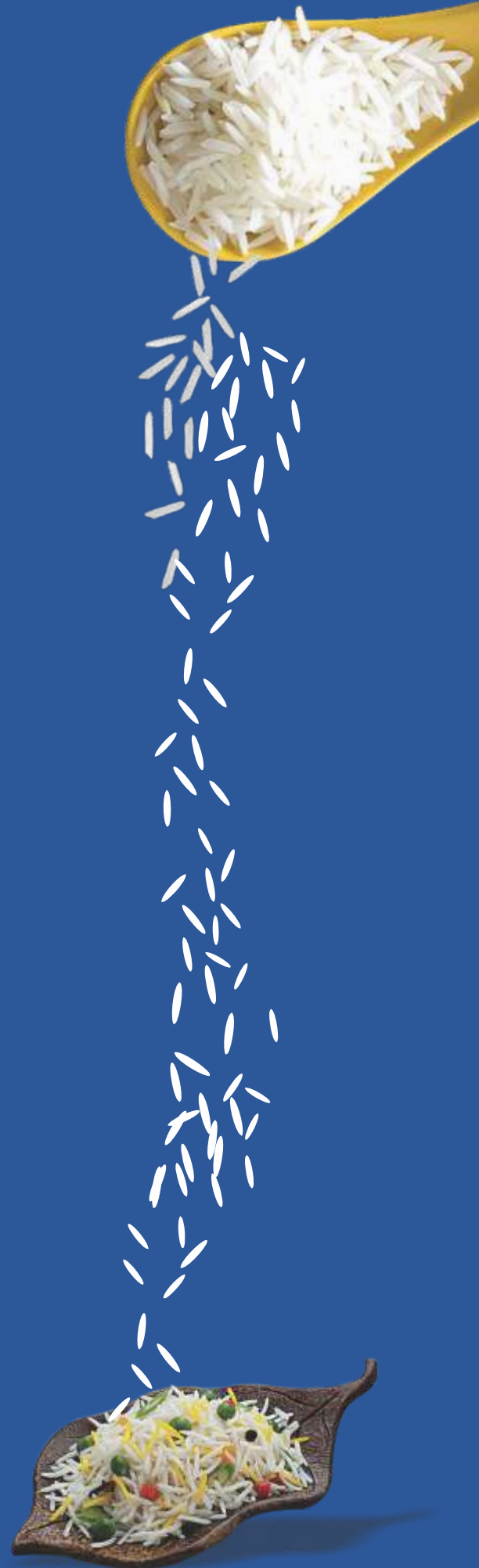
Mr. Vijay Setia

2017-2019

09

Mr. Nathi Ram Gupta

2019-2024



Role of AIREA

International

FOCUS

- **Market Guidance:** Advises members on emerging trade opportunities and high-potential markets.
- **Compliance Support:** Updates on global Sanitary and phytosanitary (SPS) requirements to ensure export readiness.
- **Market Intelligence:** Shares real-time insights on trade trends, pricing, and market dynamics.
- **Global Exposure:** Facilitates participation in international food events to expand market reach.
- **Diplomatic Engagement:** Collaborates with foreign and Indian missions for trade support and issue resolution.
- **Trade Advocacy:** Represents exporters in global forums to address challenges and enhance India's reputation.



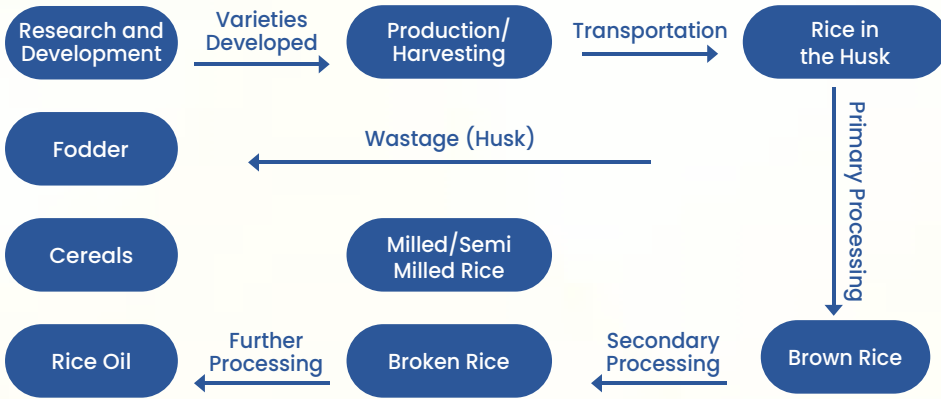
Domestic

FOCUS

- **Government Liaison:** Addressing key trade issues with the government and seeking timely resolutions.
- **Capacity Building:** Organizes programs to enhance members' skills and knowledge on contemporary industry topics.
- **Farmer Training:** Conducts training sessions for farmers on advanced agricultural technologies and sustainable plant protection practices.
- **Domestic Promotion:** Participates in domestic exhibitions with international presence to promote Indian rice and expand market visibility.



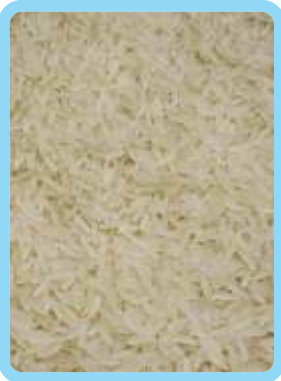
Rice Value Chain Process





Basmati Rice

(Aromatic & Long-Grain)



**TRADITIONAL
BASMATI STEAM**



1121 BASMATI STEAM



1718 BASMATI STEAM



**TRADITIONAL
BASMATI SELLA**



1121 BASMATI SELLA



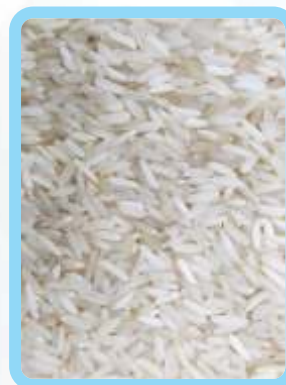
1718 BASMATI SELLA



1401 BASMATI STEAM



PUSA BASMATI STEAM



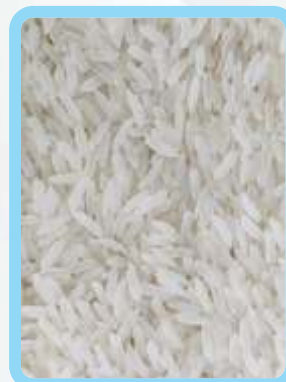
PR 11 - STEAM



1401 BASMATI SELLA



PUSA BASMATI SELLA



PR 11 - SELLA



1401 BASMATI GOLDEN



PUSA BASMATI GOLDEN





1509 BASMATI STEAM



SUGANDHA STEAM



SARBATI STEAM



1509 BASMATI SELLA



SUGANDHA SELLA



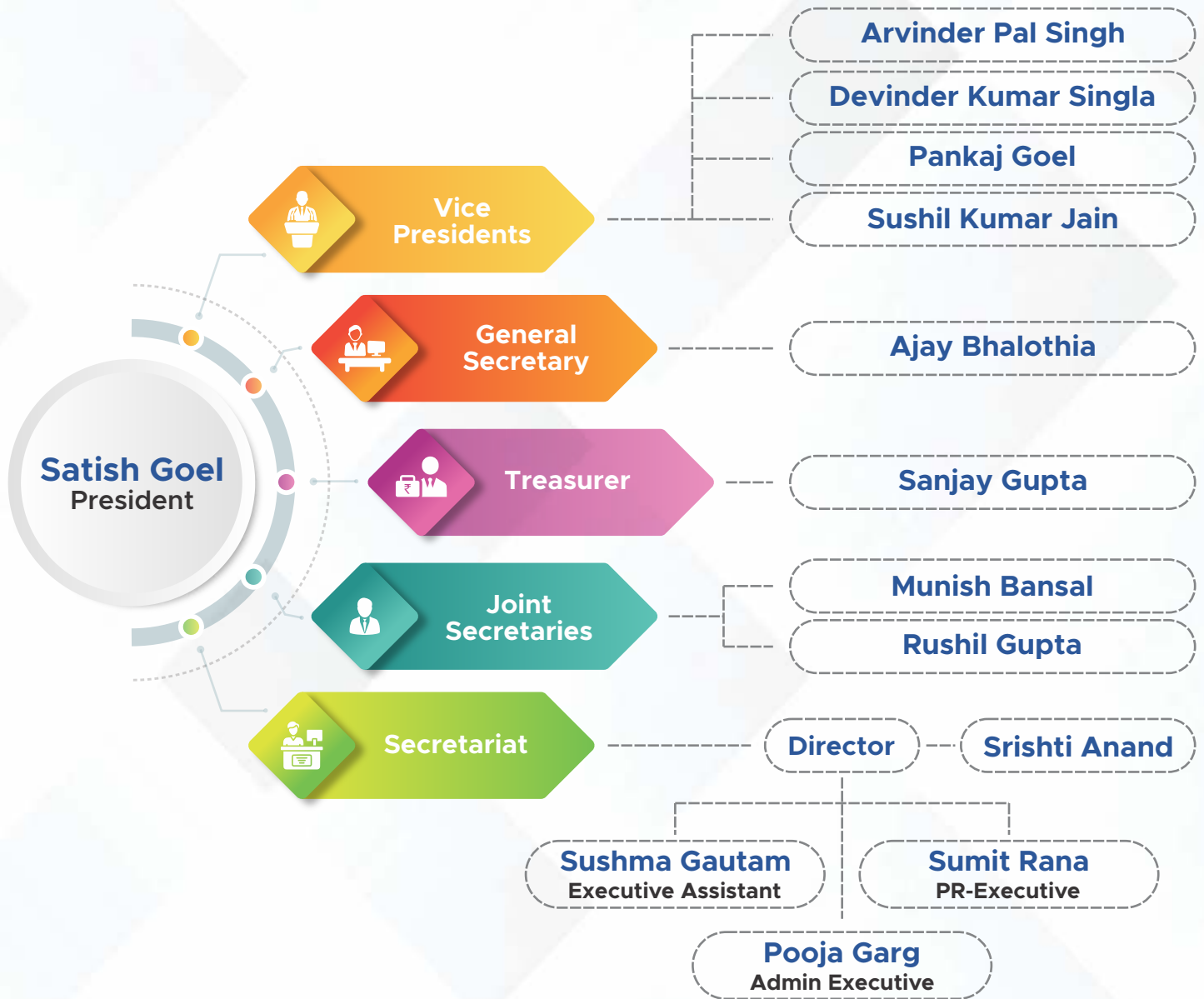
SARBATI SELLA

Rice Product & HSN CODES

HSN Code	Product Description
100610	Rice in the husk (paddy or rough)
100620	Husked Rice (Brown Rice)
100630	Rice, semi milled or wholly milled
100640	Broken Rice



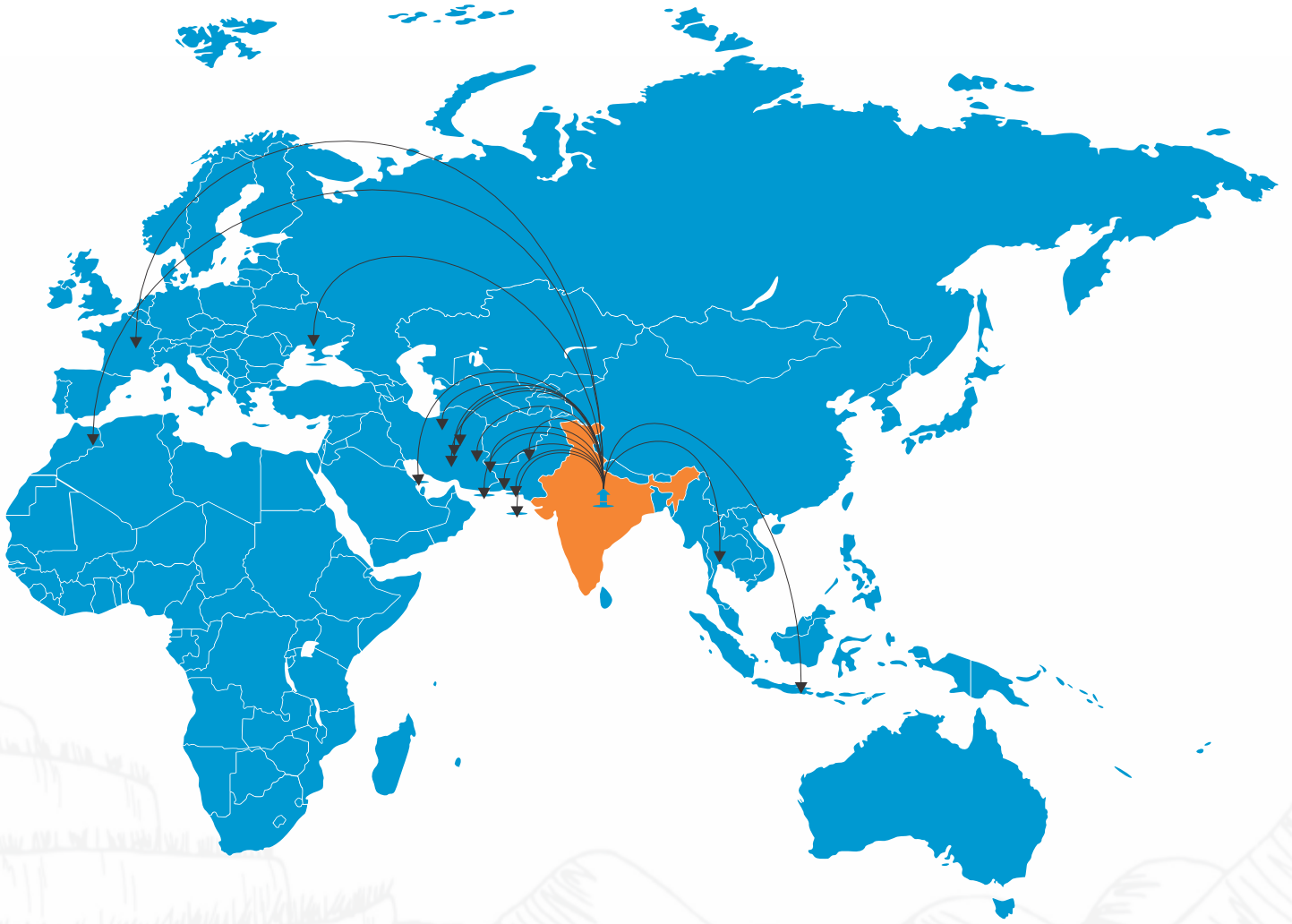
Structure of the Association



Glimpse







Rice Export Around the World

Top 10 Export Destinations for Indian Basmati Rice:

- 01 SAUDI ARABIA
- 02 IRAQ
- 03 IRAN
- 04 YEMEN REPUBLIC
- 05 UNITED ARAB EMIRATES (UAE)
- 06 UNITED STATES OF AMERICA (USA)
- 07 UNITED KINGDOM (UK)
- 08 KUWAIT
- 09 OMAN
- 10 QATAR





How Can AIREA Help ?



Trade Connections:

AIREA actively facilitates connections between Indian exporters and overseas importers, boosting rice trade. Business opportunities are shared with members, and their interest is communicated to potential partners.



Market Intelligence:

AIREA collects and analyzes market data to identify trade dynamics, providing members with valuable insights to guide their marketing strategies.



Business Promotion:

AIREA consistently works to promote trade between exporters and importers through various effective channels and initiatives, ensuring continuous growth and business development.





AIREA

All India Rice Exporters' Association (AIREA)



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