The health benefits of rice bran oil have been known to people for years. For the last 50 years rice bran oil is being used as premium cooking oil in countries like Japan, Korea, China & Thailand. In Japan, this oil is popularly known as “Heart Oil” because of its scientifically proven cholesterol lowering properties. India has the potential to produce over 14 lakh tonnes per annum of this healthy cooking oil, but the current annual production is around 9 lakh tonnes.

**Entrepreneurial Opportunity**

- India is the second largest producer of rice, after China.
- The country has the potential to produce over 14 lakh tonnes of rice bran oil (RBO). Thus, there is a gap of about 6 lakh tonnes between actual production and production potential of RBO in India. This gap is mainly due to the poor milling machinery (huller) being used in large numbers (82000) in the country.
- Nearly 3 lakh tonnes RBO is used as edible oil, while the rest is used by vanaspati industry or blended with other oils and sold as branded products. India imports nearly 100 lakh tonnes of edible oils worth Rs 60,000 crores every year and it is the third largest import item, next only to crude oil and gold.

**Salient Features**

- At least 10-15% less absorbed during cooking and is rich in nutraceuticals and antioxidants.
- Healthiest cooking medium for being less sticky, economical, nutritive and healthful as it strengthens the immune system and lowers the risk of coronary heart disease. Better to blend it with edible oils of similar smoke point and rich sources of omega-3 fatty acids.
- The food fried using RBO is taster, has pleasant flavor and is least allergenic to people.
- It has no trans fat, which are said to cause cancer.

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