



بروتوكول | PROTOCOL
لحل الأعمال
— BUSINESS SOLUTIONS —

RICE SOURCING & TRADE COORDINATION

Protocol Rice Portfolio

Reliable Sourcing. Clear Specifications. Flexible Supply.

Featuring Hafizah — A Rice Brand by Protocol for Business Solutions

Protocol for Business Solutions

Bright Solutions... Profitable Results

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Business solutions, trade and supply coordination

Protocol for Business Solutions is a Jordanian company specializing in business solutions, international trade and supply coordination. Within its rice-trading activity, Protocol works with selected producers and suppliers to match each buyer's requirements with the appropriate rice variety, processing type, specification, quantity and packing format.

Protocol manages the commercial coordination process from the initial enquiry and specification review through quotation, packing, documentation, inspection arrangements and shipment follow-up, providing buyers with one accountable point of contact throughout the transaction.

Sourcing & supplier coordination

Matching each requirement to a source able to meet it, and managing that relationship through the order.

Specification matching

Translating a buyer's requirement into a variety, processing type and packing format that can be supplied.

Commercial offers

Quotations and Proforma Invoices issued by Protocol, with terms stated in writing before confirmation.

Hafizah & private label

Brand and packing programmes coordinated within production capability and minimum order quantities.

Documentation & shipment

Booking, inspection arrangements and export documentation followed through to shipment.

Buyer-side follow-up

One point of contact from enquiry to arrival, with status reported as the order moves.



Rice is a seasonal, crop-driven commodity. Variety availability and packing capacity move with the crop year, which is why every offer is issued against a specific enquiry rather than as a standing list.

Our Rice Supply Approach

Six steps, in the order they actually happen.
Nothing moves to the next stage before the previous one is confirmed in writing.

01

Buyer Requirement

Quantity, variety, processing type, packing, destination port and shipment window recorded in writing.

What we need to quote

Variety or intended use, quantity per shipment, pack size and material, destination port and the shipment window you are working to.

02

Product & Specification Matching

The requirement is matched to a variety and a source able to supply it at that specification.

03

Commercial Offer

A quotation or Proforma Invoice is issued by Protocol, stating specification, packing and terms.

What you receive

A written offer stating variety, processing type, packing and terms — issued as a quotation or Proforma Invoice, not as a verbal indication.

04

Sample or Pre-Shipment Approval

Samples are provided where required; the approved sample becomes the reference for the order.

05

Packing Coordination

Pack sizes, material and artwork are confirmed against production capability and minimum quantities.

What is fixed, and when

Specification at contract. Packing and artwork at release. Each is confirmed at its own stage rather than assumed at the start.

06

Documentation & Shipment

Booking, inspection and export documents are arranged and followed through to shipment.

Most problems in a rice shipment start at step one — a requirement that was never written down precisely enough to be checked later.

Two categories, different roles

Core rice varieties are presented on the following pages.
Additional varieties and processing options are available subject
to enquiry and final confirmation.



Category one

Basmati Rice

Aromatic long-grain rice available in current-crop or aged-crop options, subject to buyer requirements and product availability. Retail buyers and food-service kitchens generally specify it by variety.

- 1121 · 1401 · 1509 — Golden Sella and White Sella
- Steam and Brown options available on request
- Consumer packs from 1 kg through to 50 kg bulk
- Country of origin: India



Category two

Non-Basmati Rice

Long and medium grain rice selected for cooking yield and consistency. It serves institutional catering, food service, food processing and retail distribution programmes.

- Sugandha · PR-11 — aromatic and long grain
- Sona Masoori · IR-64 — available upon request
- 100% broken parboiled rice for food processing
- Same packing range as the Basmati varieties

Descriptions above reflect how these categories are traded in general. The variety, processing type and specification supplied under any order are those stated in the confirmed contract or purchase order.

OUR RICE BRAND

Introducing Hafizah

A New Rice Brand by Protocol for Business Solutions



Hafizah is a new rice brand developed by Protocol for Business Solutions to serve retail and distribution markets through clearly identified rice varieties, market-appropriate packaging and product specifications confirmed for each supply programme.

The Hafizah range is designed to combine a distinctive brand identity with practical product selection, transparent specifications and packaging formats suited to the requirements of the target market.

Rice variety, processing type, country of origin, pack size and final product specifications are confirmed for each approved Hafizah product before commercial release.

Hafizah – A Rice Brand by Protocol for Business Solutions

Pack artwork shown is the approved Hafizah design. Variety, pack weight, label content and market information are set per approved product.

Basmati Rice

1121 Basmati

Known for its extra-long grain, distinctive aroma and strong elongation after cooking.

Both grades below are Sella – parboiled before milling, which firms the grain and reduces breakage in transit.



GOLDEN SELLA

1121 Golden Sella

Extra-long grain with a golden tone drawn from the parboiling stage, a distinctive aroma and strong elongation after cooking.

Processing type	Parboiled (Sella)
Typical applications	Biryani and celebration dishes, food service, premium retail packs
Packing options (kg)	1 / 2 / 4 / 5 / 10 / 40 / 50
Country of origin	India



WHITE SELLA

1121 White Sella

Extra-long parboiled grain milled to a pale ivory finish, combining Sella firmness with a white grain presentation.

Processing type	Parboiled (Sella)
Typical applications	Premium retail, catering requiring a white grain presentation
Packing options (kg)	1 / 2 / 4 / 5 / 10 / 40 / 50
Country of origin	India

Specification confirmation

Grain length, moisture, broken percentage, purity, milling degree, Sortex requirement and crop are confirmed for each order against the approved sample and the contract or purchase order.

Prices are provided separately through an official quotation or Proforma Invoice and remain subject to product specifications, order quantity, packing requirements, loading port and prevailing market conditions.



WHITE SELLA

1401 White Sella

Clean white finish with firm, separate grains after cooking and a balanced grain presentation in the pack.

Processing type	Parboiled (Sella)
Typical applications	Retail programmes, food service
Packing options (kg)	1 / 2 / 4 / 5 / 10 / 40 / 50
Country of origin	India

Specification confirmation

Grain length, moisture, broken percentage, purity, milling degree, Sortex requirement and crop are confirmed for each order against the approved sample and the contract or purchase order.

Prices are provided separately through an official quotation or Proforma Invoice and remain subject to product specifications, order quantity, packing requirements, loading port and prevailing market conditions.



GOLDEN SELLA

1401 Golden Sella

Amber parboiled grain with a pleasant aroma and consistent performance in volume cooking.

Processing type	Parboiled (Sella)
Typical applications	Food service, catering, regional retail
Packing options (kg)	1 / 2 / 4 / 5 / 10 / 40 / 50
Country of origin	India

Basmati Rice

1401 Basmati

1401 Basmati offers a balanced combination of grain presentation, aroma and cooking performance, making it suitable for retail and food-service applications.

Both grades below are Sella – parboiled before milling, which firms the grain and reduces breakage in transit.

Basmati Rice

1509 Basmati

1509 Basmati is an early-maturing aromatic variety valued for its slender grain, consistent cooking performance and suitability for volume supply programmes.

Both grades below are Sella – parboiled before milling, which firms the grain and reduces breakage in transit.



GOLDEN SELLA

1509 Golden Sella

Slender golden Sella grain with consistent cooking performance across volume production.

Processing type	Parboiled (Sella)
Typical applications	Volume retail and catering programmes
Packing options (kg)	1 / 2 / 4 / 5 / 10 / 40 / 50
Country of origin	India



WHITE SELLA

1509 White Sella

Slender white Sella grain, aromatic, milled to a clean white finish.

Processing type	Parboiled (Sella)
Typical applications	Retail and food service, volume supply
Packing options (kg)	1 / 2 / 4 / 5 / 10 / 40 / 50
Country of origin	India

Specification confirmation

Grain length, moisture, broken percentage, purity, milling degree, Sortex requirement and crop are confirmed for each order against the approved sample and the contract or purchase order.

Prices are provided separately through an official quotation or Proforma Invoice and remain subject to product specifications, order quantity, packing requirements, loading port and prevailing market conditions.



WHITE SELLA

Sugandha White Sella

Aromatic long grain with a soft texture and separate grains after cooking.

Processing type	Parboiled (Sella)
Typical applications	Food service, catering, retail distribution
Packing options (kg)	1 / 2 / 4 / 5 / 10 / 40 / 50
Country of origin	India

Specification confirmation

Grain length, moisture, broken percentage, purity, milling degree, Sortex requirement and crop are confirmed for each order against the approved sample and the contract or purchase order.

Golden Sella and Steam options are available for both varieties on request. Sortex is available. Broken percentage is agreed before order confirmation.



WHITE SELLA

PR-11 White Sella

Long grain, uniform in size, with good cooking yield.

Processing type	Parboiled (Sella)
Typical applications	Institutional catering, bulk supply, retail
Packing options (kg)	1 / 2 / 4 / 5 / 10 / 40 / 50
Country of origin	India

Non-Basmati Rice

Sugandha & PR-11

Sugandha is an aromatic long grain with a soft texture; PR-11 is a uniform long grain valued for its cooking yield. Both serve institutional catering, food service and retail distribution programmes.

Both grades below are Sella — parboiled before milling, which firms the grain and reduces breakage in transit.

Additional Varieties & Processing Options

Available upon request and quoted separately against the required specification, quantity, packing and destination.



Sona Masoori

A medium, slender grain that cooks soft and light without clumping. Widely used as a daily table rice and in ethnic retail distribution.



IR-64

A long to medium grain with reliable cooking behaviour, available in raw, steam and parboiled forms and in a range of broken specifications.



100% Broken Parboiled Rice

Uniform broken parboiled rice recovered at the milling stage, supplied to food processors and institutional users in bulk packing.



Steam Rice

Rice steamed after milling rather than parboiled in the husk, giving a clean white grain and a softer cooked texture.



Brown Rice

Milled only to remove the husk, retaining the bran layer. Shelf life and handling differ from milled rice and are confirmed per order.

Availability, processing options and specifications for these products are confirmed per enquiry. Prices are provided separately through an official quotation or Proforma Invoice and remain subject to product specifications, order quantity, packing requirements, loading port and prevailing market conditions.



Product Comparison

All varieties share the same packing range:
1 / 2 / 4 / 5 / 10 / 40 / 50 kg in BOPP, jute or PET pouch.

CATEGORY	VARIETY	PROCESSING	KEY CHARACTERISTICS	AVAILABLE PACKING	TYPICAL APPLICATION
Basmati Rice					
Basmati	1121 Basmati	Golden Sella · White Sella	Extra-long grain, distinctive aroma, strong elongation after cooking	1-50 kg	Premium retail, biryani and food service
Basmati	1401 Basmati	White Sella · Golden Sella	Balanced grain presentation, aroma and cooking performance	1-50 kg	Retail programmes, food service
Basmati	1509 Basmati	Golden Sella · White Sella	Slender grain, early maturing, consistent cooking performance	1-50 kg	Volume supply programmes
Non-Basmati Rice					
Non-Basmati	Sugandha	White Sella	Aromatic long grain, soft texture, separate grains	1-50 kg	Food service, catering, retail
Non-Basmati	PR-11	White Sella	Uniform long grain with good cooking yield	1-50 kg	Institutional, bulk, retail
Non-Basmati	Sona Masoori	On request	Medium slender grain, light and non-clumping	1-50 kg	Daily table rice, ethnic retail
Non-Basmati	IR-64	On request	Long to medium grain, reliable cooking behaviour	1-50 kg	Bulk and institutional supply
Non-Basmati	100% Broken	Parboiled	Uniform broken grain recovered at milling	Bulk	Food processing, industrial use

Characteristics shown are the general commercial description of each variety. Grain length, moisture, broken percentage, purity and crop are agreed per order and confirmed against the approved sample and the contract. Prices are provided separately through an official quotation or Proforma Invoice and remain subject to product specifications, order quantity, packing requirements, loading port and prevailing market conditions.

Specification Control

The parameters below are indicative and provided as a reference for discussion.

The final specification is determined by the contract or purchase order. Where a sample is agreed, the approved sample is the reference against which the consignment is checked. Inspection scope, the appointed surveyor and the documents required at load port are agreed in writing before the order is confirmed.

Basmati – indicative parameters

Grain	Long / extra-long grain
Maximum moisture	Commonly agreed between 12.5% and 14.0%
Broken	As agreed in the contract specification
Purity	As agreed in the contract specification
Foreign matter	As agreed in the contract specification
Milling	Well milled / polished
Sortex	Sortex or non-Sortex as required
Crop	Current crop or aged crop as required
Country of origin	India

Non-Basmati – indicative parameters

Grain type	Long, medium or broken
Processing	White Sella / Golden Sella / Steam / Raw
Maximum moisture	Commonly agreed between 12.5% and 14.0%
Broken	5%, 10%, 15%, 25% or as contracted
Foreign matter	As agreed in the contract specification
Sortex	Available
Cooking yield	Confirmed against the approved sample
Milling	Well milled
Packing	1 kg consumer packs to 50 kg bulk

Confirmed per order

Nine points are settled before an order is confirmed: grain length, moisture, broken percentage, purity, foreign matter, milling and polishing, Sortex requirement, crop, and packaging.

The percentages on this page are indicative. They do not form a guarantee applying to every shipment, and they do not replace the contract specification.

Where a certification applies to a producer or supplier, it is held by that party and is attributed to it accordingly.

A specification that cannot be measured at load port is not a specification — it is an expectation.

Hafizah, Packaging & Private Label

Pack sizes and materials as listed in our current portfolio.
Availability confirmed per order.

1 kg	2 kg	4 kg	5 kg	10 kg	40 kg	50 kg	BOPP	Jute	PET
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Hafizah Branded Rice

Hafizah-branded products are prepared according to the approved rice variety, processing type, pack size, artwork and market-label requirements. Final availability remains subject to production capability and commercial confirmation.



Jute – bulk export

The bulk format at 40 kg and 50 kg. Jute breathes, which suits parboiled grades over long transit, and stacks and stitches reliably in a container.



Consumer formats

BOPP and PET pouches from 1 kg to 10 kg for retail shelves. Printing, finish and pack shape are set at artwork stage.



Unbranded formats

Supplied in plain export packing where the brand sits further down the distribution chain.

Private Label Solutions

Protocol also coordinates private-label packing for buyers seeking products under their own brand. Pack size, material, artwork, printing specifications and minimum order quantity are confirmed for each SKU before production.

Before artwork is released

Variety and pack size are confirmed first, then material, then artwork. Print colours, label content and language for the destination market, barcode ownership and the minimum quantity per SKU are all settled before artwork is released.

Commercial & Order Information

Each item below is confirmed in the offer issued for a specific enquiry.

01 Product Specification

Variety, processing type, grain, moisture, broken percentage, Sortex requirement and crop, recorded in the contract or purchase order.

02 Minimum Order Quantity

Confirmed per product and per packing type. Each pack size and material counts as its own SKU.

03 Packing and Artwork

Pack size, material, artwork and label content confirmed before production, within production capability.

04 Price Basis

FOB is quoted per metric tonne, exclusive of freight and insurance. CIF is prepared separately based on destination port, order quantity and prevailing freight rates.

05 Loading Port

Named port confirmed in the formal quotation, together with the container plan.

06 Shipment Schedule

Subject to production and vessel availability. The shipment window is stated in the quotation.

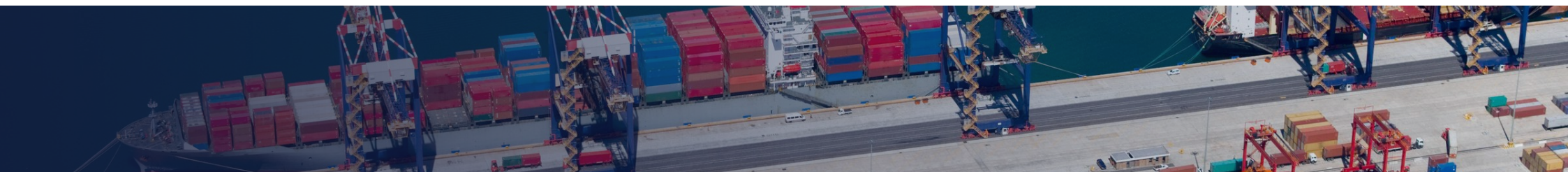
07 Payment Terms

Confirmed in the official quotation or Proforma Invoice.

08 Inspection and Documentation

Inspection scope, appointed surveyor and the documents required at load port agreed before order confirmation.

All commercial terms, including price, payment, shipment schedule, packing and inspection requirements, are confirmed through an official quotation or Proforma Invoice issued for the specific enquiry.





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