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Zeeba Basmati Rice Launches Sona Masoori & HMT Kolam Varieties

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Zeeba Basmati Rice, from the house of Supple Tek - the worldâ??s largest exporter of basmati rice, has announced the launch of two new rice varieties, Sona Masoori and HMT, marking a strategic expansion into the non-basmati segment. This

move reinforces Zeebaâ??s vision of becoming a comprehensive rice brand catering to diverse culinary preferences across India and global markets.

Trusted in over 93+ countries worldwide, Zeeba has built a strong reputation for delivering premium quality basmati rice. With the introduction of Sona Masoori and HMT, the brand now aims to extend this trust into everyday consumption categories, further strengthening its connection with Indian households.

The newly launched variants have been carefully selected and processed to ensure superior taste, texture, and consistency:

Sona Masoori Rice â?? A staple in South Indian cuisine, known for its light, aromatic grains that perfectly complement dishes like Bisi Bele Bath, Pongal, Puliyogare, and Sambar rice.

HMT Rice â?? Popular across Maharashtra and Telangana, featuring soft, short-to-medium grains with a mild aroma, ideal for dishes like Varan Bhaat, lemon rice, and lightly spiced curries.

Speaking on the launch, Mohit Mathur, Chief Growth Officer - Supple Tek, shared,
"As a globally trusted brand, our goal has always been to deliver excellence across every grain we offer. With the introduction of Sona Masoori and HMT, we are expanding beyond basmati to meet the everyday needs of Indian consumers. This is a significant step towards strengthening our presence in India while continuing to serve our global audience with the same commitment to quality and purity. The response has been phenomenal and we look forward to making these variants widely available to the consumers "

This expansion reflects Zeebaâ??s strategic intent to diversify its portfolio and tap into high-consumption rice segments, thereby increasing its customer base in India. By combining its global expertise with local preferences, Zeeba is well-positioned to bring consistent quality and trust to daily meals.