

GUARD GROUP BRIEF

We introduce ourselves as part of an established group of companies, the Guard group, established in 1948 having strong financial capability and important business contacts. Our diversified activities include:-

A) Automobile Parts Division:

Our parent company is one of the largest manufacturers of automobile filters in South Asia. We are also manufacturing Brake parts and lubricants.

B) Agriculture Division:

We are pioneer in production and commercialization of hybrid rice in Pakistan, in cooperation with our **joint venture partner Yuan Longping of China- the inventor and father of hybrid rice technology**. Our annual Hybrid rice seed sales are 3000 M. Tons

We are also into chili and vegetable hybrid seed, pesticides, nutrients and machinery businesses.

C) Food Division:

In the food division we have a modern rice mill, having a total capacity of 20 ton/hour. Our food division is into rice milling and Pasta. Being in rice seed and rice milling we have developed unique supply chain from **Seed to Plate** ensuring exceptional quality of Aflatoxin and Pesticide free rice, as per prescribed E.U, and USA, regulations.

On our quality strength we are distributing **GUARD** brand since 1990, and it has now become the largest selling brand of Pakistan. Towards the export market we have distribution networks in 42 countries including North America, Europe, Middle East, Australia and Japan with total Basmati rice sales of 12000 Ton annually. We have all the quality accreditations like, HACCP & IFS.