

Product Profile - Produce of Pakistan			
Brand Name / Legal Mark / Logo		Dilawar	
Product Name		Sella Basmati Rice	
Variety (name and min. % age)		Kainat 1121 Basmati	
Attribute		Parboiled & Color-Sorted	
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%)	%	≤ 6
	Damaged & Yellow	%	≤ 2
	Chalky ( ≥ 75% Chalkiness)	%	≤ 4
	Shriveled	%	≤ 5
	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		N/A	
5Kg / 10 lbs		N/A	
10Kg / 20 lbs		N/A	
20Kg / 40 lbs		PP Laminated	
25Kg / 50 lbs		PP Laminated	
40Kg / 80 lbs		PP Bag	

