

KINNOW



KINNOW PROFILE

THE FRUITS

THAT LIVE UP TO THEIR NAME



SINCE 1960

IFTEKHAR AHMED & CO.



BAGHBAN: OUR FRUITY STORY

Over 6 decades we have grown from a small family operated firm into one of **Pakistan's largest** export companies of fruits and vegetables. We have perfected the art of producing the **freshest fruits, vegetables, concentrates and juices** by ensuring the **highest standards** at every step of the production – from growing our own products such as **Kinnow (Mandarin), Mangoes, Onions and Potatoes** and also source best quality fruits for processing top-quality value-added ingredients for serving renown food & beverage industries and offering own fruit beverages in **Tetra Pak** for the consumer as well.

We are the **only company in Pakistan** with fully integrated supply chain operating as **Grower, Processor, Packer, wholesaler, Retailer & Exporter**.

We currently export our entire range of products to over **30 countries** around the world.



INTERNATIONAL CERTIFICATIONS

We adhere to **international standards** and **best practices**. Some of our certifications include:



VISION

“ To achieve global leadership by unleashing Pakistan’s full agricultural potential to fulfill global dietary requirements through fruits and vegetables in all forms. ”



OUR BRANDS

Our fresh produce is marketed through the following brands:





OUR FRUITY FAMILY

From **horticulture consulting** to **pioneering** the field of juice concentrates in **Pakistan**. We are experts in the export and production of fruit-based value-added ingredients and fruit beverages.



FROM US TO YOU: FRUIT AND VEGETABLE EXPORT

We are the pioneers of exporting to reputed supermarkets and hyper markets. Our flagship products are **fresh Mango and Kinnow (Mandarin)**. Similarly, in vegetables we export **Potato** and **Onion** for the local and global markets.





JUICY BEGINNINGS: PULP, CONCENTRATES AND JUICES

We are pioneers in the field of concentrates and juices and **installed the first clear fruit juice concentrate processing plant in Pakistan**. We also operate the largest processing facility in the country to process **(Aseptic) Mango, Apple, Guava, Banana, Peach Pulp/Concentrate, Tomato Paste** and **Clear Apple, Mango, Dates Concentrates** for the local and global markets.



TECH-SAVVY GARDENERS: ORCHARD AND HARVEST MANAGEMENT

We have a **dedicated** and **highly trained** teams of **horticulturists, food technologists, microbiologists, engineers** and **quality assurance specialists** that provide **excellent orchard management solutions** and pre- and post-harvest treatments.



PRODUCT HIGHLIGHT: THE MARVELOUS KINNOW (MANDARIN)

Our **state-of-the-art processing and management system** is perfectly demonstrated with our processing and export of Kinnows; a variety of **Citrus (Mandarins)** grown in very few countries around the world and **Pakistan** being one of them.

The comprehensive **picking, sorting and storing steps** we take ensure that the Kinnows that make it to you, the consumer, are at their best: **juicy, fresh and delicious.**



THE ZESTY PROCESS

With our process, we have mastered not just the science but also the art of **picking, processing, packing and managing cool chain** of Kinnows.





STEPS



Pre-Sorting:

Hand-picked Kinnows are carefully, pre-sorted at the farm. This process **eliminates substandard fruits** from being transported to the packing house. These hand-picked Kinnows are carefully transported for packing, where **20 kgs plastic bins** are used for further processing.



Cleaning with Foamer:

Pre-sorted fruit (Kinnow) is passed through **Foamer application (washing with food grade detergent)** to rid the fruit of dirt and dust.

Washing:

Potable water is sprinkled to to rid the fruit from dirt and dust. The water is regularly tested at the laboratory to ensure its **purity** and **cleanliness**.



Drying:

Kinnows are dried after washing. This is an **important step** to be performed before they are **coated with wax**.

Sorting 1:

Kinnows are then **carefully placed on a sorting conveyor**, where skilled workers check each Kinnow by hand and reject **low-quality pieces**.



Waxing:

Water wax **TTT-31 (Spanish Origin)** that complies with the **international standards** of the **EU** is applied to the Kinnow through **modern spraying system** that equally applies the wax to each Kinnow.



Post-Wax Drying:

Once wax is applied; the **drying process begins** under controlled temperature to ensure **complete and effective drying** of the fruits.

Sorting 2:

After washing and waxing, **Kinnows shine in desired luster**. Any unwanted fruit is further sorted out on the **second sorting conveyor belt**.



Grading:

All the Kinnows are then processed using the **state-of-the-art Grading system**. The **full-spectrum machine handles the processing** from washing to the packing stage. Moreover, with soft handling of fruits during processing, the machine protects the fruit from any **mechanical injuries**.



Sorting 3:

Delivery of the **highest-quality fruit** is our top priority, so the fruits are picked at the **final third stage** after washing, waxing and grading ensuring that only **premium-quality fruits** are packed.



Packing:

Our Packing Plant meets **high international standards** of **quality control**. It is **one of the most modern citrus packing houses** in **Pakistan** where each piece is packed by hand at the final stage. Qualified and experienced skilled workers place Kinnows in corrugated cartons of **10 kg** and **13 kg** or in customized-sized cartons as per customers' requirement.



Food-grade stickers are then placed on top and the boxes are strapped for storage. The loading capacity in **1x40' reefer container** is **2660 cartons (without pallets) & 2400 cartons (with pallets) for 10 Kg packing**, in the same manner **2000 cartons (without pallets) & 1800 cartons (with pallets)** can be loaded in **13 kg packing**.



Pre-Cooling:

To ensure a **long shelf-life Kinnows** need to be stored at **4°C**. IAC's state-of-the-art **computer-controlled pre-cooling chambers** ensure Kinnows are kept at this ideal temperature.

Cold Storage:

We operate our own **cold storage facilities** in **Karachi** and **Sargodha**. These facilities have a storage capacity of **one million 10 kg cartons** and **the latest equipment for optimal preservation**. After pre-cooling, Kinnows are kept in cold storage before being loaded onto reefer containers.



Cool Chain:

We strongly focus on maintaining our cool chain. As a result, all reefer **containers have generators installed** that ensure consistent cooling. Our cool chain incase of power failure ensures **perfect quality, freshness** and **humidity retention** at the time of **arrival** and **delivery**.

Loading and Shipment:

Before loading and shipping, each consignment is inspected by our **highly trained** and **qualified quality assurance professionals**. After successful inspection kinnows are loaded into refer containers.





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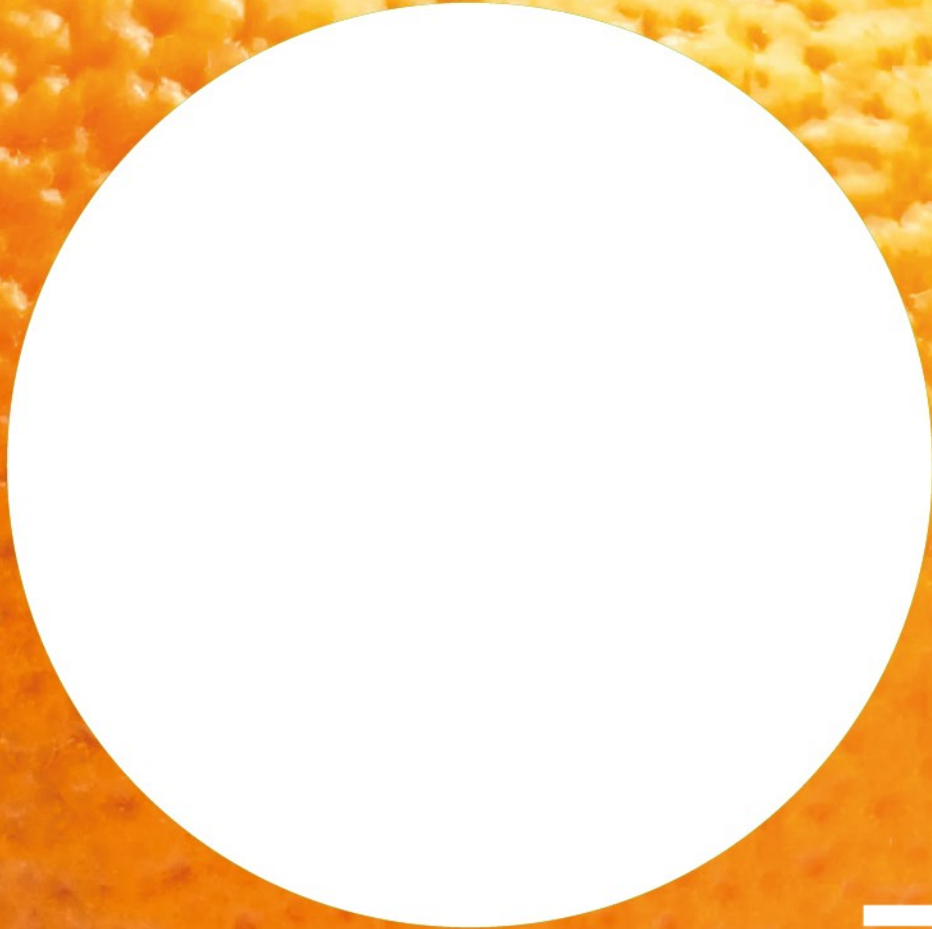
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