

Asbah launches ‘Power Rice’ at Anuga 2017 Germany

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Asbah’s Power Rice, as the name suggests, is a power house of nutrients, essential minerals and vitamins. “Today’s lifestyle is hectic and fast-paced, leaving people with little time to consume proper Nutritional food. Asbah understands the need of the hour and brings to you ‘Asbah Power Rice’ with Power of eight nutrients such as Vitamin A, B1, B6, B3, B12, Zinc, Iron, Folic Acid. The Asbah Power Rice will help meet the daily nutrition requirements and give everyone an easy access to a healthy and active life as recommended by health experts” said Jain.

The fortified blend has the same taste, texture and aroma of the traditional rice we love. ‘Power Rice’ is not only a treat for the taste buds but also total supplement of essential nutrients. These multi-nutrients are also beneficial for controlling hypertension, diabetes & depression and also supplements deficiencies of hemoglobin and cures anemia. People of all ages, particularly in India are highly prone to face such deficiencies. The Power Rice acts as a barrier between these threats to the immune system and boosts healthy vision, neurological functions, and healthy skin and slows aging.

The renowned Anuga 2017 is a biennial feature, held at Cologne, Germany. It is the world’s largest and the most important trade fair for food and beverages. Leveraging on this prestigious and respected platform, Asbah’s launch of Power Rice has ensured global visibility and reach to the international market.