



IMPORT / EXPORT
KASSAM TRADING COMPANY

Muhammad Idrees Piracha
Chairman



Muhammad Ali Piracha
Executive



Sultan Ali Paracha
Executive

Life long customers through quality



RICE



Super Kernel Basmati Rice



Basmati Rice



PK - 386 Rice



IRRI-9 RICE



IRRI - 6 RICE



Parboiled Rice



Brown Rice

PULSES



Green Moong Bean



Yellow Moong Daal



Masoor Daal



Toor Daal



Daal Channa



Maash Daal



Kabuli Channa



Kala Channa



Moth Bean Sibbi

SPICES



Red Chillies



Coriander Seeds



Cloves



Turmeric Powder



Black Pepper

SEEDS



Fenugreek Seeds



Cumin Seeds



Mustard Seeds



Sesame Seeds

DRY FRUITS



Almond Kernels



Apricot Dried Whole



Dry Dates



Dried Sweet Figs



Pine Nuts Kernel



Walnut

HERBS

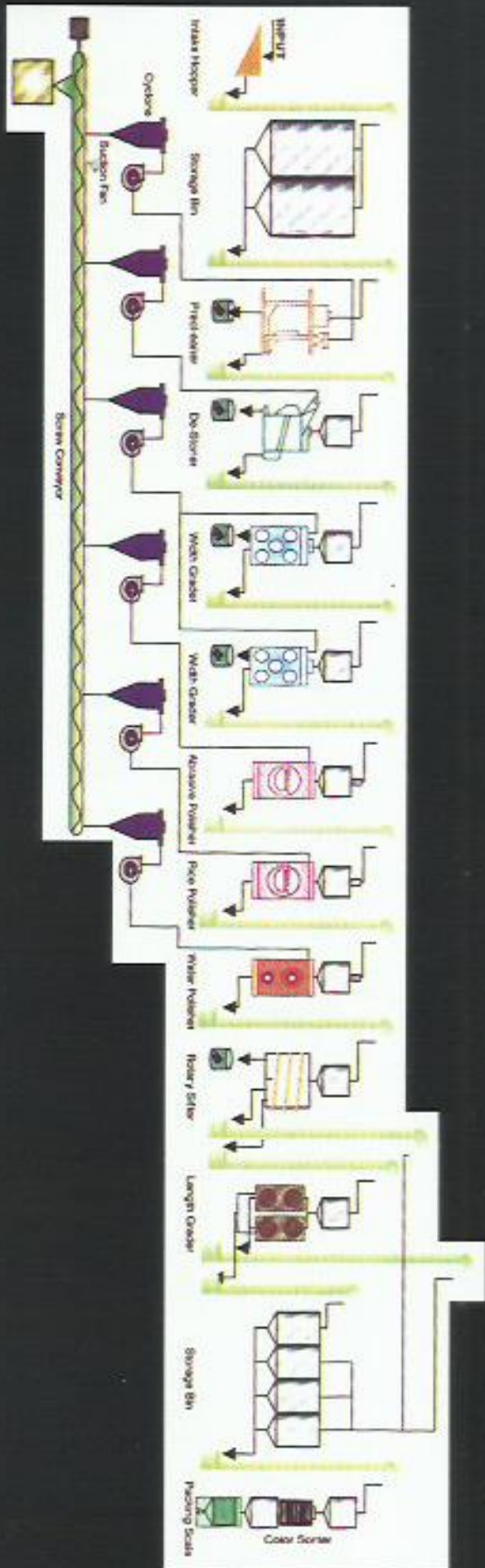


Liquorice Roots



Red Rose Flower Petals (Dried)

RICE PROCESSING FLOW CHART

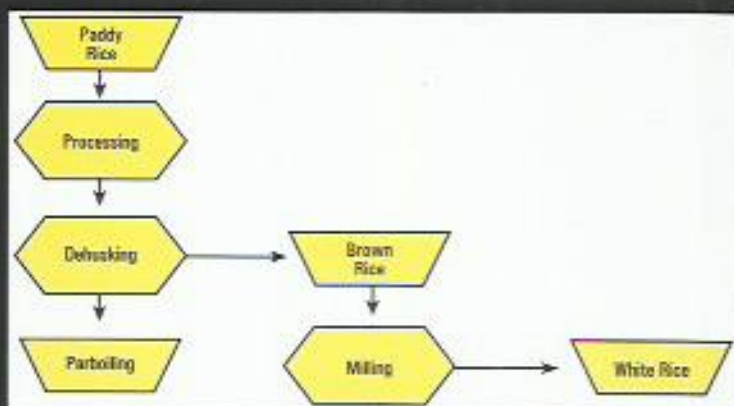


Rice Processing

The process begins as soon as rice arrives from the fields. Foremost, whole or paddy rice is dehusked by a rubber roll sheller to produce brown rice. The outer tough protective coating is removed having no effect on the nutritional composition of the grain within the husk.

The resultant brown rice can be further milled to produce white rice. Milling of brown rice involves removal of the outer bran layers of the grain which are darker in colour and are rich in nutrients such as B vitamins.

Rice Processing [Rice Mill]



The procured rice from the fields is either parboiled through the hydrothermal procedure or processed in the milling facility as shown in the chart above. The specifications of rice vary from the type of polishing such as double-polish, silky polish or regular polish that gives rice grains a cleaner, brighter and shiny look. The average grain length (AGL) is also specified before rice being milled. Rice processing also entails the broken percentage which may be 1%, 2%, 5%, 10%, 25%, 100% broken or as desired by the buyer.

Rice Varieties

Long Grain Rice

Long grain rice as the name suggests is the long and slender rice kernels. The grains of this Pakistani rice variety are significantly long in length and when cooked present a very good look since the grains turn out separate and fluffy.

a) Basmati Varieties

Super Kernel Basmati Rice is a long grain with a slender kernel, four to five times longer than its width. The grains are separate, light and fluffy when cooked, and mostly used for special dishes such as biryani.

Basmati PK 385 Rice is a rather dry grain. The grains become long and separate when cooked having real aroma and delicate texture.

D-98 Basmati Rice Sindhi Basmati is a variety that has eventually replaced PK-385 for reasons such as more yield than the latter in the province of Sindh.

b) Non- Basmati Rice

PK-386 Long Grain Rice, Long Grain Irri - 9 Rice and Long Grain Irri - 6 Rice are the finest of its class being less expensive and are preferred over Indian and Thai rice in the same category.

Pakistani Rice Varieties



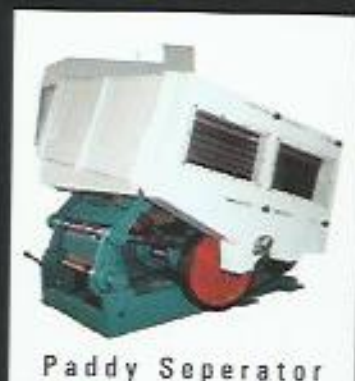
Brown Rice is light brown in color and rich in its bran contents. Brown rice is a healthy source of food, particularly for the weight conscious people since it contains less starch.

Parboiled Rice is the rice variety that undergoes a hydrothermal steaming process to partially boil the un-husked rice. Parboiled rice is the elite rice variety that is liked by consumers and chefs who love to have the best quality, separately cooked grains and extra fluffy rice.

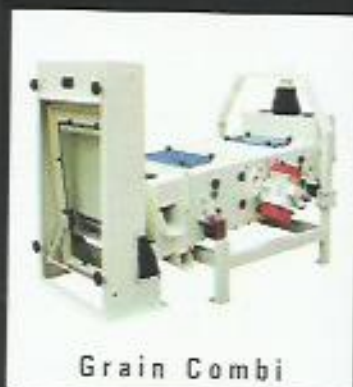
RICE PROCESSING MACHINERY



De-Stoner



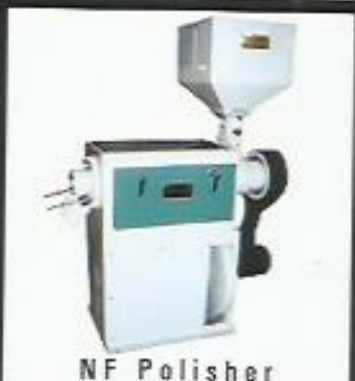
Paddy Separator



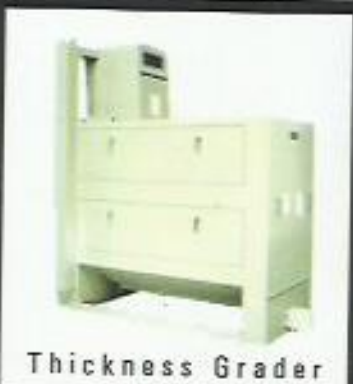
Grain Combi



Silky Polisher



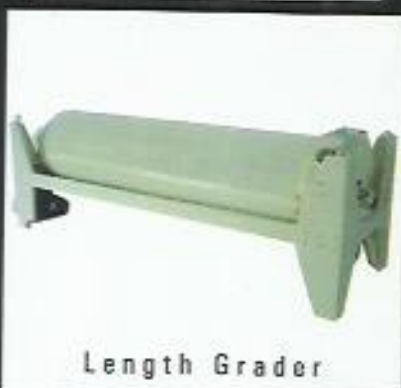
NF Polisher



Thickness Grader



Rotary Shifter



Length Grader



Colour Sorter

QUALITY CONTROL



Elevator



Electronic Scale



Single Grain
Rice Inspector



Whitiness Tester



Moisture Tester



Rice Miller Tester

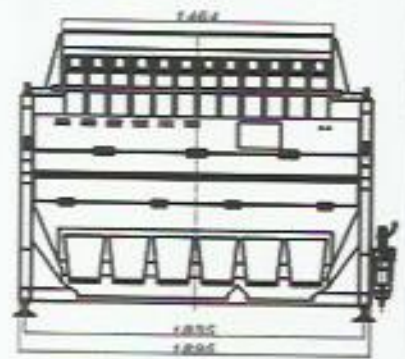
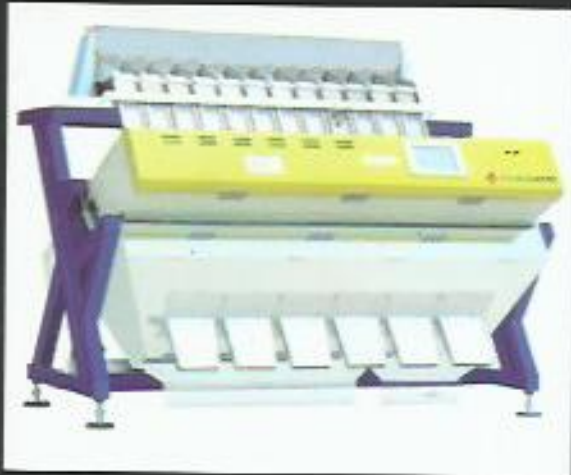


Laboratory Rice



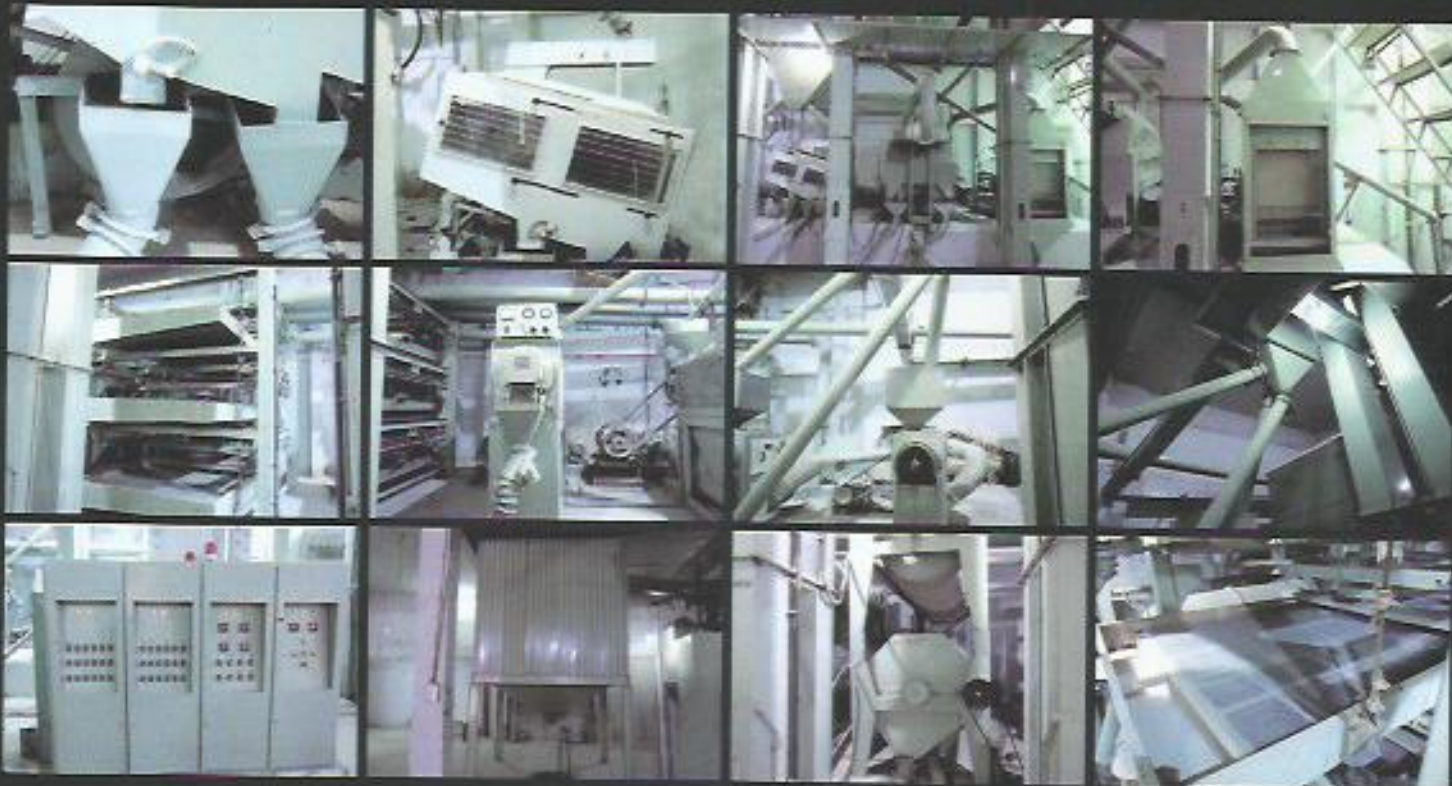
Laboratory Rice
Tester

INTELLIGENTIZED COLOR SORTER



SS-B240KCG-CK

PICTURE GALLERY



STOCK





MILDA BRAND

SHAHRYAR
Super Kernel Basmati Rice



Export Office : 601 Uni Centre, I. I. Chundrigar Road,
P.O. Box : 10283, Karachi-Pakistan.

Tel : (92-21) 2411786, 2418786 Fax : (92-21) 2427245

Rice Mills & Processing Unit :

F - 494, Zia Mor, S.I.T.E., Karachi - Pakistan

Tel: (92-21) 2578406, 2562254

Email : ktc@super.net.pk / kasm@cyber.net.pk

ktemktg@cyber.net.pk

Website : www.kassamtradingcompany.com