



LDS
LAL DIN SON'S
 Foods (Pvt) Ltd.

Get Touch with us



Muhammad Asif
 Managing Director

+92 321 333 3533

info@ldsfood.com

laldinsonsfoods@gmail.com

Minhala Kalan Bata Pur, Lahore, Cantt, Punjab Pakistan.

Awais Ashraf
 Export Manager

+92 308 333 3733

0423 659 0381

www.ldsfood.com

@creativecorner2021 0324-4383950



LDS
LAL DIN SON'S
 Foods (Pvt) Ltd.

Reap # 1-1-22-7426



Company Message



Since the 1998, we have been dedicated to providing top-quality rice to customers in the local market during the past year we have expanded our business from local market to international market

At LDS Foods, we take immense pride in our ability to consistently offer premium quality rice. Our demanding quality control measures ensure that every grain that leaves our facilities meets the highest standards of purity, aroma, and nutritional value.

We are committed to minimizing our environmental impact by adopting eco-friendly practices throughout our supply chain. We will continue to invest in research and development, explore new markets, our aim provide the pure rice to world.



Haji LaL Din (Late)
Founder

Muhammad Ashraf
C.E.O

Muhammad Asghar
Director

Muhammad Asif
Director

The Company Overview

Lal Din Son's Foods Pvt Ltd, a prominent player in the rice industry, was founded with an ambitious vision to emerge as a leading exporter from Pakistan. With a legacy spanning over two decades, **Lds** Foods has rightfully established itself as a key provider of top-notch quality rice from the region. Our company purchases paddy from top-quality areas of Pakistan. We then dry the paddy using the latest technology of SKF rice dryer and steaming, parboiled unit, and husking. The processing capacity of these facilities is 600 tons, per day utilizing state-of-the-art production facilities that are instrumental in ensuring the highest standards of rice processing.

- we adhere to strict sanitation and hygiene practices within our production facilities and provide the pesticides free rice to the consumer. **Lal Din Son's Foods** stands for. We take pride in our commitment to delivering not only exceptional rice but also an exceptional overall brand experience.



Our Vision

Lal din son's vision is strongly based on the guidelines of our experience and traditions of good quality it focuses on serving the globe with trust quality and building along lasting business relationship.



Our Mission

At our rice company we have clear mission and vision that guide everything we do our mission is to provide the highest quality rice to customer around the world. We understand that rice is an important part of people's foods and we want to deliver rice that is delicious and nourishing that meets you expectations.



Our story



Our great father haji Lal Din(late) started Data Rice Mills in 1998 and transferred his legacy to the next generation as Lal Din Son Foods Pvt Ltd .we are rooted with traditional values as loyalty, transparency, customer friendliness and empowerment of farmers. Lds celebrate transparency silver jubilee of culinary tradition and delicious.



Why choose us

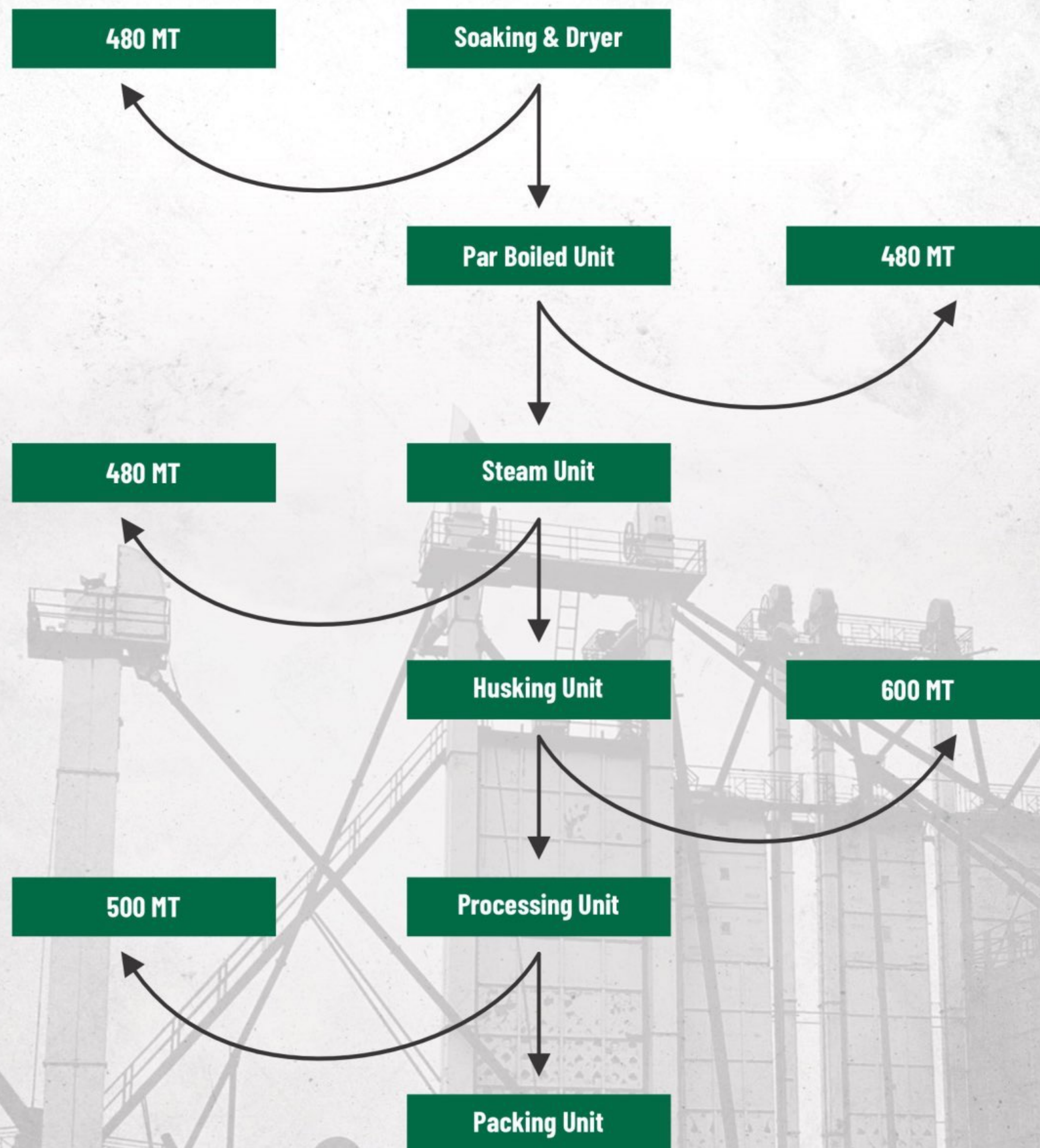


- 1:** we have advanced and automatic machinery for rice processing.
 - 2:** We buy pesticides free paddy from well know paddy production areas of Pakistan .
 - 3:** we pay keen attention on quality norms and ensure the supply of flawless product to end user for their utmost satisfaction.
 - 4:** we have state of art production facilities and innovative supply chain method with hygienic packaging and storage system.
 - 5:** our company provide pesticides free rice for health curing of its local and global customer.
 - 6:** The work force of the includes a team of well trained and highly qualified R&D staff quality personal supervisor marketing professional and skilled workers. We aim to facilitate our clients with healthy and quality rice and take all imperative action in this regard at all time.
- We are working on organic and hygienic farming.**

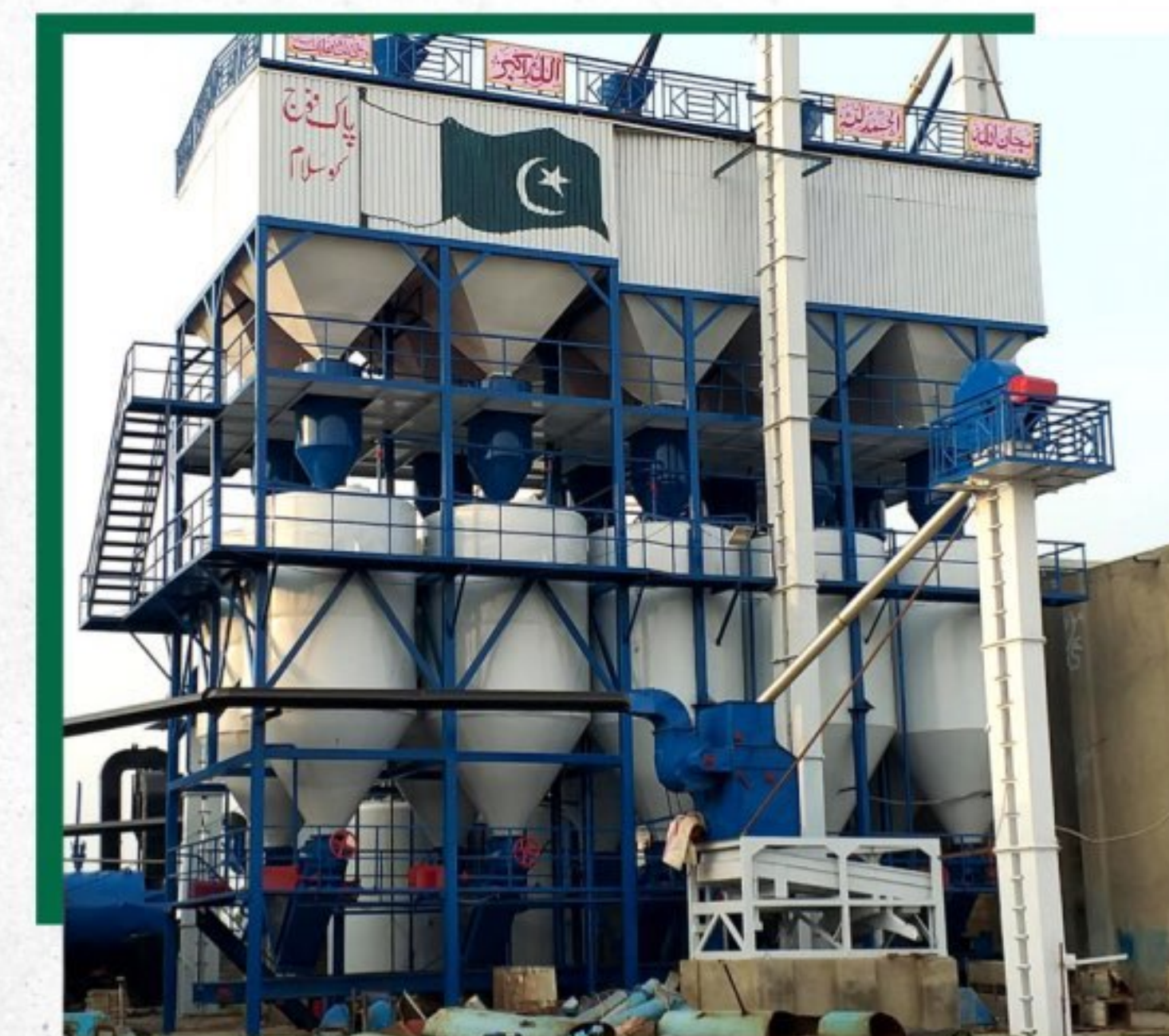


Our Capacity

Lal din son's foods pvt ltd is a well-established company in the rice industry committed to becoming a leading exporter from Pakistan with over 25 years of experience. We have advanced and latest technology our latest machinery's capacity of per day working chart is as under.



Rice Production & Quality



Production of the rice is grown with extra care by the specialized farmer these farms are spread in acres. High quality of paddy Bing for de husking and parboiled unit which confirm to international standard s our company has one parboiled and a steaming unit each with a capacity of 480 MT per day

Rice

Processing Unit & Husking Unit



The state of the art reprocessing of Lal Din Food Pvt Ltd uses advanced and latest technology of Buhler and Meyer .The online inflow and outflow mechanisms are fully computerized with help of sensors. The plants have production capacity exceeding 25 metric ton per hour. Adding up the total production of our mill is about 600 metric ton per day. The firm is equipped with a number of per cleaners, de-stoners, precision sizer, graders, paddy separators, de-huskers, magnets etc. The plant premises are environment friendly and fully protected against contamination by foreign particles and totally cover areas is 120000 sqf. A series of color sorters and multi sorters are installed at **Lal Din Son's Foods Pvt Ltd**. When the rice is passed through the series of sorting machines, it gets free from glass pieces, plastic, granules, foreign material, dust, damaged, discoloured and unwanted grain.



Quality Control & Assurance



Our commitment to quality is the cornerstone of our rice company. Since the 1980s, we have prioritized delivering top-quality rice to our customers worldwide. We understand the significance of having delicious and nourishing rice on your table, and we take it upon ourselves to ensure that every grain meets the highest standards. Our dedicated team goes above and beyond industry norms, going the extra mile to exceed your expectations. From cultivation to packaging, we meticulously monitor every step of the production process to maintain the utmost quality. We are proud to have gained the trust of customers in international markets, and we remain steadfast in our dedication to innovation, sustainability, and social responsibility. With your continued support, we will keep striving towards a future where our rice not only brings joy to your taste buds but also contributes to a healthier and more flavorful world.

Kind of Rice

Rice has become a global staple crop important to food security and food cultures around the world. Local varieties of *Oryza sativa* have resulted in over 40,000 cultivars of various types. More recent changes in agricultural practices and breeding methods as part of the Green Revolution and other transfers of agricultural technologies has led to increased production in recent decades. **Lds** Foods offers a wide range of specialty rice varieties such as Basmati, 1121 kainat, and pk-386 etc. These varieties are known for their distinct aroma and flavor



The Art of Rice MADE FROM PADDY



Parboiled Rice: Parboiled rice that has been partially boiled in the husk. The three basic steps of parboiling are soaking, steaming and drying.



Steam Rice: a special technology of improving the quality characteristics of rice. Raw rice soaked in water and then treated with hot steam under pressure. After that the grain is dried and polished. As a result of steaming grains of rice become amber-yellow hue.



White Rice: is milled rice with its husk, bran, and germ removed. After milling, the rice is polished, resulting in a seed with bright, white, shiny appearance.



Brown Rice: Brown rice is an unrefined and unpolished whole grain that is formed by removing the surrounding hull of the rice kernel



OUR PRODUCTS CATALOGUE

1121 Creamy Sella Basmati

Purity:	98%
Discolour:	1% Max
Moisture:	12-13% Max
AGL	8.30 mm
Sorting:	100% Sortexed
Foreign Metter:	Nil
Black/Red Grain:	Nil
Broken/Peddy Grain:	Nil



1121 Golden Sella Basmati

Purity:	98%
Discolour:	1% Max
Moisture:	12-13% Max
AGL	8.30 mm
Sorting:	100% Sortexed
Foreign Metter:	Nil
Black/Red Grain:	Nil
Broken/Peddy Grain:	Nil



1121 Steamed Basmati Rice

Purity:	98%
Discolour:	0.5% Max
Moisture:	11-13% Max
AGL	8.30 mm
Sorting:	100% Sortexed
Foreign Metter:	Nil
Black/Red Grain:	Nil
Broken/Peddy Grain:	Nil



1121 Raw Basmati Rice

Purity:	98%
Discolour:	1% Max
Moisture:	12-13% Max
AGL	8.3 mm
Sorting:	100% Sortexed
Foreign Metter:	Nil
Black/Red Grain:	Nil
Broken/Peddy Grain:	Nil



1509 White Sella Basmati

Purity: 95%
Discolour: 1% Max
Moisture: 13% Max
AGL 8.40 mm
Sorting: 100% Sortexed
Foreign Metter: Nil
Black/Red Grain: Nil
Broken/Peddy Grain: Nil



PK-386 Long Grain Sella

Purity: 98%
Discolour: 1% Max
Moisture: 11-13% Max
AGL 6.6 mm
Sorting: 100% Sortexed
Foreign Metter: Nil
Black/Red Grain: Nil
Broken/Peddy Grain: Nil



Also white & Steam

Super Basmati Brown Rice

Purity: 98%
Discolour: 1% Max
Moisture: 11-13% Max
AGL 7.4 mm
Sorting: 100% Sortexed
Foreign Metter: Nil
Black/Red Grain: Nil
Broken/Peddy Grain: Nil



C-9 Rice

Purity: 95%
Discolour: 1% Max
Moisture: 13-15% Max
AGL 6.80 mm
Sorting: 100% Sortexed
Foreign Metter: Nil
Black/Red Grain: Nil
Broken/Peddy Grain: Nil



White Steam Sella

Super Basmati White Rice

Purity: 98%
Discolour: 1% Max
Moisture: 11-13% Max
AGL 7.3 mm
Sorting: 100% Sortexed
Foreign Metter: Nil
Black/Red Grain: Nil
Broken/Peddy Grain: Nil



Irri 6 Rice

Purity: 98%
Discolour: 1% Max
Moisture: 11-13% Max
AGL 6 mm
Sorting: 100% Sortexed
Foreign Metter: Nil
Black/Red Grain: Nil
Broken/Peddy Grain: Nil



White & Sella

Super Fine Sella Rice

Purity: 98%
Discolour: 2% Max
Moisture: 13-14% Max
AGL 7.20 mm
Sorting: 100% Sortexed
Foreign Metter: Nil
Black/Red Grain: Nil
Broken/Peddy Grain: Nil



Broken Rice

Purity: 95%
Discolour: 2% Max
Moisture: 12-13% Max
Sorting: 100% Sortexed



White & Sella

BRANDS PACKAGING

- ▲ Lal Din Son's Foods Pvt Ltd takes great pride in its packaging and branding, which reflects our commitment to excellence and sets us apart from competitors. Our packaging is not only visually appealing but also designed to preserve the Purity and quality of our rice products.
- ▲ we invest in high-quality packaging materials and employ captivating visuals that highlight the natural beauty of rice. Lal Din Son's Foods stands for. We take pride in our commitment to delivering not only exceptional rice but also an exceptional overall brand experience.
- ▲ Lal Din Son's Foods stands for. We take pride in our commitment to delivering not only exceptional rice but also an exceptional overall brand experience.



If you have any queries please inform about quantity, variety, packaging Shipping and Payment terms & condition. If you need any further information please contact us. www.ldsfood.com

CERTIFICATES

