



PREMIUM RICE EXPORT CATALOGUE

The Art of Finest Grain

From the Fields of Pakistan to Global Tables



QUALITY · PURITY · EXCELLENCE · GLOBAL EXPORT STANDARDS

8+

RICE VARIETIES

180

DAYS AGED AROMA

≤2%

BROKEN GRAINS

8mm

MAX GRAIN LENGTH

OUR HERITAGE

Popular Industries Group

"A legacy built on purity, precision, and the pursuit of perfection — delivering Pakistan's finest Basmati rice to tables across the world."

Popular Industries Group stands as one of Pakistan's most trusted names in premium rice export. Headquartered in Sialkot — the heart of Pakistan's agricultural belt — we have built an enduring reputation for sourcing, processing, and delivering the world's finest Basmati and non-Basmati rice varieties to global markets. Our commitment to quality is not merely a promise; it is embedded in every step of our supply chain, from paddy field selection to final packaging and export.

With decades of industry experience and a deep understanding of international buyer expectations, we operate state-of-the-art milling facilities equipped with advanced sorting, polishing, and grading technology. Every batch undergoes rigorous quality control testing before dispatch, ensuring that our customers — from supermarket chains to airline catering companies — receive nothing short of excellence.



SOURCING

Finest paddy fields in Punjab and Sindh, carefully selected for grain quality and aroma.



PROCESSING

Advanced milling, color sorting, and silky polishing for consistent purity and premium finish.



EXPORT

Reliable supply to Africa, Gulf, Europe, and Asia with professional packaging solutions.

HEADQUARTERS

Daske Road, Sialkot, Punjab, Pakistan

MARKETS SERVED

Africa · Gulf · Europe · Asia · Americas

CONTACT

+92-52-3256880 / +92-63-3258880

SPECIALIZATION

Basmati & Non-Basmati Rice Export



FLAGSHIP VARIETY

1121 Basmati Creamy Sella Rice

EXTRA LONG GRAIN · PREMIUM PARBOILED · GOLDEN HERITAGE

Renowned for its rich aroma, elegant appearance, and exceptional cooking performance, our 1121 Creamy Sella Rice is carefully processed to meet international quality standards. Distinguished by its extra-long slender grains, naturally pleasant fragrance, and fluffy non-sticky texture after cooking — an ideal choice for biryani, pulao, and premium culinary dishes served in restaurants, hotels, and households worldwide.

★ SPECIFICATIONS ★

PARAMETER	VALUE
BROKEN GRAINS	2.0%
MOISTURE CONTENT	13.5%
AVERAGE GRAIN LENGTH	7.4 – 8.0 mm
PROCESSING	Parboiled (Sella)
AGING	180 Days
ORIGIN	Punjab, Pakistan

 GRAIN Extra Long	 MOISTURE 13.5%	 BROKEN ≤ 2%	 GRADE Premium
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★ PACKAGING ★



FRONT VIEW



BACK VIEW

Net Weight: 10 kg | Best Before: 24 Months | Product of Pakistan



SUPREME QUALITY · WORLD'S LONGEST GRAIN

SUPREME COLLECTION

1121 Basmati Golden Sella Rice

NATURAL GOLDEN HUE · AROMATIC · SUPERIOR ELONGATION

Globally recognized for its extra-long grains, natural golden color, and rich aromatic fragrance. The parboiling (sella) process enhances grain strength, improves nutritional value, and ensures superior elongation after cooking — making it a preferred choice for high-quality culinary applications worldwide. Carefully sourced, parboiled, and processed to deliver exceptional grain quality, aroma, and cooking performance.

★ SPECIFICATIONS ★

PARAMETER	VALUE
BROKEN GRAINS	Up to 2.0%
MOISTURE CONTENT	Up to 13.5%
AVERAGE GRAIN LENGTH	7.8 – 8.0 mm
PROCESSING	Parboiled (Sella)
COLOR	Natural Golden
ORIGIN	Punjab, Pakistan

 GRAIN 7.8–8.0mm	 MOISTURE ≤13.5%	 BROKEN ≤ 2%	 GRADE Supreme
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★ PACKAGING ★



FRONT VIEW



BACK VIEW

Net Weight: 10 kg | Best Before: 24 Months | Product of Pakistan

EXPORT CERTIFIED · GLOBAL MARKETS

CLASSIC COLLECTION

1121 Basmati Sella White Rice

APPEALING WHITE · RICH AROMA · FLUFFY TEXTURE

Known for its exceptional grain length, natural aroma, and superior cooking performance, this variety is widely preferred in global markets for both retail and wholesale distribution. Distinguished by its extra-long slender grains, appealing white color, and rich aroma that enhances every meal. After cooking, it remains fluffy and separate — making it ideal for biryani, pulao, and premium culinary applications.

★ SPECIFICATIONS ★

PARAMETER	VALUE
BROKEN GRAINS	Up to 2.0%
MOISTURE CONTENT	Up to 13.5%
AVERAGE GRAIN LENGTH	7.4 – 8.0 mm
PROCESSING	Sella White
COLOR	Premium White
ORIGIN	Punjab, Pakistan

 GRAIN 7.4–8.0mm	 MOISTURE ≤13.5%	 BROKEN ≤ 2%	 GRADE Export A
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★ PACKAGING ★



FRONT VIEW



BACK VIEW

Net Weight: 10 kg | Best Before: 24 Months | Product of Pakistan



PREMIUM EXPORT GRADE

1121 Golden Sella Basmati Rice

GOLDEN HUE · RICH FRAGRANCE · OUTSTANDING PERFORMANCE

Appreciated worldwide for its extra-long grains, golden hue, rich fragrance, and outstanding cooking performance. The advanced parboiling process enhances grain strength, nutritional value, and elongation — making it a preferred choice for both domestic and international markets. Processed to the highest international quality standards with only the finest selected grains parboiled and polished to deliver superior texture and appearance.

★ SPECIFICATIONS ★

PARAMETER	VALUE
BROKEN GRAINS	Up to 2.0%
MOISTURE CONTENT	Up to 13.5%
AVERAGE GRAIN LENGTH	7.4 – 8.0 mm
PROCESSING	Parboiled Golden Sella
COLOR	Natural Golden
ORIGIN	Punjab, Pakistan

 GRAIN 7.4–8.0mm	 MOISTURE ≤13.5%	 BROKEN ≤ 2%	 GRADE Supreme
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★ PACKAGING ★



FRONT VIEW



BACK VIEW

Net Weight: 10 kg | Best Before: 24 Months | Product of Pakistan



STANDARD GRAIN · AFRICA · GULF · EUROPE

VALUE EXPORT GRADE

IRRI-6 White Rice

5% BROKEN · RICH AROMA · NEXT GEN GRAIN

One of Pakistan's most widely consumed and exported non-Basmati rice varieties. Cultivated in the fertile regions of Sindh and selected areas of Punjab, IRRI-6 rice is highly valued in African, Gulf, and Eastern European markets for its reliable quality, affordability, and excellent cooking performance. Known for its good cooking results, soft texture, and pleasant taste — ideal for daily meals, catering, and large-scale food supply requirements.

★ SPECIFICATIONS ★

PARAMETER	VALUE
BROKEN GRAINS	5.0%
MOISTURE CONTENT	14.0%
AVERAGE GRAIN LENGTH	6.0 mm
TYPE	Non-Basmati White
CULTIVATION	Sindh & Punjab
ORIGIN	Pakistan

 GRAIN 6.0 mm	 MOISTURE 14.0%	 BROKEN 5%	 MARKET Global
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★ PACKAGING ★



FRONT VIEW



BACK VIEW

Net Weight: 10 kg | Best Before: 24 Months | Product of Pakistan

SUPREME QUALITY · WORLD'S LONGEST GRAIN

PREMIUM STEAM PROCESSED

Steam 1121 Sella Basmati Rice

EXTRA LONG GRAIN · NATURAL AROMA PRESERVED · SUPERIOR ELONGATION

Carefully selected and processed to meet the highest international export standards. Only the finest paddy is sourced, steamed, and processed to preserve its natural aroma, texture, and nutritional value. The 1121 Basmati variety is globally recognized for its extra-long grains, rich fragrance, and exceptional cooking performance. Our steam-processed sella rice enhances grain strength and elongation — a preferred choice for high-end culinary use across households, restaurants, and bulk food supply markets.

★ SPECIFICATIONS ★

PARAMETER	VALUE
BROKEN GRAINS	Up to 2.0%
MOISTURE CONTENT	Up to 13.5%
AVERAGE GRAIN LENGTH	7.6 – 8.0 mm
PROCESSING	Steam Sella
AGING	Premium Aged
ORIGIN	Punjab, Pakistan

 GRAIN 7.6–8.0mm	 PROCESS Steam	 BROKEN ≤ 2%	 GRADE Supreme
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★ PACKAGING ★



FRONT VIEW



BACK VIEW

Net Weight: 10 kg | Best Before: 24 Months | Product of Pakistan

BASMATI RATION · GULF MARKETS FAVOURITE

FINE GRAIN COLLECTION

Golden Super Fine Sella Rice

LONG GRAIN · PLEASANT AROMA · NON-STICKY TEXTURE

Especially popular in Gulf and international markets due to its long grains, pleasant aroma, and non-sticky texture. Produced from carefully selected grains and processed using advanced milling techniques, known for superior purity, rich taste, and excellent cooking performance. Whether for households, restaurants, or bulk export requirements — excellence in every grain. Steam Rice delivers a soft, fluffy texture complementing traditional and modern cuisines.

★ SPECIFICATIONS ★

PARAMETER	VALUE
BROKEN GRAINS	2.0%
MOISTURE CONTENT	13.0%
AVERAGE GRAIN LENGTH	7.0 – 7.3 mm
PROCESSING	Super Fine Sella
AGING	180 Days
ORIGIN	Pakistan

 GRAIN 7.0–7.3mm	 MOISTURE 13.0%	 BROKEN 2%	 AGED 180 Days
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★ PACKAGING ★



FRONT VIEW



BACK VIEW

Net Weight: 10 kg | Best Before: 24 Months | Product of Pakistan

BASMATI RATION · SUPREME QUALITY

HERITAGE COLLECTION

Super Kernel Basmati Rice

FLUFFY TEXTURE · AUTHENTIC FLAVOUR · WORLD'S LONGEST GRAIN

Carefully sourced from selected paddy fields and processed under strict quality standards, renowned for its extra-long grains, naturally rich aroma, and superior cooking performance. Widely appreciated by households, restaurants, and international buyers for its fluffy texture and authentic flavor. Whether used in traditional biryani, pulao, or everyday meals — it enhances every dish with elegance and rich taste. Perfectly aged for richer aroma, extra-long grains, and exceptional taste in every bite.

★ SPECIFICATIONS ★

PARAMETER	VALUE
BROKEN GRAINS	2.0%
MOISTURE CONTENT	13.0%
AVERAGE GRAIN LENGTH	7.0 – 7.2 mm
TYPE	Super Kernel Basmati
AGING	160 Days
ORIGIN	Punjab, Pakistan

 GRAIN 7.0–7.2mm	 MOISTURE 13.0%	 BROKEN 2%	 BEST FOR Biryani
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★ PACKAGING ★



FRONT VIEW



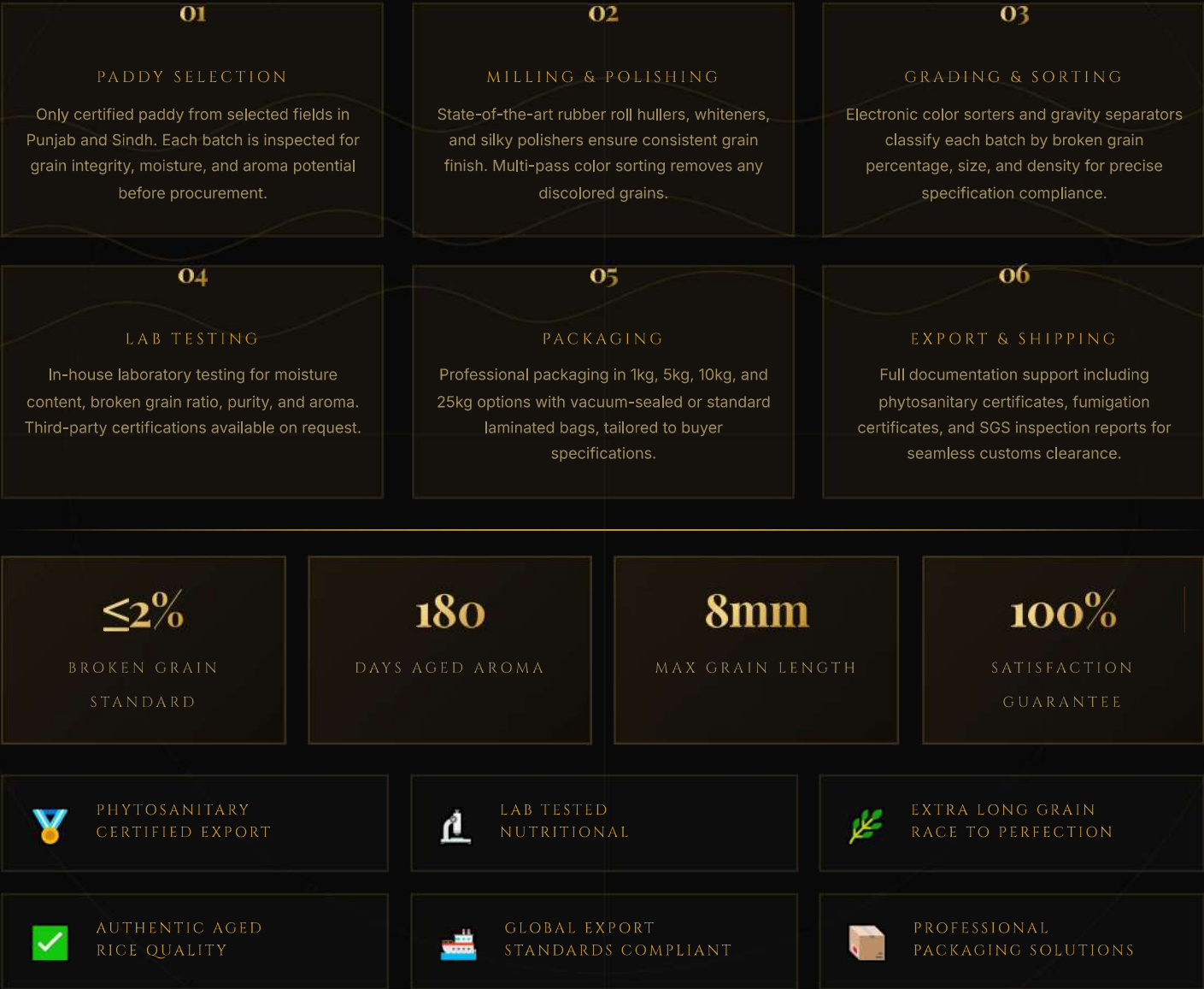
BACK VIEW

Net Weight: 10 kg | Best Before: 24 Months | Product of Pakistan

OUR COMMITMENT TO EXCELLENCE

Quality at Every Step

At Popular Industries Group, quality is not a department — it is a culture. Every grain that leaves our facility has passed through multiple checkpoints, from field selection and paddy procurement through milling, grading, and final packaging. Our processes are built on decades of expertise, international best practices, and a relentless commitment to delivering rice that exceeds buyer expectations in every shipment.





Let's Do Business Together

We welcome inquiries from importers, wholesalers, distributors, supermarket chains, catering companies, and hospitality groups worldwide. Our dedicated export team is ready to provide samples, specifications, pricing, and full documentation support to meet your requirements.

ADDRESS

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Punjab, Pakistan

PHONE

+92-52-3256880
+92-63-3258880

WEBSITE

www.popularindustriesgroup.pk

PRODUCTS

Basmati · Non-Basmati
Sella · Steam · White Rice

EXPORT MARKETS

Africa · Gulf · Europe · Asia

CERTIFICATIONS

Lab Tested · Phytosanitary

PACKAGING

1 kg · 5 kg · 10 kg · 25 kg

"From the Fields of Pakistan — to Your Table."

POPULAR INDUSTRIES GROUP · SIALKOT · PAKISTAN · 2025