



M. WALI GROUP OF COMPANIES

www.mwaligroup.com

OFFICE ADDRESS:

PLOT No. S-2, SECTOR/5, GREEN BELT,
KORANGI INDUSTRIAL AREA,
KARACHI- PAKISTAN.



- M Wali has been the recognized leader in the production, processing and trading of high quality food for over 35 years.
- The group is involved in creating value for customer through best quality food.
- The group is involved in business of Poultry Feeds & Poultry products, Seafood, Wheat processing, Rice processing and general trading of variety of consumer goods.
- Please visit us: www.mwaligroup.com



50 years of excellence as:

- A recognized leader in the production, processing and trading of high quality food products.
- Creating value through best business practices.
- All products are processed to actualize their greatest nutritional value and economy.

We specialize in:

- Rice Processing (Basmati & Long Grain Rice)
- Wheat processing
- Animal feed
- Poultry Products
- Seafood & Fish Meal
- Animal Protein Concentrate

M. Wali Group of Companies:

Following are the milling facilities under the umbrella of M. Wali group:

1. Niraav Foods Pakistan: Rice Trading division comprises of following milling facilities:

- Karachi - Brukfield Rice Pakistan Pvt Ltd (processing all type of rice produced in Pakistan)
- Punjab - Noor Rice Mills(dedicated production facility for Basmati rice only)

2. Pioneer Flour Mills
3. Pioneer Feed Mills
4. Marhaba Poultry Products
5. New Marhaba Egg Farming
6. Marhaba Seafood & Fish Meal
7. Marhaba Animal Protein Concentrate



We are one of the leading exporters of Pakistani rice, we are rice paddy grower, paddy husker, rice re-processor and exporter of customized quality and grades of Rice.

- We deal in following form of Basmati & Long Grain Rice:

White rice

Brown rice

Parboiled rice

Packaged rice

Cargo rice

- We are exporting to following Partner countries:

Australia, UK, France, Germany, Italy, Spain, Sweden, Romania, Georgia, Armenia, Bosnia, UAE, Bahrain, Jordan, Yemen, Iran, Algeria, Kenya, Uganda, Ghana, Mauritius, Canada, USA., Liberia, Sudan, Abidjan, Afghanistan, Senegal, Philippine & Djibouti.

BRUKFIELD RICE PAKISTAN (PVT) LTD



WWW.BRUKFIELD.COM

OFFICE ADDRESS:

PLOT No. S-2, SECTOR/5, GREEN BELT,
KORANGI INDUSTRIAL AREA,
KARACHI- PAKISTAN.

SITE ADDRESS:

PLOT No. A66, EASTERN INDUSTRIAL ZONE,
PORT QASIM AUTHORITY
KARACHI- PAKISTAN.

Salient features of Brukfield Rice Pakistan Pvt Ltd.(Under Construction)

- Fully automatic, latest technology by Buhler Germany/Switzerland.
- Project Cost is USD Mio. 5.892
- Plant is equipped with GE Natural Gas 625 KW Power Generator from Austria.
- First and the only plant in Pakistan with such infrastructure which can handle Long Grain and Basmati with unlimited grading options as per customer requirement.

Salient features of Brukfield Rice Pakistan Pvt Ltd.(Under Construction)

- Mill is designed to ensure all GMP and HACCP standards
- Mill is designed to ensure all safety and hygiene standards
- Mill is designed to ensure minimum level of human involvement at different stages of rice processing.
- Mill is designed to process paddy to white, brown to white and/or white to white rice.
- Equipped with Gravity Flow Technology to avoid multiple elevation of rice improving yield and reducing broken percentage in finished product.

Salient features of Brukfield Rice Pakistan Pvt Ltd.(Under Construction)

- Equipped with blending machine ensuring perfect percentage of required blends up to three different varieties at a time.
- Online weighing system timely monitoring output yield.
- Mill is equipped with various storage bins at different stages with capacity to temporarily hold in-process rice up to 200 MT, without disturbing production schedule, if needed.
- Recognized as a model plant in Pakistan by Buhler Switzerland
- 48,000 MT Raw Rice storage capacity at a time.
- 12,000 MT Finished Rice storage capacity at a time.

Salient features of Brukfield Rice Pakistan Pvt Ltd.(Under Construction)

- First time, in rice milling industry in Pakistan, fully automatic storage system implemented based on FIFO and LIFO system.
- Milling capacity of 46,000 MT Per Annum (Output based).
- Plant is fully equipped to handle not only Basmati Rice as per EU standard but also all types of rice growing in Pakistan.
- Plant is equipped with full automatic packaging line to handle packing range from 20-50KG sacks.
- Plant is equipped with palletizing, bulk and loose cargo handling facilities.

Salient features of Brukfield Rice Pakistan Pvt Ltd.(Under Construction)

- Laid infrastructure for Retail consumer packaging from 0.5 up to 10 KG (from Alto Italy).
- Plant is also equipped with in house Mini Mill Laboratory System (from Satake-Japan) .

**INAUGURATION EXPECTED
BY 15th MAY 2010.**

FACTORY SITE – 3D Plan



Existing Production Facility in Gujranwala-Punjab, Pakistan

Noor Rice Mills

Grower, Miller & Exporter



NOOR RICE MILLS

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About Group

Mohammad Wali has been the recognized leader in the production, processing and trading of high quality food for over 35 years. The group is involved in creating value for customer through best quality food. The group is involved in business of Poultry Feeds & Poultry products, Seafood, Wheat processing, Rice processing and general trading of variety of consumer goods.

To consolidate the status as an independent corporate, the group has established the businesses, which help the corporate to meet its own needs and timely supply of raw material. The Group is now operating companies named as

- Noor Rice Mills
- Pioneer Flour Mills
- Pioneer Feed Industries
- Pioneer Traders
- Marhaba Animal Protein Concentrate
- Marhaba Seafood and Fish Meal
- Marhaba Poultry Farms and Products
- New Marhaba Poultry Farms and Products

Noor Rice Mills

Noor Rice Mills (NRM) is a project of Muhammad Wali Group of companies. Company's operations include husking, reprocessing and par-boiling (Sela) of all varieties of basmati and non-basmati rice. Noor Rice Mill is one of the most modern rice processing mills in the country, Mill is fully equipped with state of art machinery and years of experience in food processing business. The mill provides high quality rice yield with minimum of total processing lost. This is the edge, which Noor Rice mill is enjoying over their competitors.

Noor Rice Mill is centrally located in the heart of Fertile Basmati rice growing district of Gujranwala, Punjab, being about 50 miles from Lahore. Hafazabad is famous for its high quality rice yield in Pakistan. Noor Rice Mills is one of the fast growing rice units escorted with team of diligent experts, who have dedicated their full capabilities to meet the ends of modern rice processing age.





Products Portfolio

Basmati (long grain rice)

- Super Kernel
- PK 385

Non-Basmati (short grain rice)

- IRRI-9
- IRRI-6
- KS - 82

Super Kernel Basmati Rice is long grain rice with a slender kernel, four to five times longer than its width. The grains are separate, light and fluffy when cooked.

Basmati Rice 385 is second to the super kernel. 385 is dry, separate and most aromatic of rice. After cooking grains are not broken nor will they stick together and grow twice in length.

Non-Basmati (short grain rice)

Non-basmati rice has substantial share in rice export portfolio of Pakistan. These types of rice are more like the Thai and Vietnamese Rice, exported in different qualities. It is non-aromatic rice and short average grain length. In price it is inexpensive than basmati varieties.

The coarse rice **IRRI-9**, **IRRI-6** and **KS-82** are categorized as non-basmati rice. The main difference among these three non-basmati rice is their grain size after cooking. IRRI-9 has longest grain and KS-82 is shorter after cooking in non-basmati rice portfolio.

Noor Rice Mills guarantees the nutrient content of all its product of rice. Today, people all over the world are more health and diet conscious than ever before, and like to know the advantages of the food contents that they are consuming. Rice has begun to be seen as part of healthy diet. White rice has about 80-percent starch. The rest is mostly water, plus protein and minute amounts of phosphorus, potassium, calcium and vitamins B. The high content of potassium gives rice diuretic properties. It is also a low cholesterol diet.





Processess

Paddy Selection

Sun Drying

Husking

Par-boiling - Sela (Project under Construction)

Reprocessing

Packaging

Warehousing

Paddy Selection

Noor Rice Mills carefully demarcate the fields and distribute the prime quality of seed to the selected growers, free of cost. Our trained field supervisors observe cultivation and suggest quality improvement methods right from seedling to crop protection techniques. The fertile soil and climatic conditions of Punjab give Basmati its unique aroma and taste.

Sun Drying

After carefully selected paddy from fields, the paddy is allowed to slowly reduce its moisture by natural-sun-drying-method, to achieve optimum moisture content for husking. Paddy is spread over large fields during the day and left for drying in the sun. This gradual drying helps to avoid thermal cracks in the rice grains, which would result in broken grains at later stages.

Cleaning

Milling starts with the cleaning of rice. This is a multi-step process where foreign material like straws, mud balls, stones, paddy and metal particles are removed from rice. High performance pre-cleaners and classifiers are used to achieve great accuracy in feeding purified rice to the later processes. This process is applicable to both white rice and brown rice. Apart from cleaning process itself, it is ensured that none of such impurities are added into rice during subsequent processes.

All the machines, conveyers, bins and hoppers are equipped with a generously sized aspiration system; keeping the entire building dust-free.

Husking

Paddy is then brought in to Noor Rice Mill's sheller where Brown Rice is produced after cleaning, de-husking and grading. In Brown rice, only the outer husk is removed, leaving the germ and bran layer, and retaining most of the nutritional value.

Bran is rich in minerals and vitamins. This minimal processing therefore, produces rice that is healthier to eat. For Noor Rice Mill, the key is to ensure that Basmati retains all that, nature has given it. The brown rice after grading is transported to Noor Rice Mill's warehouses or further processing.

Parboiling

Parboiled rice is produced by a process of soaking, pressure steaming and drying prior to milling. This modifies the starch and permits the retention of much of the natural vitamins and minerals in kernels. This procedure gelatinizes the starch in the grain, and is adopted at the mill in order to harden the grain, resulting in less breakage, thus ensuring a firmer, more separate grain. The rice is usually slightly yellowish, although the colour largely fades after cooking.

Parboiled rice is favored by consumers and chefs who desire extra fluffy and separate cooked rice.

Reprocessing

Single/Double Polish

Rice is a delicate grain; requires extra care in processing. Any rough handling during processing can cause the grains to break or develop cracks. At Noor Rice Mill rice is gently milled in whitening machines in several passes to ensure efficient removal of bran. Number of passes depends upon the degree of whiteness required.





Silky Polish

Furthermore, rice is allowed to pass through mist polishers which impart an extremely clean and glossy white appearance to the kernels, a distinct advantage over traditional milling methods. Noor Rice Mill has installed state of the art processing machines which ensure quality of rice at every step.

Color Sorting

Color sorting is very intricate process and ensure consistent quality of rice. Color sorting process removes discolored grains from processed rice to give the final product a uniform-color look. Noor Rice Mills has employed latest technology of Satake of Japan. Through this newly introduced technology in Pakistan, individual grains are distinguished by digital Image Processing, with NIR sensors and less than 0.5% Contamination (wastage). Because of its computerized control system, this machine can be applied for any kind of rice. Thus it is capable of simultaneous sorting of chalky rice and discolored rice, as well as transparent and white resin and glass with less than 0.5% contamination.

Packaging

Noor Rice Mills has the most modern Electronic Weighing Scales that ensure high degree of accuracy in weighing. Our packaging mechanism is subject to client requirement ranging in size from 1 kg to 100kg. Several kinds of packing materials are used as per customer demands, such as: -

- (i) Cardboard / Paper-sack
- (ii) Polypropylene
- (iii) Cotton
- (iv) Jute

Our latest packaging technology ensures maximum shelf life and taste of rice till it meets the end consumer. Noor Rice Mills operates with a very effective and well-coordinated transportation system both inland and outward to ensure timely delivery and safe handling of its products.

Warehousing

One of the main peculiarities of Basmati and non-basmati rice is enhancement in its taste and aroma when it is seasoned for eight-to-nine months. Noor Rice Mill has made it part of its policy to sale only seasoned rice for consumption by its customers. This makes warehousing one very important step in the whole production process of the company. Stocks of brown basmati rice are stored in well-ventilated and spacious warehouses of the company. These stocks are kept in most hygienic conditions remaining under observation of Noor Rice Mill's own staff. During the period stocks remain in warehouses, these are subjected to regular inspection and fumigation from time-to-time against infestations by organisms.



NOOR RICE MILLS

Quality Assurance

The corporate has designed its Quality Management System in line with ISO 9000 series and HACCP. Top management brings its experience in Quality management Systems from member companies having successfully implemented such systems.

At Noor Rice Mills right from procurement to delivery of rice to the end customer, Noor Rice Mills takes expeditious quality control measures to be up to the standards and to compete with existing leading rice exporters. Company has its own fumigation chambers, where rice is fumigated during storage and after final packing. This process is fully scrutinized by highly qualified and diligent experts. Noor Rice Mills also holds the portfolio of modern testing laboratory equipped with mini mills. Another edge which company is enjoying over its competitors is the provision of mobile checking system. This unique system includes Portable moisture meter and paddy husker, which will be helpful during the purchase of paddy rice. The aforesaid equipments are provided to each and every person concerned with purchase of paddy rice.

We ensure that we procure the best quality paddy which intern is ensuring that the customer gets the best quality end product. The key to ensuring value to customers is ensuring that Basmati retains all that nature gave it, which is its distinct flavor and aroma. Each grain of Super Kernel Basmati Rice when cooked extends to twice its uncooked size giving you 100% pure quality with an exquisite delicate texture, flavor and aroma.

Rice is processed on the state-of-the-art processing plants with an installed capacity of 2.5 MT per hour with the provision of 7.5MT/hrs. These plants also contain automatic equipment that packages rice in bags, pouches, mono cartons and laminated paper bags. An independent research laboratory supplements quality control to further improve upon the product.

Prior to shipment, by air or sea we personally inspect the goods or get them inspected by buyers nominee inspection agencies to ensure that they are properly packed and that the goods are of original and exact type / brand / models / specifications ordered by the clients. Cleaning fumigation and standardized packing as per buyers instructions are followed. We have our warehouse facilities in Karachi and interior of Pakistan. These warehouses are well equipped to cater to all the requirements of our buyers.



THANK YOU