

M.R 5/85 Daryalal Street, Jodia Bazar  
Karachi, Sindh  
Pakistan

HASRice has globally-benchmarked quality assurance. HASRice has its own backward-integrated contract farming for coarse and basmati rice to ensure they meet all regulatory & food safety issues on pesticides, aflatoxins, etc. HASRice has acquired enormous processing/quality/packaging assurance capabilities and an extremely competitive product & range over the years. Costs of Packaging in Pakistan are much lower than in developed markets. With a reduced, more cost-effective supply chain, HASRice is able to offer even higher cost savings to private label customers. Pakistan already has a well developed pouch & PET packaging as well as canning industry and it is easy for HASRice to locally source/develop cost-effective packaging, tailor-made to the Private Label customers' requirements. HASRice's Commodity Risk Management capabilities enable it to insulate Private Label customers from the price fluctuation risks inherent to rice. Â

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