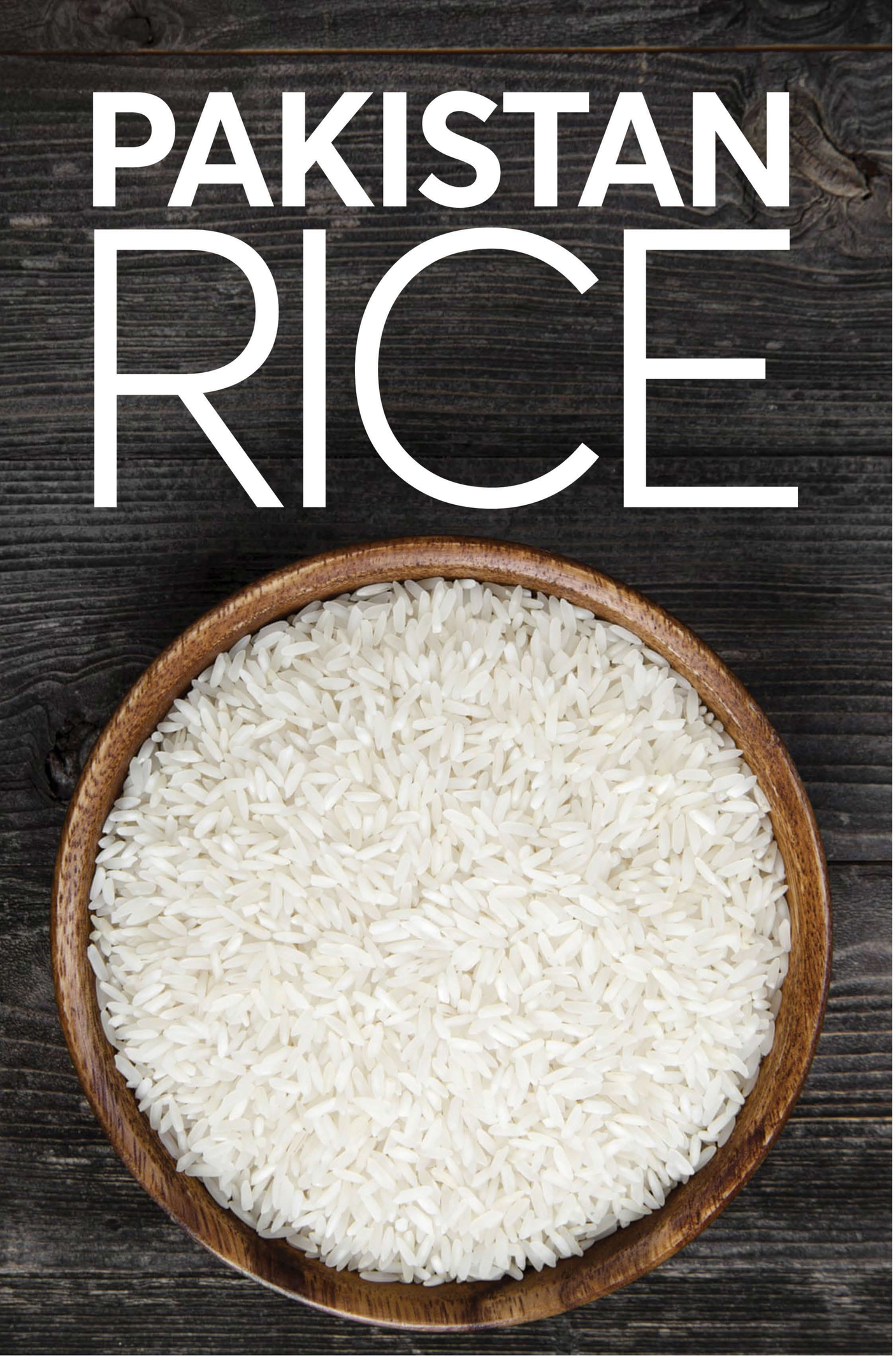
PAKISTAN RICE



TRADE DEVELOPMENT AUTHORITY OF PAKISTAN

TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets. TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage ininternational trade.

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.

PRODUCT PROFILE

- Rice is the second main staple food crop and second major exportable commodity after cotton.
- It accounts for 3.1 percent of the value added in agriculture and 0.6 percent of GDP.
- Pakistan is the world's 10th largest producer of rice and third leading exporter of rice after India and Thailand.

RICE PRODUCTS AND HS CODES

HS Code	Product Description
100610	Rice in the husk (paddy or rough
100620	Husked Rice (Brown rice)
100630	Rice, semi milled or wholly milled
100640	Broken Rice

VARIETIES OF RICE IN PAKISTAN

Area of Cultivation	Varieties
Central Punjab	Super Basmati, Basmati 370, Basmati Pak, Basmati 385, Basmati 2000, Shaeen Basmati, Basmati 515, PS-2, KS-282, KSK-133, NIAB IR-9, and rice hybrids.
Southern Punjab	Basmati 198, Super Basmati, PS-2, KS-434, KS-282, KSK-133, and rice hybrids
Upper Sindh	IR-6, DR-82, DR-83, DR-92, Sada Hayat, Sarshar, Shahkar and rice hybrids
Lower Sindh	IR-6, Shadab, Shua-92, Khushboo-95 and hybrids
Baluchistan	IR-6, DR-83, Sarshar, Sada Hayat, Shahkar and rice hybrids
KPK (plains)	IR-6, KS-282, KSK-133, KSK-434
KPK (Swat area etc.)	JP-5, Kashmir Nafees, Swat-I, Swat-II, Dilrosh-97, Fakher-e-Malakund

PRODUCTION AREAS

Rice is cultivated in the alluvial plain of Punjab and Sindh. Together both provinces account for nearly 90 percent of total rice production. Rice Growing areas of Pakistan are broadly classified into following four zone.

S.No	Zones	Important Production Areas
1	Zone 1	Northern high mountainous areas of Khyber Pakhtunkhwa (Swat and Khagan) with sub-humid climate, average rainfall of 750-1000 mm
2	Zone 2	Lies between the Ravi and Chenab rivers in the central Punjab. Sub-humid, sub-tropical climate with average rainfall of 400-700mm. This is the famous premium zone and Basmati rice is exclusively produced in this zone along the Kalar tract consisting of Sailkot, Sheikhupura, Narowal, Gujranwala, Hafizabad and Lahore Districts
3	Zone 3	West bank of Indus river in upper Sindh and Balochistan. Larkana, Jacobabad (Sindh), Nasirabad and Jaffarabad (Balochistan). High temperature and sub-tropical climate with average rainfall of 100 mm make it best suited for long grain rice
4	Zone 4	Indus delta basin in Lower Sindh (Badin and Thatta Districts). Its climate is arid tropical and is suited for coarse varieties.

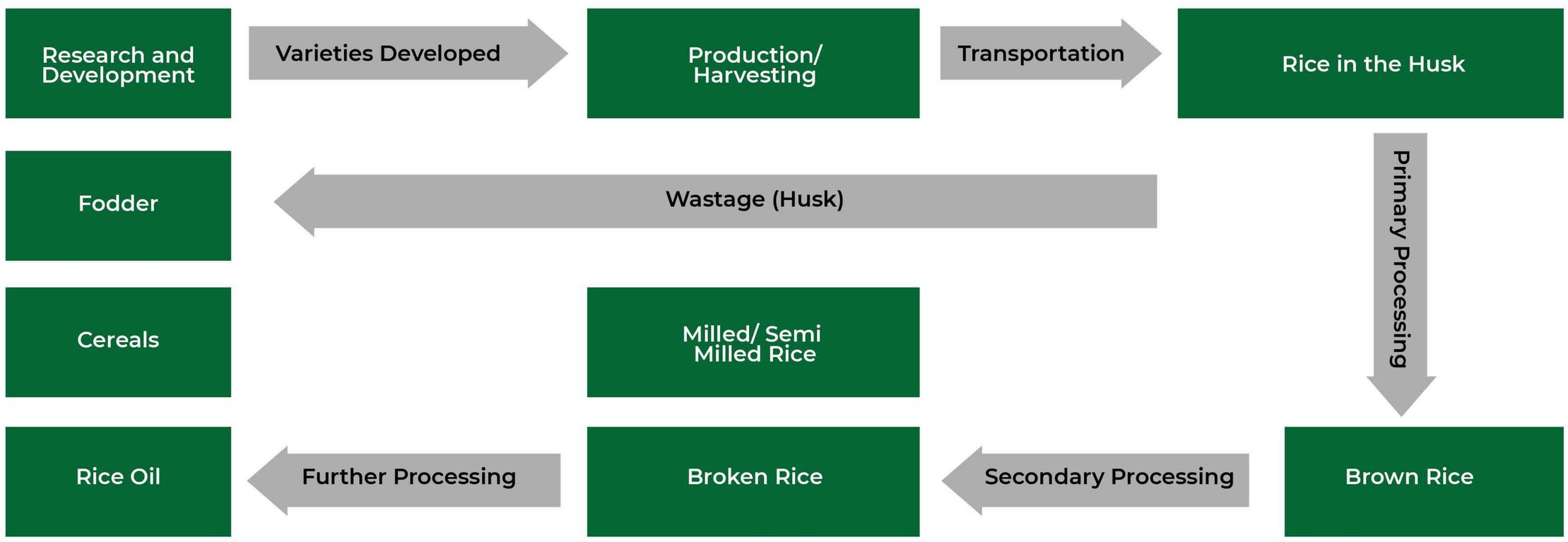
PRODUCTION - 5 YEARS DATA

S.No	Year	Area (000 Hecters)	Production (000 tons)	Yield (kg/hecter)
1	2015-16	2739	6801	2483
2	2016-17	2724	6849	2518
3	2017-18	2901	7450	2568
4	2018-19	2810	7202	2563
5	2019-20	3034	7410	2442

INTERNATIONAL CERTIFICATIONS & STANDARDS

- Kenya Bureau of Standards
- OHSAS 18001 Occupational health and safety management system)
- Hazard Analysis and Critical Control Points
- ISO 14001 Environmental Management System
- EU Organic Certification by Control Union
- Kosher Certificate

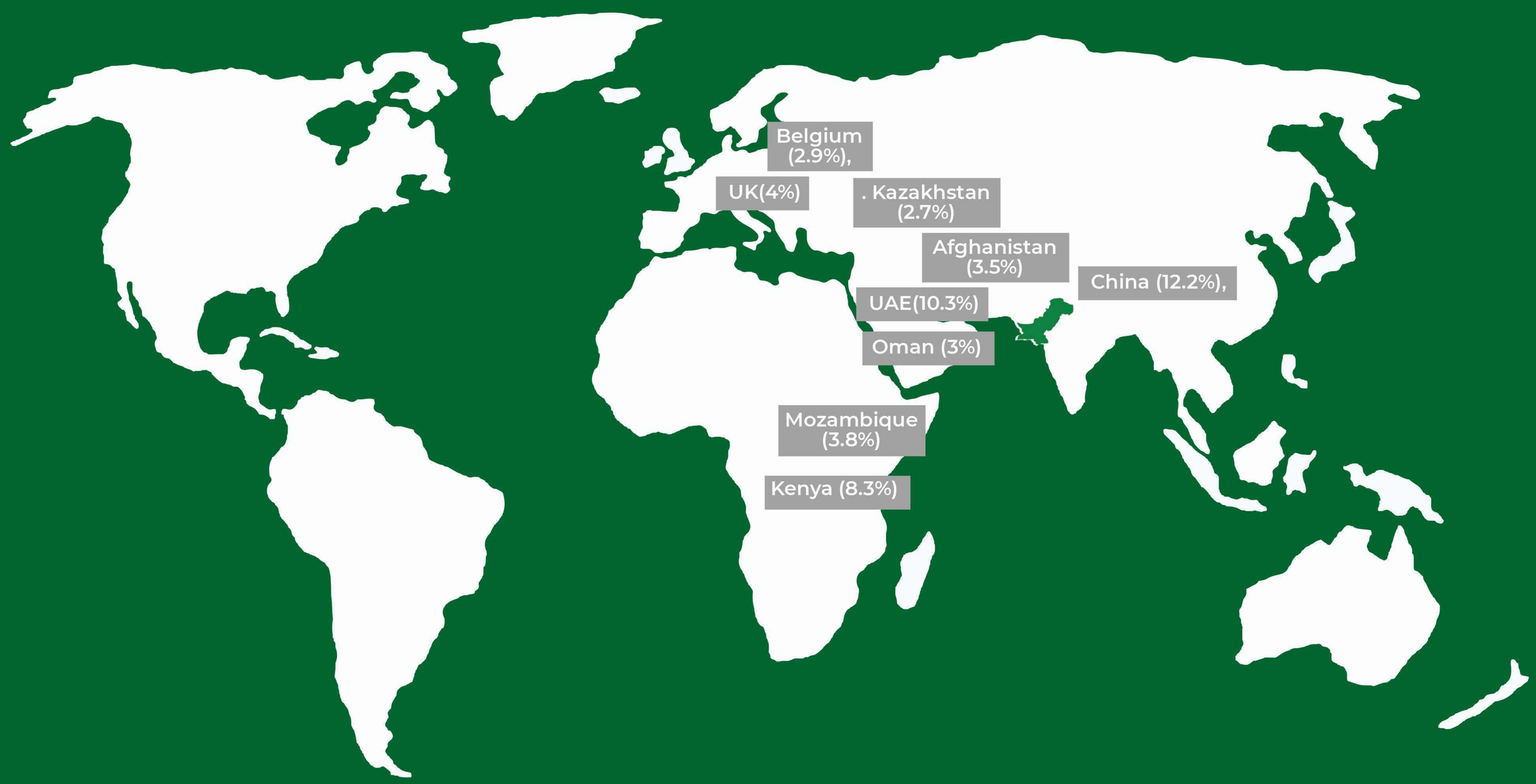
RICE VALUE CHAIN PROCESS



5 YEAR EXPORT DATA

S.NO.	PRODUCT	UNIT	YEARS									
			2015-16		2016-17		2017-18		2018-19		2019-20	
			JULY - JUNE									
			QTY.	VALUE US$	QTY.	VALUE US$	QTY.	VALUE US$	QTY.	VALUE US$	QTY.	VALUE US$
	RICE	MT.	4,246,445	1,860,497	3,523,154	1,606,834	4,096,521	2,035,671	4,120,137	2,069,618	4,149,213	2,175,522
1	RICE BASMATI	MT.	479,974	447,418	469,263	453,441	561,034	581,927	659,571	634,532	865,949	783,277
2	RICE OTHER VARIETIES	MT.	3,766,471	1,413,079	3,053,891	1,153,393	3,535,487	1,453,744	3,460,566	1,435,086	3,283,264	1,392,245

PAKISTAN'S TOP DESTINATIONS FOR RICE



INTERNATIONAL BUYERS

TOP TEN EXPORTERS

S.NO.	EXPORTERS CONTACT DETAILS	EXPORTS OF RICE IN RS (2019)
1	Mr. Fuad Garib, GARIBSONS (PRIVATE) LIMITED C-69/71, 12th Commercial St. Phase-II, Ext. D.H.A. Karachi. Ph:- 92-21-35396656, Cell: 0300-8278594 Email: contact@garibsons.com Web: www.garibsons.com	24,157,705,877
2	Mr. Abdullah Hashwani HASSAN ALI RICE EXPORT COMPANY 1st floor Cotton Exchange Building, I.I. Chundrigar Road, Karachi Pakistan. Ph:- 92-21-32416725, Cell: O300-8203635 Email: harec@hashwanigroup.com Web:www.hashwanigroup.com	13,450,549,407
3	Chaudhry Shafiq HASAN CORPORATION Jalalpur Bhattian, Distt. Hafizabad, Pakistan Ph: +92 547 500140 - 500240 - 500340 – 500440 Cell: 0300-4007440 Email: info@hasancorporation.com hasanricecorporation@gmail.com Web:www.hassancorporation.com	13,227,015,832T
4	Mr. Shahid Tawawala MESKAY & FEMTEE TRADING COMPANY (PVT) LTD. A43-46 Port Qasim Rd, Bin Qasim Town, Karachi, Karachi City, Sindh. Ph:-021-32275349 Cell: 0300-8237523 Email: nida.tirmizi@mft.com.pk Web:www.mft.com.pk	9,866,846,812
5	Mr. Chela Ram K.K. RICE MILLS (PVT) LTD. Suit No. 507, 508, 5th Floor Progressive Plaza, PIDC, Khi. Ph: 021-35635001 Cell: 0300-8208024 Email: info@kkricemills.com contact@kkricemills.com Web:www.kkricemills.com	9,332,859,866
6	Mr.Asif Ali Sheikh ASIF RICE MILL Plot No. 175-179, North Western Industrial Zone, Port Qasim Bin Qasim Town, Karachi. Ph:- 021-34740981 Cell No: 0333-3070761 Email: imran@asifrice.com Web:www.asifrice.com	7,063,105,320
7	Mr.Imran Rasheed STAPLE FOODS (PRIVATE) LIMITED Add: 103 Portway Trade Centre Karachi Tel: 0213-4329114 Cell: 0321 2260103 Email: info@staplefoods.net Web:www.staplefoods.com	6,894,795,634
8	Mr.Faisal Masood Choudhry AMIR RICE TRADERS 107, progressive Plaza Beaumont Road Karachi Tel: 0213-5688160 Cell: 0321-2422634 Email: pakbrands@gmail.com Web:www.qasimrice.com	6,150,748,874
9	Mr. Javed Ghouri MATCO FOODS LIMITED B-1/A, Site Phase-I, Gulshan-e- Maymar, Super Highway, Industrial Area Karachi. Cell: 0300-8610651 Email: contact@matcofoods.com Web: www.matcofoods.com	6,150,748,874
10	Mr Irfan Ahmed Sheikh IRFAN NOMAN BROTHERS (PVT) LTD INB House, 50-C, Jami Commercial Street-II, Phase-VII, DHA, Karachi. Ph:- 0213-5311730-33 Cell: 0300-8224033, 0300-82244880, 0301-8290581 Email: irfan@inbrice.com Web: www.mehman.com.pk	5,677,802,740

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