



Business Empire

Dedicated to Rice & Grain Milling Technology

www.busessempire.in

STORIES INSIDE:

- India's kharif acreage drops 23% amid rainfall deficit as WMO warns of rapid EI Nino intensification.

- European Union (EU) Rejects Pakistani Rice, Bangladesh Accepts - Hers's Why?

- Centre Tightens Rice Quality Norms After Nearly 30 Years; Cabinet Approves Better Grain Standards for 80 Crore PDS Beneficiaries.

- Telangana Eyes Global Rice Markets : Plans Export Policy to Boost Farmer and Miller Incomes.

- Global Rice Round-up: Production, Policy and Climate Reshape the Future of Rice.

- Global Basmati Rice Market Evolves as Premium Quality, Sustainability and Traceability Drive Consumer Demand.

- Australia Suspends Indian Fumigation Agencies, Putting Rs. 200-Crore Basmati Rice Exports at Risk.

- Indian Parboiled Rice Gains Ground in Nigeria as Widening Price Gap with Thai Rice Reshapes West African Trade.

- India Exports First GI-Tagged Assam Joha Rice Consignment to UK and Italy, Boosting Global Push for Indigenous Varieties.



BUHLER

**Scaling Industrial Service Business:
A Conversation with BenLink Leadership**



**Rice
Booster
Pro™**

**"The Next Revolution in
Rice Milling Will Come
from Process Innovation,
Not Bigger Machines"**



**Fowler Westrup
Strengthens Its
Commitment to
Eastern India with
New Kolkata
Office**



UPCOMING EVENT



**INDIA
GRAIN
MECH EXPO**



**Rice
PRO-TECH EXPO.**

**29 30 31
AUGUST 2026**

**LUDHIANA
EXPO CENTER**

G.T. Road, Sahnewal,
LUDHIANA, PUNJAB



“The Next Revolution in Rice Milling Will Come from Process Innovation, Not Bigger Machines”

Bhupesh Gupta in conversation with Bhavin Sangoi, Innovator & CEO, Rice Booster Pro™



**Rice
Booster
Pro™**



MR BHAVIN SANGOI,
Innovator & CEO, Rice Booster Pro™

Introduction

The Indian rice milling industry stands at an interesting crossroads. Over the past decade, mills have invested heavily in advanced sorters, polishers, dryers, and automation systems. Despite these technological advancements, many millers continue to struggle with challenges such as high broken rice, grain discolouration, inconsistent quality, high water consumption, and environmental concerns associated with parboiling operations. Increasingly, industry leaders are beginning to realise that the next leap in profitability may not come from adding more machinery, but from optimising the process itself.

One such entrepreneur who has been closely examining this challenge

is Mr Bhavin Sangoi, Innovator & CEO at Rice Booster Pro™.

Bhupesh Gupta: Please introduce yourself and tell us about your journey into the rice processing industry.

Bhavin Sangoi: I am a Mechanical Engineer by education and a businessman by birth. We at Paras Group have been involved in the manufacturing of edible and non-edible oils since 1984. We have been pioneers in the manufacturing of rice bran oil in Chhattisgarh. I have been a part of the family business for the past 20 years. When we entered rice milling in 2023, we expected challenges related to machinery and operations. What surprised us was that many of the industry's biggest losses were occurring before the paddy even reached the milling section, i.e. in the parboiling section itself. What started as a business diversification soon became a passion for understanding how rice mills can achieve better results through scientific process optimisation.

Bhupesh Gupta: You are an active member of the Rice Millers Association. Did your peer group also have these issues?

Bhavin Sangoi: Millers with over 20–30 years of experience have long accepted the following challenges as a part of the industry.

* High broken rice percentages

* Grain damage

* Discoloration

* Inconsistent quality between batches

* Poor water management

* Excessive freshwater consumption

* Foul odour from soaking and drainage systems

These issues were considered normal within the industry, but we were not convinced that they were unavoidable. Since ours was a new automated mill, we were convinced that investing in more expensive machinery was not the solution to these problems.

Bhupesh Gupta: How did the idea for Rice Booster Pro™ emerge?

Bhavin Sangoi: We wanted to improve grain quality, reduce odour issues in water and air, optimise water usage, and achieve greater process consistency. Our team spent considerable time studying hydration, gelatinisation, water behaviour, and the factors affecting grain integrity during parboiling. Over time, we realised that small improvements during soaking and parboiling could create significant improvements later during milling. That journey eventually led to the development of Rice Booster Pro™ as a processing aid for rice mills.

Bhupesh Gupta: What exactly is Rice Booster Pro™, and what role does it play in the rice processing cycle?

Bhavin Sangoi: Rice Booster Pro™ is an advanced, eco-friendly FSSAI-approved specialised processing aid specially formulated for parboiled rice millers seeking superior grain quality and a cleaner processing environment. Rice Booster Pro™ softens the outer bran layer for even steam penetration, minimises grain stress and cracking, and ensures uniform gelatinisation. The result is reduced breakage, less discolouration, stronger grains under pressure, and significantly improved head rice yield—boosting both product quality and market value. Rather than replacing machinery, it complements the existing process and helps mills get better performance from their current infrastructure.

Bhupesh Gupta: *In your opinion, what is the single most important factor in successful parboiling?*

Bhavin Sangoi: Uniformity.

Successful parboiling is about ensuring that every grain experiences similar hydration and heat treatment conditions. When moisture penetration is uneven, the resulting gelatinisation is also uneven. This creates weak grains, discolouration, and inconsistent milling performance. Process uniformity ultimately determines quality.

Bhupesh Gupta: *You often say, "Water is the heart of parboiling." Could you explain what you mean by that?*

Bhavin Sangoi: Water is the medium through which the entire transformation takes place. It controls hydration, heat transfer, starch gelatinisation, and even microbial activity. If water quality deteriorates or soaking conditions become unstable, the entire process is affected. Many mills

focus on steam generation and drying efficiency, but comparatively few give enough attention to water management. In my experience, water quality and water handling often determine whether a mill consistently produces premium-quality rice. Water is becoming both an economic and an environmental issue. Freshwater resources are under pressure, regulations are becoming stricter, and communities are increasingly concerned about wastewater management. Future-ready rice mills need systems that reduce water consumption while maintaining quality. Mills that learn to manage and reuse water responsibly will enjoy lower operating costs and stronger sustainability credentials. I believe water management will become as important as energy management in the coming decade.

Bhupesh Gupta: *Rice Booster Pro™ has reportedly been adopted by more than 300 rice mills in just 9 months of launch. Why do you think adoption has been so rapid?*

Bhavin Sangoi: Rice millers are practical businessmen. They evaluate solutions based on results rather than marketing. Rice Booster Pro™ was never intended to be a commercial product. When we developed a solution for our mill, we shared it with our peer group. Being industry veterans, we were encouraged to commercially launch it. When mill owners see measurable improvements without investing in additional machinery, interest naturally grows. Word-of mouth remains extremely powerful in this industry.

Bhupesh Gupta: *What is your vision for the future of rice milling?*

Bhavin Sangoi: I believe the future

belongs to mills that combine technology with process intelligence. The next generation of successful rice mills will focus on:

- * Process Optimization
- * Sustainable Water Management
- * Higher Recovery Rates
- * Consistent Product Quality
- * Reduced Wastage

Modern machinery will remain important, but competitive advantage will increasingly come from understanding and controlling the process at a deeper level. The mills that master process science will be the mills that achieve superior profitability.

Message to Rice Millers

"Every rice mill possesses hidden opportunities for improvement. Before investing in larger machines or additional infrastructure, take a closer look at the process itself. The future of rice milling will belong to those who optimise every stage of the process—not just the machinery." — Bhavin Sangoi

About the Company

Paras Oil Extraction Pvt. Ltd., 21/360, Ganjpara, Raipur, Chhattisgarh.

Rice Booster Pro™ is an FSSAI-approved specialised parboiling processing aid developed for the rice milling industry to support process efficiency and grain quality.

Our technical team works directly with rice mills to understand their process and recommend suitable implementation methods.

For Technical Discussion

Phone: +91-9300199998

Email: info@riceboosterpro.com

Website: www.riceboosterpro.com

Meet the innovator at



29-30-31 AUGUST 2026

Ludhiana Exhibition Center (LEC)

G.T. Road, Sahnewal, Ludhiana, Punjab

Visit us at our Stall R52 & 53



27-28-29 NOVEMBER 2026

Burdwan, West Bengal