



BABA FARID

RICE MILLS

Depalpur, Okara, Punjab, Pakistan · Est. 1985

EXPORT PROFILE

Basmati & Non-Basmati Rice
Milled, Graded and Exported from Pakistan

1985
ESTABLISHED

25 MT/hr
MILLING CAPACITY

14+
EXPORT COUNTRIES

ISO / HACCP
CERTIFIED



COMPANY AT A GLANCE

A mill built for the long term

Baba Farid Rice Mills has been sourcing, milling and grading Pakistani basmati and non-basmati rice from Depalpur, Okara, Punjab since 1985. We are home to three of our own consumer brands — Sahal, Anmol and Al Jannat — and supply private-label, bulk and institutional buyers across four continents.

SCALE & CAPABILITY

25 MT/hr Processing Capacity	24 hrs Operating Capability	315,000 40kg Storage Bags (~12,600 MT)	6 Colour-Sorting Lines
14+ Export Countries	1 of 2 MW Solar Power Capacity	1-50kg Packaging Range	40 yrs In the Rice Trade

COMPANY SNAPSHOT

LEGAL NAME	Baba Farid Rice Mills
ESTABLISHED	1985 · Depalpur, Okara, Punjab, Pakistan
HEAD OFFICE & MILL	3-KM Buskhewala, Basirpur Road, Depalpur, Okara
OWN BRANDS	Sahal · Anmol Rice · Al Jannat
CERTIFICATIONS	ISO 9001/22000, HACCP, TÜV Austria, SQF, Halal, REAP — see p.5
DOMESTIC REACH	Sindh, KPK & Punjab — Sahal holds the largest market share in Punjab
EXPORT MARKETS	USA, Canada, UK, Turkey, Europe, GCC/Gulf, Africa
TRADING PARTNER	Baba Farid Global Trading – FZCO (Dubai, UAE)



OUR STORY

Four decades on the same mill floor

Baba Farid Rice Mills was founded in Depalpur, Okara — in the heart of Pakistan's basmati-growing belt — on a simple premise: deliver rice with zero compromise on quality. The same farmer relationships and grading discipline the founder built the business on still run the mill today.

1985

1 Founded by Munir Ahmad

Munir Ahmad incorporates Baba Farid Rice Mills in Depalpur, Okara, Punjab, with a vision to deliver rice with zero compromise on quality.

1985 – PRESENT

2 Al Jannat, our founding pack

Al Jannat Super Kernal Basmati becomes one of our earliest retail lines and remains in our portfolio today.

SINCE

3 Sahal & Anmol join the family

Sahal and Anmol Rice are developed as dedicated Kainat 1121 basmati lines. Sahal goes on to become the largest-selling rice brand in Punjab by market share.

TODAY

4 Among the largest basmati paddy buyers in Punjab

We remain a direct buyer of basmati paddy from growers across the province — the relationship our founder started with still shapes how we source.

BEYOND THE MILL

For customer viability, select international services are also provided through our trading partner, Baba Farid Global Trading – FZCO, based in Dubai, UAE.



WHAT GUIDES US

Purity, simplicity, and the people who grow it

Farmer-First Sourcing Direct relationships with basmati paddy growers across Punjab, not just spot-market buying.	Purity & Simplicity True to the basic character of rice — no additives, no shortcuts on grading.
Consistent Quality The same standard, batch after batch, across every brand we pack.	Long-Term View Four decades in the same district, working with the same farming communities.

WHY BUYERS WORK WITH US

Third-Party Inspection	Flexible Packaging 1kg retail packs through to 50kg bulk bags, with private-label artwork placement available.
Long-Term Relationships Many buyers and growers have worked with the mill for years, not just a single season.	Direct Mill Pricing No intermediary layer between the mill floor and your contract.



CERTIFICATIONS & STANDARDS

Independently verified, not self-declared

Our certification marks back up the claims in this profile – from food-safety management and quality systems to organic and regional standards recognised by buyers in our key export markets.

 ISO 9001 & 22000	 HACCP Food Safety	 TÜV Austria	 UKAS / SGS
 SQF Certified	 EU Rice Standard	 Canada Organic	 REAP Member

WHAT THIS MEANS FOR YOU

ISO 9001 & ISO 22000 Certified quality management and food-safety management systems, audited and maintained.	HACCP Hazard analysis and critical control points applied through processing and packing.
REAP Member Registered with the Rice Exporters Association of Pakistan, required of all Pakistani rice exporters.	Halal Certified Products certified Halal for our GCC, African and South Asian buyers.



FACILITY & CAPABILITY

One of Pakistan's most capable rice plants

25 MT of combined processing capacity per hour, running around the clock — backed by storage, sorting and sustainability infrastructure built to match.



25 MT/hr Combined Processing	24 hrs Max Capacity Runtime	315,000 40kg Storage Bags	6 Colour-Sorting Lines
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INSIDE THE PLANT

Pre-Cleaning & De-stoning Removes dust, straw, stones and foreign matter before the huller.	Rubber-Roll Huskers Separate husk from brown rice with minimal grain breakage.	Parboiling & Steam Units
Multi-Stage Dryers	Whitening & Polish Cones	Colour-Sortex Lines

SOURCING & STORAGE

Seed-Level Sourcing High-quality seed sourcing feeds directly into consistent paddy quality.	Airtight Storage Airtight storage with active pest-control systems protecting stock in the warehouse.
315,000-Bag Capacity Storage sized to hold a full season's intake, not just a single shipment.	Rigorous In-Process QC Dehusking, milling and polishing are each checked against method, not only the finished lot.

See page 7 for our approach to green energy, sourcing responsibility and packaging.



SUSTAINABILITY

Running on green energy

We believe in green energy and responsible sourcing — from the electricity that runs the mill to the seed quality that starts every batch. We have never compromised on quality since the mill's inception, and that same discipline extends to how we source and how we pack.

1 of 2 MW

of installed solar capacity currently in use, reducing our reliance on the grid as we scale toward full solar coverage.

RESPONSIBLE SOURCING

Seed-Level Quality

High-quality seed sourcing feeds directly into consistent paddy quality, season after season.

Grower Relationships

Direct relationships with growers across Punjab — not just spot-market buying.

Airtight Storage & Pest Control

Active pest-control systems and airtight storage protect stock from harvest to shipment.

Zero Compromise

The same standard, batch after batch — unchanged since the mill's founding in 1985.

PACKAGING THAT PROTECTS ITSELF

Our packaging is available from 1kg consumer packs through to 50kg bulk bags. Every pack incorporates our own tamper-evident design — built to signal if a package has been compromised in transit, so quality is protected all the way to the customer.



QUALITY & COMPLIANCE

Checked before it's shipped, not after

Every lot is tested, tracked and graded at each stage of the line — not only at the end of the run — with in-house testing calibrated to the requirements of different destination markets.

TESTING & QUALITY CHECKPOINTS

Intake Testing	In-Line QC	Broken % & Chalkiness
Foreign Matter Screening	Milling & Polish Degree Verified against spec for silky, well or lightly polished finishes.	Pre-Shipment Sampling

TYPICAL SPECIFICATIONS — CONTRACT BASIS

PARAMETER	TYPICAL RANGE / OPTIONS
Grain Type	Extra-long, long, or medium grain
Broken %, Moisture	Broken %, moisture & chalky grain limits
Polish & Grading	Sortex cleaning, silky polish and grading level
Packing	1kg, 5kg, 10kg, 20kg, 25kg, 50kg — PP, BOPP or jute
Processing	Steam, Parboiled, Golden Sella (parboiled), Creamy
Broken Rice	Full range available to buyer specification



RICE & NUTRITION

Know your grain

Basmati, brown, golden sella, non-basmati — each type of rice we mill cooks and nourishes a little differently. Here's what's actually in a bowl.

GRAIN TYPES

Basmati White — Aged & Aromatic Extra-long grain, aged for length and aroma. The everyday choice for biryani, pulao and steamed rice.	Basmati Brown — Whole Grain The bran layer stays on — more fibre and a nuttier bite than white basmati.
Golden Sella — Parboiled Par-boiled before milling, locking nutrients into the grain for a firmer, less sticky texture.	Non-Basmati — IRRI & PK Lines Long-grain workhorse rice, milled for consistent, affordable everyday eating at volume.

TYPICAL NUTRITION — PER 100G, COOKED

RICE TYPE	CALORIES	PROTEIN	CARBS	FAT	FIBRE
Basmati White	121 kcal	2.7 g	25.2 g	0.4 g	0.4 g
Basmati Brown	123 kcal	2.7 g	25.8 g	0.9 g	1.6 g
Golden Sella	123 kcal	2.9 g	26.0 g	0.3 g	0.8 g
Non-Basmati	130 kcal	2.7 g	28.2 g	0.3 g	0.4 g

Typical published values for plain cooked long-grain rice, gathered from standard food-composition references — not lab results specific to our own batches.

WHY RICE, NUTRITIONALLY

Gluten-Free	Low Fat, No Cholesterol	Sustained Energy
More Fibre in Brown & Sella	B Vitamins & Minerals	Non-Allergenic



PRODUCT PORTFOLIO

Three brands. One mill.

Sahal, Anmol and Al Jannat are milled, aged and packed under one roof in Okara — each positioned for a different table. Sahal holds the largest market share of any rice brand in Punjab.



LARGEST MARKET SHARE IN PUNJAB

SAHAL

Kainat 1121 Steam Basmati

Extra-long grain, naturally aromatic, premium aged. Largest market share in Punjab.



SAHAL

Kainat 1121 Triple Steam Sella

Extra-long grain, naturally aromatic, premium aged — triple-steam sella process.



ANMOL RICE

Kainat 1121 Triple Steam Sella

Naturally seasoned, aged rice with real aroma and traditional taste. Sortex quality.



AL JANNAT

Super Kernal Basmati · Since 1985

Our longest-standing retail pack — classic Super Kernel basmati, 5kg format.

ALSO MILLED — NON-BASMATI & EMERGING VARIETIES

Basmati — Super Kernel & 1509	Non-Basmati — IRRI-6 / IRRI-9
Non-Basmati — PK-386 & C-9 Everyday long-grain lines, white or parboiled.	Emerging — 1692 / 1847 / 1885 / 1886 / PB7



LEADERSHIP

Four people, one mill floor

Baba Farid Rice Mills is run by four partners, each responsible for a different part of how the business operates — from founding vision to daily plant floor to financial governance.

FOUNDER & ADVISOR

**Munir Ahmad**

Munir Ahmad founded Baba Farid Rice Mills as a pioneer in Pakistan's rice trade, built on a vision to deliver a staple food with zero compromise on quality. Having handed day-to-day leadership to the next generation of partners, he now serves as an advisor to the mill, sharing guidance and market expertise from time to time. He is also a committed philanthropist through the Khairulfazal Welfare Trust, which runs a free hospital, a children's hospital, and a school and madrassa in Okara.

EXECUTIVE DIRECTOR & CEO

**Tanveer Ahmad**

Tanveer Ahmad serves as Executive Director and CEO, bringing multiple decades of hands-on milling and export experience. He oversees paddy sourcing, plant operations, quality programs and capacity planning, with deep market knowledge across the GCC, Africa, Europe and other key rice corridors. Under his leadership the mill has expanded capacity, added the Golden Sella line, and grown Sahal into Punjab's largest-selling rice brand.

EXECUTIVE MANAGING DIRECTOR & CFO

**Irfan Munir**

Irfan Munir serves as Executive Managing Director and CFO, bringing over a decade of combined trading and rice milling experience. He manages day-to-day milling schedules, in-line QC, warehouse and shipping preparation, and — as CFO — oversees budgeting, cash flow, financial reporting and bank coordination for trade finance.

CAO & GENERAL COUNSEL

**Muhammad Usman**

Muhammad Usman serves as Chief Administrative Officer and General Counsel, bringing experience in banking, trade finance and risk. He focuses on KYC/KYS verification, structured trade documentation, performance monitoring and close coordination with banking partners, insurers and service providers — giving buyers confidence in the mill's paperwork and controls.



GLOBAL REACH

Exporting to 14+ countries, across four continents

We export across North America, the UK, Europe, Turkey, the Gulf and Africa, and hold an extensive domestic market share within Pakistan — particularly in Sindh, KPK and Punjab, where our Sahal brand holds the largest market share of any rice brand in the province.

EXPORT MARKETS

United States

Canada

United Kingdom

Turkey

Europe

GCC / Gulf

Africa

DOMESTIC MARKETS

Punjab (Sahal — #1 share)

Sindh

Khyber Pakhtunkhwa

OUR TRADING PARTNER

Baba Farid Global Trading – FZCO

For customer viability, select international services are also provided through our trading partner, based in Dubai, UAE — supporting buyer relationships, documentation and shipment coordination for markets outside Pakistan.



Let's Talk Business

Whether it's a sample order, a bulk contract, or a stocking enquiry — we'd welcome the conversation.

HEAD OFFICE & MILL

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"From our fields in Okara to your table — we look forward to working with you."