

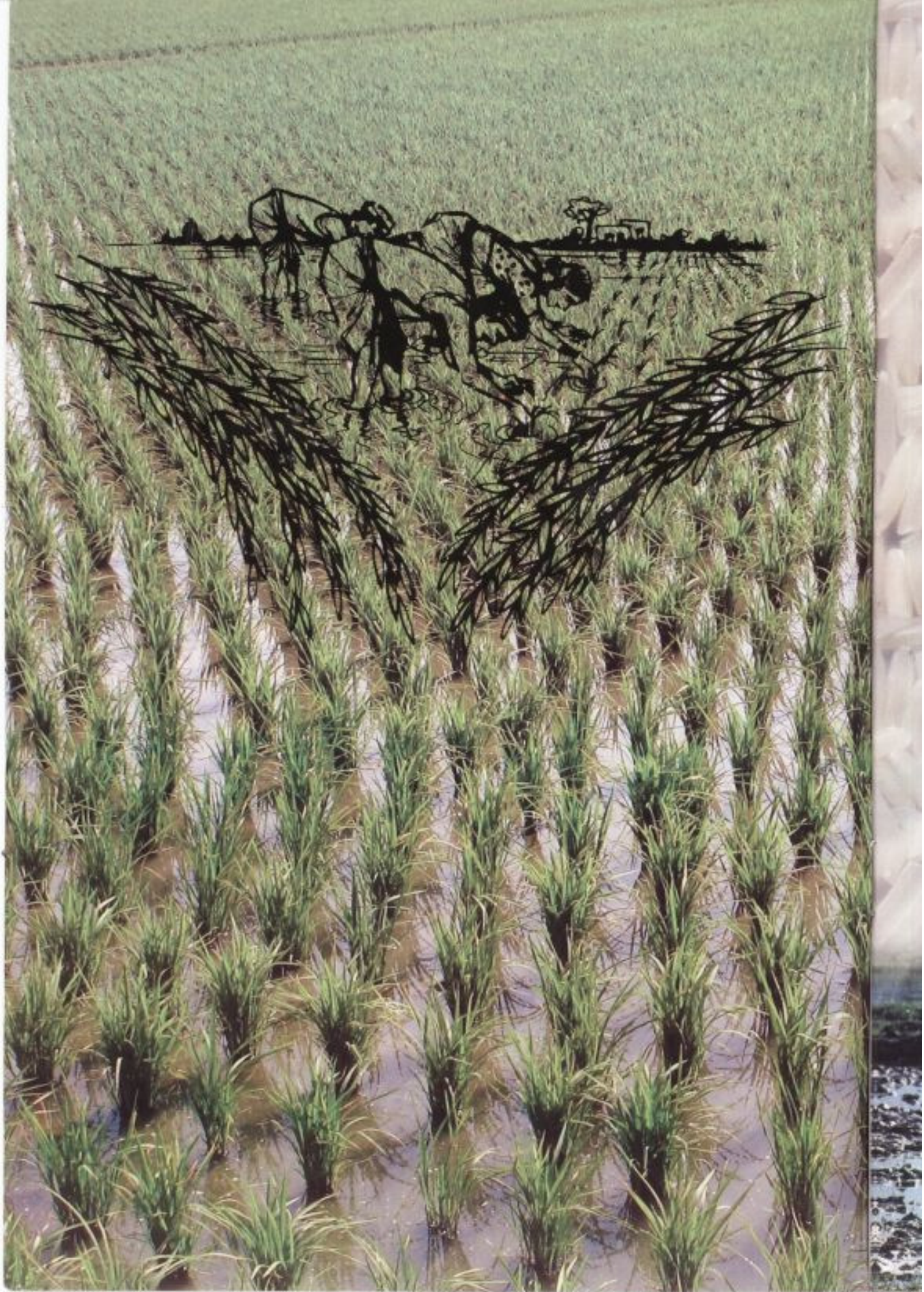


CHOHAN RICE MILLS[®]

Quality Leader

GROWER, MILLER & EXPORTER
PAKISTAN





Profile

We have pleasure in introducing Messrs CHOHAN RICE MILLS (Regd.) as one of the Leading Exporters of Rice from Pakistan.



Haji Muhammad Sharif Chohan
Chairman

Haji Muhammad Sharif Chohan head of Chohan's family belonged to an agriculturist family. He started cultivation of Paddy on his farms located in Muridke town of Sheikhpura, District of Pakistan in 1958.

At that time no Rice Husking Mills existed in Muridke and paddy produced in this small Rice Husking Units in Muridke. For the first time in 1960 automatic plants replaced the small rice husking units.



Talat Mahmood Chohan
Senior Vice Chairman

Talat Mahmood Chohan eldest son of Haji Sahab after completion of his education joined his father in 1984 in the rice growing and procession business. Talat Mahmood Chohan being a well educated, zealous and energetic young man, had keen desire to make Chohan Rice Mills a Modern Rice Mill equipped with latest processing Machinery. In 1984, with the help of his brothers, had installed an Automatic Rice Husking Plant based on German Technology. With the passage of time Chohan brothers introduced advance technology of Milling, Polishing, Processing and Grading units in the Mill and presently the Mills is equipped with following modern rice processing machinery.

Automatic Paddy Cleaning Unit.

Automatic Paddy Drying Unit.

Paddy Husking Unit.

Rice Processing Units.

Rice Polishing Unit, including mist/silk Polishing Unit.

Rice Grading Unit.

The Mill Management is still keen to adopt the latest technology in Rice Milling.

At present two units of CHOHAN RICE MILLS are working one at Muridke Sheikhpura at own land and another at S.I.T.E. Karachi to Carter the requirement of the consumers.





Tariq Mahmood Chohan
M.D.



Khalid Mahmood Chohan
Director



Amir Mahmood Chohan
Director



Mahmood Ul Hassan Chohan
Director



Zain Ul Abidin Chohan
Director



Basmati-385

This is long grain Basmati rice having length of 6.2 to 7.0 mm. This variety becomes ripe for harvesting within 105-110 days i.e. after 15 October of each year.

Average length - 6.85 mm

Width - 1.5 mm to 1.6 mm

L/W Ratio - 4.36

Color - White

Cooking Quality:


Basmati-385 variety stands second after Super Basmati rice in respect of aroma, flavour and taste.

Elongation ratio on cooking is about 1.50 can be identified with no thickness in width on cooking.

PK-198 or D-98:

This variety was cultivated in Pakistan in 1980, but after introducing Basmati-385 this variety was no longer grown in major quality. However, from the year 2002 this has been cultivated in Sindh with the name of D-98. Some selected lots have aroma and bear the characteristics of Basmati rice. Its grain length is between 6.2 to 6.9 mm width between 1.65 mm to 1.80 mm. Elongation ratio is almost similar to Basmati-385.





(1). Par-boiled Rice (Sela Rice)

For obtaining par-boiled rice paddy is steeped into the water then passed through the steam so that starch is fully gelatinized followed by drying. Thereafter it is passed through Huller and Polisher for obtaining finished rice of par-boiled.

(2). Brown/White Rice

Brown rice may be obtained from paddy when only husk has been removed.

White rice is obtained by milling/polishing of brown rice i.e. by removing the bran layers.


Brown rice is also called Cargo rice or husked rice.


(3). Food Value of Rice

The economy of Pakistan is still largely based on agriculture. Rice is a leading cereal crop in Pakistan. Milled rice contain 85% Starch, 6 to 8% protein.

(4). Trade Mark

To maintain the quality of rice, we have developed our brands in the name of "3 Elephants & Taj Mahal" and take utmost care to make sure that this name maintains the high level of confidence amongst consumer.





Kinds of Pakistani Rice Basmati

Word "Basmati" has been derived from Sanskrit word "Bas" means "smell" and "Mati" for mind or sense, Basmati, therefore, signifies something fragrant to the sense. Basmati has special characteristics of aroma, flavour of the grain.

(1). Varieties of Basmati Rice:

SUPER BASMATI

BASMATI-385.

PK-198 or D-98

BASMATI-370

Basmati-370 and Kernel Basmati are no longer grown in Pakistan due to its lower yield per hector.

Super Basmati

This is the best quality of Basmati rice grown in Pakistan. This variety becomes ripe for harvesting with 115-120 days i.e. in November of each year.

Characteristics

Extra long grain having from 6.8 mm to 7.8mm and above.

Average length - 7.20 mm

Width - 1.55 mm TO 1.68 mm

L/W Ratio - 4.50

Color - White

Cooking Quality

On cooking white Super Basmati rice gives strong aroma, good taste and softness.

Elongation ratio is about 2.00, can be identified with no thickness in width on cooking.





Area and soil

Almighty Allah has very graciously blessed, Muridke District Sheikhpura of Pakistan with rich and fertile land.

This area is irrigated by biannual Canal and the nature of soil is called Calcareous having water holding capacity for Longer period. As Such rice grown in this area is Healthy, Aromatic and Soft.


The peculiar feature of this Area is attributed to the nature of soil, contributing big share for producing the best quality of Basmati rice.

Growth

The growth duration of the rice plant is 3-4 months, depending of the variety. During this time, rice completes two distinct growth phases: vegetative and reproductive. The vegetative phase is subdivided into germination, early seeding growth, and tillering; the reproductive phase is subdivided into the time before and after heading, i.e., panicle exertion. The time after heading is better known as the ripening period.

Processing of Rice

Processing involves the procedure of Drying, Hulling, Polishing and Grading. After threshing of paddy two different types of rice viz; Par boiled rice and Brown/white rice may be obtained.



Varieties of non Basmati Rice:

Super Fine

This is very similar to Super Basmati in structure. Length range 6.8 mm to 8.9 mm. Width about 1.55 mm to 1.6 mm Elongation ratio on cooking is not encouraging. This variety is generally used in mixing with Super Basmati to reduce the price.

PK-386

This is very similar to Basmati in structure, length range 6.3 to 7.10 mm and width from 1.5 mm to 1.6 mm. Elongation ratio on cooking is also similar to Basmati but it gives no Aroma and flavour. Some Exporters use this variety in mixing with Basmati to reduce the price.

IRRI-9

The word IRRI is abbreviation of International Rice Research Institute Situated in Philippines. In 1980 Pakistani breeders by improving/crossing Irri-6 with Basmati rice has evolved Irri-9. In Pakistan different types of Irri-9 are available ranging the length of grains between 6.5mm to 7.0mm and width between 1.62 to 1.78 mm. Elongation ratio on cooking is about 1.25. This variety gives no aroma and on cooking the thickness remains in grains.

KS-282

This is improved variety of Irri-6 Colour of grain is light yellow. It looks like thick Basmati. Its average length 6.0 to 6.60 mm and width between 1.8 to 2.00mm. On it gives better result than Irri-6.

IRRI-6

International Rice Research Institute has also evolved this variety. It is classified as long grain rice having the length of grain between 5.70 mm to 6.80 mm. It is non-aromatic variety. On cooking its elongation ratio is lower than all the above mentioned varieties. Thickness is observed in the grains on cooking. It is the cheapest quality of rice in Pakistan.

Cooking Difference in New & Old Crop.

White rice of New Crop when pours into the Market during October-November every year contains 100% Alpha Amylase. As result on cooking new rice become sticky and gummy. With the passage of time Alpha-amylase gives off gradually and give better result. So old crop cooks well.

EXPORTS

Before 1987 all the Exports of rice were being handled by a semi Govt. Organization under the name & style of "RICE EXPORT CORPORATION OF PAKISTAN". R.E.C.P. had monopoly to purchase rice from all the four Provinces of Pakistan and then mix the same, variety wise and sold in bulk quantities, on a/c of which Basmati Rice produced in Sheikhpura district with heavenly gifted taste, aroma & flavour had lost its identity.

In 1987 Government allowed private enterprises to Export Rice and thus Pakistani Rice Exporters entered in to the International Market regulating the Export of Rice from Pakistan only for the sake of earning profit did not conform their Exports according to the specification of the customers thus gaining bad name of the genuine Rice Exporters of the Country.

In 1991 C.R.M. entered in the Rice Export business with solid determination to Export Rice of each and every variety exactly, according to the specification and requirement of their valued Customers. Thanks Almighty Allah, with honest and fair dealings C.R.M. is now a leading Exporter of Rice from Pakistan.





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