



LIFE TASTES BETTER WITH
BASMATI RICE



Khushboo

OUR KHUSHBOO BRAND IS ONE OF THE LEADING BRAND IN EUROPEAN MARKET

AFT SERVE TO MORE THAN
500 CLIENTS IN EUROPE

ABOUT US

Founded to meet the growing demands of the ethnic market, our company quickly established itself as a leading force in the sector.

Being one of the largest exporters of premium quality basmati rice from India, serving more than 500 clients and exporting 1500 containers / year all over the world, we ensure products that meet the highest standards of quality and safety.

Our storage facilities allows us to offer fast delivery, with goods cleared through customs and palletized for maximum convenience.

Our brand "Khushboo" is among the most renowned for basmati rice in many countries, with a strong presence in major retail chains.

We also produce private labels for over 40 prestigious brands, tailoring our products to meet specific client needs.

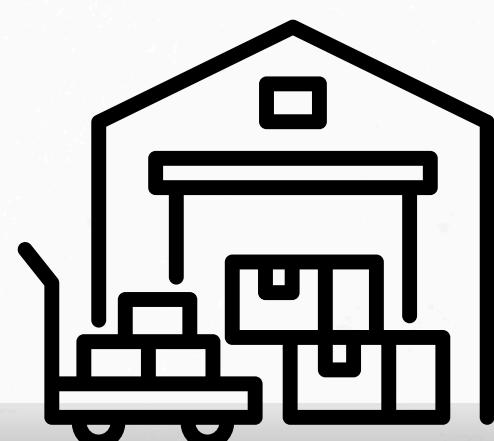
In addition we have launched a line of juices and other products that are experiencing great success with our retail partners.

We look forward to serving you.



OFFICES

-  Via della Tecnica 3 B, 42015
Correggio (RE) Italy
-  Via G. Borghi 6, 42018,
Correggio (RE), Italy
-  Via Storchi 4, 42018,
San Martino In Rio (RE), Italy



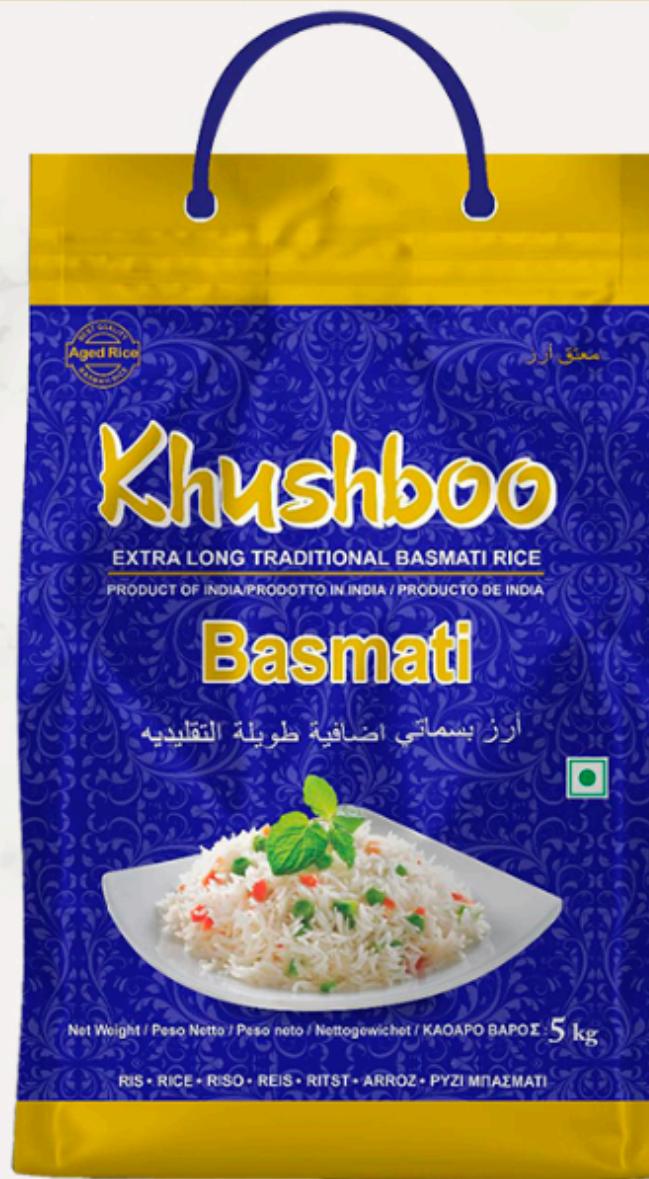
WAREHOUSES

-  Via Schuman 12, 16067,
Novi Ligure (AL), Italy
-  Via Varsavia 15, 42015,
Correggio (RE), Italy
-  Via della Tecnica 3 B/C/D, 42015,
Prato di Correggio (RE), Italy

KHUSHBOO RANGE



DIAMOND BASMATI RICE
PACKING AVAILABLE
900G, 4.5KG, 18KG



EXTRA LONG BASMATI RICE
PACKING AVAILABLE
1KG, 5KG, 20KG



BROWN BASMATI RICE
PACKING AVAILABLE
1KG, 5KG



GOLD BASMATI RICE
PACKING AVAILABLE
1KG, 10KG, 5KG, 20KG

KHUSHBOO RANGE



SELLA BASMATI RICE
PACKING AVAILABLE
5KG, 10KG, 20KG



IDLY RICE
PACKING AVAILABLE
5KG, 10KG, 20KG



TONNI PARBOILED RICE
PACKING AVAILABLE
5KG, 10KG, 20KG

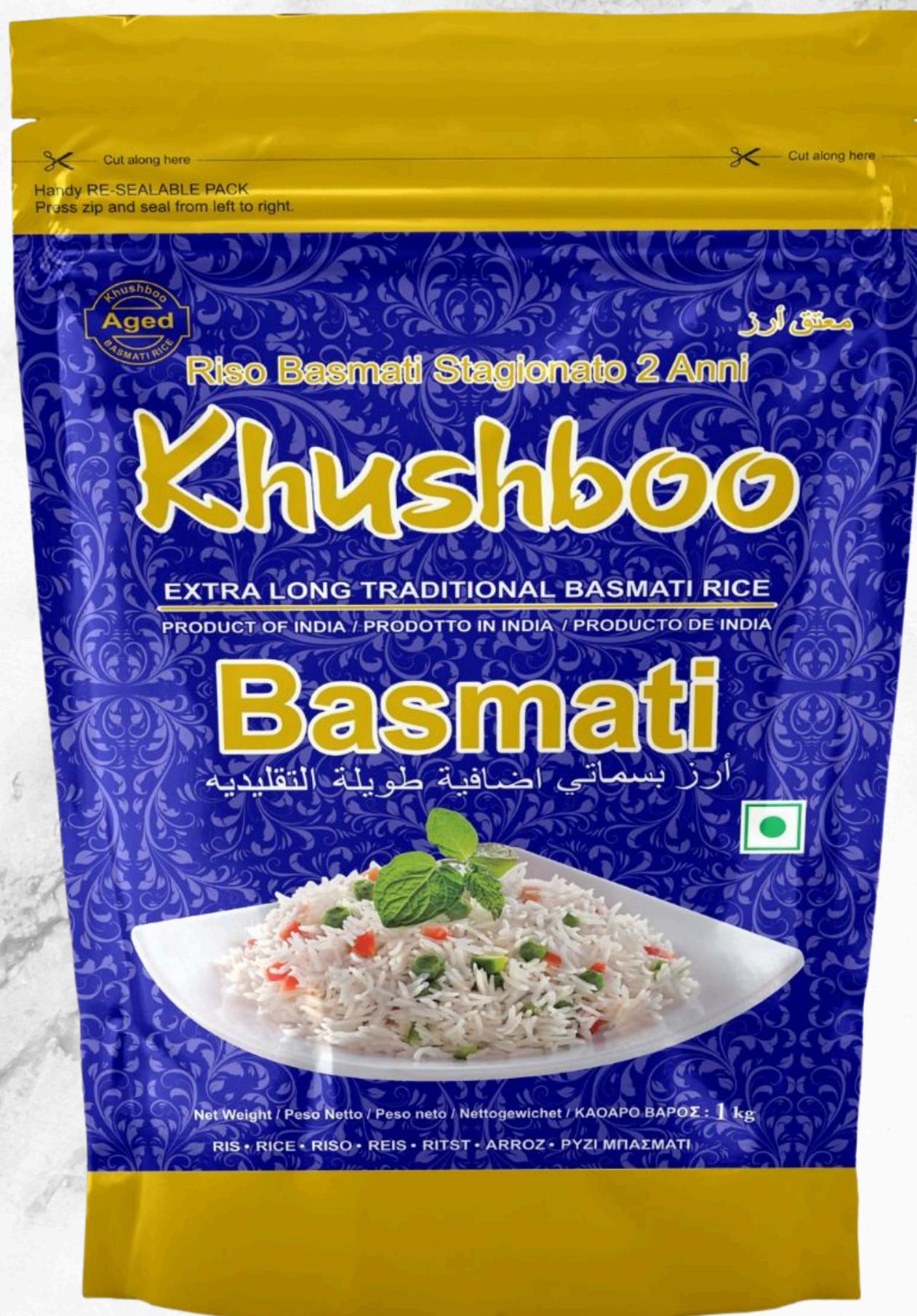


SONA MASOORI RICE
PACKING AVAILABLE
5KG, 10KG, 20KG

KHUSHBOO BLUE

Traditional Pusa Basmati rice, naturally aged for two years to enhance its aroma, grain length and cooking performance. With almost 0% broken grains, this variety delivers consistent quality and exceptional presentation on the plate.

This variety is the best-selling basmati types in supermarkets worldwide thanks to its balanced aroma, long slender grains, and fluffy texture after cooking. The careful two-year maturation process allows the grains to dry naturally, improving yield, separation, and taste—making it the perfect choice for everyday premium consumption.



KHUSHBOO BLUE
1KG , 5KG, 20KG

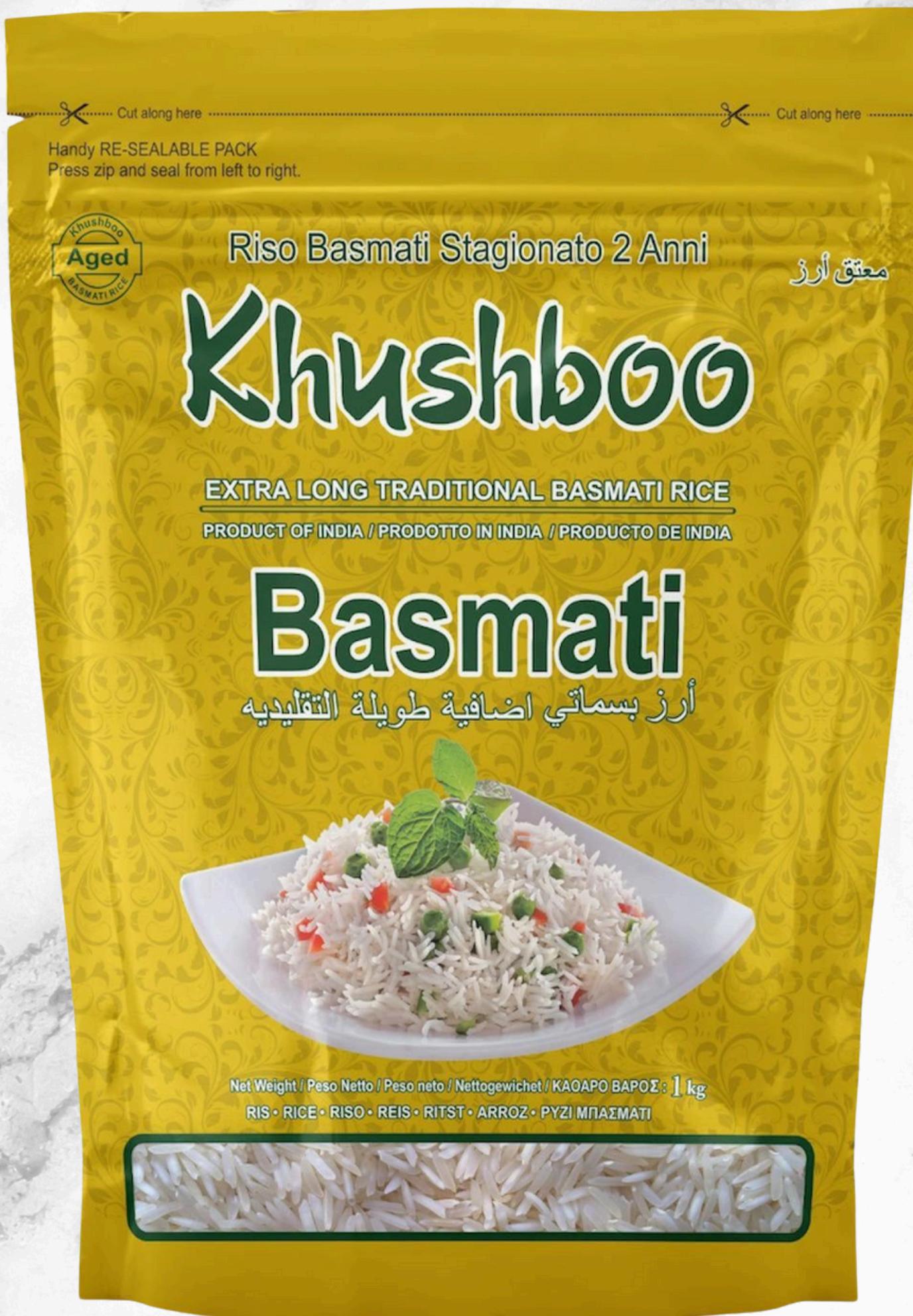
KHUSHBOO GOLD

Premium 1121 Basmati Rice with extra-long grains that elongate beautifully when cooked, remaining separate and fluffy.

Known for its distinctive aroma and elegant appearance, the 1121 variety represents the highest standard of traditional basmati.

Its superior grain length and subtle fragrance make it a favourite for fine dining, hospitality, and premium retail markets.

Khushboo Gold is the ideal expression of refinement, consistency, and authentic Indian basmati character.



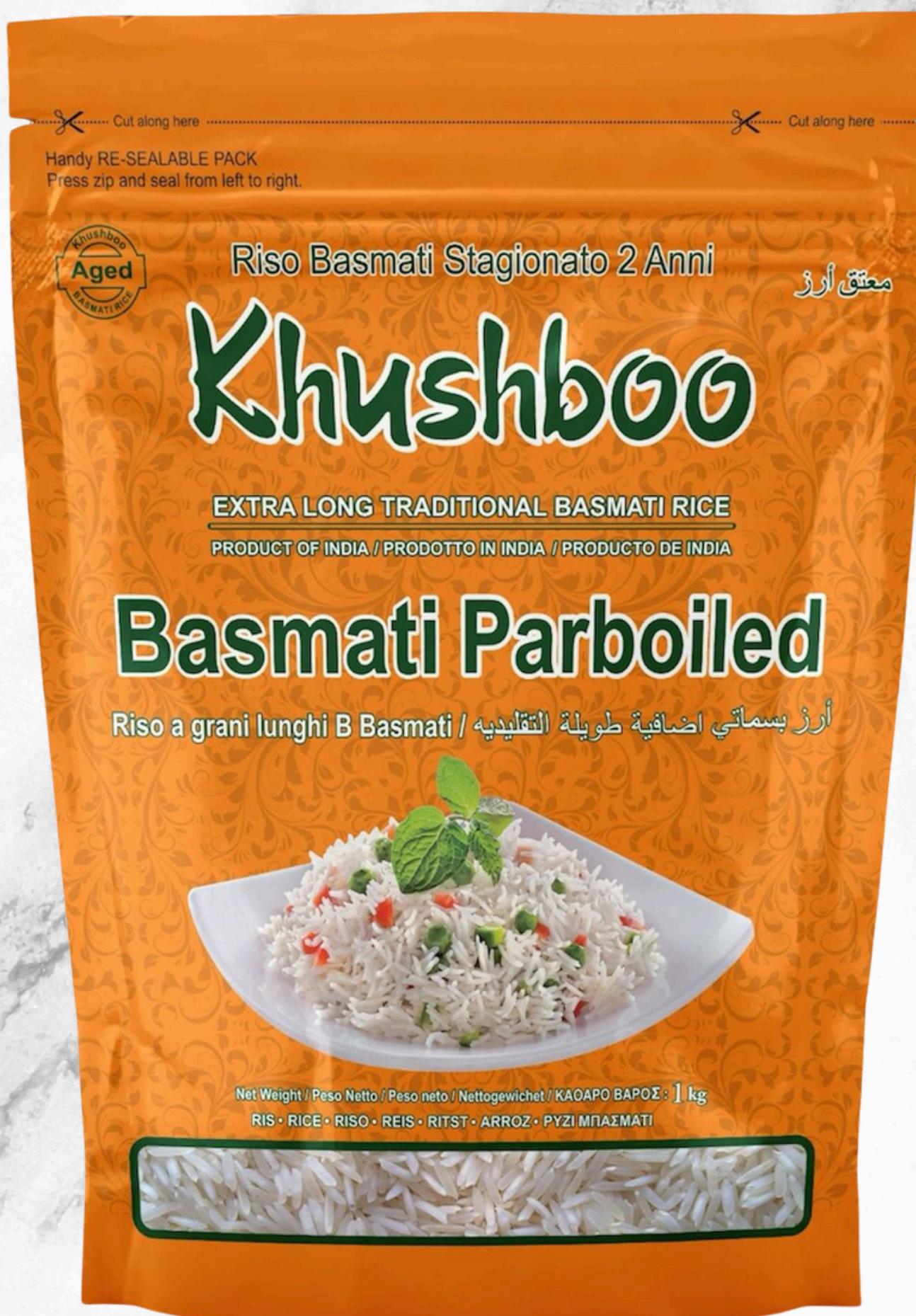
KHUSHBOO GOLD
1KG , 5KG, 20KG

KHUSHBOO SELLA

Khushboo Sella is a parboiled version of the 1121 Basmati Rice, combining the extraordinary length and aroma of the 1121 variety with the durability and versatility of parboiled processing. The parboiling process gently steams the paddy before milling, locking in nutrients, reducing breakage, and enhancing the cooking performance of each grain.

The result is a rice that remains firm, separate and non-sticky, highly valued by professional kitchens and consumers alike.

Perfect for buffets, catering, and large-scale food service where consistency matters.



**KHUSHBOO SELLA
1KG , 5KG, 20KG**

KHUSHBOO BROWN

Traditional Pusa Basmati rice in its wholegrain (brown) form, retaining the bran layer that is rich in fibre, vitamins and minerals. This natural structure gives the rice a nutty flavour and firm texture, while preserving its authentic basmati aroma.

Appreciated by health-conscious consumers, Khushboo Brown offers a wholesome alternative without sacrificing quality or taste. Ideal for balanced diets and modern healthy cuisine.



KHUSHBOO BROWN
1KG , 5KG

THANK YOU
AFT srl | AFT Europe srl | BEF srl



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