

Trade Advisory

Export of Basmati Rice in Private Brands

Complaints have been received by APEDA from the exporters regarding non payment by importers for export of Basmati rice from India in private brands viz., **Mohsen** and **Avazah**.

As per trade sources several large Basmati rice exporting firms have become NPAs with their bankers due to non receipt of payments against export of large volumes to the importers in these brands. APEDA has been requested not to register contracts for export of Basmati rice and issue of RCAC for export of Basmati rice in these private brands.

Exporters are, therefore, advised to take due care while undertaking export in these brands and tie up firm arrangements for payment before making application to APEDA for registration of contracts for export of Basmati rice in these brands. Exports may preferably be made against formal orders which include quality specifications and mechanism for resolution of disputes.
