



Reinventing food for the good.

With every year bringing about changes in our consumption patterns, and convenience taking precedence over eating clean, traditional methods of nutrition have lost their place in today's instant gratification-hungry world. The letter 't' in the word 'diet' has almost faded, leaving us to face the grim consequences of the remaining alphabets, quite literally.

Therefore, Qidhan, in many ways, is an extension of the way we truly want to live our lives. Almost akin to the art of conscious living, we want to be mindful of every morsel that enters our body by bringing the balance back to our food (and our lives), just like how our ancestors lived. More than just being a primary source of energy, our forefathers revered and respected the deep healing powers and health benefits of food. At Qidhan, we believe in the very same - our mission is to revive nature's age-old greatness and channel its holistic, healing power for the changing ages.

In our world, less is greater because our emphasis lies in what we create - our farming practices draw inspiration from their environment and zero interactions from toxic pesticides, GMOs, chemical fertilizers, and artificial ways of farming. Rooted in Vedic sciences, Zero Budget Natural Farming, Circular Farming and other traditional methods, our all-natural product line is replete with nutritional value, boosts immunity on the whole, and is nurtured to be all-encompassing in its taste.

Ultimately, our aim is to bring back this great tradition of natural nourishment by going back to our roots and sourcing the best naturally farmed produce in the country. As the saying goes, "we are what we eat" and we categorically believe in sustenance that sustains us and the generations to come for the long run.



Premium Black Rice

This inky, velvety purple - naturally farmed black rice sourced from our farms in Palakkad, Kerala oozes antioxidants, mainly 'anthocyanin' (higher levels than blueberries) which makes it a preferred choice by nutritionists world over for patients with diabetes, cancer and heart ailments. Considered a 'super food', it offers a very high amount of avonoid phytonutrients and a good source of Vit E, fibre, minerals and plant-based protein.



Black Glumed Navara Rice

This rice has its origin in Kerala and is sourced from our eco-friendly farm in Palakkad. Traditionally used mainly by Ayurvedic doctors to prepare medicines to treat respiratory, digestive and neurological disorders, it has now found a way into the diet of pregnant women, infants and the health-conscious. Loaded with vitamin C, it is being recommended by doctors in recent times to boost the body's immune system against COVID - 19. It is also a safe food for people with diabetes and people with the joints' stiffness (helps cure the pain associated with Rheumatoid arthritis).



Rakthashali Rice

A rare and nearly extinct variety of rice grain, it is now being preserved by a few passionate organic farmers from Kerala. Ayurveda uses this rice variety to correct the imbalance of 'tridosha' (namely vata, pita & kapha) and has properties potent enough to cure several ailments including liver, kidney & nerve disorders and is also known to combat cancer. This red rice variety improves blood circulation and is recently being recommended by doctors to boost the immunity system against COVID - 19.



Chenkazhama Rice

This traditional and indigenous Palakkadan matta variety is cultivated using natural farming methods. Loaded with vitamins, anti-oxidants and rare nutrients, this rice is revered by fitness enthusiasts. This rice variety has a high concentration of vitamin B6. Research has also found that this rice variety is capable of fighting asthma on regular consumption. Also known as Royal rice, Chenkazhama comes with the prestigious GI tag. Parboiling in copper vessels with firewood helps in retention of its nutritional value.



Mullankazhama Rice

Mullan Kaima or Kazhama rice is an aromatic raw rice sourced from Kerala's Wayanad district. Indigenous, traditional and culturally significant, this exotic white rice is known for its special aroma and taste that lingers on. During recent times, Mullankazhama has become a healthier and tastier substitute for basmati rice because of its unconventional but powerful taste and scent. What makes it more special is the fact that Mullankazhama almost vanished from the fields and was revived recently by a handful of passionate organic farmers. This specialty rice is the key tastemaker for the famous Malabar Biryani and is also known for its high levels of Vitamin A.



Jyothi Rice

This High bran, high fibre Palakkadan Matta rice variety is naturally farmed adopting the popular ZBNF farming methodology. This variety of Palakkadan Matta rice holds the GI tag and is sourced from our standalone farms cultivating exclusively matta varieties in Kerala's Palakkad district. Being unpolished this rice is a rich source of essential fibres and nutrients. The specialty of this rice also lies in the fact that it is an excellent source of complex carbohydrates which provides instant energy and along with its higher bran content, it is a popular choice among fitness enthusiasts. This rice is also enriched with Vitamin B, iron and magnesium, thus making it strongly recommended for heart patients as well as diabetics. Parboiling of this rice in copper vessels with firewood further ensures the retention of nutrients and makes it softer and tastier when cooked.



Nadan Kuruva Rice

Belonging to the family of full bran red rice, this rare indigenous rice grain is rich in magnesium, vitamin A, Selenium, Iron and Vitamin B6 that is known to balance the formation of RBCs. It is also known to reduce build-up of arterial plaque, thus reducing the risk of high cholesterol and heart diseases. Considered to be one of the healthiest among red rice varieties, it also has high fibre content and a low glycemic index making it the choice of rice for diabetics. Parboiling of this rice in copper vessels with firewood further ensures the retention of nutrients and makes it softer and tastier when cooked.



Thavalakannan Rice

This rare, nearly extinct traditional rice variety has been preserved by passionate farmers following SPNF methods. This Palakkadan Matta rice variety holds the famous GI tag and is grown by natural farming techniques in Kerala's Palakkad district. Indigenous and historically popular, this rice variety has a robust and distinct earthy flavour. This rice is rich in antioxidants and also known to control cholesterol levels. The bold grains of this rice variety with its red pericarp ensures the presence of higher micro nutrients and fibre constituents. Parboiling of this rice in copper vessels with firewood further ensures the retention of nutrients and makes it softer and tastier when cooked.



Jeerakasala Rice

Being endemic to the Wayanad district in Kerala, especially in the Chekadi and Thiruneli areas, this popular aromatic rice variety brings the best of aroma and flavor when used for making biryani, ghee rice and fried rice. Short-grained yet big on nutrients and aroma, Jeerakasala is considered as one of the best aromatic rice when it comes to fibre and protein content. This rice gets its name from its cumin like feature. A great source of anti-oxidants and minerals like Iron, Boron and Zinc, this specialty rice is low on carbohydrate content. This rice variety is also precious because the yield is only half of the other ordinary rice crops.



Gandhakasala Rice

This fragrant raw rice variety is sourced from Wayanad district of Kerala. Wayanad gets its name from "Valay Nadu" which translates to the "land of paddy fields". The chilly climate of the hilly areas in this region is known to impart the rice grains their aroma, that can be experienced during cooking of the rice. This rice variety is stouter and shinier like hay and the rice grains have a similar fragrance to that of sandalwood. Gandhakasala is an exquisite rice variety for making biryanis, ghee rice and fried rice. An abundant source of proteins, this aromatic rice is special for the very reason that its yield per year is only half of that of other rice crops.



Wayanadan Aromatic Rice

IMMUNITY BOOSTER | NUTRITION RICH | VIT A RICH

Weight Loss Catalyst

DIABETIC FRIENDLY | ENERGY BOOSTING | DIGESTIVE FRIENDLY

Cholesterol Fighter

VITAMIN & MINERAL RICH | HEART & DIABETIC FRIENDLY

Superfood for Diabetes

CHOLESTEROL CONTROL | DIABETIC FRIENDLY | CANCER FIGHTING

Wayanaddan Aromatic Rice

POWERFUL ANTIOXIDANT | IMMUNITY BOOSTER | BLOOD CIRCULATION BOOSTER

Food of Gods

NUTRIENT RICH | DIABETIC FRIENDLY | PROTEIN RICH

Thooyamalli Rice

This traditional small grained rice variety derives its name from a newly blossomed jasmine flower (Thooya - pure & Malli - Jasmine in Tamil). It is a traditional and indigenous rice variety of Tamilnadu. This tasty and healthy rice increases nerve strength and has a unique flavor that makes it suitable for preparing biryanis. Since this rice variety is resistant to pests, it does not require fertilizers during cultivation and is inherently organic in nature. This rice is good for diabetic patients as they have a low glycemic index and is easy to digest. Enriched with fibre, carbohydrates and proteins, this rice can help in strengthening of internal organs and maintaining a healthy lifestyle.



Vellai Ponni Rice

This rice variety was developed by Tamilnadu Agricultural University in the year 1986. This variety is widely cultivated along the banks of the river "Kaveri" in the cities of Ariyalur, Trichy and Madurai. Vellai Ponni rice is rich in carbohydrates and is also suitable for diabetic patients due to its moderately low glycemic index and can be easily digested. Other specialties of this rice is that it has a natural flavour, it is organic and gluten free. Ponni literally means gold in Tamil and is cultivated using natural farming methodology without the use of chemical fertilizers, weedicides and pesticides. An incredible natural remedy for better and healthy skin, the rice is famous for its detoxing and immunity boosting properties.



Kalanamak Rice

An ancient Indian rice that traces its origins back to pre-historic era, this scented rice is believed to be a gift from none other than Buddha. This rice variety gets its name from the black husk (kala) and a subtle salty taste (namak). Known for its special aroma that outshines other scented rice varieties and subtle salty taste, this GI tagged rice is a must try for discerning foodies. Traditionally grown using no fertilizer, herbicide and pesticide, this prized rice is truly organic. Extremely rare and used by Buddhist monks for over 3000 years, this aromatic rice is said to prevent negative thoughts, provides deep sleep and protects from pre-mature aging. High in micro nutrients like iron and zinc. Research also has indicated that this rice variety is helpful in regulating blood pressure and blood related problems on regular consumption. This fascinating rice also got featured in the book - Specialty Rices of the World - by Food and Agricultural Organization of United Nations.



Joha Rice

Endemic to North Eastern regions of India, Joha - a sweet-scented and tasteful, short-grained rice is extremely valued. Joha rice has a number of health benefits due to the presence of poly phenolic and avonoids content. A special class of scented rice, it is completely different from the famous Basmati rice. It has a delicate texture and rich in anti-oxidant compounds which help to fight against ageing and many other diseases. The rice has high level of acetyl and pyrroline, which gives it the sweet aroma. It also has more multivitamins than any other variety of rice. Packed with essential amino acids and proteins, the rice is an excellent plant-based protein popular among vegans and vegetarians alike. Joha rice is not only a healthy rice but it is used for making delicious delicacies. During auspicious occasions, the local people usually make tasteful foods using Joha rice, like kheer, pulao, frumenty and arancini. While being cooked Joha rice can be identified as it leaves a lingering trail of popcorn like scent.



Magic Rice

Instant, indigenous, native and one-of-a-kind, this variety is a special rice relished by 17th century warriors and modern-day farmers of Assam. Sourced from the lower valleys of Assam, where farming methods are default organic & natural, Magic Rice needs no cooking and is also called zero-fuel rice. This GI tagged rice is rich in proteins, crude fibre, vitamins and minerals. A preferred summer food due to its cooling down properties, this rice has low starch content, making it easily digestible. Room temperature water is enough to cook this rice. So, all you have to do is soak it for half an hour and wait for the rice to swell. Perfect for the environmentally conscious and the ones who love exotic rice varieties.



White Basmati Rice

Sourced from stand alone organic farms and raised naturally without any chemical interventions, our basmati rice is superior to other basmati varieties. Traditional farming methods and natural processing practices further ensures the preservation of essential nutrients that are otherwise lost. With its low glycemic index, high fibre levels and Vitamin B presence, our basmati rice is definitely a healthy addition to your diet.



Brown Basmati Rice

Sourced from stand alone organic farms and raised naturally without any chemical interventions, our basmati rice is superior to other basmati varieties. Traditional farming methods and natural processing practices further ensures the preservation of essential nutrients that are otherwise lost. With its high bran, high fibre content it helps natural sugar levels, helps fight certain cancers, boosts immunity and naturally digestive.



Health Friendly White Rice

NERVE STRENGTHENER | NUTRIENT RICH | DIABETIC FRIENDLY

Skin Detoxifier

COMPLEXION ENHANCER | IMMUNITY BOOSTER | DIABETIC FRIENDLY

Buddha's Rice

ALZHEIMER FIGHTER | ANTI - AGING | HEART FRIENDLY

Anti Aging & Energy Packed

AROMATIC | FLAVORSOME | MULTIVITAMIN RICH

Vitalizing Rice

DIGESTIVE | BODY COOLER | ENERGY BOOSTER

Long Grained Indian Pride

AROMATIC | NUTRIENT RICH | HYPERTENSION FRIENDLY

Queen of Aromatic Rice

METABOLISM & IMMUNITY BOOSTER | DIABETIC FRIENDLY

Roasted Rakthashali Rice Flakes

Our flat light pre-roasted dry Rakthashali rice flakes are made from naturally farmed Rakthashali rice sourced from Kerala's Palakkad district. This Rakthashali rice is a rare and nearly extinct variety and is now being revived by a few passionate farmers like us. Ayurveda uses this rice variety to correct the imbalance of 'tridosha' (namely vata, pita & kapha) and has properties potent enough to cure several ailments including liver, kidney & nerve disorders and is also known to combat cancer. This red rice variety improves blood circulation and is recently being recommended by doctors to boost the immunity system against COVID 19. Traditional methods are used to process these rice flakes to ensure the nutrients are not robbed during the flattening process. First the paddy is destoned and then soaked for 24 hours and then roasted in a conventional chamber with wood as fuel. The dehusked rice is then flattened, hence the name flattened or beaten rice. Other locally popular names include "poha" or "aval" in the Malwa region and South India respectively.



Roasted Black Rice Flakes

Our flat light pre-roasted dry black rice flakes are made from naturally farmed black rice sourced from Kerala's Palakkad district. This inky, velvety purple black rice oozes antioxidants, mainly 'anthocyanin' (higher levels than blueberries) which makes it a preferred choice by nutritionists world over for patients with diabetes, cancer and heart ailments. Considered a 'super food', it offers a very high amount of flavonoid phytonutrients and a good source of Vit E, fibre, minerals and plant-based protein. Traditional methods are used to process these rice flakes to ensure the nutrients are not robbed during the flattening process. First the paddy is destoned and then soaked for 24 hours and then roasted in a conventional chamber with wood as fuel. The dehusked rice is then flattened, hence the name flattened or beaten rice. Other locally popular names include "poha" or "aval" in the Malwa region and South India respectively.



Ayuhrasya Health Mix

Ayuhrasya is a conscientious blend of eleven naturally farmed nutritious non-gluten millets and medicinal rice - Finger millets, Pearl millets, Foxtail millets, Barnyard millets, Small millets, Kodo millets, Green gram, Horse gram, Navara, Rakthashali and Black rice. Ayurveda doctors have meticulously formulated this health mix as a complete food supplement for adults and infants. Start your day with this health mix to boost your immunity and vitality, to complement overall health parameters, and to control diabetes, cholesterol, blood pressure and anaemia.



Qidhan Green Jackfruit Powder

Qidhan's jackfruit powder is naturally sourced from organic green jackfruits. Rich in protein, Vitamin A, C and potassium, its antioxidant properties, high fibre content and low glycemic index make it a healthy snack for diabetes patients and others. It is proved that green jackfruit powder meal improves the defence against diabetes by lowering blood sugar. The green jackfruit powder has sufficient binding and is the most convenient way to control blood sugar through food without changing eating habits. Daily consumption of 30gm of jack fruit powder will give you guaranteed results in controlling diabetes and cholesterol, along with many other nutritional benefits.



Qidhan Coconut Sugar

Qidhan presents high-quality tasteful natural coconut sugar made from coconut sap, rich in vitamins and minerals. Minerals and Vitamins are retained using the traditional Ice-box method; the indirect heat helps retain all the minerals found within such as potassium, magnesium, zinc, iron, and vitamins such as vit B1, B2, B3, and B6. Along with the nutritional benefits, coconut sugar is ideal for diabetic and obese people due to its glycemic index of 35, which is much lesser than honey or jaggery.



Qidhan Green Cardamom

Our green cardamom popularly known as elaichi is grown in the hilly regions of Wayanad and is characterized by its strong aroma and flavour. This versatile spice can be eaten raw or added to food dishes for an authentic and aromatic taste. Cardamom has been used for thousands of years to help with digestion. It is often mixed with other medicinal spices to relieve discomfort, nausea and vomiting.



Qidhan Black Cardamom

Our Wayanad Black cardamom also called badi elaichi or kali elaichi, is well known for its bold and assertive taste. Our hand picked Black cardamom is dried over an open fire creating a distinct smoky aroma and flavor. The intense, heady notes put black cardamom in the "warming" spice category, along with black pepper, cloves, and chillies.



Qidhan Whole Cloves

Our cloves are selectively hand picked from the hilly tracks of Kerala. Cloves have antioxidants that help in fighting free radical damage to the body and boost our immune system. Cloves also have antiseptic, antiviral, and antimicrobial properties that keep common infections, tooth pain, cold, and cough at bay. Drinking tea with cloves helps improve digestion.



Qidhan Black Pepper Corns

Qidhan's selectively hand picked pepper corns sourced from Wayanad are rich in piperine which gives the distinct spicy flavor to the cooking. These crunchy intensely flavorful peppercorns are best used freshly ground.



Qidhan Cinnamon Powder

We would like to call our cinnamon as sweet wood as it comes from the inner bark of the cinnamon trees of Kerala and has a sweet flavour and distinctively strong aroma. This delicious and healthy spice has a plethora of impressive health benefits and is known to reduce blood sugar levels and reduce heart disease risk. The sticks can be easily crushed into powder and can be added to beverages, curries and slow cooked stews.



Qidhan Curcumin Turmeric

Our turmeric powder is indigenous to Wayanad and is valued for its high curcumin content. Curcumin is a natural component in turmeric which is most beneficial to health and is known for its anti-inflammatory, anti-tumor and antioxidant effects. World wide turmeric is used to treat skin conditions, digestive issues, aches and pains. It is to be noted that Curcumin to be absorbed by our body needs a dash of black pepper.



MISSION

To support and uplift the marginal farmers who are painstakingly preserving seeds of traditional paddy varieties that were getting endangered and going extinct.

VISION

To revive traditional farming methods & create healthier farm ecosystems, produce better grain for a better future, and empower men and women toiling in the fields.

VALUES

To offer traditional, healthy, nutritional, Indigenous & certified rice varieties for improving overall health of our consumers through bio dynamic farms blessed with soil fertility, climatic location and water resources.



31, ABM Avenue, Chennai 600028, India
Tel + 91 9840781113
For bulk enquiries; info@qidhan.com
www.qidhan.com