



THE AUTHENTIC TASTE OF
Basmati Rice

ہر دانہ جیسے موتی دانہ



THE FINEST BASMATI RICE



FLAVORFUL

A PERFECT TREAT FOR YOUR TASTE BUDS



AROMATIC

A TANTALIZING AROMA THAT YOU NEVER FORGET



LONG GRAIN

CAREFULLY PICKED FROM THE FOOTHILLS OF HIMALAYAS





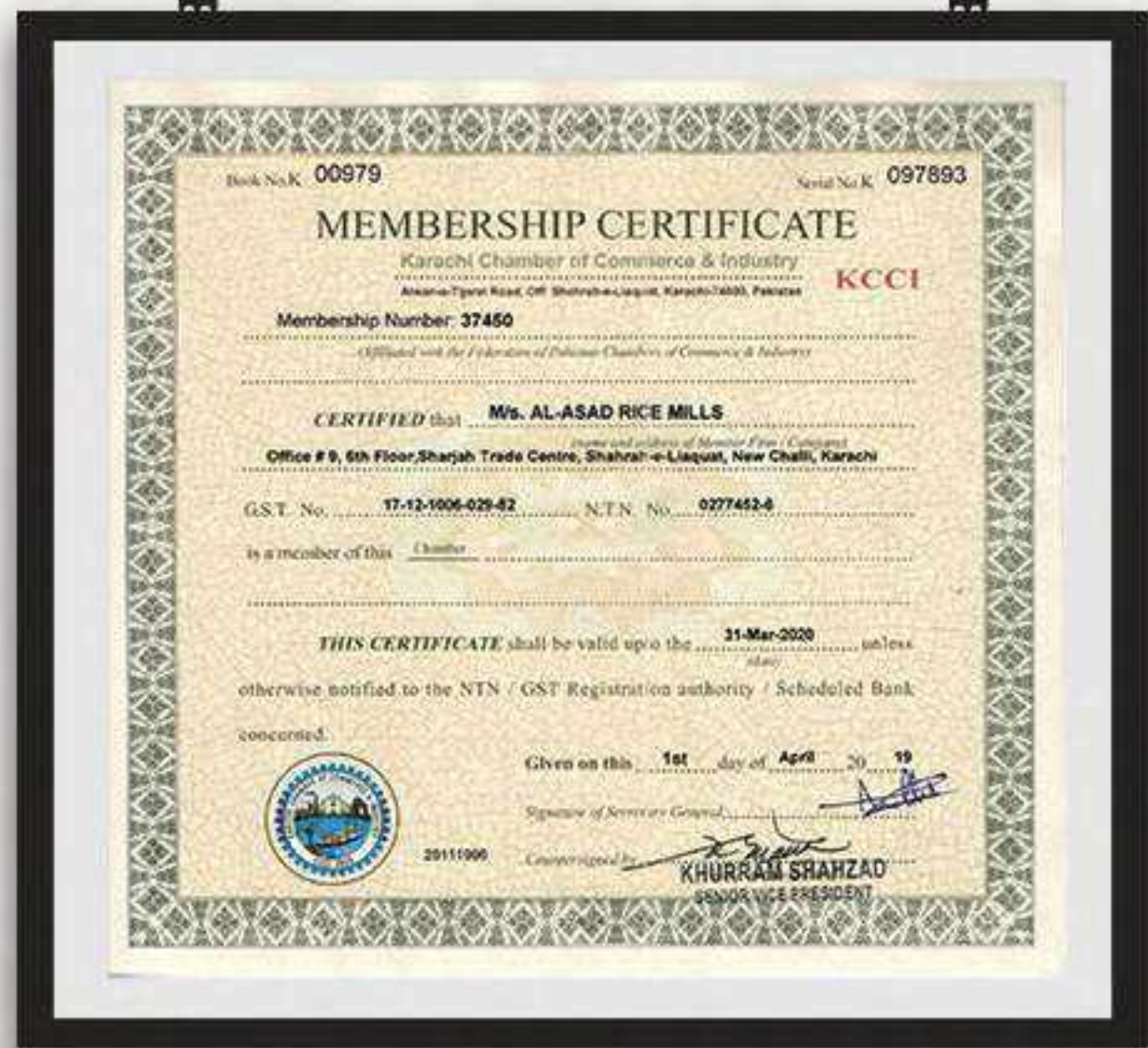
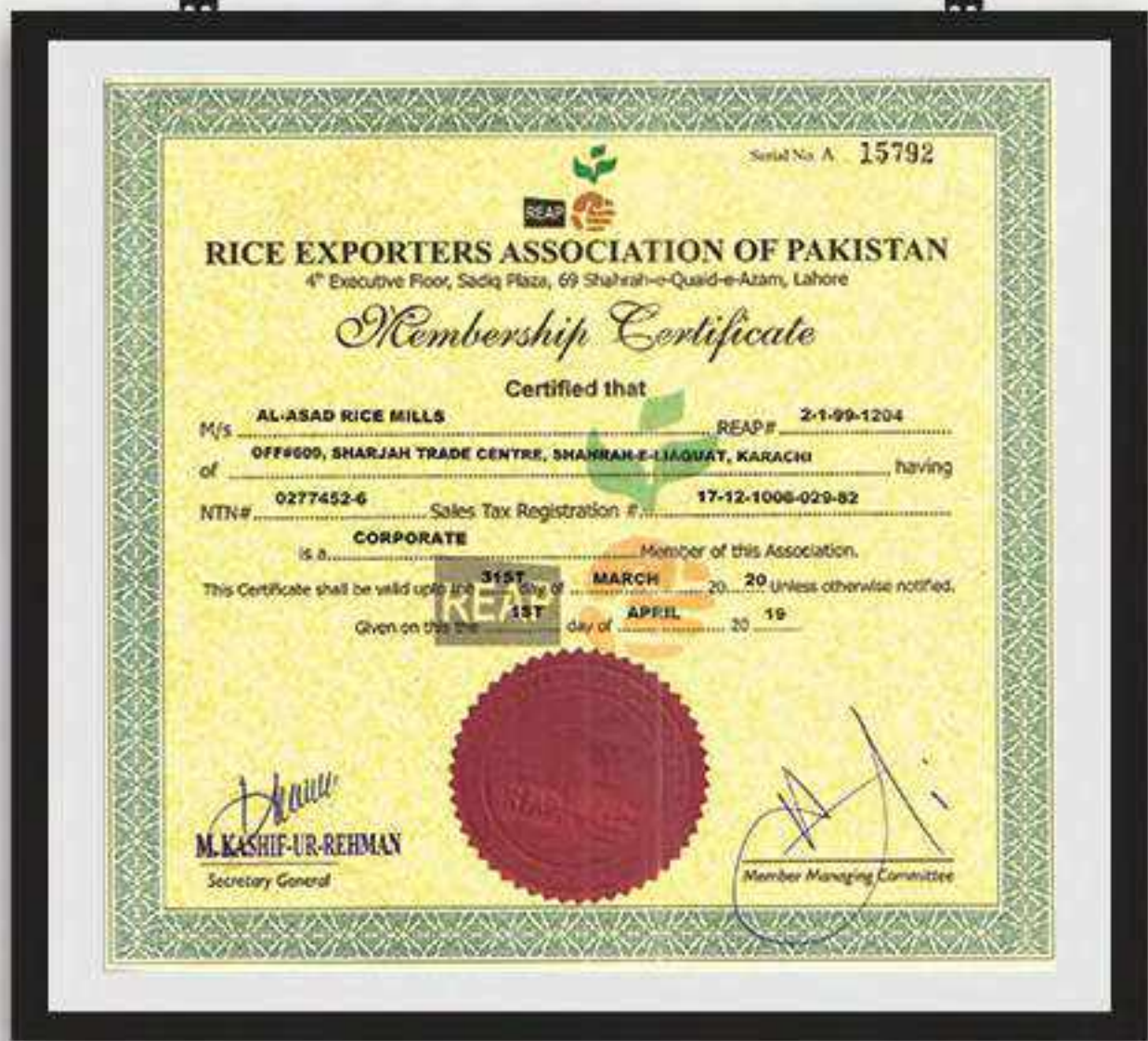
AL-ASAD RICE MILLS CAME INTO EXISTENCE IN 1994 BY **MOHAMMAD HUSSAIN KHANDWALA** AND IS THE PARENT COMPANY OF **MOTIDANA, ZAMIN AND FIVE STAR.**

THE **VISION** BEHIND THE ESTABLISHMENT OF **AL-ASAD RICE MILLS** IS TO PROVIDE THE BEST QUALITY BASMATI RICE AROUND THE WORLD THROUGH CONTINUOUS VALUE ADDITION BY COMBINING MODERN METHODS AND STATE OF THE ART TECHNOLOGY TO ENSURE QUALITY, TASTE AND CUSTOMER SATISFACTION. CURRENTLY WE HAVE A GLOBAL PRESENCE IN OVER **35 COUNTRIES.**



CERTIFICATION & MEMBERSHIPS

THE SUCCESS OF AL-ASAD RICE MILLS IS DEFINED BY YEARS OF EXPERIENCE, QUALITY ASSURANCE AND ITS NUMBER OF INTERNATIONAL CERTIFICATIONS & MEMBERSHIPS WITH RENOWNED INSTITUTES.



Basmati Rice

BASMATI RICE IS KNOWN AS THE WORLD'S FINEST RICE. THE BASMATI VARIETY OF RICE IS CALLED THE "**KING OF RICE**" WITH UNDISPUTED SUPREMACY ACROSS THE WORLD. BASMATI IS A GEOGRAPHICAL INDICATOR, GROWN ONLY IN THE FOOTHILLS OF THE HIMALAYAS, IN THE REGION OF PUNJAB. BASMATI IS AGED FOR EIGHT TO TWELVE MONTHS, ENHANCING ITS FAMOUS AROMA AND TASTE, MINIMIZING RICE STICKINESS AND IS THEN ENJOYED BY FOOD GURUS AROUND THE WORLD.

THE RICE HAS A UNIQUE AROMA, EXTRA LENGTH, SLENDER GRAIN, HIGH NUTRITIONAL VALUE, LOW-FAT CONTENT, FLUFFY TEXTURE AND ELONGATES TWO TO THREE TIMES UPON BEING COOKED.





MOTIDANA BASMATI RICE IS THE FLAGSHIP BRAND OF **AL-ASAD RICE MILLS** WITH A VISION TO MAKE IT THE PREMIER PAKISTANI RICE BRAND, PREFERRED AND CONSUMED BY ALL PEOPLE NATIONALLY AND GLOBALLY. OUR ORGANIZATION'S ESSENTIAL ASPECT IS TO PROVIDE QUALITY EXCELLENCE AND CUSTOMER SATISFACTION AS BEING DELIVERED BY OUR BRAND MOTIDANA BASMATI RICE.

THE COMPLETE **PRODUCT RANGE**

**MOTIDANA
STEAMED**
1121 BASMATI RICE

**MOTIDANA
GOLD**
1121 SELLA
BASMATI RICE

**MOTIDANA
XXL**
1121 WHITE
BASMATI RICE

**MOTIDANA
TRADITIONAL**
SUPER KERNEL
BASMATI RICE



EACH GRAIN OF **MOTIDANA**
BASMATI RICE GOES THROUGH
THE HIGH TECH SORTING
PROCEDURE TO MAINTAIN ITS
QUALITY STANDARDS AND
CUSTOMER SATISFACTION.

WE BELIEVE THAT EVERY PERSON DESERVES
TO ENJOY THE FINEST **QUALITY BASMATI RICE**
SO WE OFFER YOU A VARIETY OF PRODUCTS
AVAILABLE IN DIFFERENT PACKAGING AND
SIZES INCLUDING **1KG, 5KG, AND 25KG.**



PREMIUM AND CLASSIC BASMATI RICE - THE COMPLETE RANGE

Steamed- 1121

BASMATI RICE

MOTIDANA STEAMED IS AN **EXTRA LONG GRAIN AROMATIC BASMATI RICE** WITH AN AVERAGE GRAIN LENGTH OF ABOUT **8.3MM**. **WHEN COOKED**, IT CAN ELONGATE TO AT LEAST TWICE ITS ORIGINAL LENGTH WHICH MAKES IT THE **WORLD'S LONGEST RICE**. ITS FLUFFY TEXTURE, EXTRAORDINARY TASTE, AND DISTINCT AROMA TURNS YOUR MEAL INTO A **ROYAL FEAST**.



WORLD LONGEST RICE - 1121 KAINAT

BEFORE COOKING AGL
(AVERAGE GRAIN LENGTH) : 8.3 MM

SOAK IN WATER FOR 2 HOURS
FOR BEST RESULT AND THEN COOK

FLUFFY AFTER COOKING

BEST FOR BIRYANI AND ZARDA

1 CUP UNCOOKED RICE MAKES
5 CUPS OF COOKED RICE

Gold - 1121 Sella

BASMATI RICE

MOTIDANA GOLD IS AN **EXTRA LONG GRAIN**, **1121 SELLA BASMATI RICE**. IT IS PERFECT FOR COOKING BIRYANI AND ZARDA ON SPECIAL OCCASIONS. THE BEST QUALITY OF THIS RICE IS THAT IT HAS ALL THE **NUTRIENTS, TASTE, AROMA, SMOOTH TEXTURE** NEEDED TO COOK THE BEST DISHES, AND UPON COOKING, DO NOT STICK OR BREAK.

WORLD LONGEST RICE - 1121 KAINAT

BEFORE COOKING AGL
(AVERAGE GRAIN LENGTH) : 8.3 MM

SOAK IN WATER FOR 2 HOURS
FOR BEST RESULT AND THEN COOK

FLUFFY AFTER COOKING

BEST FOR BIRYANI, ZARDA, AFGHANI
PULAO, MANDI, IRANI CHILOO KHABAB

1 CUP UNCOOKED RICE MAKES
5 CUPS OF COOKED RICE



RANGE: **PREMIUM**

XXL - 1121 White

BASMATI RICE

MOTIDANA XXL IS AN **EXTRA LONG GRAIN, 1121 WHITE BASMATI RICE** WHICH IS CONSIDERED AS THE WORLD'S LONGEST RICE. THE **AGL (AVERAGE GRAIN LENGTH)** OF AN UNCOOKED GRAIN OF MOTIDANA XXL IS ABOUT **8.3 MM** AND UPON COOKING IT CAN ELONGATE TO AT LEAST TWICE ITS ORIGINAL LENGTH. IT ALSO GETS A **FLUFFY AND PEARLY** WHITE APPEARANCE AFTER COOKING. IT IS THE PERFECT CHOICE WHEN CHOOSING A RICE BRAND TO CATER TO YOUR GUESTS.



WORLD LONGEST RICE - EXTRA LONG GRAIN WHITE 1121 KAINAT

BEFORE COOKING AGL
(AVERAGE GRAIN LENGTH) : 8.3 MM

AGED RICE

PERFECT FOR BIRYANI

ELONGATES TWICE IN SIZE

FLUFFY TEXTURE

Traditional - Super Kernel BASMATI RICE

MOTIDANA TRADITIONAL IS AN **EXTRA LONG GRAIN SUPER KERNAL BASMATI RICE** HAVING AN AGL (AVERAGE GRAIN LENGTH) OF ABOUT **7.3 MM**. IT HAS A HIGH **NUTRITIONAL VALUE** AND IS PERFECT FOR COOKING TRADITIONAL DISHES LIKE BIRYANI AND PULAO DUE TO ITS **UNIQUE AROMA AND SUBTLE TASTE** WITH A FLUFFY BUT NON-STICKY TEXTURE.

EXPORT QUALITY

EXTRA LONG SUPER KERNAL BASMATI

UNCOOKED RICE AGL
(AVERAGE GRAIN LENGTH) : 7.3 MM

AGED RICE

UNIQUE BASMATI AROMA

TRADITIONAL TASTE & FLUFFY TEXTURE



Khushboo – Super Kernel

BASMATI RICE

MOTIDANA KHUSHBOO IS ALSO KNOWN AS **SUPER KERNAL BASMATI RICE**. IT HAS ITS OWN UNIQUENESS WHEN IT COMES TO **AROMA AND FLAVOR**. EACH OF ITS GRAIN IS **PEARL WHITE, SLENDER AND UNMATCHED** IN TASTE. IT PROVIDES A WHOLESOME CULINARY EXPERIENCE DUE TO ITS NATURAL **FRAGRANCE, SWEET TASTE AND FLUFFY TEXTURE**.



- PURE SUPER KERNAL BASMATI RICE
- AGED RICE
- NATURAL AROMA AND FRAGRANCE
- SWEET TASTE
- FLUFFY TEXTURE
- BEST FOR EVERYDAY COOKING AND PARTIES

Classic-Super BASMATI RICE

MOTIDANA CLASSIC IS A PERFECTLY **AGED BASMATI RICE**. IT HAS A NATURAL **AROMA, SWEET TASTE AND SMOOTH TEXTURE** WHICH ON COOKING, BECOMES FLUFFY AND LIGHT TO CONSUME DURING EVERYDAY ROUTINE OR CASUAL EVENTS. DELIGHT YOURSELF WITH THE PERFECT TREAT OF CLASSIC BASMATI RICE BY CHOOSING MOTIDANA CLASSIC.

PURE SUPER BASMATI RICE

AGED RICE

NATURAL AROMA AND FRAGRANCE

SWEET TASTE

FLUFFY TEXTURE

BEST FOR EVERYDAY
COOKING AND PARTIES



RANGE: **CLASSIC**

Daily BASMATI RICE

MOTIDANA DAILY IS ONE OF OUR **WIDELY DEMANDED BASMATI RICE**. IN ADDITION TO BEING **AFFORDABLE, AROMATIC, AND TASTY**, IT CONTAINS ALL THE GOODNESS AND **NUTRIENTS** MAKING IT IDEAL FOR YOUR DAILY USE. EASY TO MAKE THEY ARE A PERFECT CHOICE TO COOK A VARIETY OF MARVELLOUS CUISINES.



FLAVORFUL BASMATI RICE

PERFECTLY AGED

NATURAL AROMA AND FRAGRANCE

IDEAL FOR DAILY USE

Economy - Blended BASMATI RICE

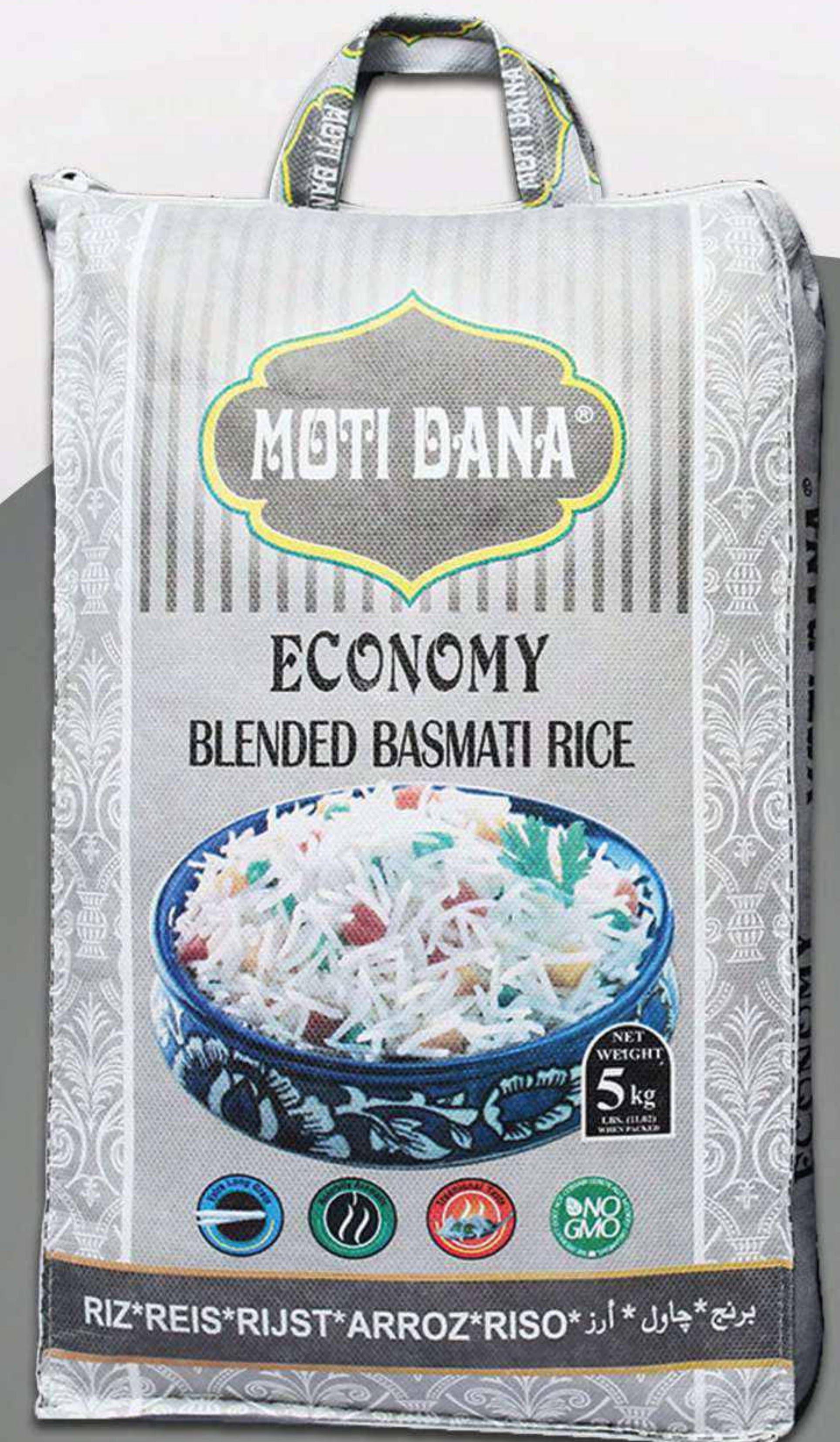
MOTIDANA ECONOMY IS OUR REGULAR VARIETY OF **LONG GRAIN BASMATI RICE**. PRIMARILY GROWN IN THE **REGION OF PUNJAB**, THE GRAINS HAVE A NATURAL **FLAVOR, DELICATE TASTE AND ELONGATE** DURING THE COOKING PROCESS. IT'S AN IDEAL CHOICE FOR THOSE LOOKING FOR A FINE QUALITY BASMATI RICE AT HIGHLY AFFORDABLE RATES.

IDEAL FOR DAILY USE

PERFECTLY AGED

EASY TO MAKE

AFFORDABLE BASMATI RICE



FIVE STAR PRODUCTS

FIVE STAR IS YET ANOTHER PRODUCT OF **AL-ASAD RICE MILLS**. IT GOES THROUGH A HIGHLY MECHANIZED SORTING PROCESS THUS IS FREE FROM ALL **IMPURITIES, INCLUDING DUST, STONE, PADDY, DAMAGED AND BLACK GRAINS**, WHICH MAKES IT A FAR BETTER CHOICE THAN LOOSE RICE. IT IS HIGHLY ECONOMICAL TO AFFORD, EASY TO MAKE AND IDEAL FOR YOUR DAILY COOKING. THE COMPLETE PRODUCT RANGE IS DIVIDED AS FOLLOWS



AL-ASAD RICE MILLS

HEAD OFFICE:

OFFICE NO. 609 SHARJAH TRADE
CENTRE, NEW CHALLI,
SHAHRAH-E-LIAQUAT, 74000
KARACHI, PAKISTAN.



+92-213-2401151-53



+92-213-2401154



www.alasadricemills.com



info@alasadricemills.com



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www.motidana.com



sales@motidana.com



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