



## Fortified Rice Bran Oil

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- **The process of adding micronutrients to the oil to increase the nutritional value of edible oil is called oil fortification.** All types of edible oils such as soybean, palmolein, groundnut and mustard etc. can be fortified.
- **Fortification does not affect the taste, texture and 'shelf life' of edible oils.** Fortification of oil can help the malnourished and economically weaker sections to achieve the required nutritional level.
- Rice bran oil has many health benefits. This oil lowers cholesterol levels due to its low trans-fat content and high mono unsaturated and poly unsaturated fat content. It also acts as an immunity booster. **The high amount of vitamin 'E' included in it reduces the risk of cancer.**
- The American Heart Association and the World Health Organization have recommended it as a good substitute for other edible oils. According to FSSAI, fortified oils can help a person meet 25 to 30 percent of the recommended dietary intake for vitamins 'A' and 'D'.
- NAFED has e-launched Fortified Bran Rice Oil. NAFED's Rice Bran Oil will be fortified to ensure that it contains additional nutrients and vitamins.

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