

Product Profile			
Brand Name	Kausar		
Product Name	Kausar Premium Basmati Sella		
SKU	5Kg, 10Kg & 20Kg		
Product Description	Parboiled rice of approved Super Basmati variety that has been husked, milled and soaked in water, subjected to a heat treatment so that the starch is fully gelatinized, followed by a drying process.		
Shelf Life	2 Years		
Variety (name and min. % age)	Super Kernel Basmati Rice		
Additional Information	Parboiled rice		
Country of Origin	Pakistan		
Specification			
Physical & Chemical Specification	Parameters	Unit	Limits
	Average Grain length	mm	7.3 ± 0.3
	Broken (≤ 75%)	%	≤ 4
	Chalky (≥ 75% Chalkiness)	%	≤ 4
	Shriveled	%	≤ 4
	Paddy	%	≤ 0.01
	Foreign Matter	%	Nil
	Contrasting Varieties	%	≤ 8
	Foreign Foodgrains	%	< 1
	Moisture Content	%	≤ 12
	Damaged & Yellow	%	≤ 1
	Insects & Mites		Nil
	Grain Type		Long
	Shape		Slender
Aflatoxin	µg/Kg	< 20	
Microbiological Requirements	Bacillus cereus	CFU	absent
	Escherichia coli, CFU/ gm	CFU	absent
Legal Requirements & Norms	Heavy metal, aflatoxins, pesticide residues in accordance with the thresholds and regulations of Pakistan. WHO, FAO or Codex Alimentarius standards will be applicable if any requirement threshold level not available in local law.		
Sensory Parameters			
Appearance	Polished rice giving a very smooth feel, light cream typical basmati colour.		
Smell	Aromatic, free from abnormal flavours, odours.		
Taste	Excellent cooking results and a very good typical basmati aroma and taste.		



Labelling Requirements

Mandatory	Packing Date, Best Before Date & Batch Number. All the labeling is as per prescribed Pakistan Pure Food Laws/ The Punjab Pure Food Rules 2011 & Consumer Protection Act.
Legal Mark/ Logo	Kausar
Packaging Material	
Packaging Sizes	5Kg, 10Kg & 20Kg
Packing Types	Metalized PP Laminated Woven Bag

For information & queries email us at rice@kausar.com.pk

www.kausar.com.pk