FACTORY ADDRESS:
Engro Eximp Agri Products Pvt. Ltd.
13 KM Sheikhupura Muridke Road,
Muridke, Punjab, Pakistan.
eead@engro.com | www.engro.com
Vision
To become the “Contract Packer of Choice” of rice for private labels globally.

Focus
We strive for “Quality”. We believe in “People”. We are committed to “Excellence”. Food safety is our priority focus.
The Power of Engro Group

**Engro Eximp Agriproducts**
Engro Eximp Agriproducts has the most state-of-the-art ultra-modern rice plant and is involved in procurement, processing and marketing of rice in the staples category under the brand of Onaaj and private labels. BBAP is one of the largest basmati exporters from Pakistan with local expertise and global experience.

**Engro Fertilizers**
As one of the 50 largest fertilizer manufacturers of the world, we have close to 5 decades of operations as a world-class business contributing over 5 million tons of urea to the local agricultural economy in the last 5 years. We are also involved in trading of phosphatic fertilizers.

**Engro Foods**
Market leaders in UHT Pakistan’s No. 2 Ice Cream brand in less than 5 years since inception. Olper’s Milk, our flagship brand, is the leading UHT processed milk brand.

**Engro Vopak Terminal**
The only integrated bulk liquid chemical & LPG Terminal in Pakistan handling 2/3 of all liquid chemicals imported into Pakistan.

**Engro Polymer & Chemicals**
The only fully integrated chlor-vinyl chemical complex in Pakistan, also producing poly-vinyl chloride, caustic soda, sodium hypochlorite and other chlorine by-products.

**Sindh Engro Coal Mining Company**
A joint venture between the Government of Sindh and Engro Powergen Limited, SECMC was established with the primary objective of making effective use of the ample coal reserves in the Thar Desert to meet Pakistan’s power generation needs.

From Esso to Engro - Going from strength to strength

**1957**
PAK STANVAC - A 50-50 Esso Mobil joint venture discovered Mari Gas Field

**1965**
Esso Pakistan Fertilizer Co. Incorporated

**1968**
Production commenced, EPFCL became the largest foreign investment in private sector (US $43 MN)

**1991**
Exxon divested its Equity, Company renamed Engro Chemical Pakistan Limited

**1995**
Engro enters the chemical storage & handling business in a JV with Royal Vopak of Netherlands

**1997**
Engro enters petrochemical business and becomes sole manufacturer of PVC in Pakistan in a JV with Mitsubishi & Asahi Glass

**2002**
Dawood Group becomes Engro’s patron shareholder

**2005-06**
Engro enters energy business and begins work on a 220 MW power plant based on flared gas

**2007**
Engro commences 1.3 mn Rupiya expansion project. Largest industrial investment of $1.1 Bn

**2009**
Engro ventures into the largest public-private partnership in the history of Pakistan by setting up Sindh Engro Coal Mining Company with the Sindh Government

**2010**
Engro Eximp formally launched as a trading entity; becomes the largest importer of Phosphatic, Potash & Zinc based fertilizers in Pakistan

**2011**
Engro enters automation/control business, acquires majority stake in Avanceon

**2012**
Benery Terminal Pakistan Ltd. Incorporated

**2013**
Engro enters into power project in Nigeria

**2014**
Engro Eximp formally launched as a trading entity, becomes the largest importer of Phosphatic, Potash & Zinc based fertilizers in Pakistan

**2015**
Engro Eximp formally launched as a trading entity, becomes the largest importer of Phosphatic, Potash & Zinc based fertilizers in Pakistan

**2014**
Signed the LSA for LNG project

**2014**
Commenced ground work on Thar Coal-T公寓 Block

**2015**
Commmenced 50th year since inception. Constructed the world’s fastest built LNG terminal with commercial operations beginning in March
Our Foot Print
Geographical Spread
300+ Cities

Our Strategic International Partners
Our People

We stand 250+ people, strong and dedicated towards producing the best grain for the world to savor.

Rice – The pearls of Pakistan

Rice is an important Kharif cash crop of Pakistan and the overall national economy. Pakistan is the world’s 4th largest producer of rice. Rice is mainly grown in the fertile Sindh and Punjab regions. Millions of farmers depend on rice cultivation as their major source of employment and livelihood.

Management Team

Nadir has more than 20 years of professional experience. He is an engineer as well as an MBA. He spent around 15 years with Engro Fertilizers in different sales and marketing roles and is now the head of rice business at Engro.

Khusrau Nadir Gilani
Chief Executive Officer

Danish has over 8 years of experience in sales and marketing. He is an MBA and looks after overall rice exports at Engro. He develops new markets and product recipes and services international customer with their demands.

Danish Rafi
General Manager - Exports

Umar has over 12 years of professional experience. He is a Chartered Accountant and CIMA qualified. He has spent around 8 years with Engro. He is currently heading the finance & accounting sections of EEAP and looks after the treasury management, forex management, stewarding the fixed and variable cost and all the matters related to BAG and BOD.

Umar Sharif
General Manager - Finance & HR

Ateeq has an M.Sc. degree in Agriculture and is a certified supply chain specialist. He has over 16 years of professional experience in Engro. He is currently heading the Planning & Supply Chain department and looks after paddy/rice procurement, inventory & labor management along with logistics functions.

M. Ateeq ur Rehman Malik
General Manager Supply Chain & Quality Assurance

Khalid did his bachelor’s in Agricultural Engineering from Agriculture University, Faisalabad in 1994. After completing his degree, he joined Cargill Pakistan as Processing Engineer. Rising through the ranks, he worked on different positions in Amin Ittefaq Rice, Safa Rice, MAP Rice, PNP Rice and became General Manager at Matco Foods in 2009. He has over 2 decades of extensive experience in setting up and successfully running rice plants in Pakistan.

Khalid Mehmood
General Manager - Plant Operations

Irshad Ahmed has an MBA degree and 17 years of professional experience in rice industry. He joined us in 2013 in Supply Chain Department and is now heading brand sales of ONAAJ as well as by-products.

Irshad Ahmed
National Sales Manager
Engro Eximp Private Limited, established in 2003, is a wholly owned subsidiary of Engro Corporation Limited, one of the largest conglomerates in Pakistan with an annual turnover of $2 billion. Engro Eximp entered the rice processing business in 2010 with a view to bring value-addition to the agriculture sector of the Country. With a vision to expand into new and profitable trading avenues, Engro Eximp has established a fast-growing basmati rice trading business. The Company procures high-quality basmati & non-basmati paddy and exports finished rice to private label B2B customers across the world. As part of this initiative, Engro has set up a large and state-of-the-art rice processing mill in the heart of the basmati growing area in Punjab, Pakistan.

Who we are - Engro Eximp Agriproducts Pvt. Ltd.

• It was set up in 2010 with the most modern plant spread over an area of 65 acres and with a cost of USD 55 million.
• The plant is equipped to produce the Country's finest basmati & non-basmati rice in raw, parboiled and steamed forms.
• The plant is strategically located in the heart of basmati area to target direct procurement from farmers to get the best quality rice.
• Engro Eximp Agriproducts have been at the forefront to being one of the largest basmati exporter out of Pakistan, well praised professional set-up recognized by buyers in EU, UK, Americas, Middle East and other markets.
Engro Fertilizers’ Farmer Connect project, externally known as Rahbar, is providing year-round agri-services to farmers through group discussions, literature distribution and farmer meetings. This is carried out through the support of Engro Group - companies in collaboration with EEAP. Engro has started commercial operation of its pesticide business.

Engro directly contacts farmers and traders for the procurement of paddy from the fields of Punjab.

1. Engro gives certified seeds to the farmers and then contacts farmers and traders for the procurement of paddy from the fields of Punjab.

2. Direct paddy procurement from farmers during the harvesting season and also from traders after harvesting period.

3. Engro Fertilizers’ Farmer Connect project, externally known as Rahbar, is providing year-round agri-services to farmers through group discussions, literature distribution and farmer meetings. This is carried out through the support of Engro Group - companies in collaboration with EEAP. Engro has started commercial operation of its pesticide business.

4. Better inputs give better outputs so we encourage farmers to sell their produce and we get the best quality basmati rice. Sponsorship by the Government of Germany under the GIZ program for EEAP to continue farmer trainings etc. with a value of EUR 0.6 million.
Paddy handling capacity of approximately 150,000 tons. Exportable rice capacity of approximately 70,000 tons.

Paddy cleaning and drying capacity of 3,000 tons per day, largest in entire Asia.

Parboiling and steaming capacity of 200 tons per day.

22 silos from Brock & GSI with a total storage capacity of 66,000 tons. 12,000 tons paddy storage capacity in storage yards and 13,000 tons rice in controlled warehouse.

2 state-of-the-art processing lines of 12 tons per hour each - machinery from Buhler and Satake.

4 color sorter machinery from Buhler (Z4+).
Our Products - Goodness in every grain

Our wide product range includes a complete basket of Pakistani traditional gluten-free basmati and non-basmati rice.

Basmati Rice     Non-Basmati Rice
Super Basmati     PK 386
1121 Basmati     Long-Grain Rice
Basmati 515

Basmati – The king of all rices

The word ‘Basmati’ means ‘fragrant’. Basmati is a variety of long, slender-grained rice with a delicate fragrance and a distinctive flavor. Basmati gets better with age. Ageing enhances and intensifies its taste, aroma and cooking characteristics. Basmati rice has been cultivated in the Indian subcontinent for centuries. The Himalayan foothills are the home of basmati. Through cultural exchange, it has become popular in European, Persian, Arab and other Middle Eastern cuisines. Pakistan is a leading producer, consumer and exporter of basmati and 95% of the basmati rice cultivation takes place in Punjab.

Super Basmati - Purist of the pure

Basmati, also known as the ‘Queen of Fragrance’, is internationally eminent for its exclusive aroma, delightful taste and long, slender grains. A popular commercial variety, it is perfectly-aged, non-glutinous and has a fine, smooth and silky texture. It is nurtured and raised tenderly in the fertile plains and lush green fields of Punjab, Pakistan, the only piece of land where Himalaya’s five lucent rivers emerge and feed to grow basmati. Basmati owes its essence, aroma and taste to the misty Himalayas. It is a nature’s gift to Pakistan and the world.

1121 Basmati

1121 basmati is a derived variety evolved through the process of hybridization over a long breeding process. This variety of rice is prized for its premium quality, unique aroma, exquisite delicate texture and extraordinary length, which can be as much as 8.25 mm for a single grain, the longest-ever known cultivars in the world. The long, slender kernels are available in white, steamed and parboiled forms.

Basmati 515

Basmati 515 shows higher paddy yield and longer kernel length than Super Basmati; especially elongation ratio is better than most of the existing extra long grain varieties. The variety is found to be moderately resistant to bakanae / foot rot and blast diseases.

Non-Basmati Rice

Non-basmati rice comes in different shapes and sizes. It is much fluffier and sticky in texture.

PK 386

PK 386 is a non-basmati variety of rice, widely appreciated for its long grain, tempting taste and rich color. This variety is only grown in Punjab- Pakistan and is widely accepted by the customers all over the world. It is available in brown, white, parboiled and steamed forms. It is the most demanded non-basmati variety.

Long-Grain Rice

Long-grain non-basmati rice is famous for its low price, natural flavor, non-sticky texture and great taste.
Onaaj is a brand that offers quality, taste, consistency and convenience, all wrapped in a beautiful packaging. The processed long-grain rice has enjoyed tremendous success in the market. It is the only branded rice with wide-scale marketing, introduced in October 2015 in all major cities of Pakistan. The following features of Engro Onaaj Basmati Rice set it apart from other brands:

- Superior paddy procurement
- State-of-the-art processing at the largest integrated rice processing facility certified against 8 standards
- Hygiene and quality protocols uncommon for this category
- Superior packaging

Engro has widely diversified its portfolio and revolutionized the trend of promoting household staples food. Engro Eximp AgriProducts established its line of staples by the name of Onaaj with the aim to provide the best quality staple food for consumers. The Onaaj umbrella holds Onaaj Rice.

For ages, basmati rice has been a consumer favorite in households for cooking rice dishes. Onaaj Basmati Rice is premium basmati that not only promises best grains of rice but also ensures that it is processed and packed most hygienically at the state-of-the-art production facility of Engro Rice Mills. Following Engro’s strict compliance standards, the product adheres to the highest quality standards of processing and packaging in a largely unregulated market.

Onaaj is a brand that offers quality, taste, consistency and convenience, all wrapped in a beautiful packaging. The processed long-grain rice has enjoyed tremendous success in the market. It is the only branded rice with wide-scale marketing, introduced in October 2015 in all major cities of Pakistan. The following features of Engro Onaaj Basmati Rice set it apart from other brands:

- Superior paddy procurement
- State-of-the-art processing at the largest integrated rice processing facility certified against 8 standards
- Hygiene and quality protocols uncommon for this category
- Superior packaging
Integrated Rice Processing Complex

Mill Lines 1

Mill Lines 2

CDP Area

Parboiling & Steaming Unit

Color sorter Buhler

Silos
Consumer Packaging Solutions - Good things come in all packages

Complete packaging solutions are available for both consumer & commercial use. We use the highest-quality materials to ensure safety, quality, durability and long-term storage. Packaging options can range from 1 to 50 kg. An automated preformed packaging equipment is installed at our plant.

Rice is packed and delivered in the following packaging materials:
• Plain Cotton
• Cotton Zeen
• Jute (Natural/Bleached)
• Woven PP bags
• Non-Woven PP (China Fabric)
• PET/LDPE

Impact of the Project
• Knowledge improvement of farmers/farm workers
• Yield improvement through adoption of better crop management practices
• Profitability improvement of the adopted fields, benchmarking with per acre earnings of adjoining farms/areas for the same year

Engro Pesticide Business
Engro Fertilizers Limited has started commercial operation of its pesticide business. The company would sell blended pesticides in the Country, which it would purchase in partnership with different foreign enterprises. The idea is to make quality pesticides available to the farmers that comply with EU & other countries’ regulations.

Responsible Agribusiness - Connecting with farmers

In Pakistan, smallholder farmers make up greater than 90% of the total farming population with most living below the poverty line and dependent on agriculture for their livelihoods. Majority of them reside in Punjab & Sindh. Agri farmers can overcome food insecurity and poverty through capacity building interventions, to produce higher crop yields and consequently greater incomes.

Engro is committed to making a positive impact on the environment and stakeholders including consumers, employees, investors, communities and others. In line with this, Engro started a CSR project “Farmer Connect” in November 2015, with the aim to increase agri-productivity & profitability for small farmers in rice-wheat crop areas of Punjab & Sindh. The project is providing value-added farm advisory services. The program focuses on building the capacities of smallholder BoP farmers in the crop rotations of rice and wheat.

Engro imparted education to 5,000 farmers as its corporate social responsibility.

Engro has also initiated a program to provide pure certified seeds of basmati varieties to farmers and help them conserve water in the rice growing area.

With a primary focus on buying rice paddy from farmers, the Company’s inclusive business model concentrates on improving the competitiveness of basmati rice for farmers to ensure enhanced yield/acre and reduction in cost of production/ton to benefit the farmers. The key strategy is to increase farm productivity and quality by enhancing the capabilities of the farmers with the effect that in 2012 the total paddy bought directly from farmers was worth USD 20 million. Following the processing of this rice, the product was being marketed to international markets.