



HASAN RICE CORPORATION
MILLERS & EXPORTERS (PVT.) LTD.

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SCAN TO EXPLORE



HASAN RICE CORPORATION
MILLERS & EXPORTERS (PVT.) LTD.

EXPORTING WITH PRIDE
THE FINEST QUALITY RICE
SINCE 1972



ONE OF THE LARGEST
RICE EXPORTERS

CH. MUHAMMAD SHAFIQUE CHAIRMAN

As the Chairman of Hasan Rice Corporation (PVT.) LTD., I am proud to say that we have been operating since 1972 and have established ourselves as a leading rice miller and exporter in Pakistan. We have consistently delivered high-quality rice products to our customers not only in Pakistan but have also extended our excellence internationally to the Middle East, Iran, Oman, Saudi Arabia, Kuwait, Europe and USA. Our state-of-the-art milling and processing facilities, combined with our dedicated team of professionals, ensure that we consistently produce rice that meets the highest standards of quality and taste. We are committed to sustainability and to meeting all quality standards in our operations while continuing to improve in these areas.





BOARD OF DIRECTORS

Ch. Muhammad Shafique
Chairman

Ch. Muhammad Abdullah
Director Finance

Ch. Muhammad Asad Ullah
Director Human Resources

Ch. Nadeem Akhter
Director Production

Ch. Qaiser Hanif
Director Accounts &
Administration

Ch. Muhammad Obaid Ullah
Director Procurement

Ch. Waqar Hanif
Director Supply Chain
Management

Ch. Umair Hanif
Director Quality Assurance

Ch. Usama Shafique
Director Marketing

Ch. Hanan Shafique
Director Local Sales

Ch. Talha Shafique
Director Operations

ONE OF THE LARGEST RICE EXPORTERS

Rice plays a key role in the agriculture-based industry and thus holds a prominent position in the Pakistani economy. Being the second most important crop, it brings about economic prosperity to rice farmers and directly impacts the GDP of Pakistan annually through its wide export. Pakistan currently stands as the 10th largest rice producer and the 4th largest rice exporter, aiding an agricultural sector growth of 3.1% and an overall economic growth of 1.3-1.6%. (Rice Sector of Pakistan, TDAP Report 2020)



"QUEEN OF FRAGRANCE" THE SUPER BASMATI RICE

Basmati rice has been a native crop of the subcontinent and has been cultivated here for thousands of years. Having its name derived from Sanskrit, the word "basmati" literally means fragrant. Known worldwide for its distinct fragrant aroma, nutty taste & texture, and extra long grains, basmati rice has earned the title of "Queen of Fragrance." Pakistan proudly stands as one of the leading producers and exporters of Super Basmati Rice, with more than 2 million tons of average production per annum. A staggering 60% of the total annual production of Super Basmati Rice is exported by Pakistan. With a yield of just 2 Metric Tons per acre, this finest paddy variety is also referred to as the best quality rice. Rice exporters from all around the world have carried out attempts to grow the highest quality of Super Basmati Rice in different regions of the world but have failed to do so. The region of Punjab shared by both Pakistan & India is the true birthplace of the novel Basmati Rice, which thrives best in the Chenab and Ravi rivers' rain-fed basins.



STATE-OF-THE-ART INFRASTRUCTURE

As a vertically integrated business that deals in the milling and exporting of rice products, Hasan Rice Corporation actively aspires to not only lead but also solidify Pakistan as a premier in rice processing technology. Our organization is consistently striving for paramount excellence and by continuing to do so we are working towards achieving success of international caliber. To uphold the excellent craftsmanship of manufacturing, obtaining, storing, processing, packaging, and delivering, we are constantly improving and advancing our operations.

OUR MILLING & STORAGE CAPACITY

At the moment, Hasan Rice Corporation is equipped with;

- **9 State-Of-The-Art processing units** with a capacity of **50 Metric Tons per hour.**
- **3 Husking Units** with a capacity of **20 Metric Tons per hour.**
- **Paddy Dryers** with a capacity of **60 Metric Tons per hour.**
- Latest **Rice Steaming Plant** with a capacity of **25 Metric Tons per hour.**
- Technologically advanced **Parboiled Rice Plant** with a capacity of **12 Metric Tons per hour.**
- The latest **12 SILOS** installed has a storage capacity of **40,000 Metric Tons.**
- Standardized **Warehouses** with a capacity of **65,000 Metric Tons.**



PADDY PROCUREMENT

Housing the best procurement teams in Pakistan, Hasan Rice Corporation ardently sources one of the finest rice grains from all the top rice districts located in Pakistan. Experienced paddy experts and selectors make up our professional procurement staff. Tests for moisture contents, the Kett test, and field admixture are all part of the rice grain selection process. The rice grains are sent to our quality assurance team for their initial quality test to make sure the acquired paddy complies with internationally recognized quality standards.

AUTO DRYING PROCESSING PLANT

At Auto Drying Processing Plant, the paddy gets dried in two stages. First, to significantly lower the moisture content, the paddy is dried in the pre-dryer. To further reduce the moisture, the step paddy is moved to the column drier. For the final drying step, the steam heat exchangers provide smoke-free hot air to the paddy which effectively dries out all the left moisture.



HUSKING PLANT

After cleaning, drying, de-husking, and grading, both brown and white rice is produced in the husking plant. The germ and bran layer of brown rice maintains the majority of its nutritious content since only the outer husk is removed.

MODERN PRE-CLEANING UNIT

The impurities are thoroughly cleaned at this step of the rice cleaning procedure. Our state-of-the-art pre-cleaners and classifiers filter out debris including straw, mud balls, threads, stones, paddy, and metal particles to ensure precision in producing the finest rice.

WHITENING (RICE POLISHING)

For achieving white rice of the highest quality, our rice mill assures functional and efficient removal of the bran by polishing the rice grain via highly advanced rice whitening machines. The Rice produced by Hasan Rice Corporation aptly named "Hasan Basmati" is milled especially to provide an unmatched cooking experience and aroma.



COLOR SORTING

To give our finished rice a uniform tone, color sorting is the last stage in the processing of the grain. We utilize two cutting-edge technologies at Hasan Rice Corporation to sort the colors of processed rice. First, the very precise SATAKE Color Scan-master from Japan and then the ultra-modern BUHLER SORTEX S UltraVision optical sorting technology from the UK.



RICE GRADING

Rice grading is a procedure where broken, short grain, and shriveled rice is sorted from head rice. A very high percentage of accuracy is required at this step so that only the best rice grains are sorted for packaging. A consistent, ideal grain length is attained using cutting-edge Buhler technology in Drum Graders, Plan Shifters, and indented cylinders operating at three distinct levels.

PACKAGING OF RICE

Hasan Rice Corporation has a technologically advanced automated bagging and weighing line for the accurate and precise packaging of our finely milled rice grains. It is possible to choose from a wide variety of practical SKUs, including HDPE, Paper Sacks, Non-Woven Bags, Cotton Bags, PP Bags, Jute Bags, Card Board Boxes, Plastic Jars, and Master Cartons. 5lbs, 10lbs, 20lbs, and 40lbs are popular SKU options in pounds. We also offer kilogram SKU options in 1kg, 2kg, 5kg, 10kg, 20kg, 25kg, 35kg, 40kg, & 50kg.



RICE SHIPMENT

In addition, we provide Private Labels with completely streamlined solutions, from creating new brands to shipping products in a variety of languages. For the secure and timely delivery of the consignment, Hasan Rice Corporation collaborates with reputable inland and outbound logistics providers as well as all major shipping lines.



OUR LEADING BRANDS

To meet the diverse taste preferences of customers throughout the world, Hasan Rice Corporation has thoughtfully crafted and provided a wide range of brands. We offer a genuine selection of excellent-tasting rice grains of the finest quality that is perfect for various cuisines. Our portfolio of brands includes;

- HASAN 1121 STEAMED BASMATI RICE
- HASAN CLASSIC SUPER KERNEL BASMATI RICE
- HASAN 1121 PREMIUM BASMATI WHITE RICE
- HASAN AWAMI LONG GRAIN 386 RICE
- HASAN GOLD 1121 PARBOILED RICE
- HASAN BROWN RICE



QUALITY ASSURANCE

From the paddy procurement to the finalized processed rice, the Hasan Rice Corporation QA team assures our product's compliance with numerous quality standards and hygienic concerns. From the acquiring of the raw material to the completed processed product, we analyze every single grain from the perspective of the consumer for their ultimate satisfaction. The grain is packaged and sent out for distribution once all technical requirements have been complied with. We have highly-trained food scientists working in our labs, housing up-to-date equipment which is as per international standards.

ACCREDITATIONS & CERTIFICATIONS

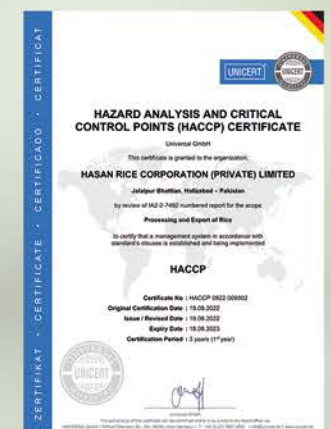
We at Hasan Rice Corporation (PVT.) LTD. regularly assess our operational practices to make sure they adhere to the internationally recognized industry standards for environmental protection, food safety, and public health. To increase expertise, uphold quality, and lower risk, we have implemented a variety of standards and procedures. The following list includes the numerous accreditations and certifications that Hasan Rice Corporation has received on an international level:

ISO 22000:2018 Certified

ISO9001:2015 Certified

GMP Accredited

HACCP Accredited



AWARDS

The Rice Exporter Association of Pakistan (REAP) and Federation of Pakistan Chamber of Commerce & Industries (FPCCI) have awarded Hasan Rice Corporation their highest praise and a multitude of accolades. Our firm has received the Federation of Pakistan Chamber of Commerce & Industries (FPCCI) Export Trophy every year since 1998, an accomplishment that extends to a period of more than 20 years of unmatched excellence. Moreover, Hasan Rice Corporation has received numerous gold medals from the Rice Exporter Association of Pakistan (REAP) since 2001 for being the country's top exporter of basmati rice.



EXHIBITIONS

Hasan Rice Corporation (PVT.) LTD. proudly showcases its products at various exhibitions, highlighting the superior rice quality being produced in Pakistan. Over the years, we have taken part in a number of exhibitions to showcase the output and quality of Pakistani rice.



DELEGATIONS

At Hasan Rice Corporation (PVT.) LTD. we believe in voicing the agricultural quality of Pakistan and bringing light to the superior rice quality of the country. We do that through our delegations that showcase the quality of rice being produced in the country. This helps in not just increasing Pakistan's export, but its global position as well.



TYPES OF RICE

As one of the world's leading basmati rice millers & exporters, we take pride to deliver high quality rice to our customers. Our approach is to facilitate our buyers by providing accurate information about the different types of rice that we offer.



1121 Steam



1121 Sella



386 Sella



Super Steam



Super White



Super Brown



386 Steam



386 White



Irri-9 Rice

