

# Introduction

Welcome to Bin Ramzan Foods (Pvt) Ltd, your premier destination for ultimate rice. Our unwavering dedication to quality and customer satisfaction has elevated us to international acclaim, marked by the inauguration of our first overseas branch at Dubai. At Bin Ramzan Foods (Pvt) Ltd, we cmbine premium rice with a commitment to excellence, playing a pivotal role in bolstering Pakistan's economic advancement.

## **J About Us**

Bin Ramzan Foods (Pvt) Ltd proudly expands its legacy to Dubai with the inauguration of our first international branch. Hailing from Bucheki, Nankana Sahib - Punjab, Pakistan, we bring 32 years of Basmati Rice expertise to this dynamic city. This strategic move reflects our commitment to global excellence, offering premium rice products and fostering enduring international relationships. Discover the unparalleled taste of Bin Ramzan Foods (Pvt) Ltd as we embark on this journey of culinary distinction.



# **99** Our Mission **e**

At Bin Ramzan Foods (Pvt) Ltd our mission is to stand as a global leader in providing premium Basmati Rice, fortified by more than three decades of steadfast dedication to quality and food safety.

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# **Our Vision**

#### Vision

Bin Ramzan Foods (Pvt) Ltd aspires to position its premium Basmati Rice as a global symbol of culinary excellence. Committed to innovation and industry leadership, we leverage advanced technology to consistently deliver the highest quality products to our esteemed customers.

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### AROMATIC SUPER BASMATI RICE

Sourced from the fertile regions of Punjab and Sindh, Super Basmati Rice, hailed as the 'King of Rice,' is meticulously selected for its super quality. Embraced by restaurants, catering companies, retail stores, supermarkets, hypermarkets, and the hotel industry, this rice variety is renowned for its delightful flavor, aromatic profile, and ease of cooking. This is decidedly the most popular variety of the Basmati family in Europe, USA & Canada. It is the single major rice export from Pakistan in Brown Cargo Form to the EU & UK where it goes under further processing to meet consumer demand on fresh aroma.

### KAINAT 1121 BASMATI RICE

Experience the culinary excellence of our 1121 Basmati Rice, celebrated for its long grains, superb cooking quality, and delicate flavor. Cultivated in the plains of Punjab, Pakistan, watered from the pristine, snow-fed valleys of Himalayan mountains and the Monsoon rains, this variety, especially in the Pre-Steamed form has quickly gained global recognition for its extra-long and exceptionally tasty profile. Ideal for biryani, fried rice, and pulao, our Basmati Rice ensures light, separate and fluffy grains postcooking, delivering an exquisite dining experience.

### **PK-386**

PK-386 Long Grains, a non-aromatic Basmati rice variant, visually echoes Super Kernel Basmati while maintaining its distinct culinary appeal. Recognized for its thin, slender, and non-sticky kernels, PK-386 stands out for its excellent cooking performance. Popular in Middle Eastern and Asian rice markets, it is available in three milling processing – PK-386 White Rice and PK-386 Sella Rice and Pre-Steamed catering to diverse culinary preferences with better adaptability.

## **CHENAB BASMATI**

Indulge in the aromatic excellence of Basmati Bliss, grown in the fertile plains of Pakistan, offering a fluffy texture and enticing fragrance. Chenab Charm Basmati, sourced from the pristine banks of the Chenab River, embodies a unique charm with slender grains and a rich aroma. Each variety is a testament to our dedication to delivering the finest quality rice, ensuring a delightful dining experience that transcends boundaries.

### 1509 EXTRA LONG GRAIN

Savor excellence with Bin Ramzan Foods (Pvt) Ltd's 1509 Long Grain Rice. Grown with precision, this rice variety boasts slender grains and a distinct aroma. Elevate your dining experience with the premium quality of 1509 Long Grain Rice, a testament to our commitment to culinary perfection.

### Affiliation and Leadership at Bin Ramzan Foods (Pvt) Ltd

Bin Ramzan Foods (Pvt) Ltd, a leading rice wholesaler in the UAE, proudly operates as a sister company to ALFAKHAR FOODSTUFF TRADING LLC, a distinguished rice exporter from Punjab, Pakistan. This strategic affiliation brings with it a legacy of excellence and an unwavering commitment to quality that defines our operations. Guided by our dedicated leadership, we prioritize delivering the finest rice products to our customers, embodying values of trust, quality, and customer satisfaction at every step.

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## **Global Expansion Journey**

Embarking on our global expansion journey beyond Pakistan, we have exported premium basmati rice to diverse markets, spanning from Dubai and Europe to Singapore and the USA. This strategic expansion underscores our ambitious mission to share the excellence of Pakistani rice on a global scale, thereby solidifying our position as a key player in the international rice market.

### Nourishing Palates Worldwide Through Global Rice Excellence

Bin Ramzan Foods (Pvt) Ltd proudly engages in a dynamic Sales & Marketing network, catering to discerning markets across the globe. Our premium rice varieties have found their way to the United Arab Emirates (UAE), the United States (USA), Yemen, Oman, Singapore, Hungary, Qatar, Saudi Arabia, Bahrain, and Tunisia. This widespread coverage highlights our commitment to delivering quality rice to diverse international markets, offering a delectable taste of Pakistani excellence to consumers worldwide. Our presence in these countries not only signifies our commitment to global trade but also serves as a testament to the widespread recognition and demand for the superior quality of Bin Ramzan Foods (Pvt) Ltd rice products.



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AgriteQ 2023: Pakistan Pavilion receives good response from customers, trading companies

Ten Pakistani companies participated in AgriteQ, displaying their products in the agriculture, livestock, and food industries. The companies were selected on the basis of their diverse product profiles and export potential



tion (AgriPeQ 2022), which was held at he Doha Ebhibhion and Convention Center (DRCO) recently received a siginfrant response from convention methods and the second second participated in this year's AgrieQ, displaying their produces related to agriculture, livensock, and food industries. These companies were selected have on and export pretential. To guide the companies on the requirements and oppor-

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# Agriteq Qatar 2023

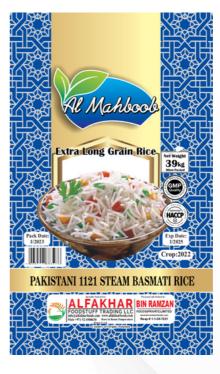
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# **OUR PRODUCTS**









# **OUR GALLERY**



# **OUR CERTIFICATION**







# **OUR CERTIFICATION**



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Choose Bin Ramzan Foods (Pvt) Ltd for an unrivaled rice experience, fortified by decades of expertise. Our unwavering commitment to quality, evident in every grain, is anchored in our two separate state-of-the-art Rice Milling & Processing facilities in Pakistan. We have gained the confidence of our patrons in UAE, Europe, Far East and North America as reliable partner. Our dedication to excellence, coupled with a global vision, ensures that opting for us means choosing the finest rice, exceptional service, and a reliable source for your culinary needs worldwide.

# **Stay In Touch**



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