





Iqbal Rice Mills
(Pvt.) Ltd.

SINCE 1978



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ







Rice

THE GRAIN OF LIFE



PUNJAB
THE LAND OF FIVE RIVERS





Area of the best Basmatie
Rice Fields



THE ROAD
TO SUCCESS

Iqbal
Rice
Mills
(Pvt.) Ltd.





THE
RIVER
CHENAB



An aerial photograph of a vast, golden rice paddy field. The field is divided into numerous rectangular plots by narrow, winding paths or furrows. The rice plants are in full maturity, displaying a rich golden-yellow hue. The overall scene is a harmonious blend of natural growth and agricultural organization.

GROWING GOLD

FROM THE FERTILE LAND
OF RIVER CHENAB

**Iqbal Rice Mills
(Pvt.) Ltd.**



**Iqbal
Rice
Mills**
(Pvt.) Ltd.





HISTORY

It was several generations ago that our grandfathers started growing rice in the fertile fields of Punjab. **Iqbal Rice mills was established in 1978** and started trading of precious commodity (rice) in the local grain market (Ghalla Mandi) of Chiniot, a small town in the heart of basmati zone in Punjab. During 1980s and 1990s, when Rice Export Corporation of Pakistan (RECP) a public sector enterprise, had a monopoly on rice exports from Pakistan. **Iqbal Rice Mills entered into indirect export of rice, and became one of RECP's leading suppliers.**

After withdrawal of RECP's monopoly over rice exports, Iqbal Rice Mills entered into direct exports and made its first shipment in 1999. Since its commencement, the company's sole objective has been to make the world experience the perfect combination of aroma, elongation and sweet taste. The commitment to quality and building lasting business relationships, based on trust, led to a steady growth in exports and the climax was reached **in 2001 when Iqbal Rice Mills was awarded the special merit trophy of being the largest exporter of Basmati rice in Pakistan.** Nobody would have even dreamt of a small trading company to become a recognized global Company.

Iqbal Rice mills was **converted into Private Limited Company on July 2013.** Today, **we enjoy the trust of our valued clients in many countries of the world.** However, the commitment to tradition and quest for constant improvement continues unabated.





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COMPANY INTRODUCTION

Iqbal Rice Mills was established in 1978 at Chiniot situated on the famous river bank of "Chenab River". This is an area which is extremely fertile and is famous for production of World's finest quality basmati rice. Iqbal Rice Mills started its business activities with one husking plant. Today by the Grace of Almighty Allah we own one of the most modern and largest rice Milling and Processing units in Pakistan comprising of world's latest automatic machinery manufactured by SATAKE-JAPAN, RESC, Thailand, HFPM works China, India and Korea.

At present IRM has Four Reprocessing Units with the capacity of 20 MT/HR (rice processing), Eleven Dryers with the capacity of 55 MT/HR (drying capacity of Paddy), and Two Husking units with the capacity of 20 MT/HR (Husking capacity). IRM has Three Parboiling/Steaming plants which has capacity of 15 MT/HR. Our mills and warehousing facilities resides in 65 acres of freehold land and storage capacity of about 75000 M/Ton rice in its warehouses constructed with the international storage standards. The area will comfortably meet the expansion requirements of next 2 to 3 decades. IRM is self financed unit and no long-term borrowing has ever been obtained, as the management of IRM believes on self-reliance.

We have established our supremacy in the production of traditional basmati rice. Our experience has made us aware of needs of our customers and therefore convenience of our end users is our prime concern. Our commitment to perfection has earned us two types of special awards i.e, Four businessman of the year Gold Medal Awards and seven times Special Merit Trophy Awards, export performance trophies from Federation of Pakistan Chambers of Commerce & industry (FPCCI) and the best of all we have earned the trust of our discerning clients. Under the able stewardship of our highly professional management team we have taken great strides and are the market leaders having impeccable reputation for consistent quality. The quest for quality and customer satisfaction has not ended yet and we are raising the bar on PERFORMANCE, everyday.





CEO'S MESSAGE

It is said that time is the greatest healer. If that is true, then i consider nature to be the greatest teacher. Working in an industry which is dependent upon nature to such a large extent has taught us the valuable, yet unique lessons of patience and dedication.

I realise that it is God's Grace in the form of this natural gift that grants us our competence, to that end. I believe that for us today and tomorrow are essentially driven by passion and I call it "Passion for Purity."

"Passion for Purity" is not just a slogan. It is a business imperative. As people across the world are becoming more and more conscious about what they eat, I see great opportunity because we as a company internalized "Purity" as a core value from its inception. We are committed in doing justice to this Pure grain of life. It's an ingredient that enhances lives and this belief is the reason that inspired us to start our glorious journey.





VISION

We at IRM, endeavor to build relationships that bond people and cultures across the world through the common language of food. With the passion for purity, we are committed to creating a global food brand and World's Leading Food Company, serving health in different ways.





MISSION

Excellence To offer unmatched quality and purity and be the best in everything we do. Innovation To develop innovative products and processes in an effort to enhance consumer experience. Good life To create nutritious yet tasty products that can improve and enhance the quality of life that can inspire healthy lifestyles.

Our business is an extension of our belief that purity, quality and health go hand in hand. Today, we are globally known for providing the widest range of Authentic basmati rice and enriching lives by offering truly exceptional and innovative products.

As the Pakistan's number one Basmati player, we are committed to deliver precision – perfect quality to our customers; nurture a professional work environment that fosters employee excellence, growth and job satisfaction; and build a financially strong, growth oriented company that creates value for our stake holders.

To preserve and enrich the legacy of Basmati in Pakistan by ensuring the genetic integrity of the seed, by encouraging farmers to adopt scientific agricultural practices and by leveraging world-class rice processing technologies, so as to emerge as the industry benchmark for product quality and customer service.

THE FACTORY

It will not be out of place to mention the cultivation pattern of basmati rice in the country. Area wise cultivation of rice would indicate that 95% of the basmati rice crop is grown in Punjab, the province of our location. Within this province 80% of basmati rice is in the broad strip of land between rivers Ravi and Chenab where both canal and sub-soil water are used for irrigation. Rice growing season is fairly long and suitable for cultivating fine aromatic as well as some IRRI varieties. The “Kalar” tract which is abode of the world famous Basmati rice is located in this area. This area/zone also constitutes the trading markets of almost the entire growth of the rice in the province. IRM is located exactly on the famous river bank of “Chenab” thus providing the necessary competitive edge as the area is known for its traditional unique design & style of wooden furniture as well as cultivation of world’s finest Traditional Basmati crop.



TECHNOLOGY

The production of premium quality basmati rice is an art and we are perfect in it as productivity is always the result of a commitment to excellence, intelligent planning, and focused effort. Our state of the art mill is well equipped with latest machines of most modern technology. We continuously strive to enhance our performance and go beyond the defined parameters with annual production capacity of 168,000 MT. Constant upgrading of equipment to reflect technological advancement has solidified our position as a leader in this field. The plant is fully automated and is built up of stainless steel which promotes a rust - free and healthy environment and also offers purity. Equipped with the best in class-imported machineries from SATAKE Japan, here, every process follows international standards and stringent guidelines to guarantee uniformity of grains without destroying it's fragrance and quality of grain. And the result is the world's finest grains!

In addition to paddy cleaning, drying, parboiling, milling, polishing and grading machines, COMAS and SATAKE Sortex for colour sorting and state-of-the-art Loma metal detectors are part of the integrated processing lines. The finished product is then packaged on-site in a variety of consumer packaging.



HEAD OFFICE

Iqbal
Rice
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The house of corporate information's "Packed with a team of visionaries, experts and committed professionals, we are enriching lives by offering truly exceptional and innovative products".





INTERNATIONAL DELEGATIONS





PROCESS BEHIND OUR QUALITY

Looking at the rapid consumption of rice throughout the world, we bring to you best ever varieties of rice! Awesome in taste and quality level, there is no competition of our basmati rice. Pureness and entrancing fragrance, each every particle of rice addresses the truest meanings of freshness. Filled with all the natural nutrients, our all varieties rice has all the health values. Also, our rice has been resultant of perfect and modernist processing initiating with sowing to winnowing and others.

Every grain of rice reaches you after going through the following steps

GROWING & CULTIVATION OF BASMATI CROP

The basmati crop is grown under complete natural conditions and climate of the Punjab. Cultivation is carefully observed, and quality improvement measures are suggested “Right from seed quality upgrading to application of crop protection techniques”. During the milling process, it is aged for a considerable period of time to obtain the best cooking results and natural aroma. Experts closely examine the grain and select only the finest.

PROCUREMENT OF RAW RICE/PADDY

We purchase both the Paddy and Rice from the farmers and grain markets. The process starts with arrival of trucks loaded with paddy/rice arrived from different markets. Selection and purchase of pure healthy and top grade paddy is critically important to guarantee best quality rice. During procurement season the Company offers premium over market price to attract farmers with best produce; price is not a constraint where quality matters. IRM does procurement of paddy/rice in a scientific way with a lot of research work behind it. Our quality control technicians collect paddy/rice samples from different bags of each truck and are being tested in our hi-tech laboratories for various parameters to ensure that the paddy/rice meets stringent quality standards.

DRYING AND HUSKING

The selected paddy which passed from initial quality analysis is shifted for drying to State of the art dryers until it achieves optimum uniform moisture level which support in achieving desired result during husking and aging process. At present we have Eleven Dryers with the capacity of 55 MT/HR (drying capacity of Paddy)

In cleaning stage, the two step process uses both mechanical and density separation techniques which provide the clean paddy/rice for the next stage of the milling process. Brown rice is produced after cleaning, dehusking and grading. In this stage only the outer husk is removed, leaving the germ and bran layer intact. Top of the range Japanese De-stoners, Huskers, Paddy Separator, Polisher from SATAKE having capacity of 20MT/HR has been

installed to ensure delicate rice grains do not develop cracks and broken tips during husking. This minimal processing therefore, produces rice that is healthier to eat. For IRM, the key is to ensure that Basmati retains all that nature has given it. The brown rice after grading is stored in warehouses.

For white Rice both the husk and upper bran layer of Rice are removed under the supervision of highly qualified technical experts and then shift the rice in warehouses for aging purposes.

WAREHOUSES

The selected paddy/rice acquires better cooking characteristics and stronger aroma when matured over a period of nine months to a year. It is therefore critical that the rice is properly matured before processing. IRM therefore has a strict policy to build up stocks at the time of harvest and carry-on the maturation process under expert control. Stocks of rice are placed at IRM's Well-ventilated spacious warehouses having storage capacity of 75000M/tons, these warehouses have been constructed specifically to store rice under hygienic conditions. During maturing period, stocks are subjected to periodic inspection and fumigation from time to time under experts' supervision for protection against infestation by organisms.

RE-PROCESSING/PARBOILING UNITS

At present IRM has Four Re-Processing Units having capacity of 20 MT/HR equipped with the state of the art machinery being imported from SATAKE Corporation Japan "like De-Stoner, Paddy Separator, Thickness Grader, Polisher, Length Grader and Colour Sortex Machines" etc. We are the trend setters and pioneers who had installed Parboiling/Steaming Plants in Pakistan. We have developed our expertise in Parboiling/Steaming process through research & development and experience. Thus our rice quality as a result of this process is far better than our competitors in the market. At present we have three Parboiling/ Steaming plants having capacity of 15 MT/HR.

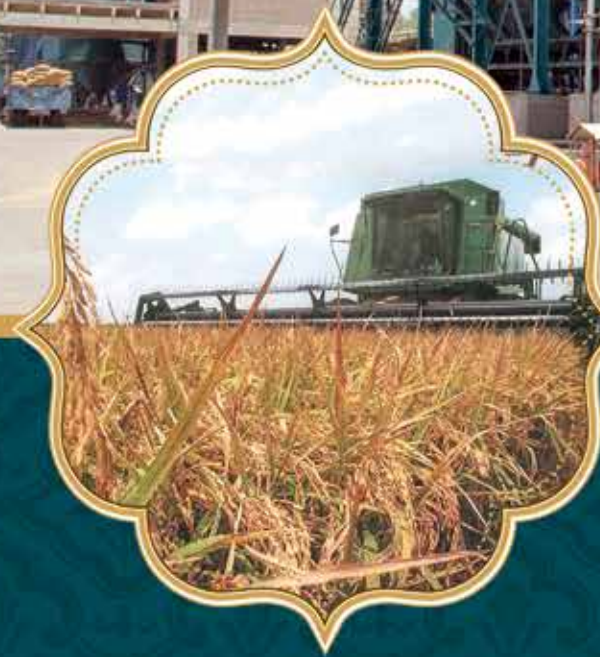
PACKAGING & SHIPMENT

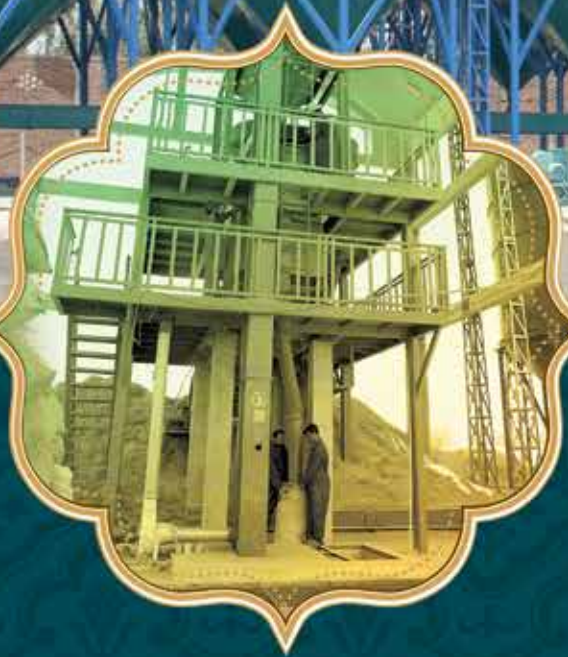
We have installed modern automated computerized bagging scales to ensure high degree of accuracy in weighing. Each and every bag shipped weighs precisely the same. The equipment is capable of packaging different sizes and types mainly:-

.Cotton .Jute .Non-Woven .Paper-Bag .Polythene "Transparent"
.Metalised .PP Metalised .Polypropylene

Packaging process is carefully designed, performed and monitored to increase shelf life of products as well as easy handling till the point-of-consumption. After processing and packing we keep the final product in Export warehouses for loading where extra precautionary measures are taken to safe guard it from weevils and other insects. Even a good product needs good presentation to sell in the market. We go extra miles to present its products in beautiful, eye-catching and striking designs. A team of designers and printers has been assembled to have packaging designed as per the requirements of customers along with our own brands.

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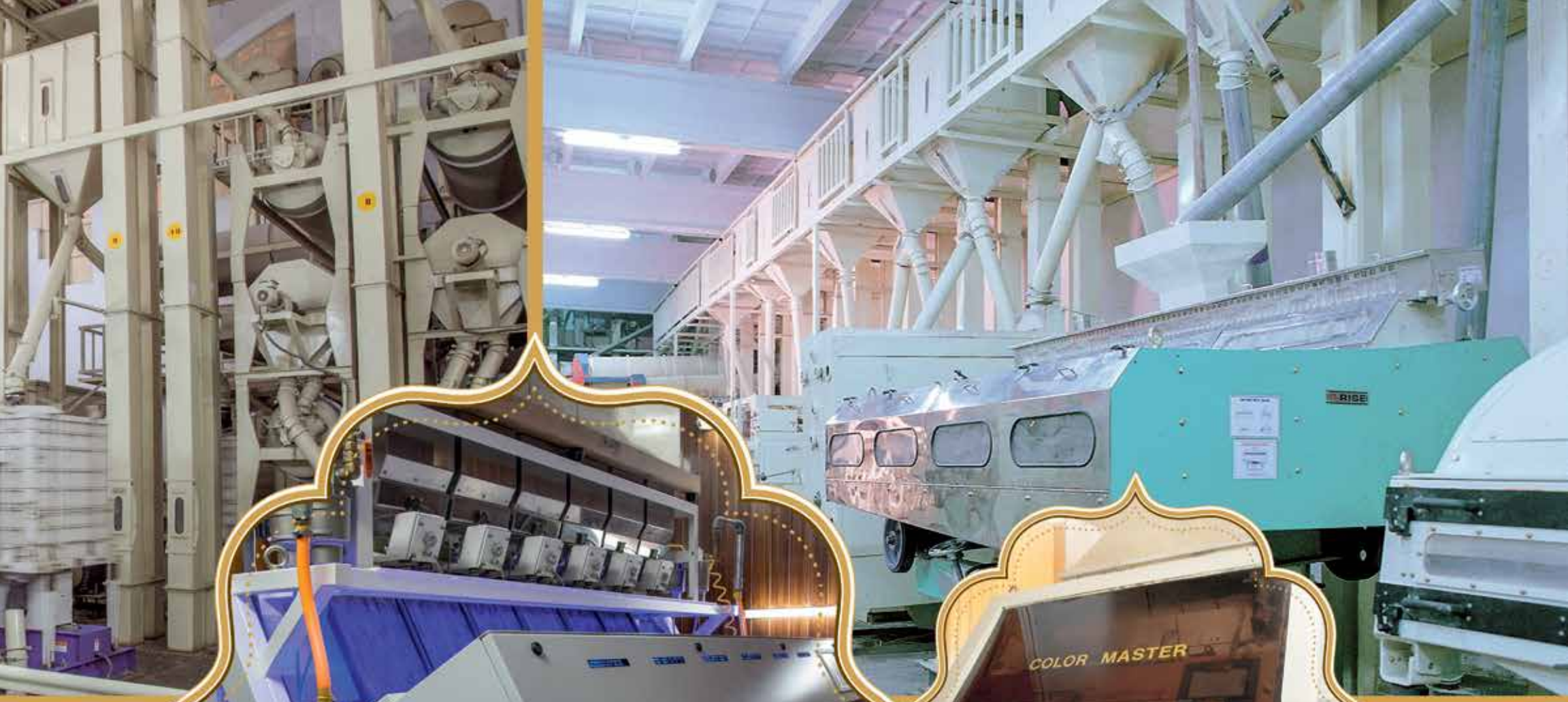






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STATE OF THE ART
PROCESSING UNITS



The logo for Iqbal Rice Mills (Pvt.) Ltd. is located in the top left corner. It consists of the company name in a serif font, with 'Iqbal' on the first line, 'Rice' on the second, 'Mills' on the third, and '(Pvt.) Ltd.' on the fourth. The text is white and set against a dark brown, scalloped-edged background.

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WAREHOUSING

IRM has a strict policy to build up stocks at the time of harvest and carry-on the maturation process under expert control. Stocks of rice are placed at IRM's Well-ventilated spacious godowns having storage capacity of 75000M/tons, these godowns have been constructed specifically to store rice under hygienic conditions. During maturing period, stocks are subjected to periodic inspection and fumigation from time to time under experts' supervision for protection against infestation by organisms.





QUALITY CONTROL AND LABORATORY TESTS

Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives and our experience has taught us to choose best among alternatives.

For us quality is everything. It's our strength. It's our passion. It enables us to delight our customers with the best of the best products.

Our lab staff consists of highly educated, experienced professionals who understand customers' requirements and principles of quality. From procurement to storage, machinery to equipment, milling to final packaging; we make sure that every action of ours conveys nothing but excellence.

**Iqbal
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(Pvt.) Ltd.



We are so confident in our team that we can guarantee the Quality of our product in writing.



QUALITY IS NOT JUST A WORD FOR US. IT'S OUR TRUE IDENTITY.



Regular audits by accredited organization ensure that we deliver only the best to our customers. We have following internationally recognized quality Certificates.

ISO - 9001 : 2008 Certification (Quality Management System)

HACCP Certification

ISO - 22000 : 2005 Certification (Food Safety Management Policy)



**Iqbal
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2015 - Receiving Special Merit Trophy
from Primenister Mian Mohammad Nawaz Sharif



2001 - Receiving Special Merit Trophy from President Gen. Pervez Musharaf



2002 - Receiving Gold Medal from Prime Minister, Mir Zafar Ullah Jamali



2003 - Receiving Special Merit Trophy from Prime Minister, Ch. Shujaat Hussain



2004 - Receiving Special Merit Trophy from Prime Minister Shaukat Aziz



2006 - Receiving Gold Medal from President Gen. Pervez Musharaf



2007 - Receiving Gold Medal from Care Taker President Mian Mohamad Soomro



2010 - Receiving Gold Medal from President Asif Ali Zardari



2014 - Receiving Special Merit Trophy from President Mamnoon Hussain



2014 - Receiving Special Merit Trophy from President Mamnoon Hussain

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PRESENCE IN INTERNATIONAL MARKET

Generations have carefully and consistently nurtured these ideals in Iqbal Rice Mills (Pvt.) Ltd., to make it a synonym of reliability, hygiene and consistent quality in international rice market. Our unflinching motto remains to “consistently deliver the finest product to our customers and cater to their requirements ranging from palette to plate”.

Our international business primarily consists of sale of IRM Brands, Third Party Brands (Private Labels) and institutional products worldwide mainly:

UAE

OMAN

QATAR

KUWAIT

SAUDI ARABIA

YEMEN

UNITED KINGDOM

GERMANY

FRANCE

SPAIN

USA

CANADA

CHINA



SPREADING FITNESS AS
A LIFE STYLE ACROSS
THE GLOBE

Iqbal
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24/7
UN-INTERRUPTED
POWER BACKUP





To fulfil our commitments for timely shipment to our valued customers we have our own power generation system along with conventional power system. At present IRM has **Gas Powered Generation** system with the capacity of 2 MW/H and **Diesel Powered Generation** system with capacity of 0.75 MW/H We, at IRM produce non-conventional power from burning husk. We delve in generating and meeting our own power requirements through rice by-products.



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The image features a close-up of a hand holding a vibrant green rice stalk on the left side. The background is a soft-focus field of similar rice plants. On the right side, there is a decorative, light-colored patterned background. A large, ornate, gold-outlined frame with a scalloped edge and a dotted inner border is centered on the page. Inside this frame, the word "RICE" is written in a gold, serif font at the top. Below it, there are three paragraphs of text in a black, serif font, providing information about rice's nutritional value, cultural significance, and health benefits.

RICE

is, without question, the world's grain of choice, often called the 'Grain of Life'. Each grain of rice is a complete package of nutrition that provides health and energy - it is no wonder that more than half of the world's population is dependent on rice as their staple diet. In fact, rice alone is capable of supplying 80% of the body's daily nutritional requirements. Rice is not only an important grain, but is also part of culture, tradition, superstition and religion for many people. There are about 7000 varieties of rice grown in flooded paddy fields across the globe, all with different qualities and characteristics. The term rice should be applied to the milled grain only, while the actual plant is known as paddy.

The healthful, gluten-free grain is one of the best sources of complex carbohydrates, the high-energy fuel that powers the body. When digesting rice, the body uses less insulin to utilize the starch found in rice - wonderful news for diabetics. Although rice lacks a few essential amino acids to make it a complete proteins, the proteins found in rice is enhanced when eaten with small portions of animal or vegetable protein.

Rice is easy to digest, cholesterol free, gluten free, low in salt and contains only a trace of fat.

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GROWING &
CULTIVATION
OF BASMATI CROP

RICE CATEGORIES

WE DEAL IN THESE CATEGORIES OF RICE

Iqbal
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STEAMED RICE



PARBOILED RICE



WHITE RICE



BROWN RICE

There are many varieties of rice and culinary preferences tend to vary regionally.
However, all the varieties are categorized into:

- 1. Basmati Rice**
- 2. Non-Basmati Rice** (The variety which is not Basmati Rice)





THE BASMATI RICE

Basmati, the king of all varieties of rice, is pure, is nourishing for the body tissues and is easy to digest. There are so many different varieties of basmati rice in the world but out of them all, the traditional is very much known for its aroma and sweetness. The Traditional Basmati, famously known as the 'Queen of Fragrance, delivers a perfect combination of aroma, elongation and a distinctive sweet taste.

Basmati rice is a variety of rice grown in fertile lands of Punjab irrigated by snow fed rivers of Himalayas. Fortunately our milling plant is situated in the particular region or we can also say that we are sitting in the basmati rice bowl of Pakistan. Our area is well known for producing finest quality of basmati rice in the world. River Chenab's favorable soil and climate enables bulk production of long grain aromatic, pure and fragrant paddy, thus resulting magnificent quality basmati rice.

Basmati derives from the Sanskrit word "Vasmati", meaning "fragrant". Aged rice is 1-2 years old, and as the moisture evaporates the naturally present oil spreads throughout the grain delivering its distinct flavor. Cooking aged basmati rice will yield long grain rice which grows twice of its length delivering subtle aroma and delicate taste.

IRM mission is to make the world aware of the actual taste and aroma of pure/traditional basmati rice. Our beliefs are our greatest strengths and have contributed immensely in helping us emerge as one of the world's best basmati rice millers and exporters.



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GOODNESS OF LIFE IN EVERY GRAIN

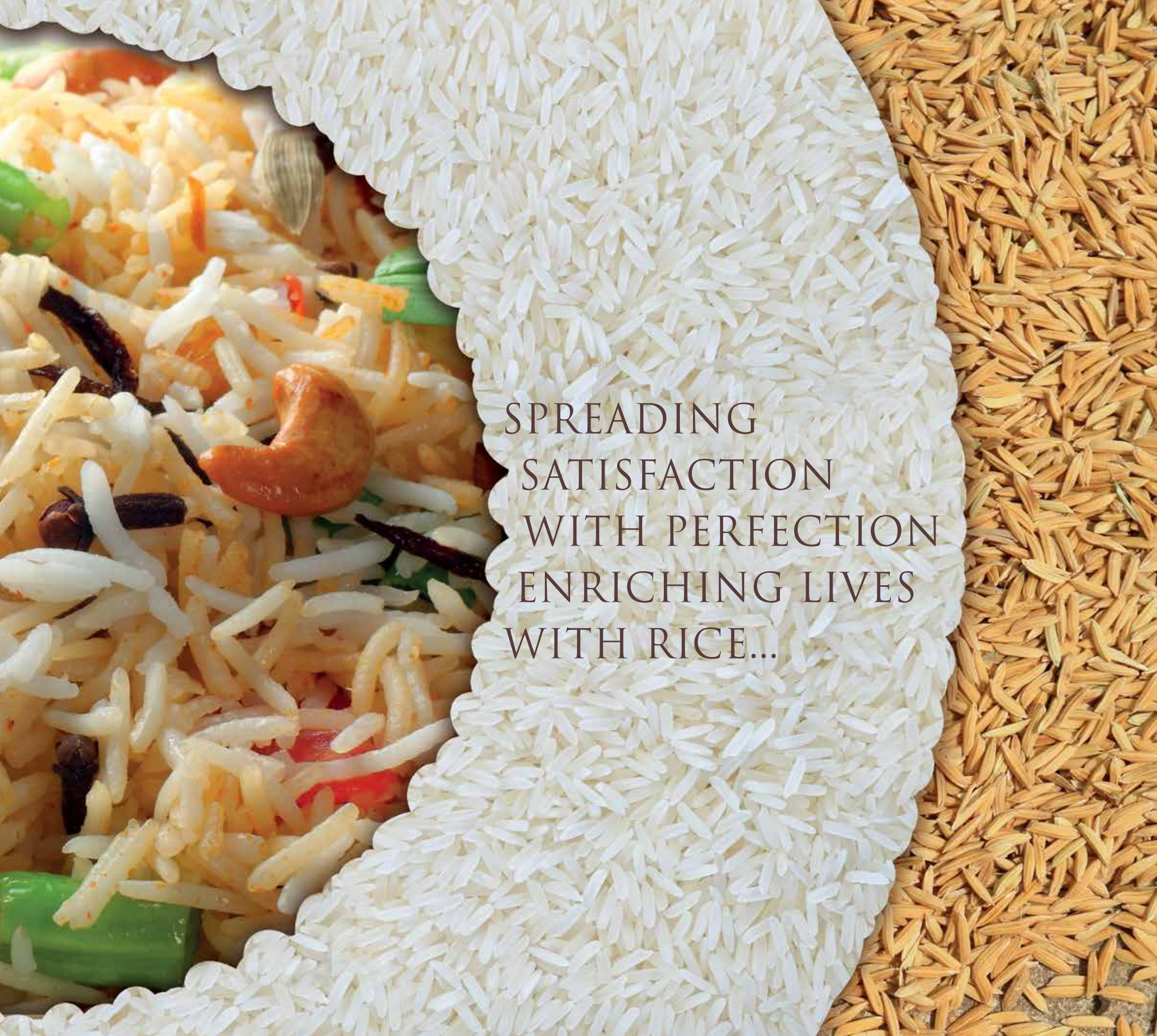
Chemical Analysis of Basmati Rice

| Sample Reference | | Basmati Rice ALT-1 Pakistan | Basmati Rice SNT-2 Pakistan |
|------------------------------|--------------------------------|-----------------------------------|--------------------------------|
| AEMBTS Sample No. W03-022583 | | 1 | 2 |
| Constituent | | Results (% by weight of material) | |
| Sodium oxide | Na ₂ O | 0.01 | <0.01 |
| Iron oxide | Fe ₂ O ₃ | <0.01 | <0.01 |
| Zinc oxide | ZnO | <0.01 | <0.01 |
| Manganese oxide | Mn ₂ O ₃ | <0.01 | <0.01 |
| Cupric oxide | CuO | <0.01 | <0.01 |
| Potassium oxide | K ₂ O | 0.09 | 1.0 |
| Phosphorus pentoxide | P ₂ O ₅ | 0.06 | 0.06 |
| Moisture content | | 9.81 | 12 |
| Protein | | 8.84 | 9 |
| Fat content | | 0.38 | 0.04 |
| Ash content | | 0.45 | 0.45 |
| Sugar content | | 11.60 | 8.0 |
| Carbohydrates | | 68.34 | 69.4 |

Remarks: Tested at as received condition.

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Rice
Mills
(Pvt.) Ltd.





SPREADING
SATISFACTION
WITH PERFECTION
ENRICHING LIVES
WITH RICE...

OUR OWN BRANDS

Iqbal
Rice
Mills
(Pvt.) Ltd.



OUR CUSTOMER'S BRANDS



THERE IS OPTIMAL HEALTH, MAXIMUM LIFE,
UNMATCHED TASTE, AND ABSOLUTE JOY IN
EVERY PRODUCT, EVERY PACK.



LOCAL MARKET

We are successfully competing the largest players in international market due to our unmatched Quality and Purity of rice. We are awarded being the highest basmati exporters in Pakistan. After successfully competing international market, we are now stepping into local market to delight our community with international standard, quality and Purity of Rice.





Iqbal Rice Mills (Pvt.) Ltd.

SINCE 1978

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