

| Product Profile - Produce of Pakistan | | | |
|---------------------------------------|---------------------------|---|------------|
| Brand Name / Legal Mark / Logo | | Kausar | |
| Product Name | | Sella Basmati Rice | |
| Variety (name and min. % age) | | Kainat 1121 Basmati | |
| Attribute | | Parboiled & Silky-Polished | |
| Specification | | | |
| Physical & Chemical Specification | Parameters | Unit | Limits |
| | Average Grain Length | mm | 8.2 ± 0.3 |
| | Grain Type | | Extra Long |
| | Elongation After Cooking | | 3X |
| | Broken (≤ 75%) | % | ≤ 2 |
| | Damaged & Yellow | % | ≤ 1 |
| | Chalky (≥ 75% Chalkiness) | % | ≤ 2 |
| | Shriveled | % | ≤ 4 |
| | Foreign Foodgrains | % | < 1 |
| | Moisture Content | % | ≤ 12 |
| | Living Insects & Mites | | Nil |
| | Shape | | Slender |
| | Aflatoxin | µg/Kg | < 20 |
| | Shelf Life | Yrs | 2 |
| 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 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 color. | |
| Smell | | Aromatic, free from abnormal flavors, odors. | |
| Taste | | Excellent cooking results and a very good typical basmati aroma and taste. | |
| Labeling 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. | |
| Available Pack Sizes with Material | | | |
| 1kg | | PET-PE Standup Pouch with Zipper | |
| 5Kg / 10 lbs | | PET-PE Standup Pouch with Zipper & Plastic Handle | |
| 10Kg / 20 lbs | | Metalized BOPP with D-Punch Handle | |
| 20Kg / 40 lbs | | Metalized BOPP | |
| 25Kg / 50 lbs | | Metalized BOPP | |
| 40Kg / 80 lbs | | N/A | |



