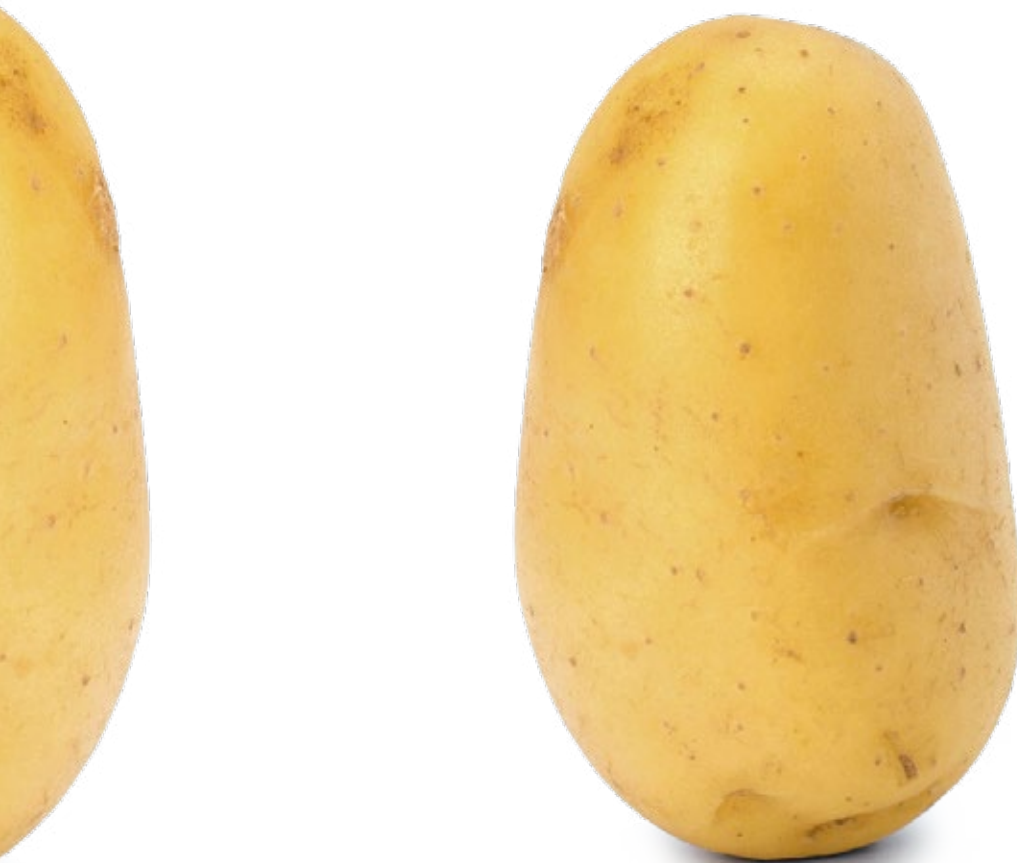


POTATO



THE FRUITS
THAT LIVE UP TO THEIR NAME

POTATO PROFILE

IAC
SINCE 1960
IFTEKHAR AHMED & CO.



THE COMPANY

Trade is one constituent that remained with civilizations throughout human history. From ancient empires to modern era, exchanging commodities that are rare or not produced in specific regions gave birth to the phenomena of international business.

Here at **Iftekhar Ahmed & Company (IAC)**, we understand this age old concept fully well and integrate it seamlessly across our business model and that's one prime reason why **we can safely dub ourselves as the exclusive exporters of finest Pakistani produce** to the rest of the world – fruits and vegetables that is.

Iftekhar Ahmed & Company (IAC) has been a force to reckon with for over half a century of successful operations in the industrial sector of fruits and vegetables with an export footprint stretching **over 40 countries across the globe**. Our reputation exceeds our own expectations and we thrive with zeal with this underlying principle.

Being the torch bearer as the **single largest company in Pakistan** with a well integrated Supply Chain Management System, IAC successfully delves into the core areas of our business.



BRANDS

We market our fresh produce under the following brands:



VISION

“ To be a leading supplier of fresh fruits, vegetables and related value added ingredients to global and local super markets and renown brands of food, beverage, dairy & bakery around the world. ”

POTATO:

It is one of the **Pakistan's** stable commodity and primary exportable horticulture commodity.

It is the fourth most significant crop in term of bulk production, **it has highly nourishing and rich in carbohydrates.** Pakistan produces good quality potatoes and ranks **20th** among the potato producing countries in the world. Potato is extensively cultivated crop of the country.



POTATO VARIETIES OF PAKISTAN

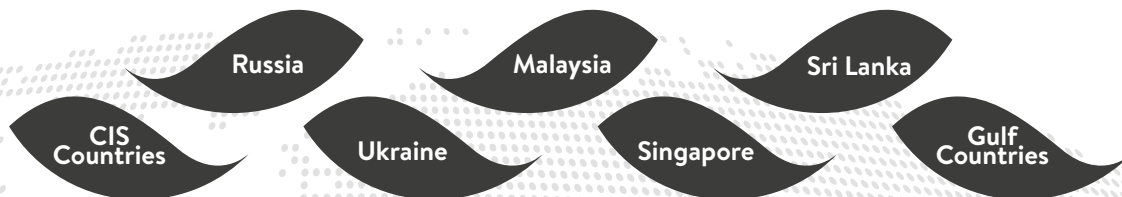


POTATO CROP SEASON





WHERE WE EXPORT



HOW WE CARE QUALITY:

IAC's experience is not in exports alone, its is eqyally skilled in orchard management, pre & post-harvest treatments.

Behind our Quality Products there is a team of **Pomologists, Horticulturists, Engineers, Nutritionists** and **Quality Assurance specialists** who are dedicated to earn our Buyers' trust with safe products of the highest quality.



RESEARCH & DEVELOPMENT:

We keep abreast with the latest research & developments for maintaining a progressive course to changes and expansion, we avail services of international reputed consultants to work and supervise our team for product improvement. We have strong affiliation with accredited universities under MOU for R&D and also offers internship to students for professional training and skills development.

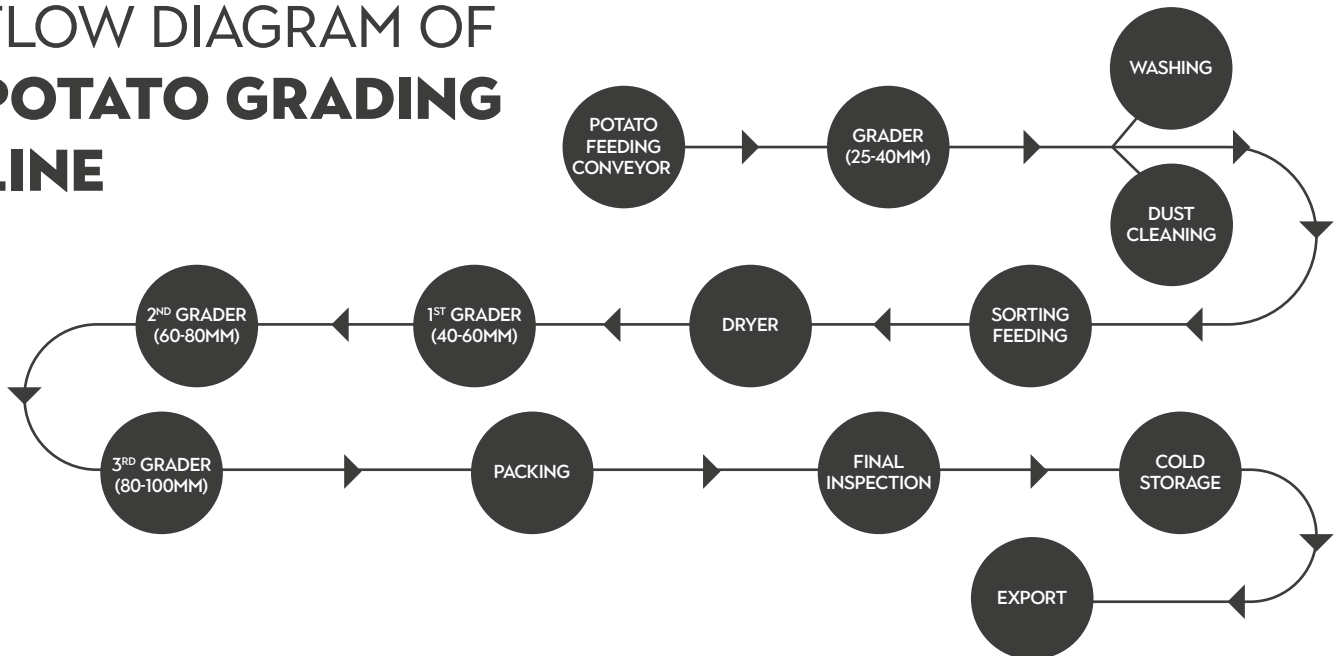


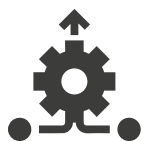
INTERNATIONAL CERTIFICATIONS

IAC constantly maintains the International processing, grading & manufacturing practices and upgrade by adopting innovations & latest techniques. Thus so far IAC obtained following quality certifications:



FLOW DIAGRAM OF POTATO GRADING LINE





POTATO GRADING REQUIRES NUMEROUS PROCESSING STEPS.

PROCESSING STEPS	DESCRIPTION
POTATO INLET Feeding conveyor	After initial manual sorting, potatoes are fed to the feeding conveyor via hopper.
GRADING Grader 25-40mm	The purpose of Goli Grader is to sort the under size potatoes that is less than 40 mm size.
WASHING Washer Rooter Tub	The facility permits the provision of rotary washer in which potatoes are washed with the rotary action to get the highly washed potatoes. Optionally, this step is exempted for unwashed potatoes.
WASHING/DUSTING/ CHEMICAL SPRAY	Washing is done through nozzle sprays and chemical spray implies wax coating and anti – sprouting application as per customer requirements and destination wise to prevent weight loss. If there is any hint of dust that will be removed via duster. For unwashed potatoes, no washing with nozzle spray, only dust can be removed via duster.
SORTING Sorting Feeder	At this stage, potatoes are sorted. The criterion based on sorting of under quality potatoes.
DRYING Dryer	The purpose of dryer is to ensure that before final grading and packing, the potatoes are absolutely dry.
GRADING 1st Grader 40-60mm	It refers to above mentioned standard size. Again sorting for standard potatoes done here.
GRADING 2nd Grader 60-80mm	It illustrates 60 - 80 mm potatoes sizes under strict sorting operation done manually.
GRADING 3rd Grader 80-100mm	It narrates grading of potatoes up to 100 mm with 80 mm lower limit.
PACKING	After grading, potatoes are packed as per requirement.
PRODUCT STORAGE	The packed potatoes are transferred to cold store under standard conditions.

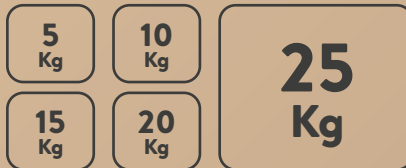


COLD STORES:

Total capacity of 14000 Metric tons of cold storage in which the capacity of 2500 Metric Tons is specifically designed for Potato storage equipped with controlled atmosphere technology and further storage capacity for storing fruits pulp/puree & juice concentrate/ other fresh produce.



PACKAGING:



transport through reefer containers
as per customer requirement load on pallets or
without pallets of total commodity weight
28 to 30 Tons.





Head Office:

Plot # 7, New Fruit
& Vegetable
Market, Super
Highway, Karachi,
Pakistan.

Corporate Office:

D-37, Miran
Muhammad Shah
Road, KDA
Scheme-1,
Muhammad Ali
Society, Karachi.

Sargodha Office:

Kinnow Factory &
Cold Storage, Chak
no. 27N.B.
Warraichawala
Station Anjala Road,
Sargodha, Pakistan.

Sargodha Factory:

Bhagtanwala - Jhal
Chakian Road, Chak
No. 77 S.B
Sargodha.

t: +92-21-36871092-93

f: +92-21-36871121

u: 111-666-422

e: info@iac-fruit.com

w: www.iac-fruit.com

POTATO



SINCE 1960

IFTEKHAR AHMED & CO.