

Jeerakashala Rice



Project Description

This project aims to promote and export Jeerakashala rice a premium variety known for its unique flavour and aroma.the report will cover various aspects of this speciality rice,its exporting potential,and the business strategy to capitalise on this opportunity.



What is Jeerakashala Rice?

Jeerakashala Rice is a traditional variety of rice known for its distinct aromatic flavor and fine grains.

Originating from the regions of Kerala and Tamil Nadu in India, it is highly sought after for its culinary qualities.

The rice is often used in various regional dishes, especially biryanis and pulaos, due to its ability to absorb flavors and its fluffy texture when cooked.



why we are exporting **Jeerakashala rice?**

Why are we exporting Jeerakashala rice By removing all forms of intermediaries and sourcing straight from the mills, the company has accomplished a unique feat in the GCC offering rice at unmatched prices with these benefits



EXCELLENCE

As we oversee our own rice blending operations directly, we assume full accountability for quality. The rice is meticulously processed by our team to ensure it meets superior standards.

RELIABILITY

We are equipped to form contracts for up to one year, ensuring stability

AFFORDABILITY

By completely eliminating middlemen, we pass those savings onto the customer, allowing us to provide rice at more competitive prices than others in the market.

Why export **Jeerakashala rice** to gcc countries?

Market potential and demand

The gcc countries with their increasing population and preference for high quality grains, represent a significant opportunity for Jeerakashala rice exports driven by their reliance on imports to meet local rice consumption needs. focus on gcc countries

01 High Market Demand

Jeerakashala rice enjoys robust demand in international markets, particularly in the GCC, driven by rising disposable incomes and a preference for premium food products, ensuring a steady revenue stream for exporters.

02 High Market Demand

The unique aroma and texture of Jeerakashala rice allow exporters to command higher prices, enhancing profitability while establishing a strong brand identity associated with quality and authenticity.

03 High Market Demand

Exporting Jeerakashala rice not only boosts exporter profits but also strengthens local agricultural economies, fostering rural development and improving infrastructure through increased trade activities.

Benefits of **Jeerakashala rice**



The benefits of Jeerakashala Rice for exporters are numerous and significant. One of the primary advantages is its exceptionally high demand in international markets, which can be attributed to its unique flavor and aroma that set it apart from other rice varieties. This distinctive quality not only attracts a wide range of consumers but also has the potential to lead to increased sales and profitability for exporters. Furthermore, the rice's organic cultivation practices resonate well with health-conscious consumers, who are increasingly seeking out products that align with their values. This growing trend towards organic and sustainably sourced foods further enhances the marketability of Jeerakashala Rice, making it a highly sought-after commodity in the global marketplace.

BUSINESS

Business Plan

Through achieving quality, consistency, and affordability, Ajman company has managed to attract orders from all major companies in the GCC. The company is proposing two types of business plans: first, a plan involving multiple investments, and second, a method of sales by accepting only bulk orders. The business is designed in such a way that the full investment can be recovered within one year.



Expanding on this, the second phase involves bringing the company's own brand to Dubai and directly distributing it to grocery stores and restaurants. This allows for the total investment to be recovered within four months. However, when doing business in any country, stability through the first plan must be achieved to ensure investment security. Only after reaching that stability can the second plan be implemented.

A close-up photograph of two people shaking hands. The person on the left is wearing a light grey suit jacket with three dark buttons visible on the cuff. The person on the right is wearing a dark blue suit jacket. The background is a solid light green color.

Strategic Growth **Opportunities**

The future of Jeerakashala rice is promising, with significant potential for market expansion driven by increasing consumer demand, effective export strategies, and the ability to adapt to evolving culinary trends, ensuring its continued relevance and success in both local and international markets.