

Industry Research Report

On

Rice

September 2025

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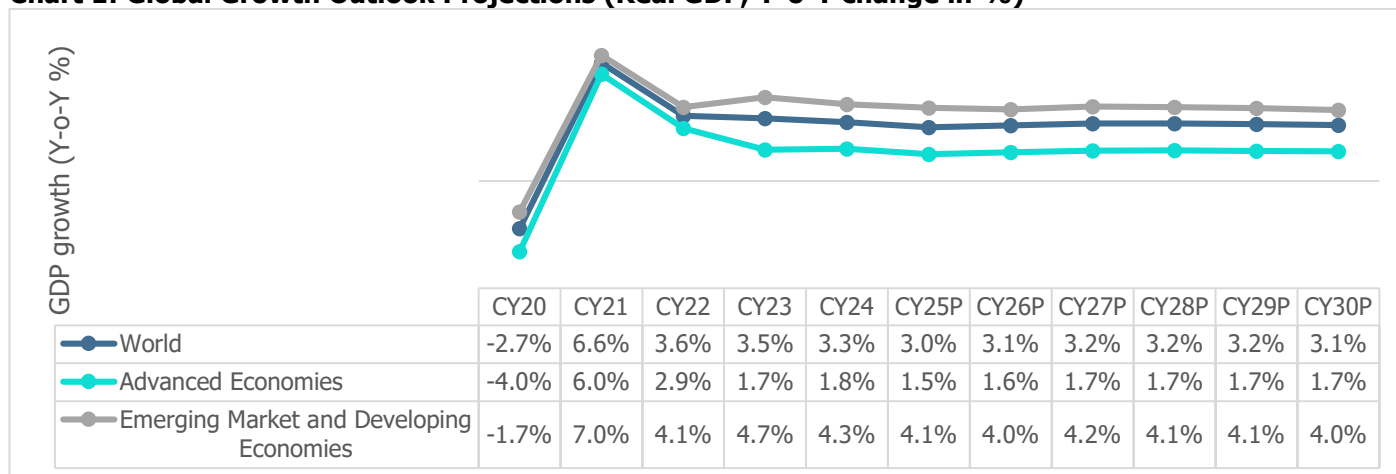
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1 Economic Outlook

1.1 Global Economy

Global growth, which reached 3.5% in CY23, stabilised at 3.3% for CY24 and projected to decrease at 3.0% for CY25. Global trade is expected to be disrupted by new US tariffs and countermeasures from trading partners, leading to historically high tariff rates and negatively impacting economic growth projections. The global landscape is expected to change as countries rethink their priorities and policies in response to these new developments. Central banks priority will be to adjust policies, while smart fiscal planning and reforms are key to handling debt and reducing global inequalities.

Chart 1: Global Growth Outlook Projections (Real GDP, Y-o-Y change in %)



Source: IMF – World Economic Outlook, July 2025; Notes: P-Projection

Table 1: GDP growth trend comparison - India v/s Other Economies (Real GDP, Y-o-Y change in %)

	Real GDP (Y-o-Y change in %)										
	CY20	CY21	CY22	CY23	CY24	CY25P	CY26P	CY27P	CY28P	CY29P	CY30P
India	-5.8	9.7	7.6	9.2	6.5	6.4	6.4	6.5	6.5	6.5	6.5
China	2.3	8.6	3.1	5.4	5.0	4.8	4.2	4.2	4.1	3.7	3.4
Indonesia	-2.1	3.7	5.3	5.0	5.0	4.8	4.8	4.9	5.0	5.1	5.1
Saudi Arabia	-3.6	5.1	7.5	-0.8	1.3	3.6	3.9	3.6	3.2	3.2	3.3
Brazil	-3.3	4.8	3.0	3.2	3.4	2.3	2.1	2.2	2.3	2.4	2.5
Euro Area	-6.0	6.3	3.5	0.4	0.9	1.0	1.2	1.3	1.3	1.2	1.1
United States	-2.2	6.1	2.5	2.9	2.8	1.9	2.0	2.0	2.1	2.1	2.1
Middle East	-2.2	4.4	5.5	2.2	2.4	3.4	3.5	4.0	3.7	3.7	3.7
Latin America	-6.9	7.4	4.2	2.4	2.4	2.2	2.4	2.7	2.7	2.7	2.6

Source: IMF- World Economic Outlook Database (July 2025)

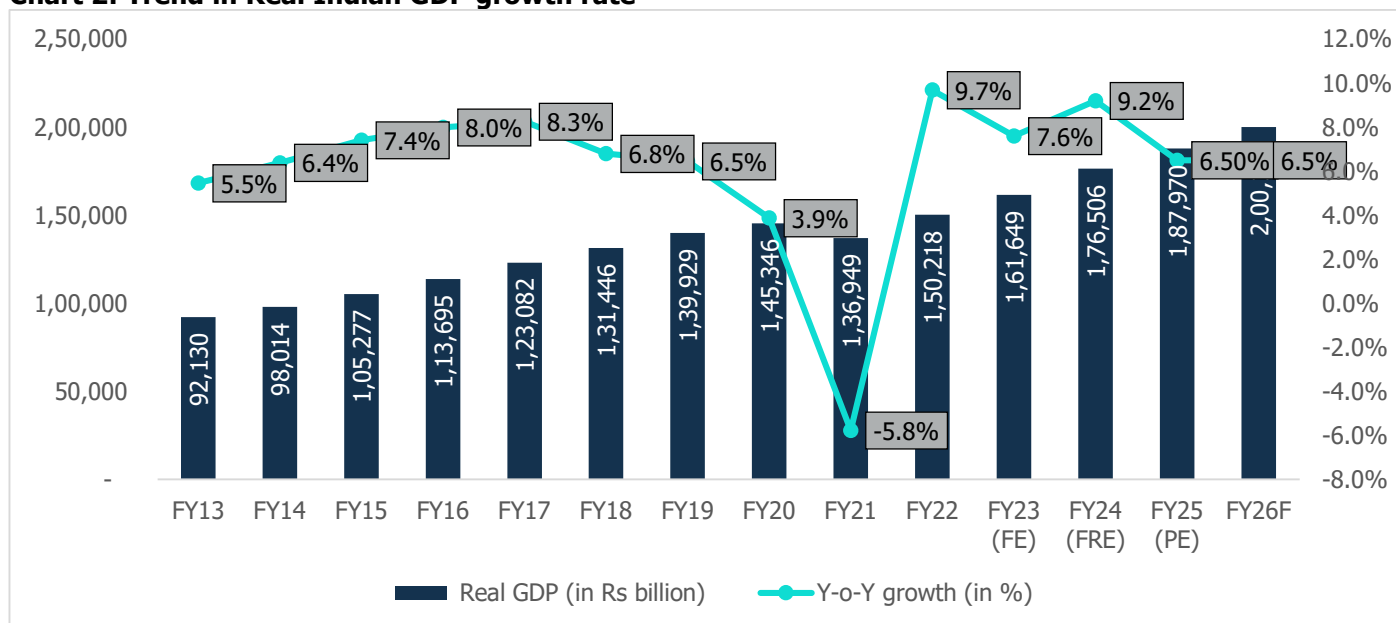
Note: P- Projections, E-Estimated; India's fiscal year (FY) aligns with the IMF's calendar year (CY). For instance, FY24 corresponds to CY23.

1.2 Indian Economic Outlook

1.2.1 GDP Growth and Outlook

Resilience to External Shocks remains Critical for Near-Term Outlook

Chart 2: Trend in Real Indian GDP growth rate



Source: MOSPI, Reserve Bank of India.

Note: FE – Final Estimate, FRE- First Revised Estimates, SAE – Second Advance Estimates, F - Forecasted

India's real GDP grew by 9.2% in FY24 (Rs. 176,506 billion) which is the highest in the previous 12 years (excluding FY22, on account of end of pandemic) and as per provisional estimates, it grew at 6.5% in FY25 (Rs. 187,970 billion), driven by double digit growth particularly in the Manufacturing sector, Construction sector and Financial, Real Estate & Professional Services. This growth is also led by private consumption increasing by 7.6% and government spending increasing by 3.8% Y-o-Y. Real GDP growth is projected at 6.5% in FY26 as well, driven by strong rural demand, improving employment, and robust business activity.

GDP Growth Outlook (April 2025)

FY26 GDP Outlook: The RBI projects real GDP growth at 6.5% for 2025–26, driven by strong private consumption, steady investment, and resilient rural and urban demand. A favourable monsoon, robust services sector and improving corporate balance sheets support this outlook.

However, risks from prolonged geopolitical tensions, global trade disruptions, and weather-related uncertainties remain. Taking these into account, the RBI has reaffirmed its growth projections.

Table 2: RBI's GDP Growth Outlook (Y-o-Y %)

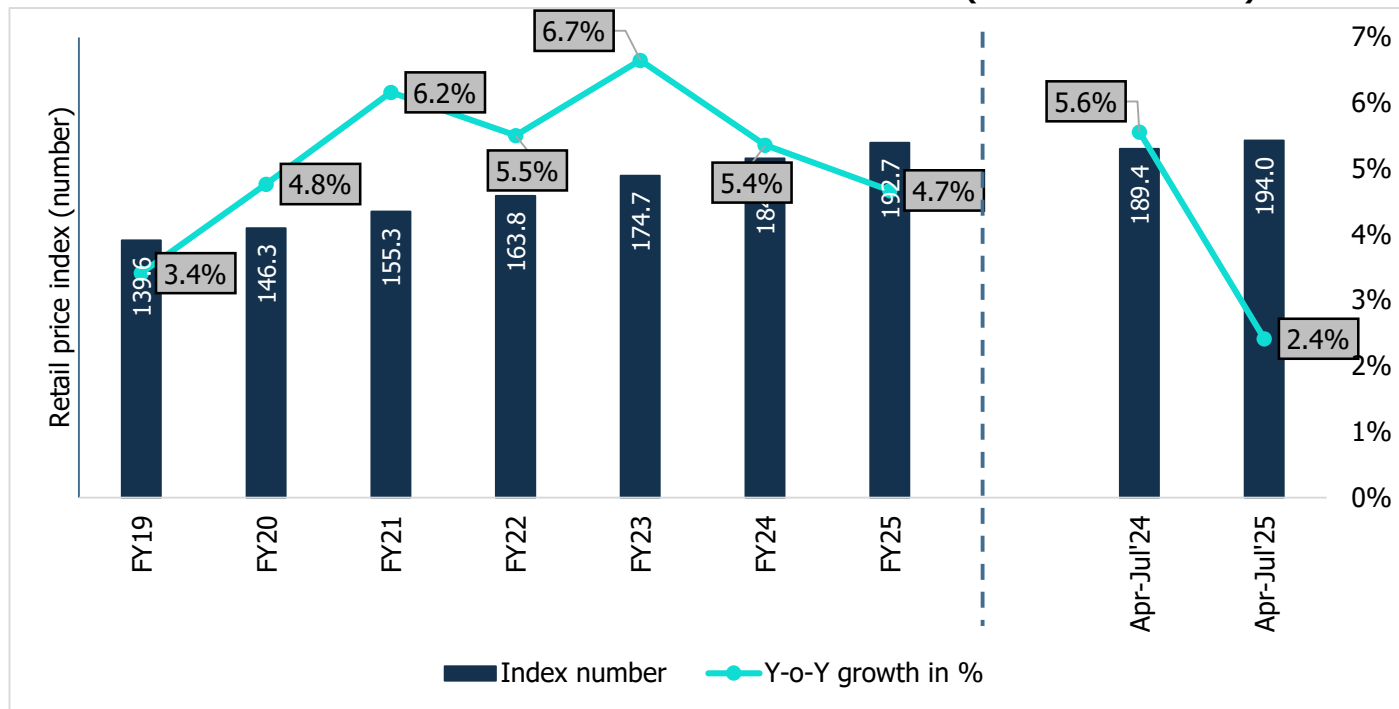
FY26P (complete year)	Q1FY26P	Q2FY26P	Q3FY26P	Q4FY26P	Q1FY27P
6.5%	6.5%	6.7%	6.6%	6.3%	6.6%

Note: P-Projected; Source: Reserve Bank of India

1.2.2 Consumer Price Index

The Consumer Price Index (CPI) for the April–July 2025 recorded a combined inflation rate of 2.4%, marking the lowest quarterly retail inflation in six years. The moderation was driven by continued declines in Pulses, Transport and communication, Vegetables, Cereal, Education, Egg and Sugar and confectionery.

Chart 3: Retail Price Inflation in terms of index and Y-o-Y Growth in % (Base: 2011-12=100)



Source: MOSPI

Further, the central bank continued its stance as 'accommodative'. With a decline in food inflation, the headline inflation moderated to 1.55% in July 2025.

The economic growth outlook for India is expected to maintain momentum, supported by private consumption and continued growth in fixed capital formation. The uncertainty regarding the global outlook has reduced given the temporary tariff stay and optimism with trade negotiations. However, global growth and trade has been revised downward due to weakened sentiments and lower growth prospects.

The RBI has adopted for a non-inflationary growth with the foundations of strong demand and supply with a good macroeconomic balance. The domestic growth and inflation curve require the policies to be supportive with the volatile trade conditions.

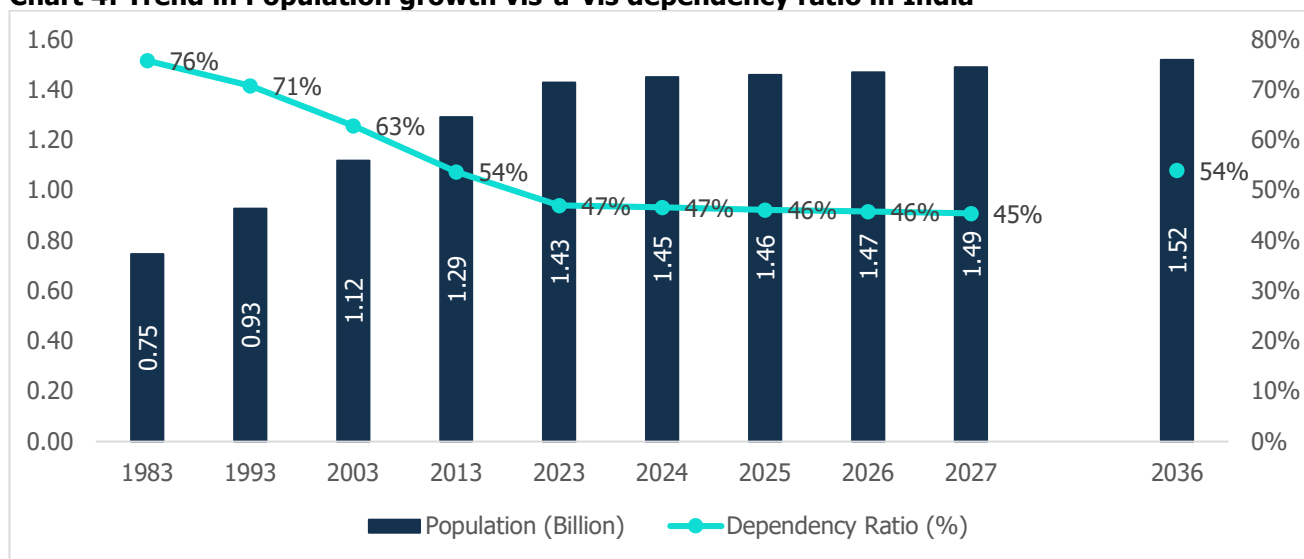
1.2.3 Overview on Key Demographic Parameters

- **Population growth and Urbanization**

The trajectory of economic growth of India and private consumption is driven by socio-economic factors such as demographics and urbanization. According to the world bank, India’s population in 2022 surpassed 1.42 billion, slightly higher than China’s population (1.41 billion) and became the most populous country in the world.

Age Dependency Ratio is the ratio of dependents to the working age population, i.e., 15 to 64 years, wherein dependents are population younger than 15 and older than 64. This ratio has been on a declining trend. Declining dependency means the country has an improving share of working-age population generating income, which is a good sign for the economy. It was as high as 76% in 1983, which has reduced to 47% in 2023. However, this ratio is expected to rise again to 54% by 2036, driven by an increase in the elderly population as life expectancy improves.

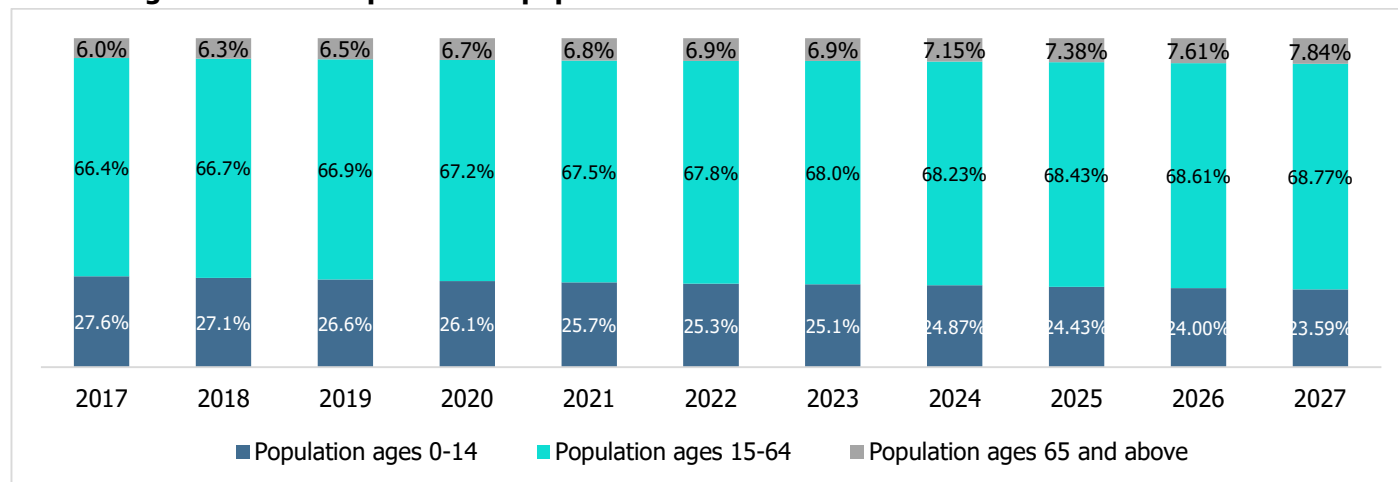
Chart 4: Trend in Population growth vis-à-vis dependency ratio in India



Source: World Bank Database, MOSPI

Despite a projected rise in the dependency ratio to 54% by 2036, India’s young and growing workforce, especially in newly urbanised towns, will continue to drive income growth and consumer demand. This presents strong opportunities for sectors like consumer electronics, transportation, and railways. Rising employment, urbanisation, and government investment in rural development and digital infrastructure will further boost demand, while increased tech adoption supports long-term consumption growth across both urban and rural markets.

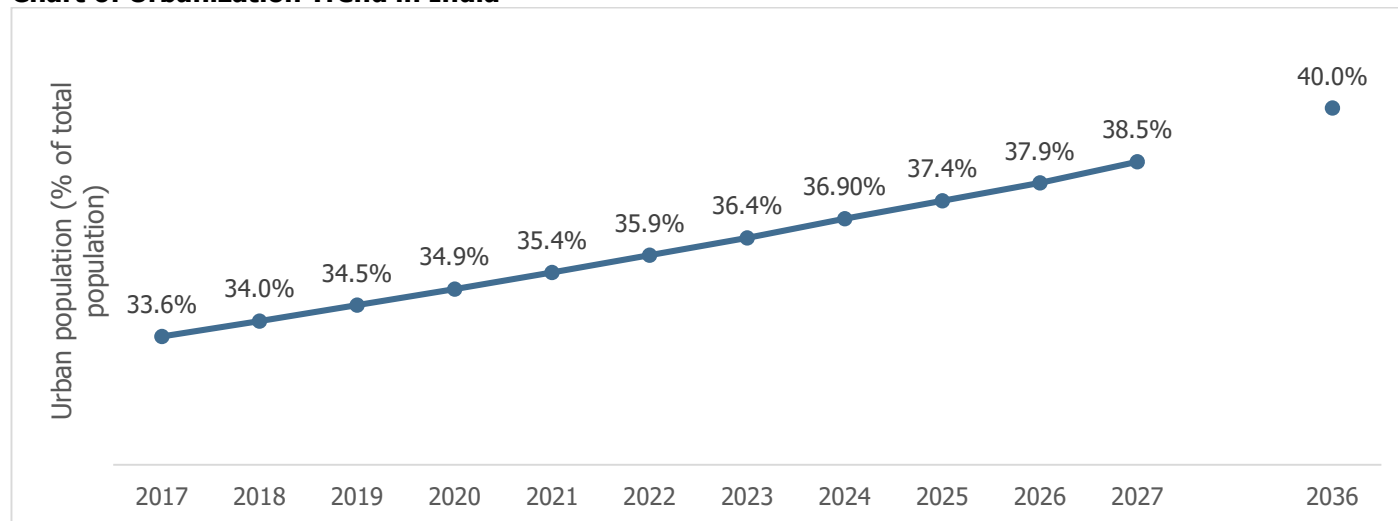
Chart 5: Age-Wise Break Up of Indian population



Source: World Bank Database

The urban population is significantly growing in India. The urban population in India is estimated to have increased from 413 million (32% of total population) in 2013 to 519.5 million (36.4% of total population) in the year 2023. India is undergoing a significant urban transformation, with the urban population projected to rise to 40% by 2036. This shift is driven by factors such as improved living standards, increased employment opportunities in urban areas, and government initiatives aimed at urban development. This rapid urbanisation might necessitate substantial investments in infrastructure, housing, and transportation.

Chart 6: Urbanization Trend in India



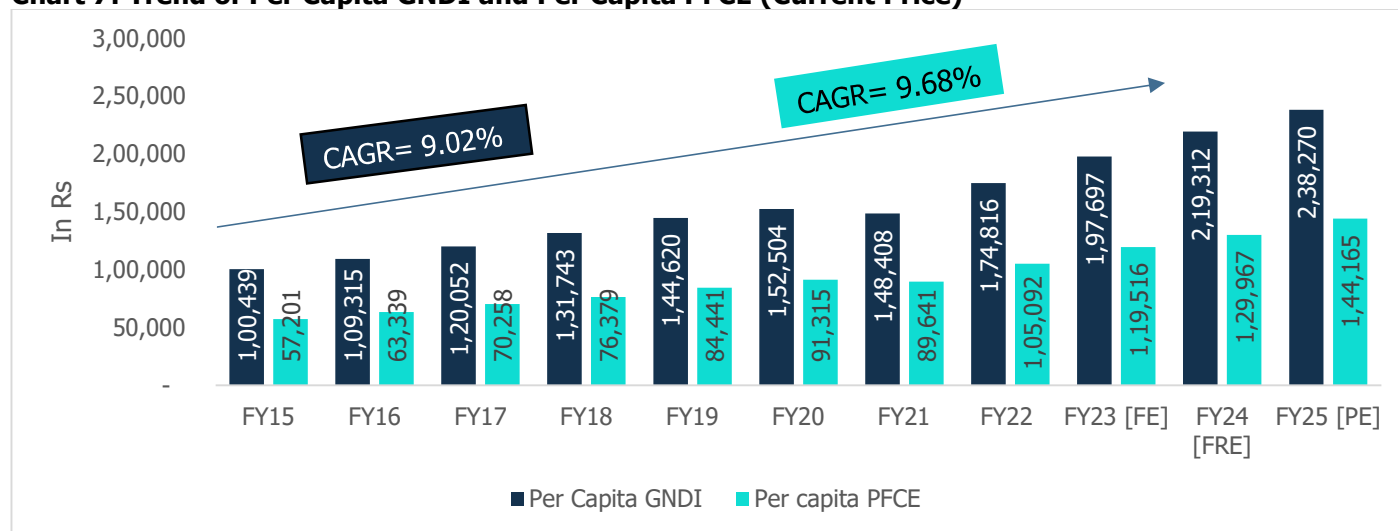
Source: World Bank Database

• Increasing Disposable Income and Consumer Spending

Gross National Disposable Income (GNDI) is a measure of the income available to the nation for final consumption and gross savings. Between the period FY15 to FY25, per capita GNDI at current prices registered a CAGR of 9.02%. More disposable income drives more consumption, thereby driving economic growth.

With increase in disposable income, there has been a gradual change in consumer spending behaviour as well. Per capita Private Final Consumption Expenditure (PFCE) which is measure of consumer spending has also showcased significant growth from FY15 to FY25 at a CAGR of 9.68%.

Chart 7: Trend of Per Capita GNDI and Per Capita PFCE (Current Price)



Source: MOSPI; Note: FRE – First Revised Estimates, FE – Final Estimates, PE- Provisional Estimates

1.2.4 Industrial Growth

Improved Core and Capital Goods Sectors helped IIP Growth Momentum

The Quick Estimates of the Index of Industrial Production (IIP) for May 2025 show a growth of 1.2%, compared to 2.7% in April 2025. The year-on-year moderation reflects weakness across major segments, primarily due to contractions in electricity, mining, and consumer non-durables.

In June 2025, industrial growth was supported by Manufacturing (2.6%), while Electricity declined by 5.8% and Mining contracted marginally by 0.1%. Within manufacturing, notable growth was recorded in basic metals, machinery and equipment, and non-metallic mineral products. Specifically, these segments helped offset broader weakness.

Use-based indices reflected mixed trends, with strong growth in Capital Goods (14.1%) and Infrastructure Goods (6.3%), but declines in Consumer Durables and Non-Durables indicating subdued consumption.

Manufacturing output grew by 3.4%, contributing significantly to overall industrial growth. This was primarily driven by strong performance in segments such as pharmaceuticals, motor vehicles, beverages, and electrical equipment.

Chart 8: Y-o-Y growth in IIP (in %)



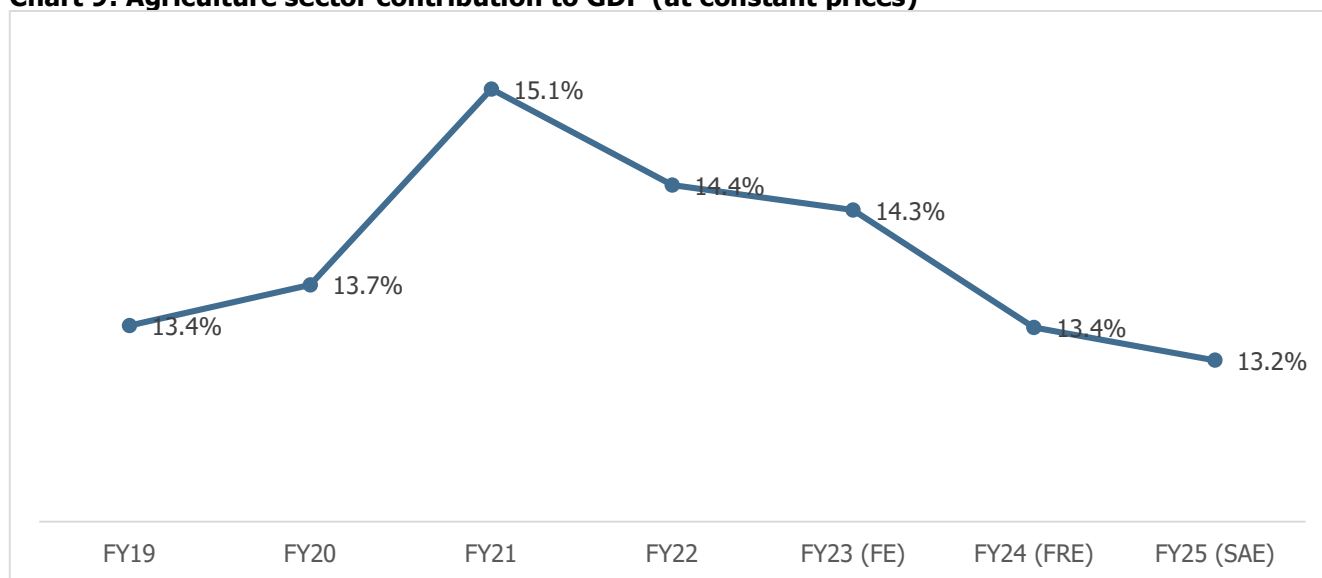
Source: MOSPI

1.2.5 Contribution of Agriculture sector to GDP

Agriculture has been a cornerstone of India’s economy since independence, contributing significantly to GDP and supporting the workforce. While its share in GDP is expected to decrease to 13.2% in FY25, agriculture remains crucial for rural livelihoods, global trade, and sectors like food processing and textiles. Despite challenges like climate change, it continues to play a vital role in economic growth, poverty reduction, and social stability. Its growth is supported by government initiatives aimed at enhancing productivity, ensuring food security, and improving farmer welfare.

The Economic Survey highlights key strides in India's agriculture, with foodgrain production is 328.8 million tonnes in FY24 and oilseeds production increasing, reducing dependence on imports. Government initiatives like e-NAM, FPOs, and PMKMY aim to improve agricultural efficiency, support farmer incomes, and provide social security, bolstering the sector's growth.

Additionally, the government promotes sustainable practices through PM-PRANAM and ensures financial stability with schemes like MSP and PMFBY, which covers over 610 lakh hectares in FY24. These efforts enhance productivity, food security, and farmer welfare, contributing significantly to agriculture's role in India's GDP.

Chart 9: Agriculture sector contribution to GDP (at constant prices)


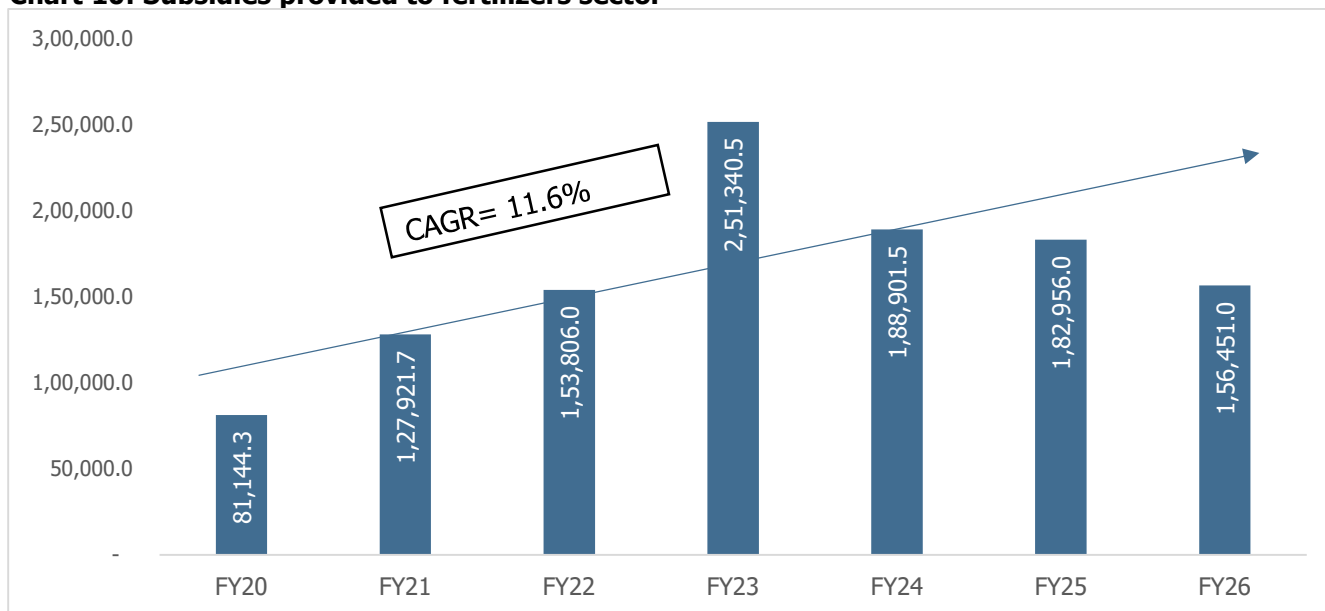
Source: MOSPI Note: FRE – First Revised Estimates, FE– Final Estimate, SAE- Second Advance Estimates

1.2.6 Subsidies for fertilizers

Fertilizers are essential for enhancing soil fertility, boosting crop productivity, ensuring food security, and supporting the livelihoods of millions of farmers in India. As India is highly dependent on imports to meet the fertilizer and its raw material needs, the domestic prices, in turn, are influenced by the world prices. Thus, to avoid the burden of price hikes on farmers and disturbance in agricultural produce, the government provides subsidies on fertilizers to farmers through manufacturers. In previous year, considering the surge in prices of fertilizers, the government doubled the fertilizer subsidy for the Rabi season (from 1st October 2022 to 31st March 2023) to Rs. 51,875 crores as compared to Rs. 28,655 crores. The subsidy was doubled not only on account of surge in prices of fertilizers but also due to the geopolitical issues between Russia-Ukraine and logistics issues.

For FY26, the upfront subsidy budget decreased by 13% to Rs. 164,102.5 crore as compared to Rs. 156,451.0 crore in FY25. This will be adequate for the year on account of reduced prices of raw materials and natural gas. It will also aid the urea and complex fertilisers manufacturers to effectively manage their working capital requirement.

Chart 10: Subsidies provided to fertilizers sector



Source: Union Budget FY25 document

1.2.7 Top states- Major Crops Production (2023-24)

The major crops produced in top 3 states in India in 2023-24 are:

Table 3: Major crops state wise production

Food Grains:

Crop	State	Production (Lakh Tonnes)
Rice	Uttar Pradesh	157.2
	West Bengal	151.2
	Telangana	166.3
Wheat	Madhya Pradesh	212.8
	Punjab	177.8
	Uttar Pradesh	354.3
Maize	Karnataka	54.9
	Bihar	46.1
	Madhya Pradesh	43.3
Total Nutri/Coarse Cereals	Rajasthan	80.3
	Karnataka	76.1
	Madhya Pradesh	54.9
Gram	Madhya Pradesh	31.9
	Maharashtra	28.6
	Rajasthan	22.3
Tur	Maharashtra	10.2
	Karnataka	8.6
	Uttar Pradesh	3.8
Total Pulses	Madhya Pradesh	61.8
	Rajasthan	40.0
	Maharashtra	36.3

Crop	State	Production (Lakh Tonnes)
Total Food Grains	Madhya Pradesh	398.4
	Uttar Pradesh	592.9
	Punjab	325.9

Oilseeds:

Crop	State	Production (Lakh Tonnes)
Groundnut	Gujarat	46.4
	Rajasthan	20.2
	Madhya Pradesh	9.9
Rapeseed & Mustard	Rajasthan	59.8
	Uttar Pradesh	18.7
	Madhya Pradesh	17.5
Soyabean	Madhya Pradesh	54.7
	Maharashtra	52.3
	Rajasthan	11.7
Sunflower	Karnataka	0.7
	Haryana	0.3
	Odisha	0.2
Total Oilseeds	Rajasthan	95.7
	Madhya Pradesh	83.7
	Gujarat	71.9
Sugarcane	Uttar Pradesh	2055.6
	Maharashtra	1120.9
	Karnataka	418.1
Cotton	Gujarat	90.6
	Maharashtra	80.5
	Telangana	50.8
Jute & Metals	West Bengal	78.7
	Assam	6.8
	Bihar	9.9

Source: India Budget, Economic Survey

Note: 1. Data for the year 2023-24 is of 3rd Advance Estimates

2. Cotton Production in Bales, 1Bale=170 Kg

3. Jute & Mesta Production in Bales, 1Bale=180 Kg

1.2.8 Concluding Remarks

India's average crop yield is lower than the global average due to outdated practices, poor irrigation, and climate challenges. However, with technological advancements, better infrastructure, and improved practices, India has the potential to boost production, increase yields, and become more competitive in the global agricultural market.

India, with 14% of the global crop-protection market, is a key player in boosting agricultural productivity. Demand for chemicals is projected to grow from 61,097 tonnes in FY20 to 89,170 tonnes by FY36. The industry is adopting sustainable practices and innovations, driving food security and reducing agriculture's ecological impact, solidifying India's leadership in crop protection. As per the latest forecasts by various agencies including the IMD, the monsoon is expected to be normal this year as well as no impact from El Nino effect is expected.

Global economic growth faces headwinds from geopolitical tensions, volatile commodity prices, high interest rates, inflation, financial market volatility, climate change, and rising public debt. However, India's economy remains relatively

strong, with an IMF forecast of 6.4% GDP growth in CY25 (FY26 according to the fiscal year), compared to the global projection of 3.0%. Key drivers include strong domestic demand, government capital expenditure and moderating inflation.

Public investment is expected to grow, with the government allocating Rs. 11.21 lakh crores for FY26. Private sector investment is also improving, reflected in new projects and capital goods imports. High-frequency indicators suggest the agriculture sector in Q3FY25 grew by 5.6%. Agricultural growth is supported by healthy kharif crop production, higher reservoir levels and better rabi sowing. Additionally, improvement in rural demand owing to healthy sowing, improving reservoir levels, and progress in south-west monsoon along with government's thrust on capex and other policy support will aid the investment cycle in gaining further traction.

2 Agricultural Industry

2.1 Overview of Indian Agricultural Industry

Agriculture continues to remain backbone of the Indian economy

India is a major player in the global agriculture sector, which serves as the primary source of livelihood for about 58% of its population. It has the world's largest cattle herd (buffaloes) and the largest areas planted for wheat, rice, and cotton. India is also the leading producer of milk, pulses, and spices globally. Additionally, it ranks as the second-largest producer of sugar, rice, fruits, vegetables, tea, farmed fish, sugarcane, wheat, and cotton. With the second-largest agricultural land area in the world, the agriculture sector in India generates employment for approximately half of the country's population, making farmers an integral part of sustaining the nation.

The government's initiatives to support farmer-producer organisations, promote crop diversification, and enhance agricultural productivity through the Agriculture Infrastructure Fund have significantly contributed to the growth in the industry. Additionally, the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) scheme has provided income support to promote alternative sources of income, thereby strengthening their resilience to weather-related shocks.

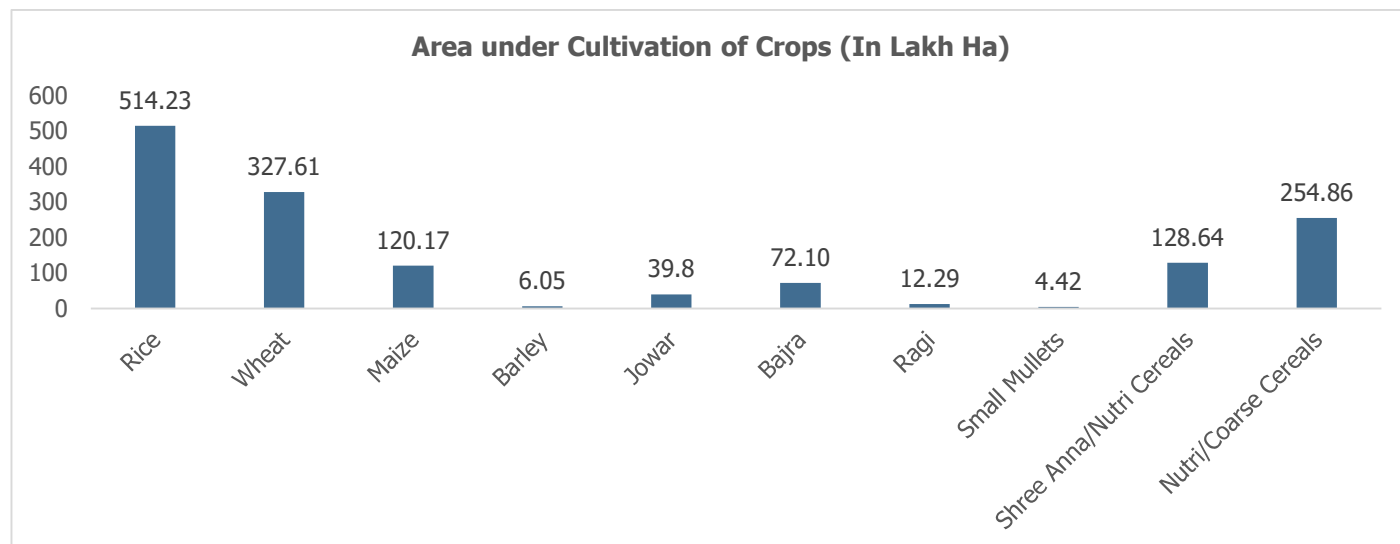
A significant part of India's agriculture sector depends on a timely and normal monsoon season, which is critical in ensuring adequate produce. The Government of India is committed to the welfare of farmers. Currently, the Ministry of Agriculture has been allocated Rs 1,27,470 crore for FY25 (marginally higher by 1% as against FY24 revised estimates), of which the Department of Agriculture and Farmers Welfare will get Rs 1,17,529 crore, while the Department of Agricultural Research and Education (DARE) will get Rs 9,941 crore.

2.2 Structure of the Indian Agricultural Industry

2.2.1 Area under Cultivation of Crops (in Lakh Ha)

India's agricultural landscape is characterised by the cultivation of a wide range of crops, catering to both domestic consumption and international trade. Among these crops, rice holds a significant share of 35%, with substantial acreage dedicated to its cultivation, followed by wheat with a share of 22% and coarse cereals with a share of 17%. Apart from rice, India cultivates a diverse array of crops, including wheat, pulses, millets, oilseeds, sugarcane, cotton, fruits, and vegetables. The cultivation of these crops varies based on factors such as agro-climatic conditions, soil fertility, water availability, and market demand.

Chart 11: Rice is a major crop in Indian agriculture industry in terms of area under cultivation



Source: Ministry of Agriculture & Farmers Welfare
Data for the year 2024-25 is of 3rd Advance Estimates

2.2.2 Crop GVA

The share of agriculture and allied sectors to the total economy’s Gross Value Added (GVA) has been significant and has increased over the years, as shown in the table below.

Table 4: Percentage share of GVA of Agriculture and Allied Sector in Total Economy (At Current Prices)

Year	% Share
2011-12	18.5
2012-13	18.2
2013-14	18.6
2014-15	18.2
2015-16	17.7
2016-17	18.0
2017-18	18.3
2018-19	17.6
2019-20	18.3
2020-21	20.3
2021-22	19.0
2022-23	18.1
2023-24 (FRE)	17.8
2024-25 (PE)	17.9

Source: MOSPI; SAE: First Revised Estimates, PE – Provisional Estimates.

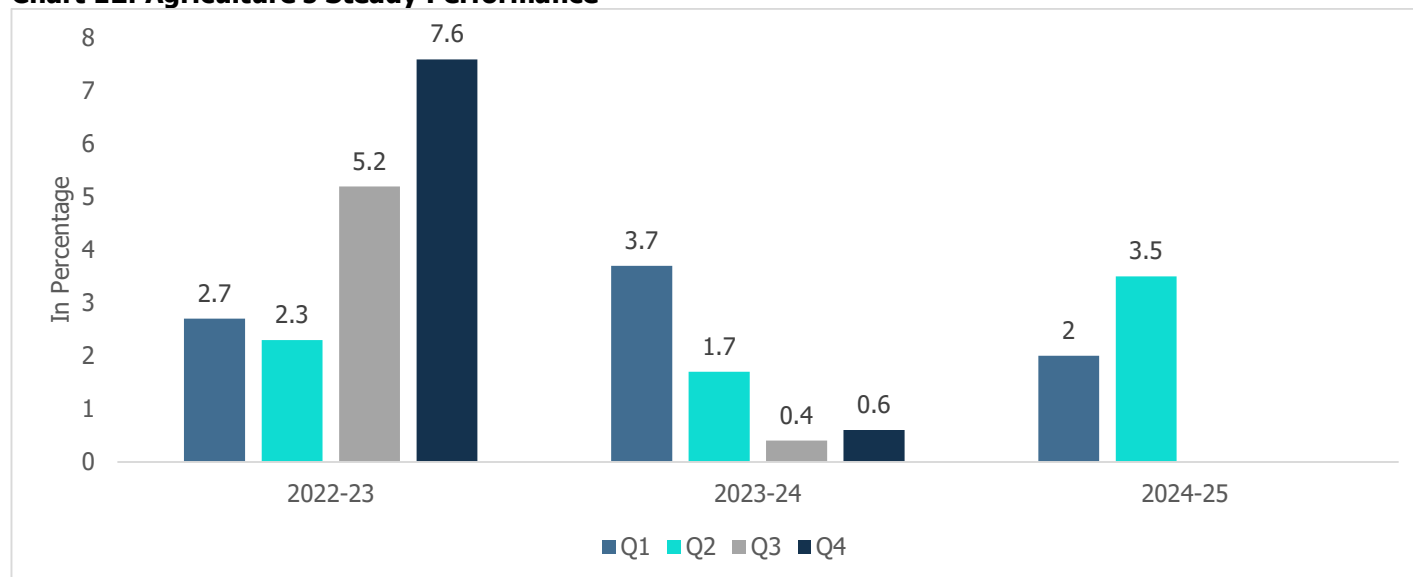
As of 2024-25, the agriculture sector is the largest employer of the workforce and accounted for a sizeable 17.9% of the Gross Value Added (GVA) of the country. Growth in allied sectors, including livestock, dairying, and fisheries, has also been a major driver of overall growth in the sector.

2.3 Statistics Regarding the Agricultural Industry in India

The "Agriculture and Allied Activities" sector has consistently been a cornerstone of India's economy, significantly contributing to both national income and employment. This sector accounts for approximately 16% of the country's GDP for FY24 (PE) at current prices and supports around 46.1% of the population. The sector is crucial for food security, sustaining livelihoods, and driving growth across various industries, including food processing and transportation. Its performance directly impacts rural development, job creation, and broader economic stability.

India's agriculture sector has displayed strong growth, averaging 5% annually from FY17 to FY23, showcasing its resilience despite various challenges. In the second quarter of FY25, the sector recorded a growth rate of 3.5%, signalling a recovery from the previous four quarters, where growth ranged from a modest 0.4% to 2.0%. The recent growth surge can be primarily attributed to better overall conditions, which are likely a result of favourable weather patterns, technological innovations in farming practices, and targeted government initiatives. These efforts aim to enhance agricultural productivity and promote sustainable practices across the sector. Furthermore, the adoption of advanced techniques has helped improve crop yields and efficiency. Government support has also played a key role in creating a conducive environment for growth and resilience in agriculture.

Chart 12: Agriculture’s Steady Performance



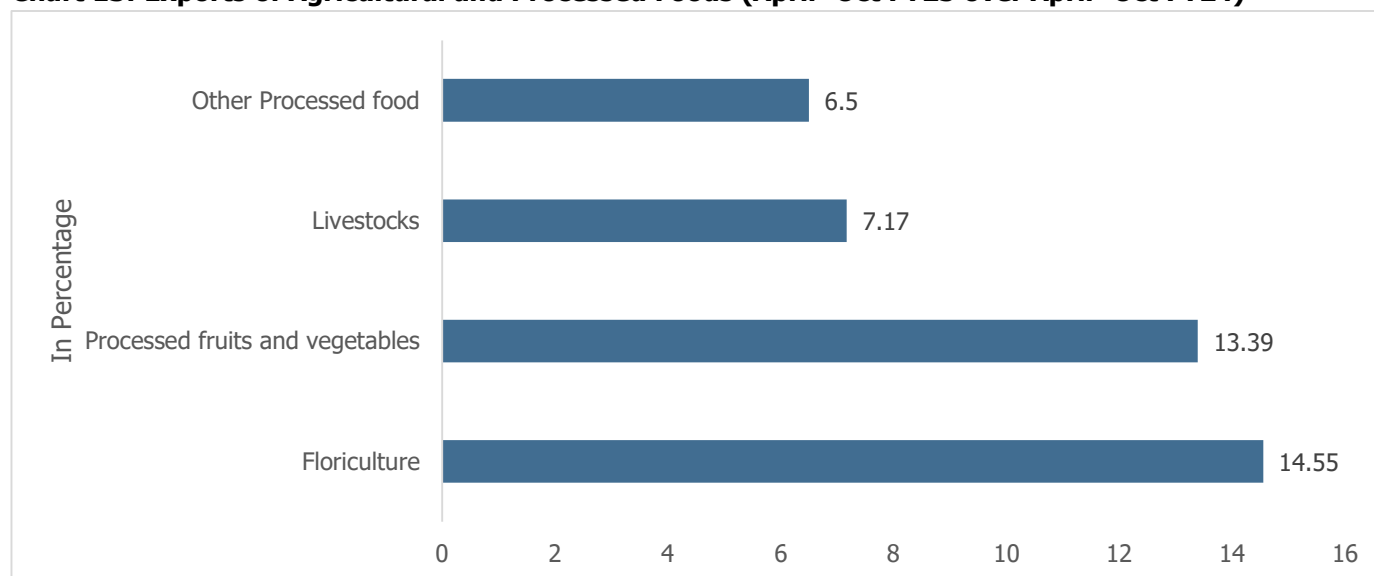
Source: Industry Sources (MOSPI)

Exports of Agricultural and Processed Foods

India's agricultural and processed food exports have become a key component of its economy, with various sectors contributing significantly. Floriculture leads with 14.55%, driven by the export of flowers and ornamental plants, followed by processed fruits and vegetables at 13.39%, which includes items like canned, frozen, and dried fruits. Livestock products contribute 7.17%, with India being a major exporter of buffalo meat. Other processed foods, such as packaged snacks and ready-to-eat meals, account for 6.5% of exports. Overall, agriculture and processed food exports represent

3.77% of India's total exports, reflecting the country's growing influence in global markets, particularly in areas like Europe, the Middle East, and Southeast Asia.

Chart 13: Exports of Agricultural and Processed Foods (April- Oct FY25 over April- Oct FY24)



Source: Industry Sources, APEDA

2.3.1 Rice

India is home to numerous varieties of rice, each with its own unique characteristics in terms of flavour, texture, aroma, and culinary use. Some of the most popular types of rice cultivated and consumed in India include:

1. Basmati Rice: Known for its long grains and rich aroma, Basmati rice is primarily grown in Punjab, Haryana, and Uttar Pradesh. It is a staple in Indian dishes like biryani and pulao, and dominates global exports due to its premium quality.
2. Jasmine Rice: Native to Thailand, jasmine rice is fragrant and complements Thai dishes. Its growing popularity in India aligns with the rising interest in Thai cuisine.
3. Mogra Rice: An affordable, versatile variety with a mild fragrance, Mogra rice is widely cultivated in Maharashtra, Gujarat, and Madhya Pradesh. It's ideal for daily dishes like fried rice and khichdi.
4. Indrayani Rice: Originating from Maharashtra, this medium-grain rice is used in traditional dishes like Varan Bhaat and Masale Bhaat. It cooks quickly and enhances Maharashtrian cuisine.
5. Kolam Rice: A staple in South Indian cuisine, Kolam rice, grown in Kerala, is known for its soft texture and aroma. It is used in dishes like Malabar biryani and sweet Pongal.
6. White/Polished Rice: Widely consumed globally, this rice undergoes a refining process to enhance its shelf life and cooking properties. It is cultivated in India, China, Indonesia, and the US.
7. Sugandha Rice: Like Basmati, Sugandha rice is grown in Haryana, Punjab, and Uttar Pradesh. It is known for its aroma, fluffy texture, and high demand in international markets.
8. Parboiled Rice: This rice undergoes soaking, steaming, and drying, retaining more nutrients than white rice. It has a yellowish hue and is rich in vitamins and minerals.

Further, **Broken rice** refers to fragments of rice grains that break during the milling process. It is not a separate variety but simply broken pieces of whole rice kernels. Despite its appearance, broken rice retains the same nutritional properties as whole rice.

➤ **Common Uses:**

Culinary: Widely used in dishes like khichdi, idli/dosa batter, porridge, and several street foods across India.

Industrial: Utilised in pet food, starch production, brewing, and even in the cosmetics industry.

➤ **Popular Rice for Domestic Consumption:**

- Sona Masuri (Andhra Pradesh, Telangana)
- Ponni (Tamil Nadu)
- Gobindobhog (West Bengal)
- Jeera Samba (Tamil Nadu)
- Ambemohar (Maharashtra)
- Basmati (premium households, especially in North India)

➤ **Top Exported Varieties from India:**

Basmati: Pusa Basmati, Traditional Basmati

Non-Basmati: Swarna, Sona Masuri, Parboiled rice, White Rice, Broken Rice

India ranks as the largest exporter of rice in the world, catering to markets in Asia, the Middle East, Europe, Africa, and North America.

➤ **Region-wise Cultivation and Global Export**

Rice cultivation in India varies by region, with specific varieties grown in different agro-climatic zones:

Northern India

States: Punjab, Haryana, Uttar Pradesh, Uttarakhand, Himachal Pradesh

Cultivated Varieties: Mainly Basmati (e.g., Pusa Basmati)

Export Focus: Large-scale exports of Basmati rice to the Middle East, Europe, and North America

Eastern India

States: West Bengal, Bihar, Jharkhand, Odisha, Assam

Cultivated Varieties: Swarna, Gobindobhog, Joha, Bora (sticky rice)

Export Focus: Joha (aromatic rice) and Swarna (bulk non-basmati rice)

Southern India

States: Andhra Pradesh, Tamil Nadu, Karnataka, Telangana

Cultivated Varieties: Sona Masuri, Ponni, Jeera Samba

Export Focus: Non-basmati rice like Sona Masuri and Ponni exported to the Indian diaspora in the US, UAE, and Southeast Asia

Western India

States: Maharashtra, Gujarat

Cultivated Varieties: Ambemohar, Gujarat-17

Export Focus: Primarily domestic use; niche organic exports from Maharashtra

Central India

States: Chhattisgarh, Madhya Pradesh

Cultivated Varieties: Dubraj, Chinnor

Export Focus: Gaining traction in organic and speciality aromatic rice markets globally

Rice Cultivating Districts in India

Region	State	Key Rice Districts	Main Rice Varieties	Cultivation Focus
Northern India	Punjab	Amritsar, Ludhiana, Patiala	Basmati, Pusa Basmati	Largest producer of Basmati rice for export.
	Haryana	Kurukshetra, Karnal	Basmati, non-Basmati	Significant producer of Basmati and non-Basmati rice.
	Uttar Pradesh	Saharanpur, Bijnor	Swarna, Basmati	Major producer of both Basmati and non-Basmati varieties.
Eastern India	West Bengal	Burdwan, Nadia	Gobindobhog, Swarna	Known for Gobindobhog (aromatic), high-yield rice.
	Bihar	Patna, Nalanda	Swarna, Kalanamak	Produces rice for domestic consumption and regional export.
	Assam	Dibrugarh, Jorhat	Joha, Bora	Famous for aromatic Joha and Bora rice.
Southern India	Tamil Nadu	Thanjavur, Cuddalore	Ponni, Sona Masuri	Major producer of Ponni and other staple varieties.
	Andhra Pradesh	West Godavari, Krishna	Sona Masuri, IR64	Known for Sona Masuri, both for domestic and export markets.
	Karnataka	Mysuru, Mandya	Sona Masuri, Rajamudi	Rajamudi is a premium aromatic variety; Sona Masuri is popular.
Western India	Maharashtra	Raigad, Kolhapur	Ambemohar, Kolam	Produces aromatic varieties like Ambemohar for local markets.
	Gujarat	Surat, Valsad	Gujarat-17, Surati	Focus on short-grain varieties for domestic and export use.
Central India	Chhattisgarh	Raipur, Bilaspur	Dubraj, Chinnor	Known for organic and niche rice varieties like Dubraj.
	Madhya Pradesh	Sehore, Rajgarh	Sharbati, Pusa Basmati	Increasing prominence for aromatic and Basmati varieties.

Chart 14: Export & Import of Rice (Tons)



Source: CMIE

- The increase in rice imports during FY25 can be attributed to a decline in domestic production alongside rising consumption requirements.
- The contraction in export volumes during FY24 was primarily driven by regulatory interventions and prevailing global trade challenges.
- The subsequent recovery in exports in FY25 indicates a relaxation of policy restrictions and a resurgence in international demand for Indian rice.

Eligibility of a Rice Variety to be Notified as Basmati

According to the provisions of the Seed Act, 1966, and the recommendations of the Central Sub Committee on Crops, Standards, Notification, and Release of Varieties for Agricultural Crops, established by the Central Seed Committee under Section 3 of the Seed Act, 1966, the following standards have been established to determine and classify a rice variety as Basmati.

Table 5: Primary Basmati Quality Characteristics

S. No.	Parameters	Value
1	Minimum average precooked milled rice length (mm)	6.6
2	Average precooked milled rice breadth (mm)	≤2
3	Minimum length/breadth ratio of precooked milled rice (L/B Ratio)	3.5
4	Minimum average cooked rice, length (mm)	12.0
5	Minimum cooked rice length/precooked rice length ratio or Minimum elongation ratio	1.7
6	Average volume expansion ratio	> 3.5

S. No.	Parameters	Value
7	Aroma	Present (Qualitative sensory analysis as Panel Test*)
8	Texture of cooked grain for\high integrity (without bursting the surface), no stickiness, tenderness, good taste and good mouth feel	Present (Qualitative sensory analysis as Panel Test*)

Source: APEDA

Note 1: The grain sample for analyses will necessarily have to be 'aged' for three months at under protected conditions at normal room temperature as milled kernel

*: As per standardized protocol (Directorate of Rice Research, Hyderabad)

2.4 Growth Potential

Factors that are driving the growth of Basmati rice industry are as follows:

- Export Opportunities:** India is the largest exporter of Basmati rice globally, with countries like Iran, Saudi Arabia, Iraq, UAE etc. being major importers. The growing demand for Basmati rice in international markets presents significant export opportunities for Indian farmers and exporters, driving the expansion of Basmati rice cultivation.
- Increasing Demand:** Basmati rice enjoys high demand both domestically and internationally due to its various characteristics. With rising incomes, changing dietary preferences, and increasing awareness of healthy eating habits, the demand for Basmati rice is expected to continue growing in India. HORECA, encompassing the hotel and food service sectors, relies on Basmati rice as a staple ingredient due to its widespread popularity among consumers. Restaurants and hotels consistently face high demand for Basmati rice, driving up production and sales within the market. This surge in demand plays a pivotal role in fuelling the growth of the Basmati rice market.
- Premium Pricing:** Basmati rice commands premium prices in both domestic and international markets compared to other rice varieties. This premium pricing offers lucrative returns for farmers and incentivizes them to expand Basmati rice cultivation.
- Geographical Expansion:** Basmati rice cultivation traditionally concentrated in states like Punjab, Haryana, Uttar Pradesh and parts of Bihar. However, there is potential for geographical expansion of Basmati rice cultivation to other regions with suitable agro-climatic conditions. States like Uttarakhand, Jammu and Kashmir, Himachal Pradesh, and West Bengal etc. are exploring Basmati rice cultivation, further enhancing its growth potential.
- Sustainable Practices:** There is increasing emphasis on sustainable agricultural practices, including organic farming and water-saving techniques, in Basmati rice cultivation. Adoption of sustainable practices not only ensures environmental conservation but also enhances the quality and marketability of Basmati rice, contributing to its growth potential.
- Growth in Per-capita Consumption and the Shift towards Packaged Rice:** Per-capita rice consumption has increased noticeably, accompanied by a clear shift towards packaged varieties. This trend reflects a growing consumer preference for convenient, pre-packaged rice options. A strong economy and rising incomes have enabled more people to choose higher-quality rice, particularly the basmati variety. Furthermore, consumers are adapting to changing lifestyles, influencing their dietary choices.

7. Convenience/Online Store: Convenience stores are designed to provide people with various essential items for daily living, including financial services, food, groceries, fuel, and more. Now, convenience stores worldwide are expanding their inventory to include Basmati products. This trend is driving up sales rates and significantly boosting revenue within the industry. Following the pandemic crisis, there has been a notable surge in the trend of online ordering for food and groceries. Additionally, the proliferation of on-demand grocery apps has further facilitated people in purchasing Basmati rice and other essentials from their homes.

8. Government Support: The Indian government provides various support schemes and incentives to promote Basmati rice cultivation. This includes Minimum Support Prices (MSPs), subsidies on seeds, fertilizers, and irrigation, crop insurance, infrastructure development, and export promotion initiatives. Government support encourages farmers to invest in Basmati rice cultivation and contributes to its growth.

Overall, the growth potential of Basmati rice in India is promising, fuelled by increasing demand, export opportunities, technological advancements, government support, geographical expansion, brand recognition, and sustainable practices. Continued focus on these factors can further propel the growth trajectory of Basmati rice cultivation in India.

2.5 Extent of Potential Competition

The rice industry in India faces significant competition domestically and internationally. By focusing on quality, innovation, and strategic policies, India can maintain its position as a leading rice producer and exporter.

Domestic Competition:

The competition in India's rice industry is multifaceted, involving a diverse mix of small, medium, and large players competing on various fronts such as price, quality, product differentiation, and branding. Regional preferences and the export market add further complexity. Success in this competitive landscape depends on innovation, quality assurance, and strategic marketing.

- 1. Climate Change:** Variations in rainfall patterns, heatwaves, and extreme weather events can disrupt rice production in India, impacting its ability to compete in the global market.
- 2. Fragmentation:** The Indian rice market is highly fragmented, with numerous small and medium-scale farmers contributing to overall production. This fragmentation can make it challenging to maintain consistent quality standards and compete with larger players in the market.
- 3. Diverse Market Players:** The rice industry comprises a wide array of market players, including:
 - **Small-Scale Farmers:** These players focus on local markets and often produce traditional and specialty varieties of rice, catering to regional tastes and preferences.
 - **Medium-Sized Enterprises:** These companies operate at regional levels, supplying rice to both local and neighbouring states. They typically have a mix of traditional and hybrid varieties.
 - **Large Corporations:** Big players like LT Foods (Daawat), KRBL Limited (India Gate), Kohinoor Foods Limited (Kohinoor) and Chaman Lal Setia Exports (Maharani) dominate the market with extensive distribution networks, advanced processing facilities, and strong brand recognition.
- 4. Product Differentiation:** The competition is also driven by the variety of rice products available in the market, including Basmati Rice, which is known for its aroma and long grains, basmati rice is a premium segment with significant export potential while non-Basmati Rice includes a wide range of varieties catering to domestic consumption, with lower price points compared to basmati. Moreover, increasing health consciousness has led to a rise in demand for organic, brown, and specialty rice varieties, prompting players to diversify their offerings.

- 5. State Procurement:** The Indian government's Minimum Support Price (MSP) program aims to ensure a minimum income for farmers but can also create competition between private millers and government procurement agencies for paddy (unmilled rice). Seasonal fluctuations and changes in consumer demand impact pricing strategies.
- 6. Quality and Branding:** Quality and branding play crucial roles in differentiating products in the competitive rice market. Key strategies include quality assurance which aims to ensure high standards through quality control measures and certifications (e.g., organic certification), building brand loyalty through consistent quality, effective marketing, and strong distribution networks and innovation involving introduction of fortified, flavoured, or quick-cook rice products to meet changing consumer preferences.
- 7. Inter-state Competition:** Rice-producing states in India compete for domestic market share. This can lead to price fluctuations depending on regional surpluses or deficits. Major rice producing states in India includes West Bengal, Uttar Pradesh, Andhra Pradesh, Punjab, Haryana, Tamil Nadu, Odisha, and Bihar.

International Competition:

- 1. Major Exporters:** India is the world's leading rice exporter, supplying over 150 countries. However, it faces competition from other major players like Vietnam, Thailand, and Pakistan as these countries offer different rice varieties and may have lower production costs in some cases.
- 2. Trade Policies:** International trade policies, including tariffs and export restrictions, significantly can impact the competitiveness of Indian rice in the global market. For example, export restrictions imposed by India to ensure domestic food security can make Indian rice less attractive to international buyers.
- 3. Competitors:** In the Asia Pacific region, which is the largest consumer and producer of rice, countries like India, China, Indonesia, and Bangladesh are major competitors. These countries possess abundant rice resources and actively participate in both domestic and international markets.
- 4. Quality and Price:** Indian rice needs to compete on both quality and price in global market. While basmati rice enjoys a premium status, non-basmati varieties need to offer competitive pricing and consistent quality to sustain market share.
- 5. New Rice Varieties:** Other rice-producing countries might develop new high-yielding or climate-resistant rice varieties, posing a challenge to Indian rice competitiveness.

3 Global & Indian Rice Industry

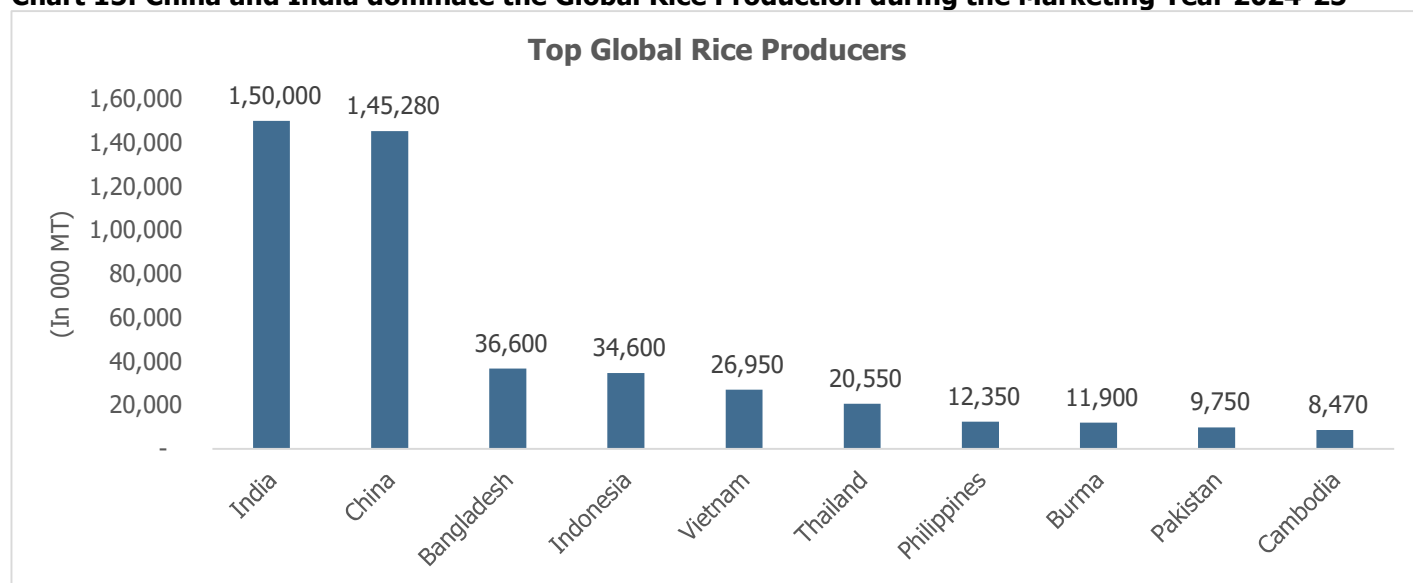
3.1 Overview of Global Rice Industry

The global rice industry is a critical segment of the agricultural sector, significantly contributing to food security, economic stability, and cultural traditions worldwide. Rice is a fundamental dietary staple that sustains millions of people globally. Asia remains the epicentre of global rice production, with China, India, Indonesia, Bangladesh, Vietnam, and Thailand leading the sector. These countries benefit from favourable climatic conditions and have a long history of rice cultivation. Currently, India and China collectively account for more than half of the world's rice output. Supplying over half of the global population, nearly 83% of the world's rice is produced by just ten countries.

Global rice consumption is steadily increasing, driven by population growth, particularly in Asia and Africa. The productivity of rice cultivation has been significantly enhanced by technological advancements, including the development of high-yield varieties and improved irrigation techniques. These innovations have been pivotal in meeting the rising demand for rice, ensuring food security for a substantial portion of the global population. Rice is a staple food for over half of the world's population, especially in Asia, where it forms a substantial part of the daily diet. In this region, rice constitutes a significant portion of the daily diet, reflecting its importance not only as a food source but also as a cultural cornerstone.

Climate change and extreme weather events threaten rice production, impacting harvests and causing price fluctuations. Trade disruptions due to geopolitical tensions and logistical hurdles can affect rice availability and affordability. International trade in rice is crucial for food security. While other countries may cultivate basmati rice varieties, Indian basmati has Protected Geographical Indication (PGI) status, ensuring its authenticity and quality.

Chart 15: China and India dominate the Global Rice Production during the Marketing Year 2024-25



Source: United States Department of Agriculture (USDA)

Over 541.51 million metric tonnes (mmt) of milled rice were produced in 2024-25 harvesting year at a global level with India accounting for most of the upward revision. As per USDA 2026 report, global rice production is estimated to be surged by 541.6 mmt in marketing year 2025-26 as against the previous 2024-25 by 541.51 mmt. Therefore, production is projected to reach a record high, driven by larger yields in Asia, particularly with increased production forecasts for Bangladesh and Pakistan, more than offsetting reductions for countries like Indonesia, Thailand and Japan. Global consumption is also anticipated to hit a new record, mainly fuelled by strong growth in India, Bangladesh, and the Philippines.

China and India dominated global rice production during the marketing year 2024-25. Together, they accounted for over 50% of the total global rice production, underscoring their significant role in the global food supply. In terms of exports, India also dominated the global rice market during the marketing year 2024-25. India remains the largest rice exporter, while China plays a much smaller role in global rice exports.

3.2 Market Drivers and Opportunities for the Global Rice Industry

Category	Factors
Market Drivers	1. Growing global population and rising food demand.
	2. Increasing rice consumption in emerging economies.
	3. Expanding applications in the food and beverage industry.
Market Opportunities	1. Rising demand for organic and speciality rice varieties.
	2. Advancements in rice production technology.
	3. Growing demand for fortified and nutrient-enriched rice products.

3.3 Key Players in the Global Rice Industry & Co-Products

The global rice industry is dominated by key players who not only supply rice to meet growing global demand but also generate valuable co-products. These companies contribute significantly to the industry by producing high-quality rice varieties and utilising by-products effectively. The table below highlights the major global players and their associated co-products-

Company Name	Country	Popular Brands/Products	Co-Products
KRBL Limited	India	India Gate (Basmati Rice)	Rice Bran Oil, Rice Husk Ash (RHA), De-Oiled Rice Bran (DORB)
LT Foods	India	Daawat (Basmati & Non-Basmati Rice)	Rice Flour, Broken Rice, Rice Gluten
SunRice	Australia	Various Rice Products	Rice Bran Oil, Rice Syrup, Rice Hulls
Amira Nature Foods Ltd.	UAE/India	Basmati & Speciality Rice	Rice Husk Ash (RHA), Rice Gluten
RiceTec, Inc.	USA	Hybrid Rice Varieties	Rice Hull Ash, Broken Rice
Olam International	Singapore	Diverse Rice Portfolio	Rice Bran, Rice Husk

3.4 Overview of the Indian Rice Industry

3.4.1 Indian Food Processing Sector

India's food processing sector is one of the largest globally and serves as a critical link between agriculture and industry. With abundant raw material availability, India has a strong base for value addition across a wide range of products, including grains, fruits, vegetables, dairy, and seafood. Recognising the sector's potential to enhance farmer incomes, reduce post-harvest losses, and boost exports, the Government of India has prioritised its development through focused policy support under the Make in India initiative.

To accelerate growth in this space, the Ministry of Food Processing Industries (MoFPI) has rolled out multiple schemes and infrastructure projects. Mega Food Parks are being developed in high-yield regions to offer integrated facilities for

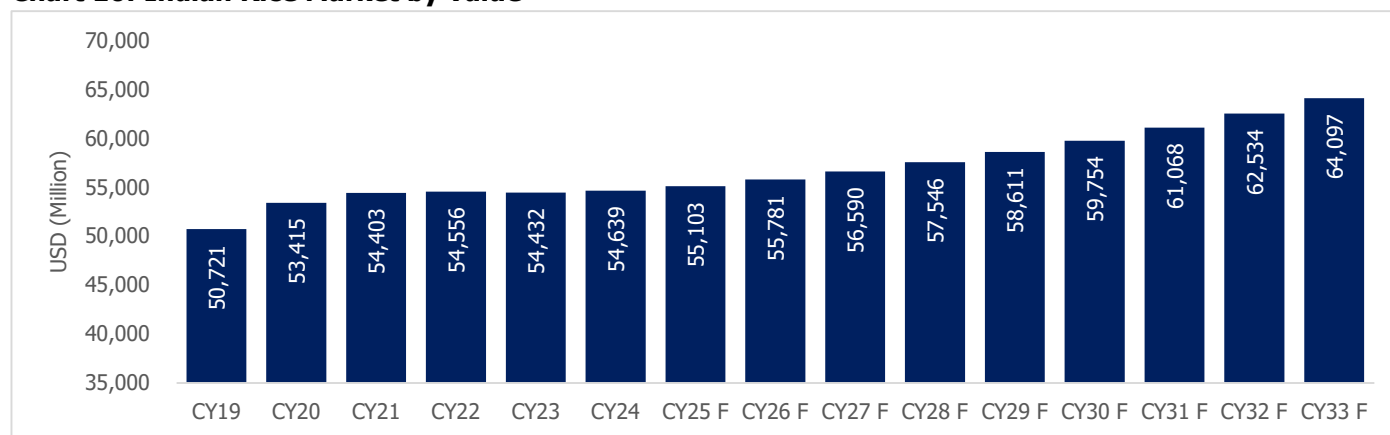
processing, storage, and distribution. Key initiatives such as the PM Kisan Sampada Yojana (PMKSY) have backed over 1,600 projects with grants of more than ₹6,198 crore, while the Production Linked Incentive Scheme (PLISFPI), with a ₹10,900 crore outlay, is incentivising large-scale food manufacturing and global branding. In parallel, the PM Formalisation of Micro Food Processing Enterprises (PMFME) Scheme is supporting two lakh micro units with financial and technical assistance under the "One District One Product" model.

Further steps include the establishment of 100 NABL-accredited food testing laboratories to enhance quality assurance and targeted efforts to strengthen tomato processing in Punjab. Events like World Food India 2024 have provided a global platform to showcase India’s food processing capabilities and investment opportunities. Together, these measures aim to modernise the sector, create jobs, attract investment, and position India as a global leader in food processing.

3.4.2 Indian Rice Market

India’s rice market has shown steady progress, reaching USD 54,639 million in CY24, driven by consistent domestic consumption and robust export demand. Despite occasional fluctuations caused by factors like export restrictions and unpredictable weather patterns, the market has remained resilient due to government support through Minimum Support Price (MSP) policies, increased procurement, and initiatives aimed at promoting high-yield varieties.

Chart 16: Indian Rice Market by Value



Source: CMI, CareEdge Research, F denotes Forecasted

The market is expected to continue its upward trajectory, with projections indicating it will reach USD 64,097 million by CY33. This growth will be fuelled by increasing global demand for premium Basmati rice, expanding trade opportunities, and the adoption of climate-resilient rice varieties. Technological innovations such as precision farming and AI-based monitoring are also enhancing productivity and reducing climate-related risks. Additionally, with the potential relaxation of export restrictions and India’s continued dominance in the global rice export market, future growth looks promising. Although challenges like erratic monsoons and policy changes may cause short-term disruptions, the long-term outlook remains positive.

Non-basmati rice forms the foundation of India’s agricultural and economic landscape, playing a crucial role in feeding the country’s vast population and supporting millions of livelihoods. As a staple food across rural and semi-urban areas, it is cultivated extensively across diverse regions, ensuring a steady supply to meet everyday nutritional needs. This widespread cultivation makes non-basmati rice indispensable not only for food security but also as a significant contributor to rural employment and income generation.

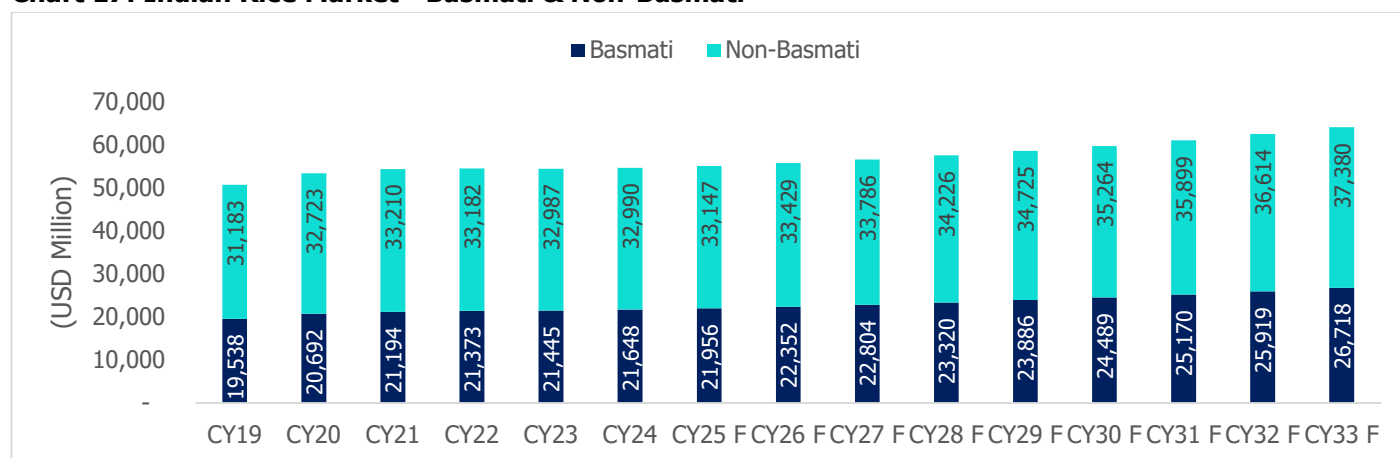
Beyond its role as a staple crop, non-basmati rice supports the stability of rural economies by sustaining farmers and labourers across multiple states. Government initiatives such as minimum support prices (MSP) and procurement programs help maintain steady production and fair incomes for growers. By promoting agricultural diversification and

reducing dependence on limited crops, non-basmati rice contributes significantly to India’s economic resilience, making it a cornerstone of rural development and national growth.

3.4.3 Breakup by Product Type- Basmati & Non-Basmati

India’s rice export market is led by non-Basmati rice, which consistently contributes a higher share of export revenue compared to Basmati rice due to its strong demand in bulk markets such as Africa and Southeast Asia. While Basmati rice caters primarily to premium markets in the Middle East, Europe, and the US, its growth remains steady. Projections indicate that Basmati rice exports will reach around USD 26,718 million by CY33, while non-Basmati rice exports are expected to grow more significantly, reaching approximately USD 37,380 million by the same period. The growth trajectory of both segments is influenced by government policies, climate conditions, and evolving international demand, positioning India as a key player in the global rice export market.

Chart 17: Indian Rice Market - Basmati & Non-Basmati



Source: CMI, CareEdge Research, F denotes forecasted

Non-basmati rice is experiencing growth due to its cost-effectiveness, making it a staple for many. Its adaptability in various cuisines and increasing export opportunities also fuel demand. Moreover, advancements in farming techniques are enhancing yield and quality, ensuring steady growth in global markets.

3.5 Nutritional Value & Quality of Rice

Rice serves as a primary source of carbohydrates for more than half of the global population, offering quick energy and moderate protein content with essential amino acids like lysine. Brown rice is richer in fibre, B-complex vitamins, and minerals such as magnesium and phosphorus, while white rice, due to polishing, loses some of these nutrients.

The quality of rice is influenced by factors such as grain length, texture, aroma, and cooking properties. Basmati rice is known for its aromatic, long grains, whereas non-basmati varieties are preferred for their versatility in various cuisines. Proper milling, storage, and processing methods are essential for preserving the nutritional value and quality of rice.

Table 6: Nutritional Value & Quality of Rice (Rice, white, cooked, no added fat)- Portion: 100 grams

Nutrient	Amount
Water	68.01 g
Energy	129 kcal
Protein	2.67 g
Total Fat	0.28 g

Nutrient	Amount
Carbohydrates	27.99 g
Fiber	0.4 g
Calcium	10 mg
Iron	1.19 mg
Potassium	35 mg
Sodium	245 mg
Folate	58 µg
Vitamin B6	0.092 mg

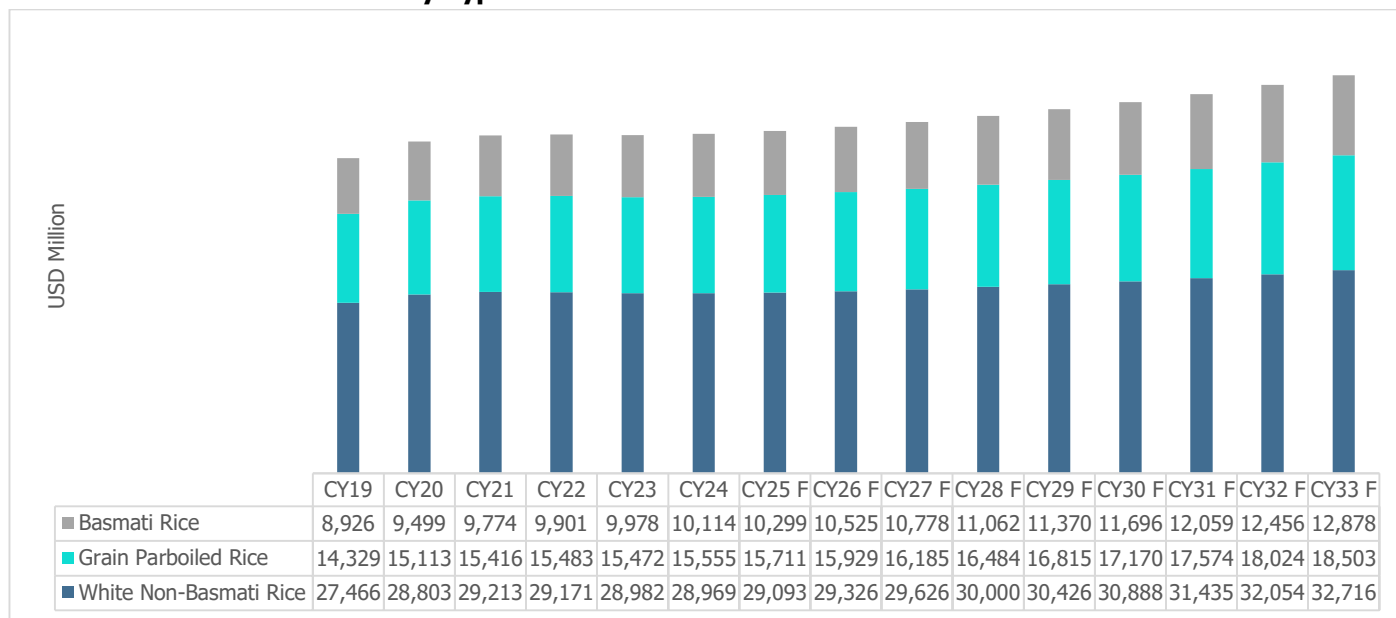
Source: USDA

3.6 Rice Market by Breakup- by Type

White non-Basmati rice holds the largest share in India’s rice export market, driven by its affordability and widespread consumption in regions such as Africa and Asia. The market value grew steadily from USD 27,466 million in CY19 to USD 28,969 million in CY24, with projections indicating an increase to USD 32,716 billion by CY33. The sustained demand is attributed to its versatility and cost-effectiveness, making it a staple in many countries. Additionally, government support through favourable trade policies and consistent quality standards has significantly contributed to the growth of this segment.

Grain parboiled rice, known for its superior nutritional value due to partial boiling, is another major contributor to India’s rice exports. The market value increased from USD 14,329 million in CY19 to USD 15,555 million in CY24 and is expected to reach USD 18,503 million by CY33. The consistent demand for parboiled rice from Southeast Asian and African nations, where it is preferred for its better nutrient retention and longer shelf life, continues to fuel this growth. Increasing consumer awareness about its health benefits is also boosting its demand globally.

Chart 18: Indian Rice Market by Type



Source: CMI, CareEdge Research, F denotes Forecasted

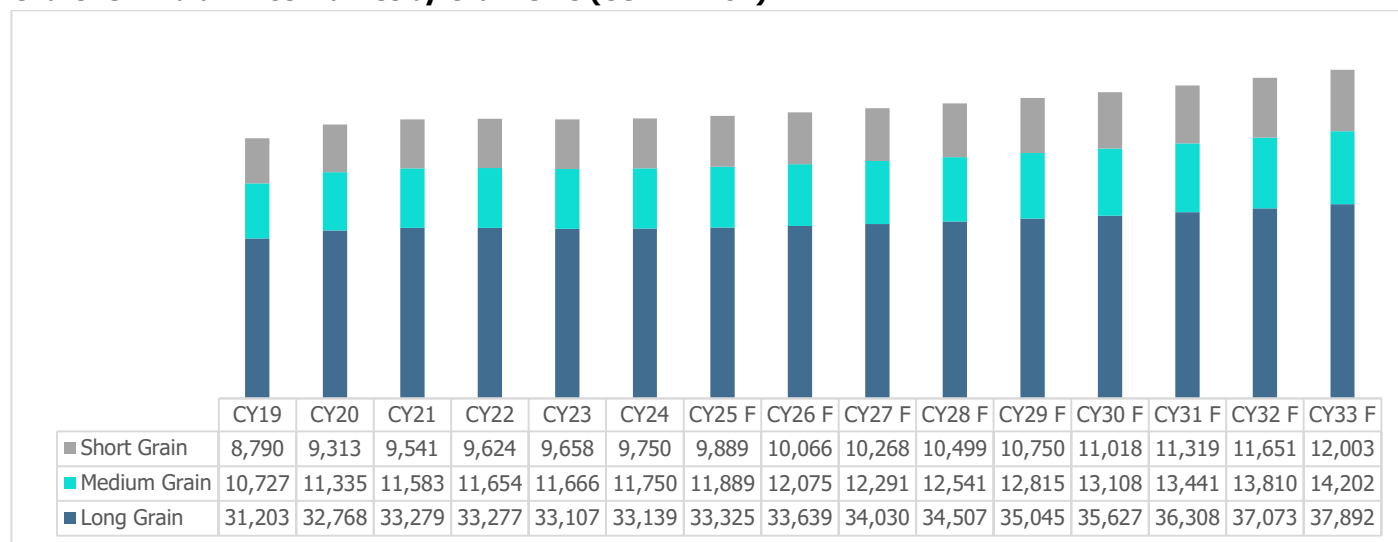
Basmati rice, renowned for its fragrance, long grains, and superior quality, is a premium export product catering to high-value markets such as the Middle East, Europe, and North America. The market value increased from USD 8,926 million

in CY19 to USD 10,114 million in CY24, with future projections suggesting growth to USD 12,878 million by CY33. Rising global demand for high-quality aromatic rice and a preference for Indian-origin varieties continue to strengthen this segment. The premium pricing, along with adherence to stringent quality standards, positions Basmati rice as a lucrative category in India’s rice export industry.

3.7 Rice Market by Grain Size

India’s rice market is dominated by long grain rice, which holds a significant share due to its wide usage in households and commercial applications. The market value of long grain rice increased from USD 31,203 million in CY19 to USD 33,139 million in CY24 and is projected to reach USD 37,892 million by CY33. Known for its firm texture, aromatic quality, and versatility in various cuisines, long grain rice continues to drive market growth, supported by rising domestic consumption and consistent demand from international buyers. Medium grain rice, characterized by its slightly shorter and plumper grains, also holds a substantial market share. Its market value grew from USD 10,727 million in CY19 to USD 11,750 million in CY24, with expectations to reach USD 14,202 million by CY33. Medium grain rice is preferred for dishes such as risottos and paellas, contributing to its steady growth, especially in urban and premium segments.

Chart 19: Indian Rice Market by Grain Size (USD Million)



Source: CMI, CareEdge Research, F denotes Forecasted

Short grain rice, known for its soft and sticky texture, also contributes significantly to India’s overall rice market. Its market value increased from USD 8,790 million in CY19 to USD 9,750 million in CY24 and is expected to grow further to USD 12,003 million by CY33. Short grain rice is often used in specialty dishes such as sushi and puddings, making it popular in niche markets and regions with a growing interest in international cuisines. With India’s robust agricultural production, technological advancements in rice processing, and expanding distribution channels, the market for all three types of rice is expected to witness steady growth over the next decade.

3.8 Overview of Usage of Rice in India- End User Industry

The Indian rice market, categorized by application, is dominated by the food segment, which holds the highest market value. The market value of rice used in food applications increased from USD 42,533 million in CY19 to USD 45,737 million in CY24 and is projected to grow steadily, reaching USD 53,482 million by CY33. This growth is driven by population expansion, higher consumption of rice-based products, and the rising popularity of ready-to-eat and processed foods. The feed segment, which uses rice for animal nutrition, has also demonstrated consistent growth, with its market value rising from USD 5,706 million in CY19 to USD 6,178 million in CY24, and it is expected to reach USD

7,313 million by CY33. The increasing demand for high-quality livestock feed and the utilization of rice by-products in animal diets are key contributors to this growth.

Chart 20: Indian Rice Market by Application (USD Million)



Source: CMI, CareEdge Research, F denotes Forecasted

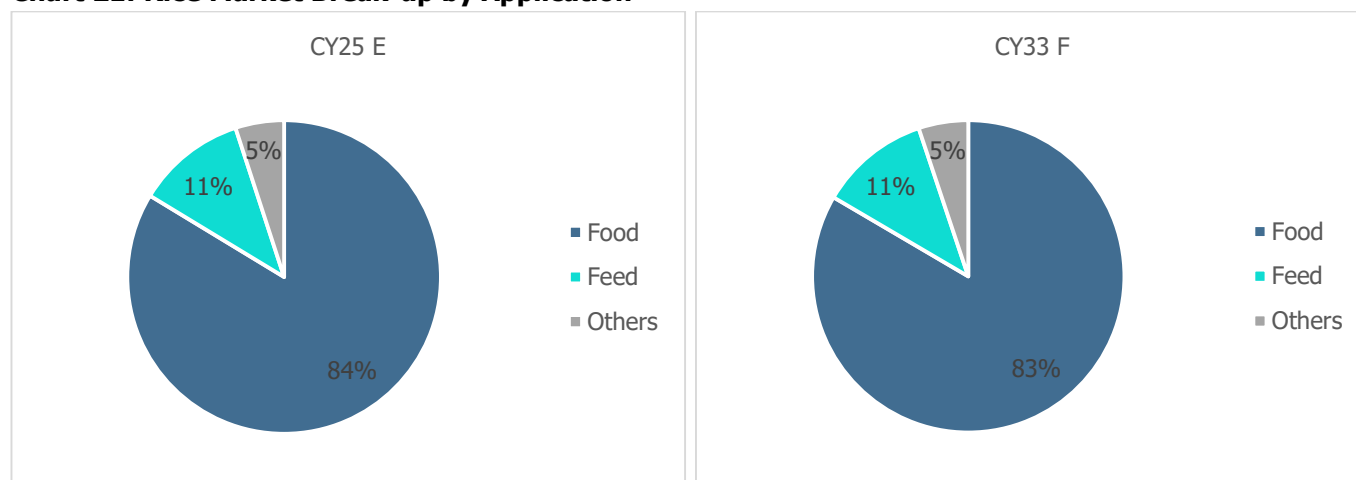
Other significant segments include brewing, pharmaceuticals, and cosmetics, which collectively account for a smaller share of the Indian rice market. The brewing segment, where rice is used as an adjunct ingredient, held approximately 2.6% of the market share in CY24, with its value increasing from USD 1,281 million in CY19 to USD 1,393 million in CY24, and is expected to reach USD 1,661 million by CY33. The pharmaceutical segment, where rice derivatives are used in medicinal formulations, accounted for around 1.5% of the market in CY24, growing from USD 754 million in CY19 to USD 825 million in CY24, with projections indicating a value of USD 997 million by CY33. Similarly, the cosmetics segment, which uses rice extracts and starch in skincare and beauty products, represented about 0.9% of the market in FY24, with its value rising from USD 447 million in CY19 to USD 506 million in CY24, and is forecasted to reach USD 645 million by CY33. The growing preference for natural ingredients in beauty and healthcare products is a major factor driving growth in the cosmetics and pharmaceutical segments.

3.9 Rice Market Breakup by Application

The chart below illustrates the estimated percentage distribution of rice applications across different segments for CY25 and CY33F. The food segment is expected to maintain its dominant position, contributing 84% of the total rice usage in CY25E, with a marginal decline to 83% by CY33F. This highlights the continued importance of rice as a staple food source globally, although there is a slight shift anticipated over time, potentially due to changing consumer preferences or diversification in usage.

The feed segment, which primarily includes rice by-products used for animal feed, is projected to remain stable at 11% across both CY25E and CY33F. This consistency suggests sustained demand for rice-based feed applications. Meanwhile, the "others" category, which includes various industrial, and non-food uses, maintains a steady share of 5% throughout the forecast period. Despite minor variations in the food segment, the overall application distribution of rice is expected to remain largely unchanged over the years.

Chart 21: Rice Market Break-up by Application



Source: CMI, CareEdge Analysis, E denotes Estimates and F denotes Forecasted

3.10 Season- Wise Rice Production Trend

Kharif Season:

Kharif rice contributes the majority of India’s total production, sown during the monsoon (June-July) and harvested between October and December. Its yield depends heavily on monsoon patterns, with technological advancements and government support driving consistent growth.

Rabi Season:

Rabi rice accounts for 10-15% of total production, cultivated between November and January and harvested from April to May. It relies primarily on irrigation, making it less dependent on rainfall. Improved irrigation and high-yield varieties have boosted production, but water availability remains a challenge.

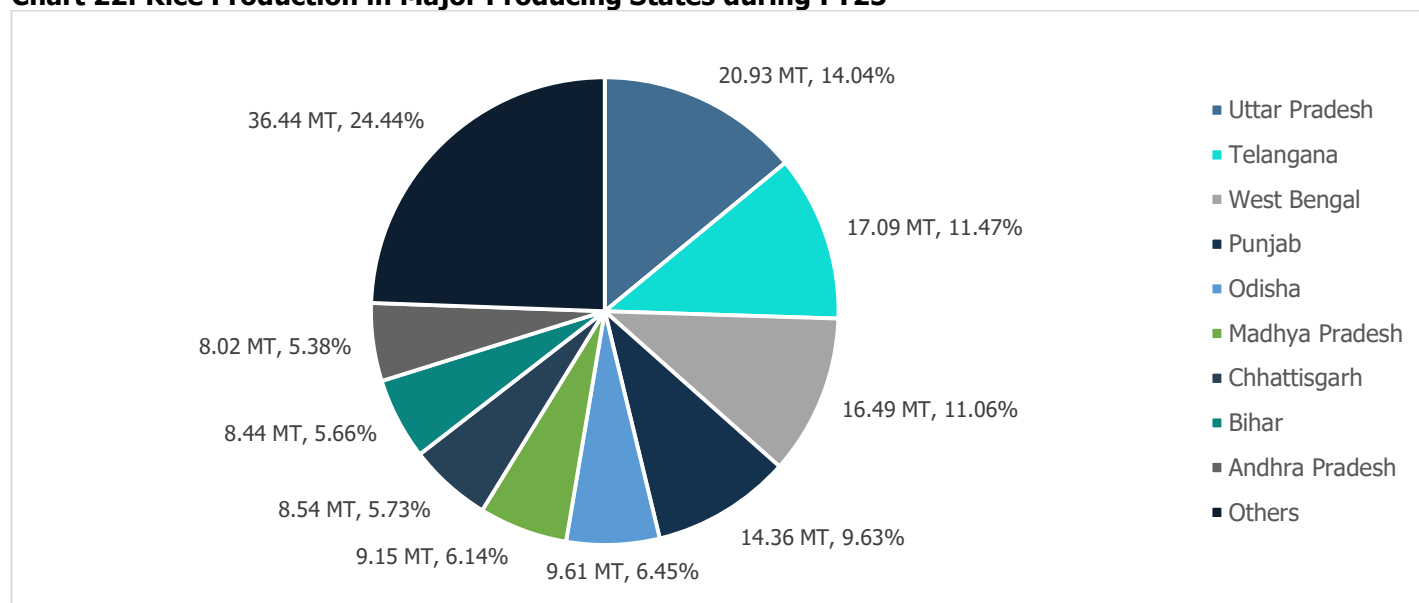
3.11 State- Wise Productivity of Rice

The major rice cultivating states in India are Uttar Pradesh, West Bengal, Punjab, Bihar, Madya Pradesh, Telangana, Andhra Pradesh, Odisha, Chhattisgarh etc. As per Agricultural Statistics 2025, West Bengal, Uttar Pradesh, Punjab, Telangana and Odisha together accounted to 46% at all India level production in marketing year 2024-25.

The high rice productivity in states such as West Bengal, Uttar Pradesh, and Punjab is primarily due to favourable climatic conditions and an abundant water supply that supports consistent yields. Additionally, well-developed irrigation systems, particularly in Punjab and Haryana, ensure steady production levels. Government initiatives, including the Minimum Support Price (MSP) and efficient procurement policies, further motivate farmers in these key rice-producing regions to prioritize paddy cultivation.

Furthermore, the presence of nutrient-rich alluvial soil in areas like West Bengal and Bihar creates an optimal environment for rice growth. The adoption of advanced agricultural practices, especially in states like Telangana and Andhra Pradesh, has also boosted overall productivity. Lastly, states such as Madya Pradesh and Odisha benefit from multiple cropping systems, which contribute to higher rice output and improved farming efficiency.

Chart 22: Rice Production in Major Producing States during FY25



Source: Agricultural Statistics 2025

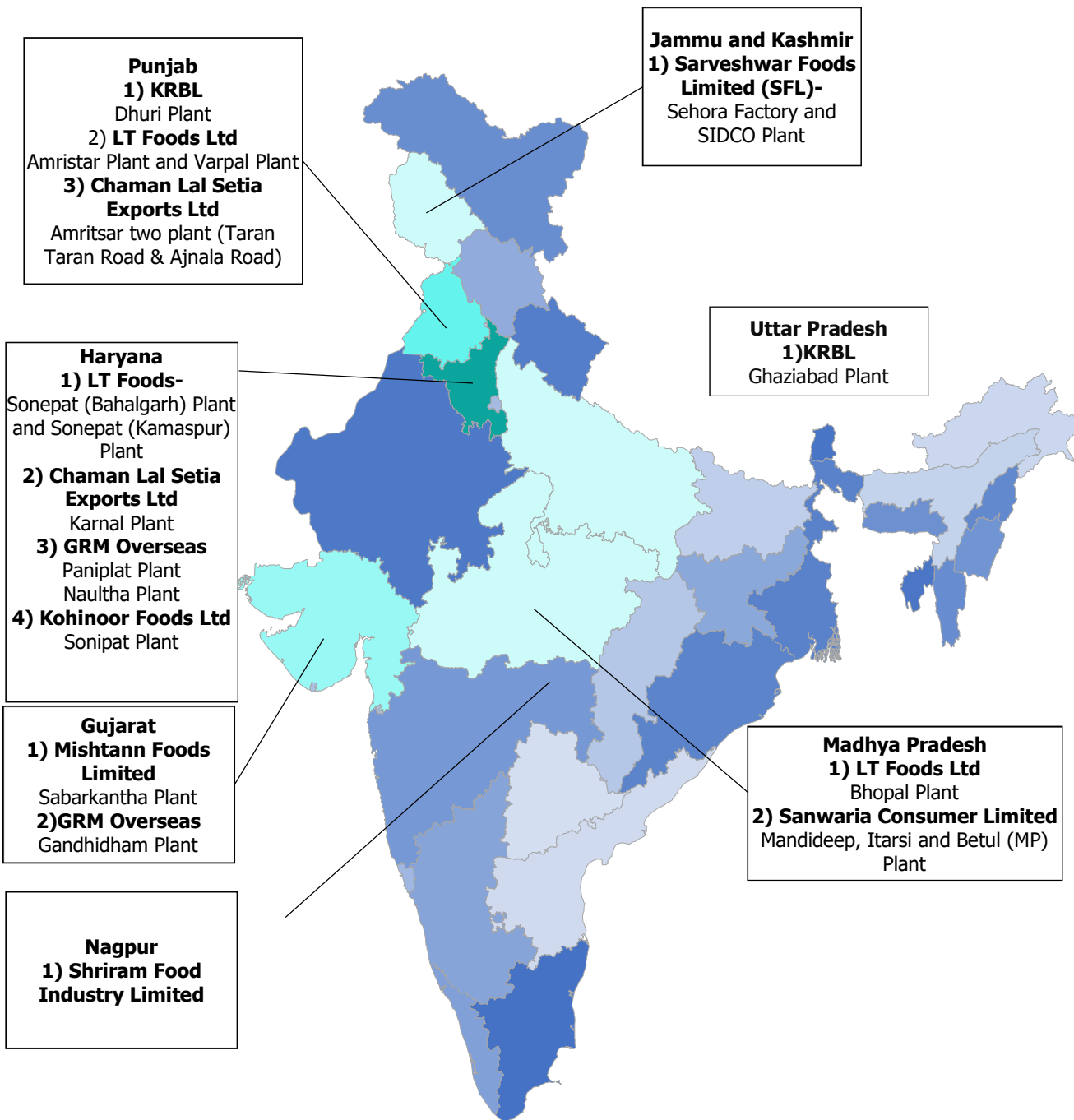
Note: The data includes coverage under irrigation in the states as well, MT – Million Tonnes

3.12 Key Regulations Impacting Rice Crop Cultivation in India with Prices of Rice

Regulation	Description	Impact on Rice Cultivation
Minimum Support Price (MSP)	Government sets MSP annually to ensure farmers receive fair compensation.	Encourages higher paddy cultivation and protects farmers' income.
Essential Commodities Act (ECA)	Regulates supply, distribution, and pricing of rice to prevent hoarding.	Ensures availability of rice at fair prices for consumers.
Export Policies and Restrictions	Imposes restrictions or bans on non-basmati rice to stabilize domestic prices.	Reduces excessive exports, keeping domestic supply stable.
Fertilizer and Input Subsidies	Subsidies on fertilizers, seeds, and electricity reduce production costs.	Enhances production by lowering input costs.
Environmental Regulations	Promotes water conservation, climate-resilient varieties, and sustainable farming.	Encourages adoption of eco-friendly farming practices.

Over the past decade, domestic rice prices have shown an upward trend due to rising input costs and increasing demand. Export prices for Indian basmati and non-basmati rice have also increased, driven by strong global demand. Recent export restrictions have caused some price stabilization in the domestic market.

3.13 Geographical Location of Manufacturing Facilities for Rice in India



Source: CMI

Rice manufacturing facilities in India are mainly located in **Punjab, Haryana, Uttar Pradesh, Madhya Pradesh and Gujarat**, where large-scale production and milling of both basmati and non-basmati varieties take place. These regions play a crucial role in meeting domestic demand and supporting exports.

The table below provides details of the manufacturing facilities along with their respective capacities-

KRBL		
Location	Function	Capacity (MT/Hr)
Ghaziabad, Uttar Pradesh	Rice Processing	45
Dhuri, Punjab	Rice Processing	150

LT Foods Ltd		
Location	Function	Capacity (TPH)
Sonepat (Bahalgarh), Haryana	Rice Processing	33
Sonepat (Kamaspur), Haryana	Rice Processing	5
Bhopal, Madhya Pradesh	Rice Processing	26
Amritsar, Punjab	Rice Processing	6
Varpal, Punjab	Rice Processing	12

Mishtann Foods Limited		
Location	Function	Capacity (MTPH)
Sabarkantha (Gujarat)	Rice Processing (Basmati)	45

Sarveshwar Foods Limited (SFL)		
Location	Function	Capacity (MTPH)
Sehora, Jammu Region	Rice Processing	6
SIDCO, Jammu Region	Rice Processing	8

Chaman Lal Setia Exports Ltd		
Location	Function	Capacity (MTPH)
Amritsar, Punjab – India (Taran Taran Road)	Rice Processing	-
Amritsar, Punjab-India (Ajnala Road)	Rice Processing	-
Karnal, Haryana – India (Kaithal Road)	Rice Processing	12

GRM Overseas		
Location	Function	Capacity (MTPA)
Panipat, Haryana	Rice Processing	4,40,800
Naultha, Haryana	Rice Processing	
Gandhidham, Gujrat	Rice Processing	

Kohinoor Foods Ltd		
Location	Function	Capacity
Sonipat, Haryana	Rice Processing	1000 metric ton per day & 8 Rice grading lines with milling capacity of 6 metric ton per hour

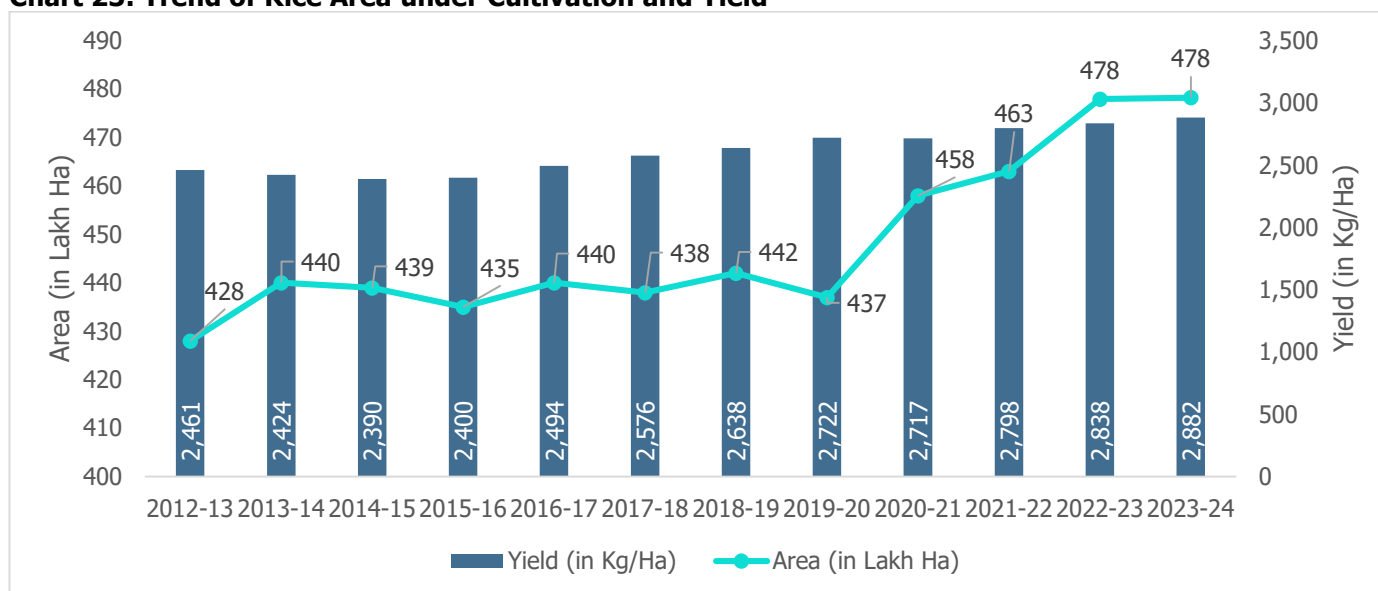
Sanwaria Consumer Limited		
Location	Function	Capacity (TPD)
Madhya Pradesh	Rice Processing	500

3.14 Trend of Rice Area under Cultivation & Yield

India has a total rice cultivation area of 478 Lakh Hectares as of 2023-24, hovering under irrigated as well as rainfed conditions, which signifies a substantial portion of the country’s total agricultural land, indicating the crop’s importance in the agrarian economy. The rainfed areas are often affected by vagaries of the monsoon, making them more fragile. The area under rice cultivation has seen a consistent increase with minor fluctuations over the years, growing by 12% to 478 Lakh Hectares in 2023-24 as against 428 Lakh Hectares in 2012-13. Similarly, yield is increased by 17% to 2,882 Kg per Hectare in 2023-24 as against 2,461 Kg per Hectare in 2012-13.

Supportive government policies, including subsidies, minimum support prices (MSP), and expanded irrigation through schemes like the Pradhan Mantri Krishi Sinchayee Yojana (PMKSY), have improved land suitability for rice farming. Investments in rural infrastructure, such as storage, transportation, fertiliser management, and crop insurance, have encouraged farmers to expand rice cultivation. High-yield and hybrid rice varieties offer higher returns, motivating farmers to increase cultivation areas. Improved transportation and market access further enhance farmers’ ability to sell their produce efficiently, supporting economic stability.

Chart 23: Trend of Rice Area under Cultivation and Yield



Source: Department of Agriculture and Farmers Welfare- Upaj portal

Note: Annual Report 2024-25 of Department of Agriculture and Farmers Welfare

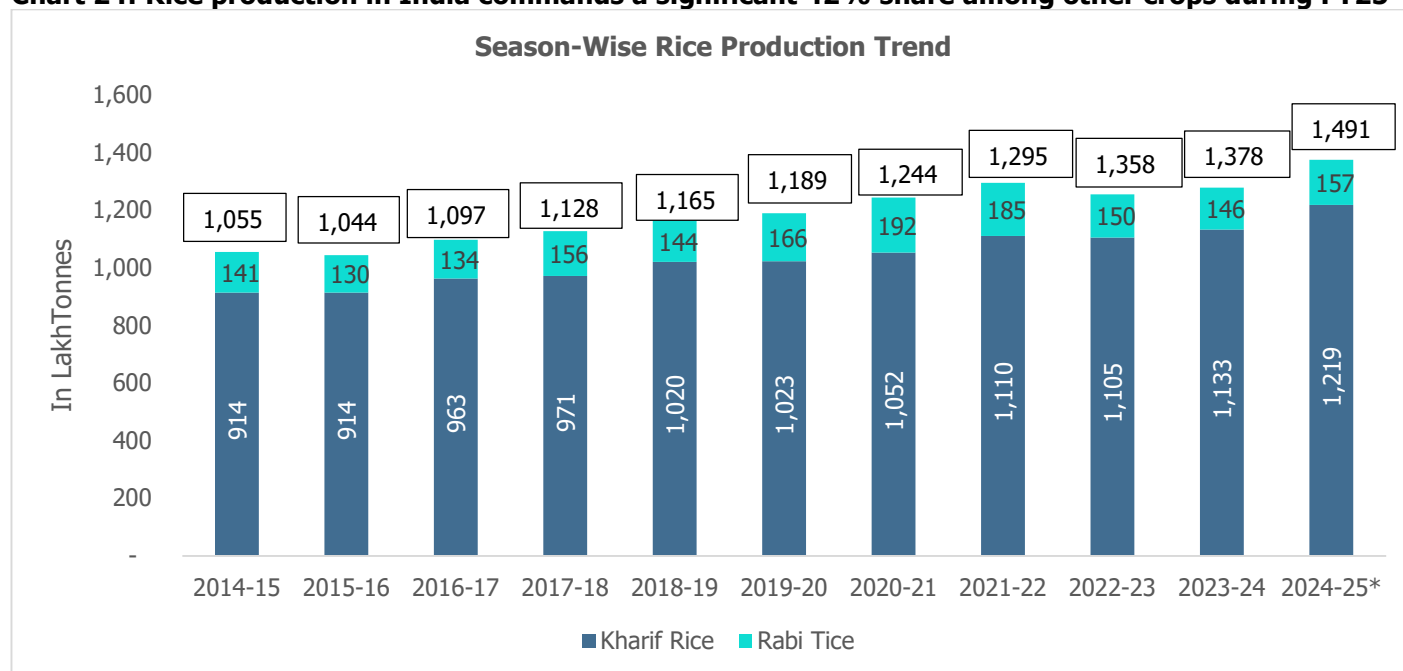
The Indian government has implemented several policies to promote rice cultivation, including subsidies for seeds, fertilisers, and machinery. Schemes such as the National Food Security Mission (NFSM) and the Rashtriya Krishi Vikas Yojana (RKVY) focus on boosting rice production. These combined efforts have led to the expansion of rice cultivation areas and increased yields, effectively meeting the growing demand for this staple crop and ensuring not only food security for the nation but also contributing to the livelihoods of millions of farmers across the country.

3.15 Trends in Supply of Rice

The production of rice is influenced by factors like climate, soil quality, and agricultural practices. The trend in rice supply in India has shown a consistent increase in both Kharif and Rabi seasons, with a few fluctuations. From 2014-15 to 2020-21, rice production in both seasons rose steadily. During this period, Kharif rice production increased from 914 lakh tonnes to 1,052 lakh tonnes, while Rabi rice production increased from 141 lakh tonnes to 192 lakh tonnes.

For 2024-25, total rice production is estimated at 1,491 lakh tonnes (rise by 8% as against the previous year) due to favourable monsoon rains and optimal weather, which improved soil moisture and expanded sowing areas for Kharif crops. Enhanced conditions also supported higher yields and extended cultivation into the Rabi and summer seasons, with intermittent Rabi rainfall further boosting overall agricultural output. These combined factors develop the substantial gains observed in rice production across both seasons.

Chart 24: Rice production in India commands a significant 42% share among other crops during FY25



Source: Department of Agriculture & Farmers Welfare (DA&FW)

*: Third Advance Estimates of Production of Food Grains for 2024-25

Note: Total production number for 2023-24 also includes summer crop production of 100 lakh tonnes along with Rabi and Kharif Rice

An above-normal southwest monsoon for the current year has brightened the prospects of agriculture and rural demand. However, much would depend on the geographical spread of rainfall during the southwest monsoon season, which has been uneven over the past few years.

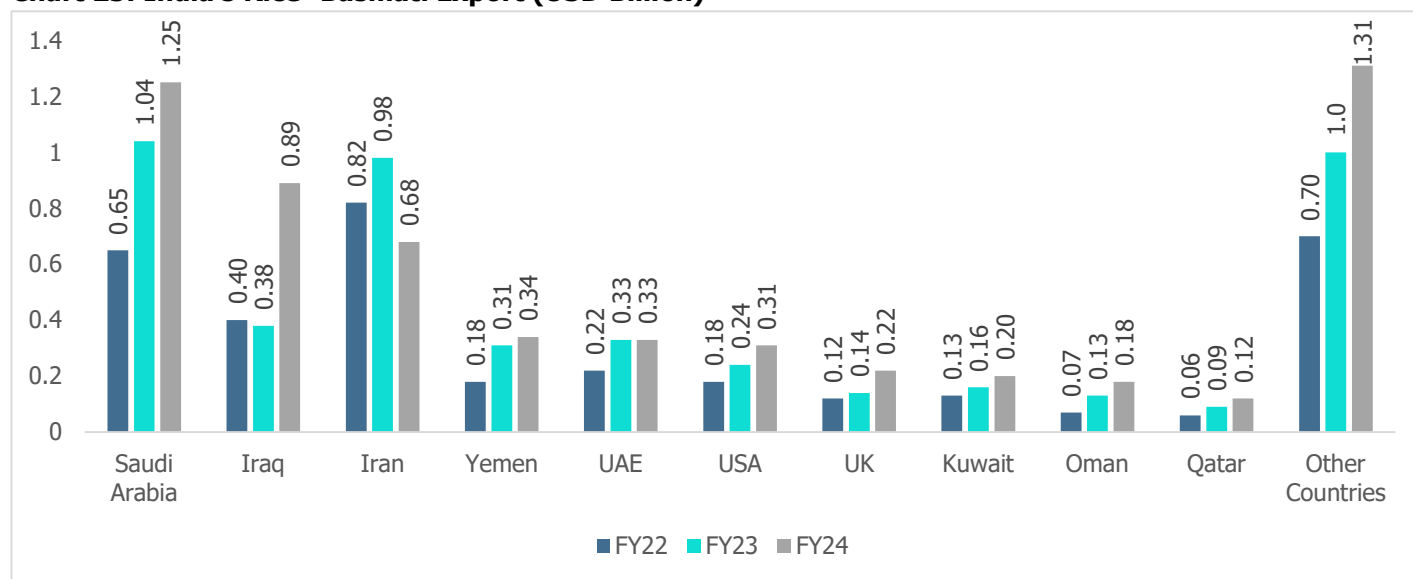
The supply of non-basmati rice has grown steadily, driven by extensive cultivation in major states such as West Bengal, Andhra Pradesh, and Tamil Nadu. Adoption of improved seed varieties, advanced irrigation, and mechanisation has

increased productivity. Government initiatives like MSP and procurement programs support consistent production. Better processing and storage facilities have minimised losses, ensuring a reliable supply to meet rising domestic consumption and export opportunities.

3.16 India’s Export Destination and its Growth Story

India's basmati rice exports have shown notable growth across several countries from FY22 to FY24. Saudi Arabia remained the largest importer, with exports rising from USD 0.65 billion in FY22 to USD 1.25 billion in FY24, followed by Iraq, where exports increased significantly from USD 0.40 billion to USD 0.89 billion. However, exports to Iran declined from USD 0.98 billion in FY23 to USD 0.68 billion in FY24. Moderate growth was observed in exports to the UAE, USA, and UK, while exports to other countries collectively surged to USD 1.31 billion in FY24, reflecting India's expanding footprint in global markets.

Chart 25: India’s Rice- Basmati Export (USD Billion)



Source: CMI, CareEdge Research

India's non-basmati rice exports have shown fluctuating trends over the past three years. In 2021-22, Bangladesh emerged as the top importer, driven by domestic shortages caused by floods and reduced crop production. Other African nations like Benin and Senegal also maintained consistent demand, contributing significantly to India’s export growth.

In FY23, Benin continued to be the largest importer, leveraging its position as a re-export hub to supply other African countries. However, India’s export restrictions in 2023, aimed at stabilising domestic rice prices, impacted overall export volumes. Additionally, rising global rice prices during this period made Indian rice less competitive, leading to reduced demand from some countries.

By FY24, Indian exports shifted further as importers diversified their sources to mitigate risks. Countries such as Guinea and Togo increased their imports, while new markets like Somalia and Djibouti also gained prominence. Geopolitical factors and changing trade dynamics further influenced this shift, altering the overall export landscape.

Table 7: India Rice-Non-Basmati Exports by Top countries (USD Bn)

Countries	FY22
Bangladesh	0.61
Benin	0.53
China	0.50
Nepal	0.46
Cote D'Ivoire	0.32
Senegal	0.31
Togo	0.29
Guinea	0.24
Vietnam	0.23
Madagascar	0.19
Other Countries	2.44

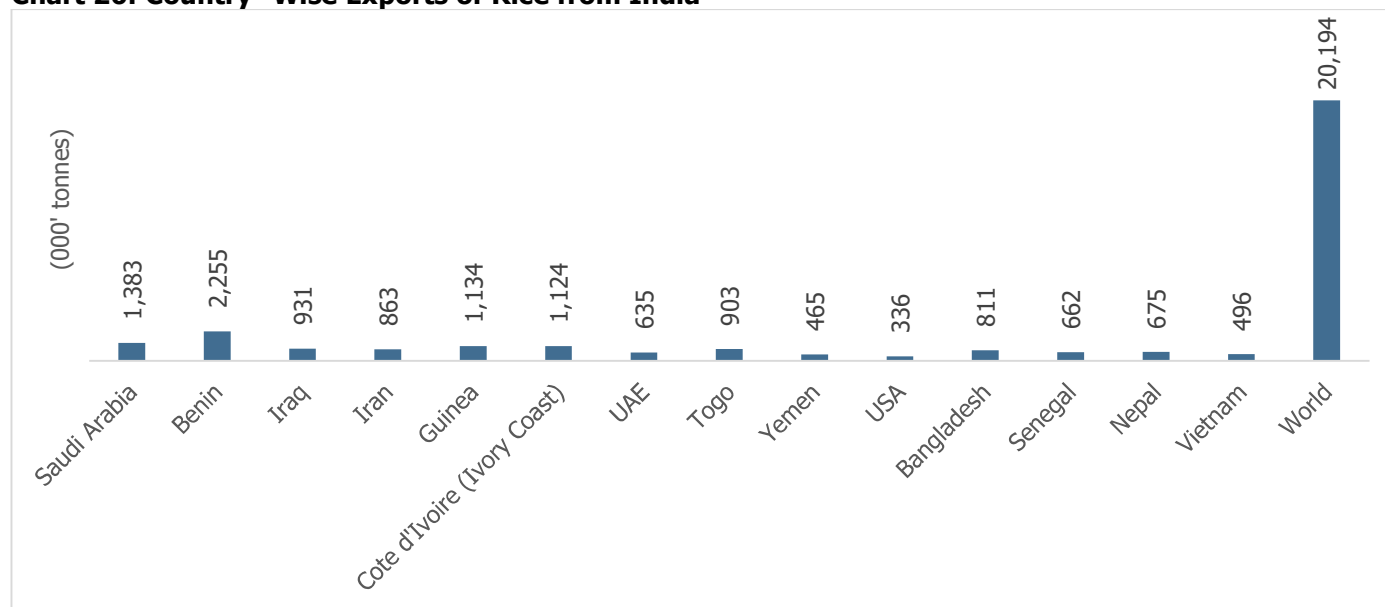
Countries	FY23
Benin	0.53
China	0.49
Senegal	0.43
Cote D'Ivoire	0.42
Togo	0.33
Guinea	0.32
Bangladesh	0.31
Nepal	0.25
Vietnam	0.20
Kenya	0.20
Other Countries	2.88

Countries	FY24
Benin	0.51
Guinea	0.37
Togo	0.28
Vietnam	0.26
Cote D'Ivoire	0.25
Senegal	0.23
Somalia	0.21
Kenya	0.21
Djibouti	0.12
UAE	0.12
Other Countries	2.01

Rice is vital for food security in Africa and China, two of the largest importers. Before COVID, both regions saw steady import growth. The pandemic caused supply chain disruptions, but post-COVID, Africa diversified its sources, while China maintained substantial imports to meet domestic demand.

Both Africa and China import significant quantities of rice from India. India is a major supplier of long-grain white rice, basmati, and parboiled rice to Africa, meeting the region's growing demand. Similarly, China imports varieties like Indica and Japonica rice from India to supplement its domestic production and meet consumer preferences.

Chart 26: Country- Wise Exports of Rice from India



Source: CMIE, CareEdge Research

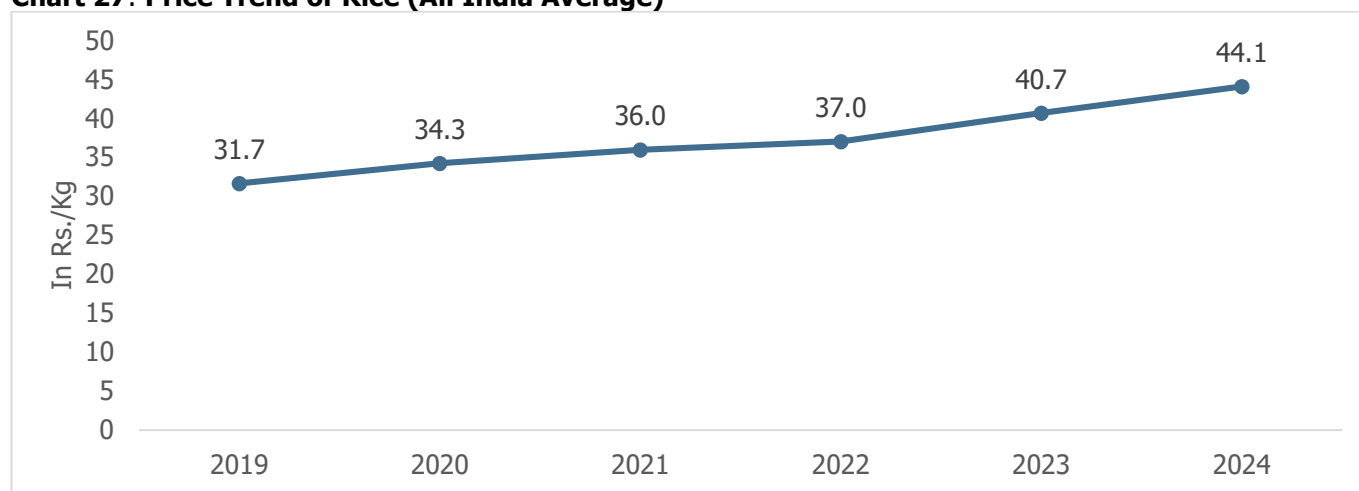
Note – World includes 100+ countries.

3.17 Price Trend of Rice

Globally, weather disruptions and El Nino risks in Southeast Asia, a major growing region, have impacted market dynamics. India, the largest rice exporter, imposed export restrictions in 2022 and 2023, leading to soaring prices. Amid the rise in rice prices, the Union government has extended the 20% export duty on parboiled rice indefinitely.

Government interventions, including Minimum Support Prices (MSPs), procurement policies, subsidies, and trade regulations, play a significant role in determining rice prices. MSPs act as a price floor, providing a guaranteed minimum price to farmers and influencing market prices. Government procurement operations, particularly for public distribution and buffer stocking, also impact market prices.

Chart 27: Price Trend of Rice (All India Average)



Source: Department of Consumer Affairs (Price Monitoring Division)

Rice prices are influenced by the balance between production and consumption within the country. Any disruptions in production due to adverse weather conditions, such as droughts, floods, or pest infestations, can lead to fluctuations in prices. Historically, rice prices in India have experienced fluctuations influenced by seasonal variations in supply, market demand, and international trade dynamics. Generally, prices tend to fluctuate throughout the year, with peaks often observed during the harvesting season due to increased supply and troughs during the off-season or lean periods. The prices have shown an increasing trend over the past years in India. It has increased by 10% in CY23 as against CY22. Moreover, the cost of storage and transport had also increased in the last few years.

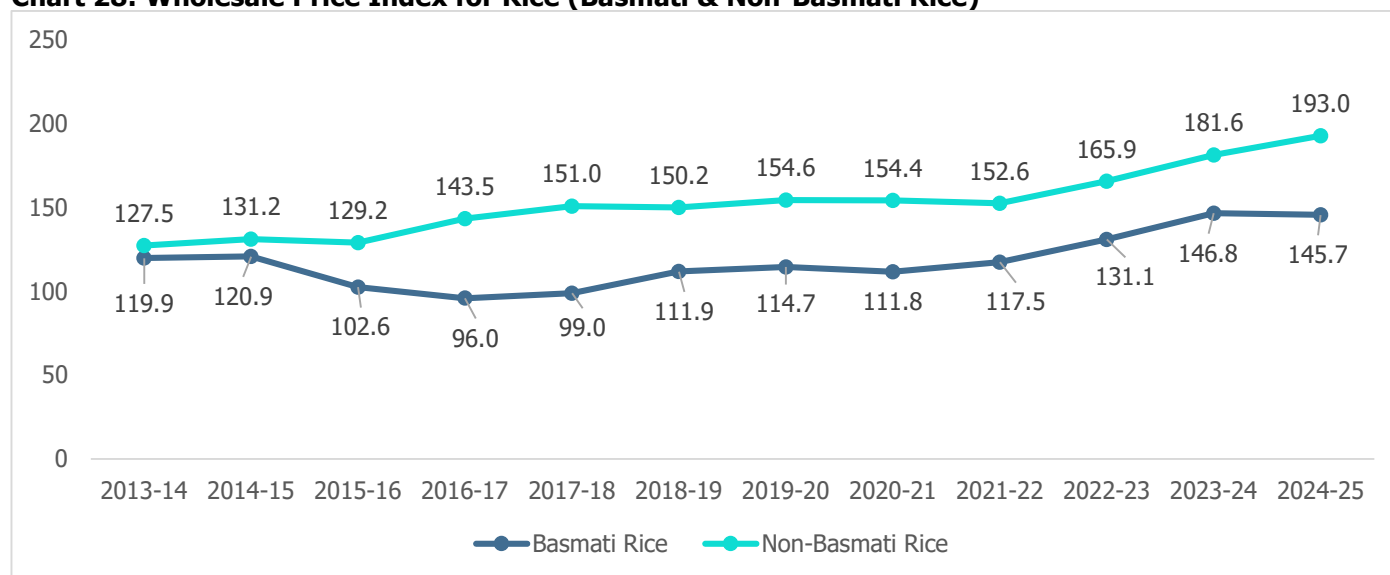
3.18 Wholesale Price Index for Rice

The Wholesale Price Index (WPI) for Basmati and Non-Basmati rice in India varied based on market conditions, demand-supply dynamics, and other factors. The WPI measures the changes in the average wholesale prices of goods and services over time and serves as an important indicator of inflationary trends in the economy.

For Basmati rice, the WPI reflects the wholesale prices of different Basmati rice varieties, including traditional Basmati, Pusa Basmati, 1121 Basmati, and others. Similarly, for non-Basmati rice, the WPI covers various non-Basmati rice varieties commonly consumed in India, such as Sona Masuri, Ponni, IR-64, and others.

The WPI for Basmati and Non-Basmati rice can fluctuate based on factors such as production levels, market demand, government policies, international trade dynamics, and seasonal variations. During periods of high demand or supply shortages, rice prices tend to increase, leading to a corresponding rise in the WPI. Conversely, during periods of oversupply or weak demand, rice prices may decrease, resulting in a decline in the WPI.

Chart 28: Wholesale Price Index for Rice (Basmati & Non-Basmati Rice)



Source: CMIE

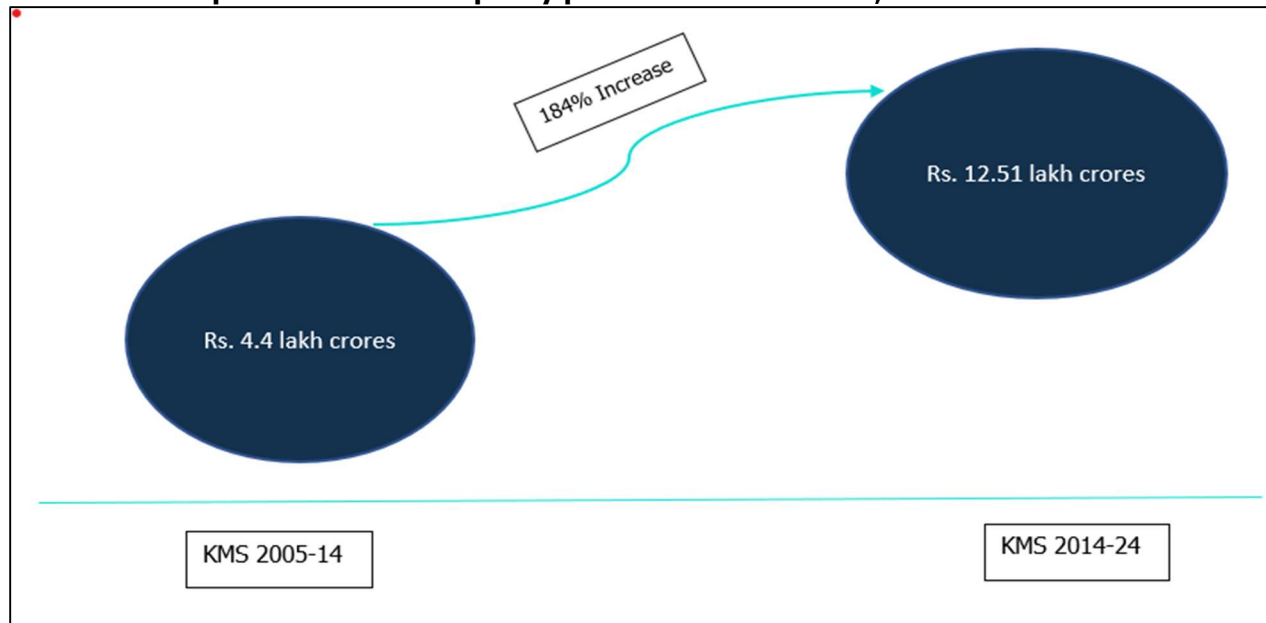
3.19 MSP in Price

The Minimum Support Price (MSP) in the rice industry serves as a significant policy tool implemented by the Indian government to ensure price stability, income security, and food security for farmers. The MSP is a price floor set by the Indian government to safeguard farmers against market volatility and ensure a minimum level of income for their produce. This mechanism acts as a safety net, ensuring farmers receive a fair price for their crops, thereby fostering increased production and ensuring food security.

In the rice sector, MSP announced by the government is for various rice varieties, including common varieties like non-Basmati rice and premium varieties like Basmati rice. The MSP is determined based on factors such as production costs, market prices, input costs, and demand-supply dynamics. The announcement of MSP provides assurance to rice farmers that they will receive a fair price for their produce, irrespective of market fluctuations. This encourages farmers to invest in rice cultivation, adopt modern agricultural practices, and increase productivity.

MSP also plays a vital role in stabilising rice prices in the market, as it serves as a reference price for procurement agencies and private traders. The government often procures rice at MSP through agencies such as the Food Corporation of India (FCI) to build buffer stocks and fulfil public distribution system (PDS) requirements.

Chart 29: MSP paid to farmers for paddy procurement increased, which benefited their lives



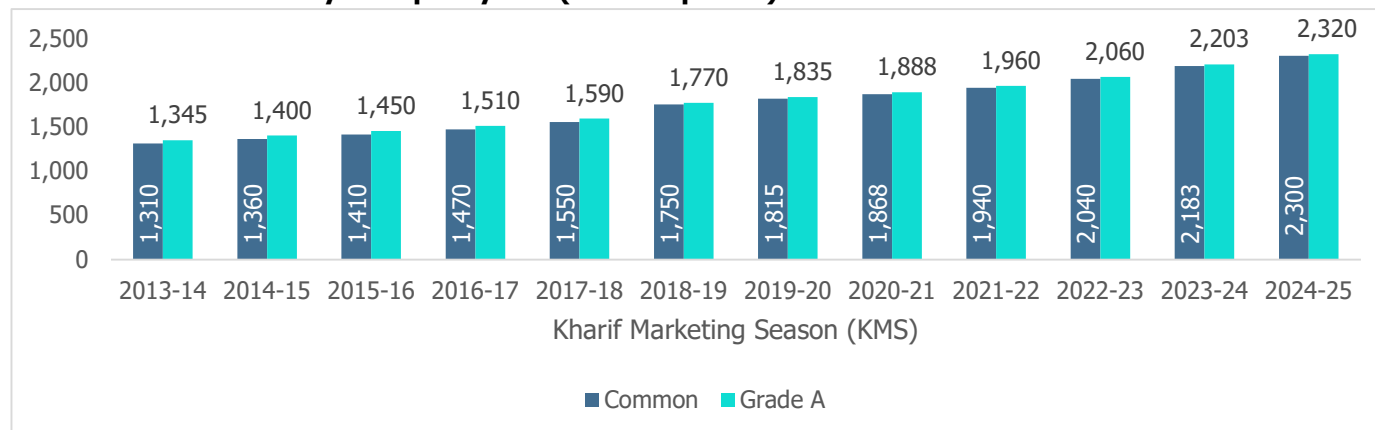
Source: Ministry of Consumer Affairs, Food and Public Distribution

The government has been urged to revise MSPs regularly based on comprehensive cost calculations and market dynamics to better support farmers' livelihoods, ensure fair and remunerative prices for farmers, enhance procurement efficiency, and promote sustainable agriculture.

Overall, MSP in the rice sector remains a critical policy instrument aimed at supporting farmers, ensuring food security, and stabilizing rice prices in India. Its effectiveness, however, hinges on robust implementation, periodic revisions, and complementary policies to address structural challenges in agriculture.

The current MSP for rice in India applies to paddy, which is unmilled rice. The paddy procurement is undertaken by both state-owned FCI as well as private agencies. The paddy is procured at the MSP directly from the farmers and is utilized for meeting the demand under several welfare schemes. Basmati rice is the costliest product in the world since its price is mostly set, and it commands high rates on the worldwide market.

Chart 30: MSP for Paddy over past years (Rs. Per quintal)



Source: CMIE, Ministry of Agriculture and Farmers Welfare, Press Information Bureau dated February 2024

The MSP trend for both Paddy-Common and Paddy-Grade A has consistently increased over the last decade. This rise reflects the government's commitment to providing fair compensation to farmers and supporting their livelihoods. During Kharif Marketing Season (KMS) 2023-24, the government has announced higher MSP at Rs. 2,183 per quintal (increased by around 7% over last year) for Paddy- 'Common', while Rs. 2,203 per quintal (increased by 6.9% over last year) for Paddy-Grade 'A', demonstrating the government's ongoing efforts to enhance the income security of agricultural producers. This is the second steepest increase in the last decade, and the last highest increase of ₹200 per quintal in the paddy MSP was recorded in 2018-19. Similarly, for KMS 2024-25, the government has increased the MSP by 5% for both Common and Grade A to Rs. 2,300 per quintal and Rs. 2,320 per quintal, respectively, thereby ensuring remunerative prices to the farmers for their produce. Hence, as per the Ministry of Agriculture and Farmers Welfare, the decision of the government to increase the MSP of Kharif crops fulfils the commitment to the farmers to provide at least 50% return over the cost of production.

3.20 India's Dominating Global Basmati Rice Market and Non-Basmati Rice Market

Basmati rice production in India is a significant component of the country's agricultural sector and economy. It occupied a special status in rice cultivation. As per Crop Survey conducted for basmati rice during 2023, India is one of the largest producers of Basmati rice globally, producing around 75% of the world's basmati rice, renowned for its premium quality grains. India exports Basmati to more than 140 (149 nations in Marketing Year 2022-23) nations every year. Iran, Saudi Arabia, the United Arab Emirates, and Iraq are the main importers amongst them. The areas of Basmati Rice production in India are the states of Jammu and Kashmir, Punjab, Haryana, Delhi, Uttarakhand, Himachal Pradesh, and western Uttar Pradesh. These regions provide the ideal agro-climatic conditions, including fertile soil, temperate climate, and access to water from rivers like the Ganges and Yamuna, essential for the cultivation of Basmati rice.

The basmati rice is also stated to be the Pearl of Rice. Basmati rice cultivation in India typically follows traditional methods, although modern agricultural practices are also being adopted to enhance productivity and quality. Farmers employ techniques such as direct seeding or transplanting of seedlings, controlled irrigation through canal systems or tube wells, and the use of organic fertilisers and pesticides to maintain soil health and minimise environmental impact. Basmati rice is harvested manually to ensure minimal damage to the delicate grains. The harvested paddy undergoes milling and processing to remove the husk, bran, and other impurities, resulting in polished white grains ready for consumption.

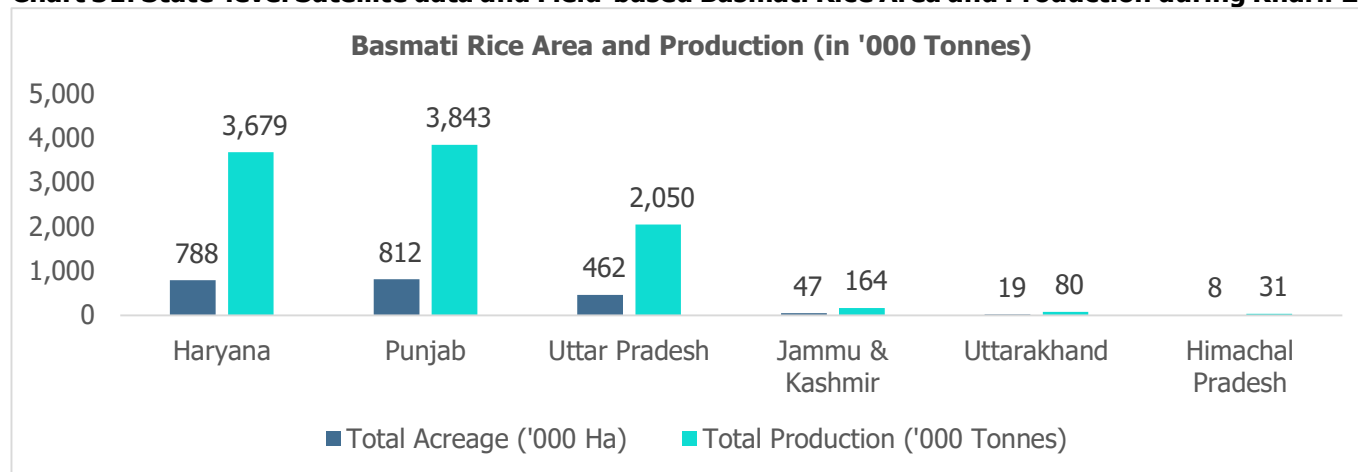
The basmati rice industry in India is predominantly organized, with approximately 60-70% of production being managed by major players. The necessity for extensive branding and marketing efforts deters small and medium-sized enterprises (SMEs) from entering the basmati segment. Additionally, rice millers must be situated near paddy-growing areas to ensure continuous milling operations year-round.

In the non-basmati segment, less than 10% of the market is organised, given the presence of small players and their limited advertising and sales-related spends.

The Agricultural and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce and Industry, had conducted a Basmati crop survey to estimate acreage, assess crop health and expected yield of aromatic and long grain rice during the 2022-2023 kharif crop season using climate-based yield modelling. As per the survey model, field-based as well as satellite imagery surveys is being carried out based on a sample group of farmers selected at the district level in seven Basmati-producing states of Punjab, Haryana, Himachal Pradesh, Uttarakhand, Delhi, western Uttar Pradesh (30 districts) and three districts in Jammu & Kashmir. As per the survey model, field-based as well as satellite imagery surveys is being carried out based on sample group of farmers selected at the district level in seven Basmati-producing states of Punjab, Haryana, Himachal Pradesh, Uttarakhand, Delhi, western Uttar Pradesh (30 districts) and three districts in Jammu & Kashmir. The cultivation and quality of Basmati rice are influenced by various

factors, including geographical conditions and agricultural practices. Efforts have been made to promote the use of certified seeds and good agricultural practices to meet international standards.

Chart 31: State-level Satellite data and Field-based Basmati Rice Area and Production during Kharif 2023

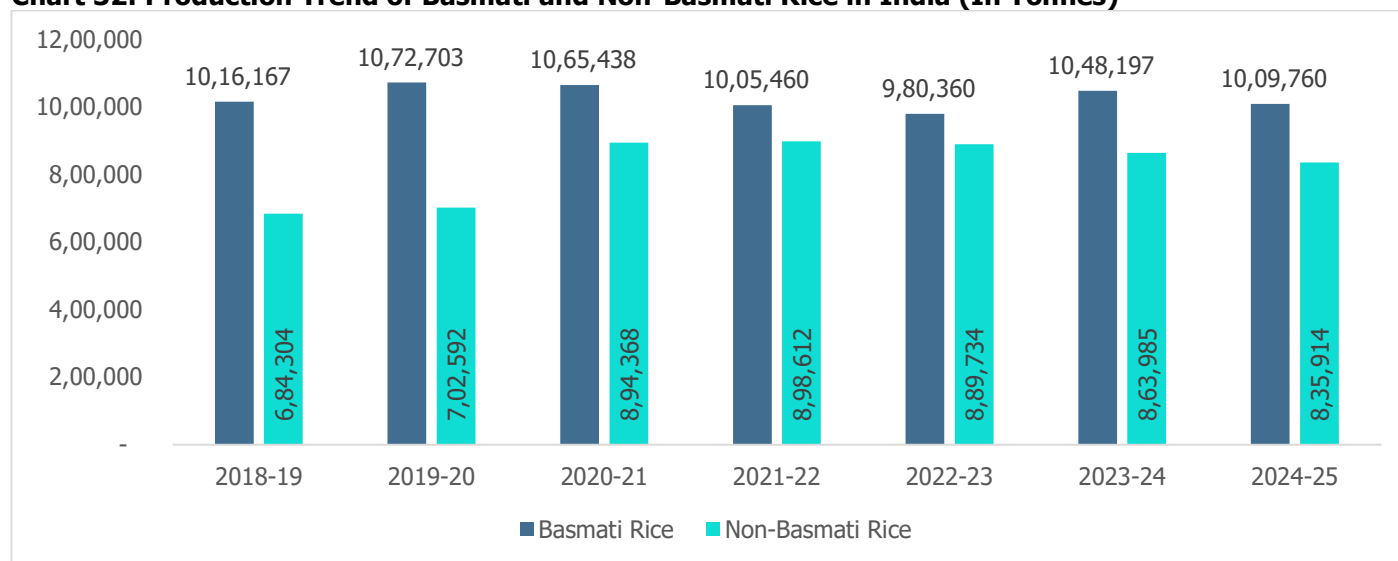


Source: Crop Survey Report by APEDA

Note: The above estimates for basmati acreage and production were done from July to October, covering majority of districts in above states.

The above chart depicts that states like Punjab, Haryana and Uttar Pradesh collectively constitute over 97% share in total production of basmati rice amongst the above regions with highest acreage. The acreage of Basmati Rice in Haryana is 788 thousand hectares, with the highest acreage of sown varieties are PB 1121, PB 1718 and PB 1885 collectively. In Punjab, the cropping pattern suggests that Basmati varieties are consistently spread in across the state and found in almost all the districts. The highest acreage of sown varieties is PB 1121, PB 1718 and PB 1885 collectively followed by PB 1509, PB 1692, PB 1847 and PB 1401, PB 01, PB 06, PB 1882. The total production figures of the Basmati Varieties in Punjab are 3,843 thousand tonnes, which is 4% higher than production in Haryana with 3,679 thousand tonnes. In Uttar Pradesh, the acreage of sown varieties of PB 1509, PB 1692, PB 1847 collectively is higher than PB 1121, PB 1718, PB 1885. The estimated production of Basmati Rice is 2,050 thousand tonnes.

Chart 32: Production Trend of Basmati and Non-Basmati Rice in India (In Tonnes)

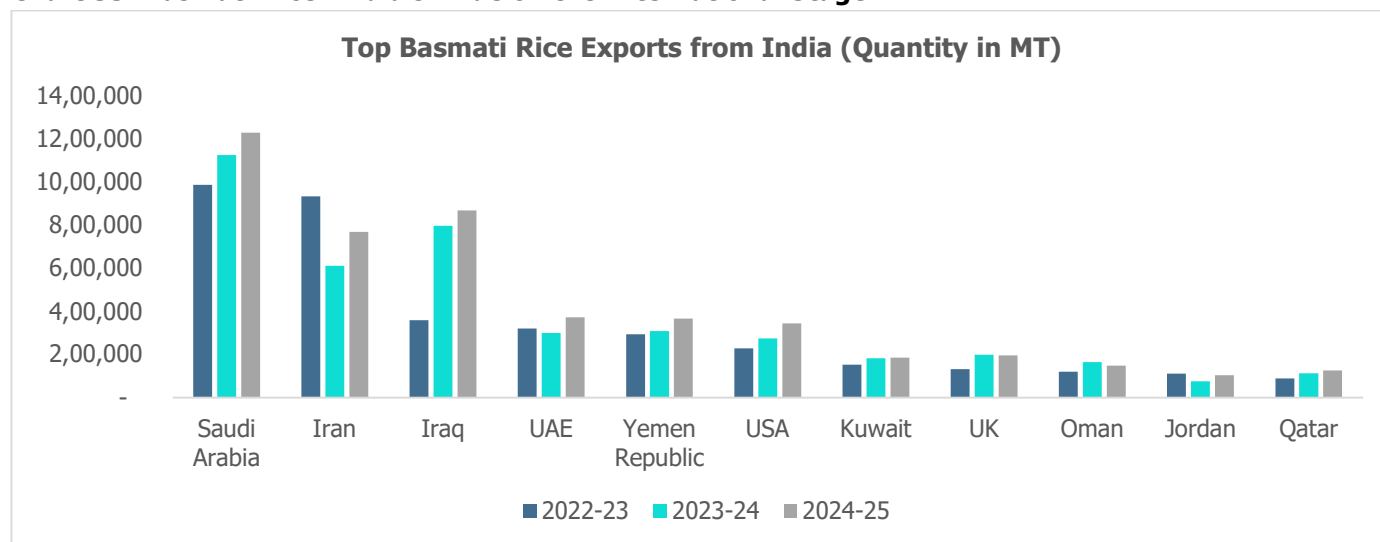


Source: CMIE

India remains one of the largest producers as well as exporters of basmati rice in the world with the largest area under basmati rice is in the state of Haryana, followed by Punjab, and then Uttar Pradesh. Basmati rice production in India has shown significant trends and developments over the past five years. In terms of production volumes, India has consistently produced substantial quantities of Basmati rice with few fluctuations. Overall, basmati rice production in India has been robust, contributing significantly to both domestic consumption and international trade. The production witnessed a decline of 4% in the marketing year 2024-25 as against the previous year. During marketing season 2023-2024, Basmati growers continued obtaining higher prices and profit margins for the second year in a row on strong export demand.

Despite facing challenges such as water scarcity and climate change, India remains the leading producer and exporter of Basmati rice, catering to the diverse palates of consumers worldwide.

Chart 33: Basmati Rice: India's Pride on the International Stage



Source: APEDA Agriexchange

India, being the leading exporter of Basmati Rice to the global market, exported 60,65,500 MT of Basmati Rice (increased by 16% as against the previous year) to the world for the worth of Rs. 50,312 crores/ USD 5,944 million. during the year 2024-25, according to APEDA. During the year 2023-24, the country exported 52,42,000 MT of Basmati Rice (increased by 15% as against the previous year) to the world for the worth of Rs. 48,389.20 crores/ USD 5,837.12 million), According to APEDA, with increased y-o-y percentage share of countries like Iraq, Oman, UK, Qatar, Saudi Arabia, USA and Kuwait. Similarly, during the year 2022-23, the country exported 45,58,972 MT of Basmati Rice (increased by 15% as against the previous year) to the world for the worth of Rs. 38,524.10 crores/ USD 4,787.50 million. During the same period, Iran, the largest importer of Indian basmati rice, decreased its purchases in 2022-23, but higher shipments to other countries offset the shortfall. During the same period, Iran, the largest importer of Indian basmati rice, decreased its purchases in 2022-23, but higher shipments to other countries offset the shortfall. The countries like Jordan have increased their exports by 69%, Oman by 45%, Saudi Arabia and the Yemen Republic both increased their exports by 41% as against the previous period 2021-22.

During the past five years, India exported rice to about 150 countries globally. The major export destinations were Saudi Arab, Iran, Iraq, UAE, Yemen Republic etc. Having the largest share of the global rice trade, India is expanding its rice export footprint in Asia, Africa, and the European Union.

India's basmati rice exports will be a key monitorable in 2024 after nearing a record high in 2023 due to increased competition from Pakistan, which is offering the grain at more competitive prices. The increased production in Pakistan this year coupled with lower prices, are impacting India's export prospects as buyers opt for Pakistan's lower-priced rice. Moreover, the depreciation of the Pakistani rupee has made Pakistan's exports more attractive, which may result in surge in total rice exports from the country in 2023-24. Therefore, the fall in basmati rice production estimates in India in MY 2023-24 is influenced by competition, currency dynamics, as well as market demand.

India's rice exports faced sharp decline in FY24, due to government restrictions on non-basmati category. In September 2022, the government imposed a 20% duty on exports of select non-basmati variety and a ban on broken-rice exports to secure internal consumption, feed stock and ethanol supplies. This was followed by a complete ban on non-basmati white rice exports in July, 2023 and imposition of 20% duty on parboiled rice in the month of August 2023, these restrictions resulted in lower export margins and declined sales volume for rice exporters in India. In March 2025, India lifted the ban on exporting 100% broken white rice, which had been imposed since September 2022. This decision was prompted by record rice stockpiles and positive domestic production forecasts. It is expected to increase India's rice export revenue which has already seen improvements in FY25 and aid global markets, especially in Africa and Southeast Asia.

Overall, basmati rice production in India plays a crucial role in the country's agricultural economy, providing livelihoods to millions of farmers and contributing to food security and export earnings. With its premium quality grains and global popularity, Basmati rice remains a flagship agricultural product that symbolizes India's rich culinary heritage and agricultural excellence.

Furthermore, India leads the global non-basmati rice market with its high production, diverse varieties, and cost-effective pricing. Backed by supportive government policies and consistent global demand, it continues to be a key supplier, especially to African, Asian, and Middle Eastern countries, maintaining its stronghold in the global rice trade.

4 Key Growth Drivers for the Rice Market

Investments in Food Processing	Government schemes like PLISFPI, PMKSY, PMFME, and ODOP boost rice processing, infrastructure, and exports.
Evolving Consumer Preferences	Rising income, urbanisation, and health focus drive demand for premium, organic, and heirloom rice varieties.
Technological Integration	AI, blockchain, IoT, and digital platforms improve productivity, supply chain, and market access.
Sustainable Farming Practices	Adoption of eco-friendly methods like SRI, DSR, and organic farming reduces water use and emissions.
Export Growth & Market Expansion	Focus on quality, packaging, and trade policies enhances India's global rice exports and market reach.

Basmati Rice Growth Drivers:

- Distinctive quality and aroma attracting premium buyers**
Known for its long grains and unique fragrance, basmati rice appeals to consumers who prioritize superior taste and are willing to pay a higher price for premium quality.
- Robust export demand from regions like the Middle East, Europe, and the USA**
Large South Asian communities and growing interest in authentic ethnic dishes in these markets drive strong and expanding export opportunities for basmati rice.
- Rising health consciousness due to its low glycaemic index**
Because basmati rice has a lower glycaemic index than many other varieties, it is favoured by health-conscious individuals and those managing diabetes or weight.
- Increasing demand from the foodservice and hospitality industry**
High-end restaurants, hotels, and caterers frequently choose basmati rice to enhance the quality and authenticity of their dishes, fuelling demand in this sector.

Non-Basmati Rice Growth Drivers:

- Primary staple food for vast populations, ensuring consistent demand**
Non-basmati rice varieties are a fundamental food source for billions, especially in Asia and Africa, providing a steady and dependable market.
- Population growth and urbanization driving higher consumption**
As populations increase and more people move to urban centres, demand for affordable rice varieties like non-basmati continues to rise.
- Government support through procurement programs and price guarantees**
Governments offer minimum support prices and assured procurement for non-basmati rice, which encourages farmers to cultivate more and stabilizes their income.
- Competitive pricing makes it accessible to a broad consumer base**
Non-basmati rice is generally more affordable than basmati, making it the preferred choice for lower- and middle-income households who consume rice in large quantities.
- Advancements in processing and value-added rice products expanding markets**
Improvements in milling, packaging, and the rise of ready-to-eat and processed food industries have increased the demand and shelf life of non-basmati rice varieties.

5 Threats & Challenges

<p>1. Pest and Disease Infestation – Rice crops are highly prone to various pests and diseases that can cause substantial yield losses. Harmful pests such as the brown planthopper, rice hispa, stem borer, armyworm, and rice bug can damage crops, while diseases like rice blast, bacterial leaf blight, sheath rot, tungro virus, and false smut pose serious threats to production. Ineffective pest and disease control strategies can further worsen the situation, leading to lower harvests and financial strain on farmers. However, when it comes to storage, parboiled rice provides an edge over raw rice as it is less prone to insect infestation, making it easier to store and maintain with minimal losses.</p>
<p>2. Climate Change, Weather Uncertainty and Environmental Factors – Rising global temperatures and greenhouse gas emissions are disrupting normal weather patterns, delaying monsoons, and changing rainfall distribution. This makes rice farming highly unpredictable, as farmers now face sudden droughts, floods, and unseasonal rains that damage crops and reduce yields. Since rice is water-intensive, regions depending on monsoons are especially vulnerable to erratic rainfall and water shortages. Inefficient irrigation adds to the problem. At the same time, excessive use of chemical fertilisers and pesticides has weakened soil health, further reducing productivity. Overall, paddy farming today is far more exposed to climate risks and natural uncertainties than before.</p>
<p>3. Declining Soil Fertility and Degradation – The overuse of chemical fertilisers and poor agricultural practices has severely impacted soil health. The excessive application of fertilisers has led to increased soil salinity, gradually reducing its fertility and negatively affecting crop yield. The destruction of the natural microbial ecosystem further weakens soil quality, leading to long-term sustainability issues for rice farming.</p>
<p>4. Nutrient Imbalance and Poor Soil Management – To achieve high yields, rice plants require an adequate supply of nutrients from the soil. However, indiscriminate use of chemical fertilisers disrupts the soil's natural microbiome, affecting nutrient absorption. The depletion of essential nutrients leads to weaker plants, lower resistance to pests and diseases, and a decline in grain quality, ultimately reducing the economic value of the harvest.</p>
<p>5. Fluctuating Market Prices and Rising Costs – Farmers are often caught in a cycle of price instability, where rice prices fluctuate due to global demand, government policies, and market speculation. Additionally, the rising costs of essential agricultural inputs such as fertilisers, pesticides, labour, and irrigation further strain profitability. Without stable pricing and cost-effective solutions, many rice farmers struggle to sustain their livelihoods. Unpredictable paddy prices strain rice mills, complicating production planning. High energy and labour costs, coupled with outdated milling technology, increase operational expenses. Inconsistent milling quality and processing inefficiencies further reduce the value of Indian rice, diminishing its appeal in domestic and global markets.</p>
<p>6. Policy Gaps, MSP Challenges, and Dependence on Subsidies – The effectiveness of the Minimum Support Price (MSP) system remains inconsistent, as many farmers face obstacles in accessing fair prices due to middlemen and inefficient procurement mechanisms. Moreover, the industry's dependence on government subsidies raises concerns about long-term financial sustainability. Frequent policy shifts also create uncertainty, affecting investment and production decisions.</p>
<p>7. Shifting Consumer Preferences and Health Concerns – Growing health consciousness is influencing dietary habits, with an increasing preference for alternative grains like millets, quinoa, and wheat. Additionally, concerns over pesticide residues and arsenic contamination in rice have driven demand for organic and chemical-free varieties. Traditional rice farmers face the challenge of adapting to these evolving consumer trends while maintaining productivity and profitability.</p>

- 8. Supply Chain Disruptions and Export Challenges** – Inefficient transportation networks, port congestion, and shifting export policies create significant obstacles for Indian rice in global markets. Shipment delays, inadequate storage, and high logistics costs reduce profit margins for farmers and exporters, weakening India's competitiveness internationally.
- 9. Overdependence on Limited Rice Varieties** – India's rice industry relies heavily on a few dominant varieties, such as Basmati and select high-yielding non-Basmati types. This lack of diversification reduces the sector's resilience to climate change, market fluctuations, and disease outbreaks, posing long-term risks to sustainability and growth. Rising temperatures, erratic rainfall patterns, and shifting monsoon timelines are already impacting major rice-producing states like Punjab, Haryana, and Andhra Pradesh. These regions, which have traditionally empowered India's rice output, are increasingly vulnerable to droughts, heat stress, and water shortages. Without broader varietal adaptation, the long-term sustainability and stability of the rice sector could be at risk.
- 10. Regulatory Complexities and International Trade Barriers** – The rice industry faces strict government policies, licensing requirements, and evolving food safety regulations, increasing compliance costs. Global trade policies, tariffs, and geopolitical tensions further challenge India's export capabilities, requiring constant adaptation to maintain market access and competitiveness. While these measures are usually temporary and well-intentioned, they can create uncertainty for international buyers. Frequent policy changes make it harder to secure long-term contracts and can reduce confidence in India as a stable supplier. On the global front, exporters also face evolving import regulations, tariffs, and geopolitical tensions that increase compliance costs and require constant adaptation to remain competitive in key markets.
- 11. Economic and Market Factors/ Currency Fluctuations** – Strong currency fluctuations can lead to substantial changes in rice prices, thereby influencing global demand. The fluctuations in rice prices, influenced by both domestic policies and international market dynamics, create uncertainty for farmers. Export restrictions and tariffs can also disrupt market stability. Since India competes with countries such as Vietnam and Thailand in the export market therefore any significant appreciation of the rupee can lower the mills' profitability. Currency fluctuations, along with trade policies, play a crucial role in shaping rice exports. Volatile exchange rates make it challenging for exporters to predict and plan their pricing strategies effectively.
- 12. Technological Gaps** – Although there have been advancements in agricultural technology, the adoption rate among small-scale farmers remains low. This limits potential productivity gains and the implementation of sustainable practices. Additionally, the use of traditional and outdated processing technology can lead to low-quality output, resulting in broken rice, discoloured grains, uneven shapes and sizes, and other impurities. Upgrading to modern equipment can mitigate these risks. Further, conducting extensive and regular quality checks can ensure the production of superior quality rice.

6 Impact of Other Geopolitical Developments on the Indian Rice Industry

1. **Export Policies and Trade Barriers** – India's rice exports are significantly influenced by geopolitical relations and trade policies of both exporting and importing nations. Diplomatic tensions or trade sanctions can lead to restrictions on rice imports by key buyers, affecting demand. Additionally, the Indian government sometimes imposes export bans or restrictions on rice to ensure domestic food security, especially during inflationary periods. Such policies impact international supply chains, disrupt market stability, and reduce earnings for rice exporters.
2. **Rising Competition from Global Exporters** – Countries like Vietnam, Thailand, and Pakistan are India's biggest competitors in the global rice trade. Strategic trade agreements between these nations and major rice-importing countries, such as China and African nations, can reduce India's export share. Furthermore, if competing countries offer lower prices or better quality, Indian rice exporters face challenges in maintaining their dominance in global markets. These geopolitical trade alliances make it essential for India to enhance its trade policies and maintain high-quality standards to stay competitive.
3. **Supply Chain Disruptions and Rising Costs** – Global geopolitical events, such as conflicts, economic sanctions, or crises like the Russia-Ukraine war, disrupt supply chains and increase the costs of essential agricultural inputs like fertilizers and fuel. Rice exports rely heavily on maritime shipping, and fluctuations in fuel prices significantly affect transportation costs. Disruptions in logistics and delays in shipments lead to price fluctuations, making Indian rice less competitive in international markets and impacting exporters' profitability.
4. **Currency Volatility and Trade Agreements** – Geopolitical tensions and economic uncertainties often result in fluctuations in currency exchange rates. A weaker rupee benefits exporter by making Indian rice cheaper for foreign buyers, but a stronger rupee makes exports expensive and less competitive.
5. **Shifting Import Policies and Food Security Concerns** – Political and economic developments in major rice-importing nations, such as Iran, Saudi Arabia, and African countries, often lead to changes in their import policies. Payment restrictions due to international sanctions, like those on Iran, have previously affected Basmati rice exports. Additionally, during global food crises, India may impose restrictions on rice exports to prioritize domestic availability, leading to supply shortages in international markets and affecting farmers and exporters who depend on global trade.

7 Government Policies

- 1. Minimum Support Price (MSP) Policy** – The government announces a Minimum Support Price (MSP) for paddy every season to ensure farmers receive a fair price for their produce. The Food Corporation of India (FCI) and state agencies procure rice at MSP under the Public Distribution System (PDS) and buffer stock programs, stabilising farmer incomes and preventing distress sales. In October 2022, the Minimum Support Price (MSP) for common paddy was raised, due to the government of India decided to pay farmers more money for their paddy. Because of this, the government of India must set MSP at least 50% higher than the average cost of producing the crops, to ensure farmers get fair payment. This increase in MSP also made the overall cost of buying and processing paddy higher for the rice industry.
- 2. Public Distribution System (PDS) and Food Security Programs** – Through schemes like the National Food Security Act (NFSA) and Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY), the government distributes subsidised rice to economically weaker sections. This ensures food security while also creating a steady demand for rice procurement.
- 3. Rice Export Regulations and Trade Policies** – The government periodically imposes or lifts export bans, minimum export prices (MEP), and trade restrictions on rice to balance domestic availability and international trade. It also negotiates trade agreements with major importers to expand market access for Indian rice, particularly Basmati rice.

India, being the world's top rice exporter, imposed export bans on non-basmati rice, exacerbating food insecurity in Southeast Asia. India imposed a 20% export duty on certain varieties of rice in September 2022, which aims to control domestic rice prices after a heatwave threatened harvests. Further, in July 2023, India imposed a complete ban on broken rice exports and restricted exports of non-basmati rice varieties. This aims to further ensure domestic food security. Concerns over domestic food security may prompt countries to restrict rice exports. For instance, Myanmar joined India and Vietnam in limiting rice exports in 2023, potentially tightening global rice availability. Recently, in May 2025, the government has again imposed 20% export duty on parboiled rice exports.

Timeline of Export Restrictions (Since Inception)

Year/Month	Policy Action	Rice Category Impacted	Description
2008	Export ban	Non-basmati rice	Imposed amid the global food crisis to secure supply
2011	Ban lifted	Non-basmati rice	Lifted as production improved
Sep 2022	20% export duty imposed	Non-basmati white rice	Aimed to control inflation and domestic availability
Sep 2022	Export ban	Broken rice	Prioritised for ethanol/feed
Jul 2023	Export ban	Non-basmati white rice	To curb domestic food inflation
Aug 2023	20% export duty imposed	Parboiled rice	To stabilise domestic supplies
Sep 2024	Export Duty Reduced to 10% & MEP Introduced	Parboiled rice, Husked, Paddy, Non-basmati white rice	Parboiled/brown/paddy levy halved; non-basmati white rice moved from prohibited to free, subject to USD 490 /tonne MEP
Oct 2024	Removal of Export Duty & MEP	Parboiled rice; Non-basmati white rice	Parboiled duty removed; MEP withdrawn on non-basmati white rice

Year/Month	Policy Action	Rice Category Impacted	Description
Mar 2025	Ban lifted	Broken rice	Policy amended from “Prohibited” to “Free” (Notification No. 61/2024-25, effective 7 Mar 2025)
Apr 2025	Export duty removed	Non-basmati white rice	Duty eliminated following price stabilisation and improved stocks (supported by lifting MEP in Oct 2024 and no duties since)

4. Subsidies and Incentives for Rice Farmers -Various subsidies are provided for seeds, fertilisers, and irrigation to reduce input costs and improve productivity. Schemes like the Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) and Soil Health Card Scheme support sustainable farming by promoting efficient water use and soil fertility management.

5. Technology and Infrastructure Development Initiatives – Programs such as the Rashtriya Krishi Vikas Yojana (RKVY) and Paramparagat Krishi Vikas Yojana (PKVY) promote research, mechanisation, and organic farming in rice cultivation. The government is also investing in modernising rice mills, improving storage facilities, and enhancing transportation networks to boost efficiency and reduce post-harvest losses.

6. APEDA’s Role in Boosting Exports - The Agricultural and Processed Food Products Export Development Authority (APEDA) plays a vital part in getting Indian agricultural goods, especially high-value rice like Basmati, onto the global stage. It helps exporters meet international quality standards, secures Geographical Indication (GI) tags to highlight India’s unique produce, and ensures our rice meets the mark abroad. But APEDA’s support isn’t just about certification; it also provides funding, organises trade events, and connects Indian businesses with global buyers, making it easier for our products to gain recognition and demand internationally. This helps both farmers and private exporters add value and grow their reach.

7. Digital Platforms: eNAM and State Apps

Technology is reshaping how rice farmers sell their produce. Platforms like the National Agriculture Market (eNAM) and various state-run procurement apps allow farmers to register online, access fair pricing, and get paid faster. These tools are cutting out middlemen, increasing transparency, and making the system smoother for everyone involved.

8. NICRA: Driving Innovation for Climate-Ready Farming

The National Innovations in Climate Resilient Agriculture (NICRA) scheme is focused on preparing Indian agriculture for changing climate conditions. It supports the development of high-yield, climate-resilient rice varieties, helping farmers adapt while offering new opportunities for agri-businesses. For private players, this opens doors to sourcing better-quality crops, but it can also mean adjusting to new processing methods and market demands.

These government initiatives are transforming how agriculture operates, and private businesses are directly affected. They benefit from stronger infrastructure, better-quality supply chains, and access to certified, export-ready crops. On the flip side, some of the hurdles include, competing with government procurement, navigating compliance rules tied to MSP, and staying ahead of evolving crop trends.

8 Regulatory Process and Framework for the Agricultural Industry in India

- **Market Regulation:** The Agricultural Produce Market Committee (APMC) Act regulated state-run markets, generally resulting in transparent trading and fair prices. However, reforms were made in such a way that farmers can sell produce directly to buyers without going through APMCs, contradicting the traditional way of selling produce, which otherwise increased profits; more than 20 states legalised contract farming, which guarantees price stabilisation and lessens market risks as well. The single national digital platform proved to make price discovery better and minimise inefficiencies by the Electronic National Agriculture Market (e-NAM).
- **Food Safety and Quality Regulations:** The FSSAI is a statutory authority to admit hygiene and quality standards. The ECA will, on the other hand, control hoarding and manipulation of prices. The Seed Act of 1966 and the soon-to-be-introduced Seed Bill would certify high-yielding and disease-resistant seeds. The Insecticides Act of 1968 regulates the control of pesticide use against health and environmental risks.

Subsidies and Financial Support: Minimum Support Prices (MSPs) for major commodities have safeguards against price changes by ensuring a minimum price that should be offered to farmers. The PM-KISAN scheme also provides direct income support to small-scale farmers. The Kisan Credit Card (KCC) scheme provides much lower-interest loans for seeds, fertilisers, and equipment, thereby reducing reliance on informal moneylenders. The National Bank for Agriculture and Rural Development (NABARD) plays a pivotal role in financing rural infrastructure, including storage facilities and irrigation systems. This support strengthens agricultural productivity and enhances supply chain efficiency, ensuring that financial aid is matched by physical infrastructure development.

- **Trade and Export Regulations:** India's trade policies are designed to balance domestic food security with international market opportunities. The Agricultural and Processed Food Products Export Development Authority (APEDA) oversees agricultural exports, ensuring quality certification and compliance with global standards. Export policies, including trade restrictions and Minimum Export Price (MEP) regulations, are imposed based on market conditions to safeguard domestic supply and prevent excessive price volatility. While India is one of the largest exporters of rice, wheat, and sugar, government policies sometimes impose temporary export bans or restrictions to ensure sufficient availability for domestic consumers.

9 Road Ahead

The future of the rice industry in 2025 will be shaped by policy reforms, technological advancements, and sustainable farming initiatives. Governments worldwide are working to ease trade regulations, stabilise exports, and adopt climate-resilient agricultural practices to strengthen food security and enhance market competitiveness. A key focus is on developing high-yield and disease-tolerant rice varieties to counter the impact of climate change. Sustainable farming methods such as direct-seeded rice (DSR), precision agriculture, and organic cultivation are gaining prominence to conserve water, improve soil fertility, and boost productivity.

The Indian rice market is projected to experience steady growth, with its value expected to rise from USD 55,103 million in CY25 to USD 59,754 million in 2030, reflecting a Compound Annual Growth Rate (CAGR) of 1.6% between CY25 and CY30. The projected growth of basmati rice at a CAGR of 2.21% highlights its strong and sustained global appeal, driven by its premium quality and increasing demand in key markets. Non-basmati rice, with a steady growth rate of 1.25%, shows a resilient market presence, ensuring a balanced and promising outlook for the entire rice industry. The government's removal of export duties and the minimum export price, along with the lifting of restrictions across all rice grades, has provided the industry with renewed momentum. This positive trend reflects the adaptability and continued importance of both rice types in the global food landscape.

By CY33, the market is anticipated to reach USD 64,097 million, driven by increasing domestic consumption, robust export demand, and the adoption of advanced agricultural practices. While the growth rate remains moderate, ongoing investments in technology-driven farming, improved irrigation systems, and policy reforms aimed at ensuring farmer welfare and trade stability will be critical in sustaining the industry's momentum. A balanced approach integrating innovation, sustainability, and efficient market strategies will be key to ensuring long-term resilience and expansion in India's rice sector.

10 Competitive Landscape

Business Profiling

Name of the Company	Business Overview
<p>Shriram Foods Industry Limited (SFIL)</p>	<p>Shriram Food Industry Limited (SFIL) part of Greta group of companies was incorporated in the year 2014 and is engaged in the business of rice processing, trading, rice milling & grinding. The company operates on a Business-to-Business (B2B) model and is a growing enterprise involved in both the trading and manufacturing segments of the rice industry. It is an exporter of non-basmati rice. SFIL's product portfolio includes Parboiled Rice, White Rice, and 100% Broken Rice. The company has a production setup at Nagpur in Central India. Being located in the center of country sources with close proximity to Mumbai & Vishakhapatnam ports, company has a location advantage as it helps in reduction of the price of the end product as well as makes way for speedy imports and exports shipments. Further, the company is situated in the Paddy Belt, a region rich in paddy cultivation, which serves as the main raw material for its operations.</p> <p>Shriram Foods Limited, a 3-Star Export House, is certified to export rice to key markets like the USA and China, backed by advanced milling technology and robust infrastructure. Its GACC approval strengthens trade ties and reinforces its global leadership in rice exports.</p>
<p>Sarveshwar Foods Limited (SFL)</p>	<p>Sarveshwar Foods Limited (SFL), established in 2004, is part of the Sarveshwar Group, specializing in the processing and marketing of basmati and non-basmati rice. Based in Jammu, India, SFL serves both domestic and international markets. The company's product range includes traditional basmati, 1121 basmati, Pusa basmati, Sharbati rice, and non-basmati varieties like PR 11 and IR 8. Additionally, SFL offers organic rice, cereals, pulses, spices, oil, and ghee. The Company has operations in over 25 countries. It serves customers in several Indian states, including Jammu and Kashmir, Punjab, Haryana, Rajasthan, Uttar Pradesh, Gujarat, Madhya Pradesh, West Bengal, Maharashtra, Telangana, Andhra Pradesh, Karnataka, Kerela, and Tamil Nadu.</p>
<p>Chaman Lal Setia Exports Ltd</p>	<p>The company was established back in 1974 in Amritsar in Punjab and went on to become one of the largest manufacturers-exporters of basmati rice. Situated amidst the richest paddy fields at Amritsar in Punjab, Karnal in Haryana and Delhi, the company gets an eagle eye view over 140 grain markets spread over 4000 sq. kms of rice producing area. The company is engaged in the business of milling and processing basmati rice. The company has been involved in export operations since 1982 and was recognized as an export house by the Ministry of Commerce in 1989, at present the company is a 'Star Export House'. It holds a strong nation-wide presence along with its substantial presence in more than 83 countries and packaging private label brands in numerous markets around the world.</p>

<p>GRM Overseas Ltd</p>	<p>GRM was established in 1974. Initially setup as a rice manufacturing and trading house, it is growing to become a consumer staples organization. GRM exported rice to the Middle East, United Kingdom and the United States. Gradually expanding its reach, GRM has developed a market for its rice in more than 38 countries, thereby achieving the title of the Third Largest Rice Exporter in India.</p>
<p>KRBL Ltd</p>	<p>KRBL was set up in 1993 by Mr. Anil K. Mittal, Mr. Anoop K. Gupta and Mr. Arun K. Gupta. The company is one of the largest integrated rice companies in India. The product portfolio of the company comprises brown rice, white rice, steamed rice, parboiled rice, organic rice, chia seeds, bran oil etc. While KRBL deals in both basmati as well as non-basmati rice varieties, its major focus remains on milling basmati rice. KRBL has a strong presence in both domestic as well as international markets, where it is mainly present in the branded basmati segment. The brands of the company include India Gate, Doon and Nur Jahan, which cater to the premium basmati rice segment. The company has also increased its focus in the low-price basmati rice segment under a separate brand, Unity.</p>

Table 8: KPIs Comparisons

Metric	Shriram Foods Industry Limited*			Sarveshwar Food Limited			Chaman Lal Setia Exports Limited*		
	FY23	FY24	FY25	FY23	FY24	FY25	FY23	FY24	FY25
Revenue from Operations (Rs. Mn)	12,597	6,660	13,594	6,893	8,696	11,362	13,873	13,556	14,953
EBITDA (Rs. Mn)	546	278	736	404	625	773	1,704	1,715	1,498
PAT (Rs. Mn)	339	145	428	78	168	269	1,177	1,156	1,029
EBIDTA Margin (%)	4.3%	4.2%	5.4%	5.9%	7.2%	6.8%	12.3%	12.6%	10.0%
PAT Margin (%)	2.7%	2.2%	3.1%	1.1%	1.9%	2.4%	8.5%	8.5%	6.9%
ROE (%)	47.1%	15.1%	34.4%	4.1%	7.2%	9.7%	23.1%	17.5%	14.2%
ROCE (%)	34.9%	17.0%	28.1%	8.1%	11.7%	13.1%	26.1%	20.3%	16.7%
Debt to Equity (times)	0.80	0.23	1.53	1.35	1.18	1.00	0.20	0.25	0.17
Working Capital Days	32	46	76	256	250	190	143	182	156

Source: Company Financials

Note- (*) represents- Standalone financials for Shriram Foods Industry Limited and Chaman Lal Setia Exports Limited.

Metric	GRM Overseas Limited			KRBL Limited		
	FY23	FY24	FY25	FY23	FY24	FY25
Revenue from Operations (Rs. Mn)	13,795	13,124	13,482	53,647	53,847	55,938
EBITDA (Rs. Mn)	1,110	1,047	1,056	10,316	8,993	7,357
PAT (Rs. Mn)	629	607	612	7,010	5,959	4,761
EBIDTA Margin (%)	8.0%	8.0%	7.8%	19.2%	16.7%	13.2%
PAT Margin (%)	4.6%	4.6%	4.5%	13.1%	11.1%	8.5%
ROE (%)	26.1%	19.8%	16.0%	16.0%	12.5%	9.4%
ROCE (%)	17.3%	14.2%	13.5%	20.3%	15.5%	11.6%
Debt to Equity (times)	1.50	1.18	0.85	0.05	0.11	0.08
Working Capital Days	168	187	187	276	306	282

Source: Company Financials

Table 9: Operations KPIs Comparisons

Metric	Shriram Foods Industry Limited*			Sarveshwar Food Limited			Chaman Lal Setia Exports Limited*		
	FY23	FY24	FY25	FY23	FY24	FY25	FY23	FY24	FY25
Export Revenue (%)	94.1%	93.7%	75.0%	21.9%	9.1%	12.5%	87.9%	89.1%	84.3%
Domestic Revenue (%)	4.9%	5.5%	24.7%	78.1%	90.9%	87.5%	12.1%	10.9%	15.7%
Inventory Days	17	31	25	144	146	156	128	159	146
Debtors Days	33	41	32	104	76	70	43	48	52
Creditors Days	25	27	8	26	38	NA	NA	NA	NA
Number of Export Destination Countries	11	19	19	NA	NA	NA	NA	NA	NA

Source: Company Financials

Note- (*) represents- Standalone financials for Shriram Foods Industry Limited and Chaman Lal Setia Exports Limited.

Metric	GRM Overseas Limited			KRBL Limited		
	FY23	FY24	FY25	FY23	FY24	FY25
Export Revenue (%)	76.7%	77.4%	NA	36.0%	24.7%	26.3%
Domestic Revenue (%)	21.5%	20.7%	NA	62.2%	73.4%	72.0%
Inventory Days	82	86	86	338	394	361
Debtors Days	107	123	130	20	20	25
Creditors Days	23	19	NA	NA	NA	NA
Number of Export Destination Countries	37	42	NA	90+	90+	90+

Source: Company Financials

11 Abbreviations

Mn	Million
USD	United States Dollar
Ha	Hectare
MT	Million Tons
MMT	Million Metric Tons
CY	Calendar Year

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