



Zubair Enterprises

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**EXPERIENCE
THE REAL AROMA OF
REAL BASMATI**



Zubair Enterprises



MISSION STATEMENT

"To offer high quality products and service to customers by adopting innovative and creative practices. Also, to build a corporate foundation based on team work and results, such that it forms the backbone for sustained growth".



QUALITY POLICY

We effort to sustain our best reputed name in the global market and enhance mutual business relationships with ultimate customer's satisfactions.

CHAIRMAN'S VIEW



M. Bashir Nasir
(Founder)

It is easy to open a shop but hard to keep it open. The years following 1995 the year in which Zubair Enterprises was founded, have witnessed many successful developments even in those early years. We were conscious of how important production of quality Rice is for the growing industries of developing countries. The time passing by has proved us right, with our expertise; we have been providing full assistance & advice to our suppliers and customers to overcome the problems caused by quality gap.

We owe this success which makes us unique in the Rice field subject to the technological developments related to our field and to our decisions, taken correctly and in the right time and directed towards the requirements of the market. We are accumulating more and more performances globally and in our business market. We are very much obliged to all our personnel and our valuable customers who have taken part in bringing Zubair Enterprises to its present position in limited time.

DIRECTOR'S VIEW



Muhammad Ilyas Ch



Ch. Qaiser Bashir Nasir

As we have expended, we ensured that our valued do not a back seat. Customer satisfaction, for one, has always been an area of priority and we have not only won new customers but retained them too. Our service, for instance has kept us ahead of the rest; we are therefore quick, pertinent and efficient when it comes to customer needs and we give them total value for money. Add to this, a committed and loyal workforce and one has a powerful combination for the success. A name synonymous with unparalleled quality products, unrivaled expertise and incomparable customer satisfaction. We have always believed that our reputation must be funded on the quality of our services, in extending a helping hand to our business associated and realizing their economic aspirations. Believing in the motto that the customer has a proven right to demand the finest product, our endeavor glorious effort have always been towards creating and providing the best. Perhaps this product excellence and perfectionist approach which have enabled us to build maintain a longstanding and strong relationship.



BASMATI THE QUEEN OF FRAGRANCE

The aromatic tale of the royal grain called basmati goes back thousands of years. This delicious rice has been cultivated in the Pakistani sub-continent for hundreds of years and the Himalayan foothills are said to produce the best basmati in the world.

This sacred rice is treated with great favoritism in the Pakistani sub-continent and is believed to bring blessings for a long life. It plays an important part on auspicious occasions, ceremonies and new business ventures.

Basmati is nature's gift to Panjab Pakistan and Pakistan's gift to whole world. From the Shirin Pulao of Iran, Paella of Spain, to the Biryani & Zarda of Pakistan, Basmati has been favored by SULTANS, NAWABS, MAHARAJAS and EMPERORS alike. With time and improved R&D, Pakistan today grows and exports high quality varieties of basmati that are fast becoming the choice of chefs across the globe.





Al Skhaa

Basmati Rice



AL SKHAA, the most trusted brand of Pakistan, brings the real aroma of real basmati with AL SKHAA Basmati Rice.

Its long slender shape, distinctive Shape, delectable taste and appealing texture tantalises the taste buds of every rice lover.

Al Skhaa Basmati Rice, procured from the best basmati growing regions of Pakistan, is aged, dried, de-husked, processed, graded and sorted carefully to provide pearly white colour, smooth & extra fine texture and delicious taste with every serving.

This high quality basmati undergoes thorough processing at our state-of-the-art milling plant and is hygienically packed to keep the nutrition intact and make basmati rice taste nothing but perfect.

Right from ethnic biryanis, rice puddings, fried rice, seafood with rice, to basmati with sausages, Al Skhaa Basmati Rice elevates the taste of every meal, every day.



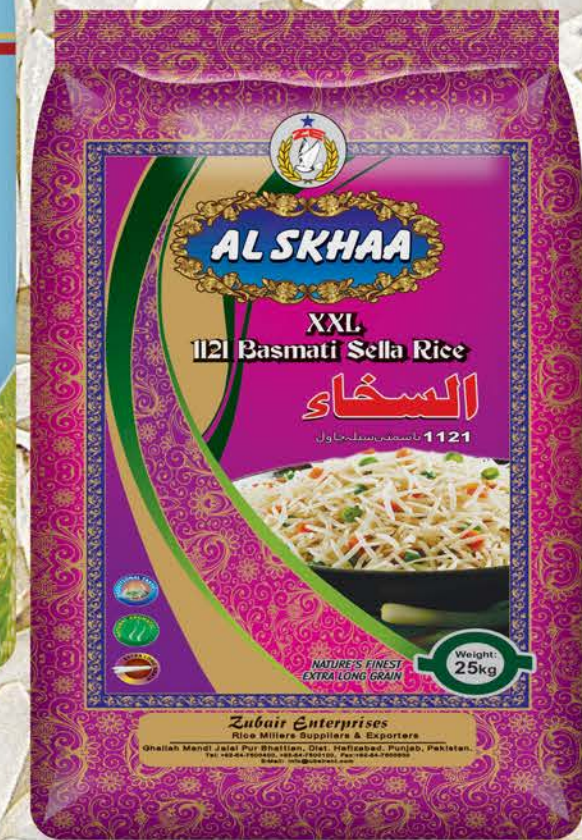
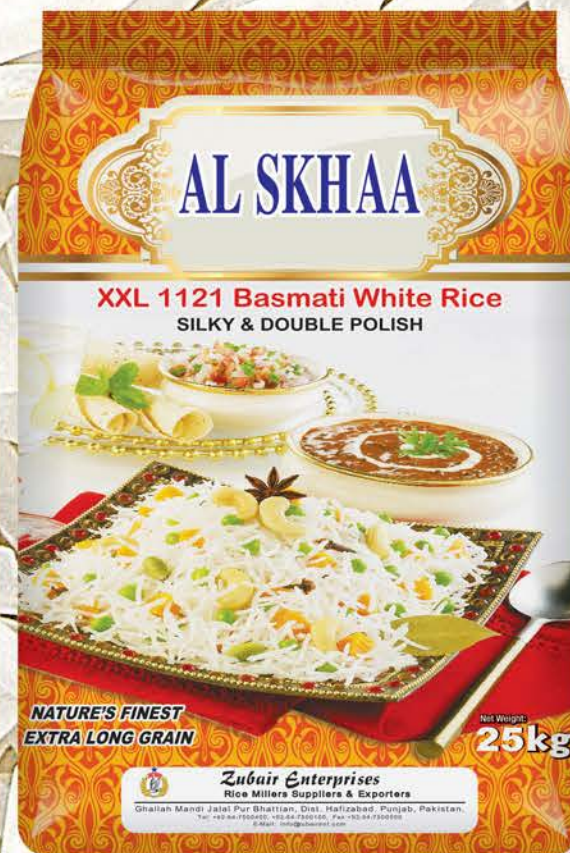
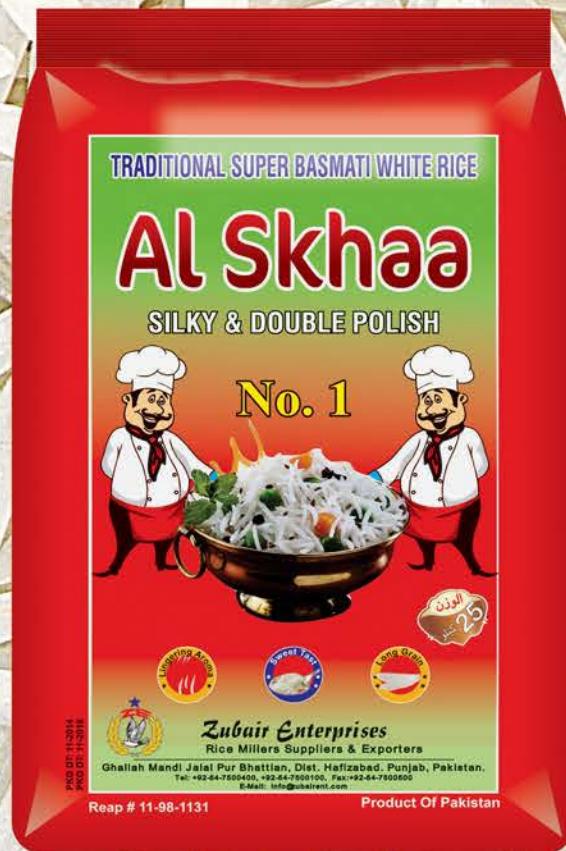
PURE, DELICIOUS, AROMATIC, EXTRA LONG GRAIN

AL SKHAA rice experts employ great diligence to source from the pristine Basmati growing fields of Punjab in Pakistan. With our strategic partnership with NATIONAL TRADERS Punjab's large agri merchants. We have the advantage of expertise to scale up our rice producing capacity and processing capabilities. We continuously endeavour to expand and serve our consumers across the globe.



BASMATI FOR EVERY TASTE

With an extensive range to suit every taste.
AL SKHAA Basmati Rice satiate the hunger of every rice lover.



AL SKHAA TRADITIONIAL SUPER BASMATI WHITE RICE

- ☞ Fluffy long grain for the versatile cooking
- ☞ Best for preparing plain rice & regular rice dishes
- ☞ Available in 5 kg and 25 kg packs



AL SKHAA XXL 1121 BASMATI WHITE RICE

- ☞ Original basmati aroma and delicious taste
- ☞ Best for preparing plain Rice, Zeera Rice and more
- ☞ Available in 5 kg and 25 kg packs



AL SKHAA XXXL 1121 BASMATI STEAM RICE

- ☉ Fluffy long grain for versatile cooking
- ☉ Best for preparing pulao, fried rice risotto, paella & more
- ☉ Available in 5 kg and 25 kg packs



AL SKHAA XXL 1121 BASMATI SELLA RICE

- ☉ Exceptionally long with delightful appearance and taste
- ☉ Best for preparing delicacies like Biryani, Zarda (sweet rice) and more
- ☉ Available in 5 kg and 25 kg packs





ESTABLISHMENT

Zubair Enterprises is joint venture partnership firm established in 1995, located in the heart of rice cultivating area (Jalalpur Bhattian, Hafizabad) which is the closest area of Chinab River, successfully managing its accurate operations in section of Paddy and Rice procurement, Cleaning, Grading, Polishing, Color Sorting, Packing and Dispatch. It strictly implies quality controls covering entire segments in the benefit of happy and satisfied values consumers. Stepping in to 22nd successful year of rice exporting is evidence itself of our steady growth through high quality production. Our mainly processed milled lines are White, Steam & Parboiled (Sella) Rice. Zubair Enterprises known as a globally integrated infrastructure player and has many firsts to its credit. It has integrated bulk handling and storage system for the rice grains and the large supply chain in the country.

CAPACITY & DISTRIBUTION

Our wide network in Pakistan for sourcing of right commodity combined with years of expertise keep us many ahead of all other agro traders in the country. Today Zubair Enterprises have own five units of Processing & Re-Processing having production capacity 144 M. Tons per day (Basmati & Non Basmati) and one parboiled unit along with Dryer, the warehousing storage capacity is approximately 300,000 bags of hundred kilograms. Over the years we have developed an excellent agro product basket for manufacturing, processing, Trading and simultaneous developing sophisticated infrastructure facility for sourcing network; our other major facilities include warehousing near to the port. In view of global expansion plan the enterprise is also looking for distribution and joint venture with international markets. Our major export is to United Kingdom, Italy, France, Portugal, Cyprus, Ukraine, Kingdom of Saudi Arabia, Iran, U.A.E, Oman, Kuwait, Bahrain, Qatar and Yemen.





LEADING THE WAY

M/S ZUBAIR ENTERPRISES is large portfolio firm in Pakistani rice industry. The rice product portfolio of Zubair Enterprises includes brand such as AL SKHAA. It has a range of customized specialty finest for institutional domestic and international client due to its better cooking results and highest rice quality. With its brand AL SKHAA "for a healthy growing Pakistan", It continues to innovate and leads the cooking results and its delicious taste. AL SKHAA is most prestigious brand in the Zubair Enterprises portfolio. It rises to become the No.1 edible rice brand in the market within two years of its introduction and continues to be a leader.

Following the success in Pakistan Z.E introduced its range in food product of Pakistan, now exporting it to Yemen and would be start its export to various countries of the world in future.