



**FINEST TASTE,  
SUPREME QUALITY**



Sourcing  
Glow

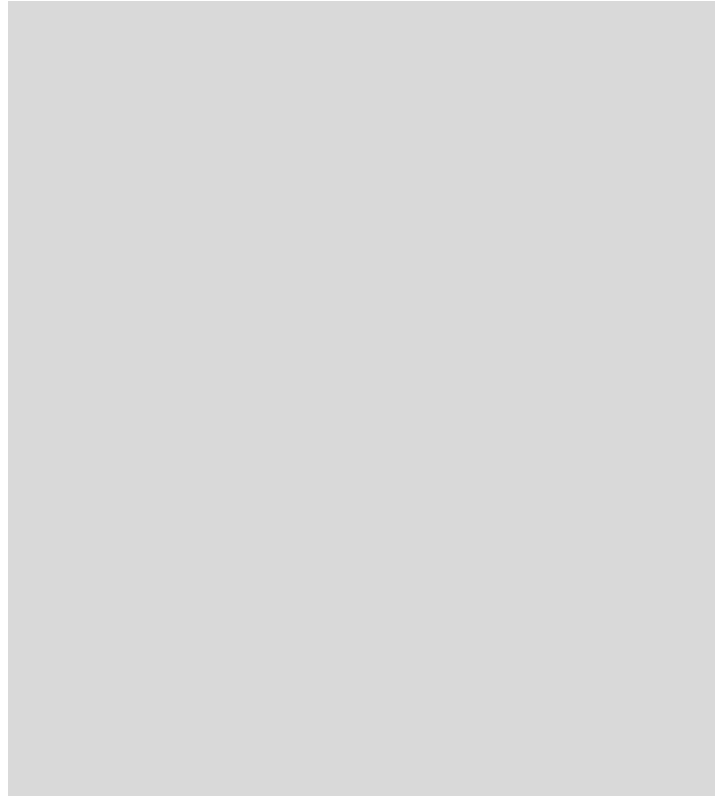
INNOVATIVE  
RELIABLE  
SUSTAINABLE

# Our Team



# **COMPANY'S EXECUTIVES' MESSAGES**

## Chief Executive Officer



**Zubair Younas**

“

As CEO of Sourcing Glow, Zubair Younas drives our strategic vision and operational excellence. Since June 2021, he has focused on quality and customer satisfaction, establishing us as an industry leader. His commitment to teamwork and sustainability supports our CSR initiatives, ensuring a positive impact while pursuing ambitious growth.

”

## Director National & International Affairs



**Hamid Mehmood**

“

As the Director of National & International Affairs at Sourcing Glow, Hamid Mehmood fosters strategic partnerships and drives initiatives that enhance our global presence. His focus on collaboration and relationship-building supports our mission to achieve sustainable growth and positively impact both local and international communities.

”

## Chief Operating Officer



**Khalid Mehmood**

“

Mr. Khalid is instrumental in managing key projects and operational strategies at Sourcing Glow. His extensive experience ensures that the company operates smoothly and effectively meets its operational goals. By optimizing processes and fostering teamwork, Khalid plays a vital role in driving our success in a competitive environment.

”

## Chief Financial Officer



**Waqar Younas**

“

Mr. Waqar drives operations at Sourcing Glow with a focus on innovation and growth. As Chief Financial Officer, he manages the company's financial health, ensuring efficient resource allocation and developing budgets that align with our goals. His expertise allows Sourcing Glow to adapt to market changes and seize new opportunities.

”

## Director Procurement



**Rana Khurram Faisal**

“

As Director of Procurement at Sourcing Glow, Mr. Rana oversees the efficient sourcing of high-quality materials and services. He focuses on optimizing supplier relationships and managing costs to maintain the company's high standards, driving value and enhancing operational efficiency.

”



# Company Intro



Sourcing Glow was founded in June 2021, in an era when the COVID pandemic hit the world. Initially, it was founded to ease the companies in their sourcing solutions. After successfully providing the sourcing services to local and international companies, we decided to shift our line of business from - Sourcing to Export. Our expertise spans the Agricultural Products, and we ensuring that our clients receive the best products and services.

As an export company, we are specialized in exporting high-quality of products from Pakistan. We have a dedicated and specialized team of experts who understand the international trade with all of its technicalities. With a huge network of suppliers and highly professional experts in international exports, we aim for the best in export. We also ensuring in building for long-term relationships with our customers and suppliers and driving growth through international trade.



## Affiliations



Securities & Exchange Commission of Pakistan (SECP)



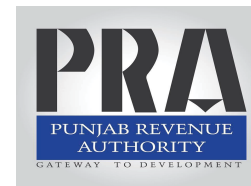
Federal Board of Revenue (FBR)



Intellectual Property Organisation (IPO Pakistan)



Pakistan Single Window (PSW)



Punjab Revenue Authority (PRA)

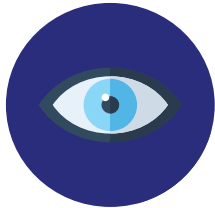


Pakistan China Joint Chamber of Commerce and Industry

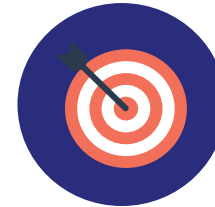


The Lahore Chamber of Commerce & Industry

# Vision & Mission



At Sourcing Glow, our vision is to become a leading, inimitable company globally. We aim to achieve this through innovation, sustainability, and excellence, delivering value to our clients while maintaining customer-centric and ethical business practices.



Our mission is to be the industry leader by reaching out to the global market and becoming one of the largest sourcing companies from where sourcing sustainable and good quality products are easier.

# Core Business Values



## Quality

Always focused on adopting the highest quality standards to fulfil the needs of our stakeholders and completing our set quality goals.



## Customer Centricity

We carefully listen to our stakeholder's needs & expectations and work accordingly to deliver beyond their expectations.



## Sustainability

We work smartly and take care of our team and stakeholders by focusing on socio-economic and environmental factors for long-term relationships.



## Innovation

We use new technologies and approaches to deliver top-notch solutions for our customers, setting higher standards in our industry.



## Integrity

We prioritize honesty, fairness, and respect in all interactions, making it our organization's most valuable asset for building trust.

# Our Brands





# PAKISTAN RICE AGRICULTURE, RICE BEYOND THE BOUNDARIES

Pakistan is the world's 4th largest exporter of rice. The country produces around 6.9 million tons of rice which around 4 million is exported and 2.8 million tons of rice is consumed locally. Pakistan has two major rice-producing provinces, namely Punjab and Sindh. Both provinces account for more than 88% of total rice product.

Pakistan grows many varieties of rice out of which Sourcing Glow (Pvt.) Limited manages to export them worldwide. Mainly exported varieties include.

## IRRI-9 & C-9

Grown in Sindh province, these medium-grain varieties are known for their versatility and affordability, widely used in meals and processed foods. Their quality makes them popular locally and for export.



## PK-386

PK-386 rice from Punjab is a long-grain variety known for its aroma and cooking performance. Ideal for biryani and pulao, it cooks to a soft, non-sticky texture, making it perfect for everyday meals and special occasions.



## 1121 Basmati

Our 1121 Basmati Rice from Punjab is renowned for its long grains and rich aroma. Available in Steam, Golden, and Sella varieties, it provides a fluffy texture and exceptional flavor for any dish.



## 100% Broken Rice

Sourced from Sindh province, this rice consists of broken grains and is widely used in processing, including cereals, rice flour, and animal feed. Its affordability makes it essential.



## IRRI-6

Grown in Sindh province, Irri-6 is a coarse, high-yield rice valued for its economic appeal. It's consumed locally and exported for diverse applications, including bulk culinary products.



# THE ART OF RICE MADE FROM PADDY



## PARBOILED RICE

Parboiled rice are boiled and husked after processing and carry 80% of the total rice nutrients before processing. Our Parboiled Rice is health and wholesome to the last bite.



## STEAM RICE

Steamed Rice is also partially boiled and dehusked to preserve nutrients. It is the perfect blend of Parboiled and in the industry.



## WHITE RICE

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



## BROWN RICE

Brown Rice is wholesome and grainy. Full of fiber goodness and healthy nutrients to fulfill daily dietary needs.





## WE CAN HANDLE IT

From concept to delivery, We can handle every aspect of your private label business with ease, We know the challenges of today's fast-changing marketplace and understand your need to turn out timely, innovative products and stay ahead of your competition. With a team of in-house professionals in every discipline, we can get the job done right, without the need for third parties. We have the know-how, of systems, and the technology which is already in place to turn your concepts into finished products in record time. As quick as we are, quality assurance is integral at every stage of the progress.

## PRIVATE LABEL

Sourcing Glow (PVT.) LIMITED also provide private labelling services to help you launch your own brand. From grocery chains to multi-national retailers of every size can benefit from our private label services.

Sourcing  
Glow

INNOVATIVE  
RELIABLE  
SUSTAINABLE

# PACKAGING AND DELIVERY

## WOVEN BAG

Lightweight and tear-resistant, woven bags are made from high-strength polypropylene fabric. Their durable construction ensures long-lasting use, ideal for packaging and transporting heavy goods.

Woven bags are designed for breathability and strength, making them suitable for storing grains, seeds, and other agricultural products while allowing air circulation.

These woven polypropylene bags offer excellent durability and waterproof properties, providing reliable protection for goods in challenging environments.

The woven design enhances the bag's flexibility and toughness, making it a perfect choice for packaging in industries that require high-load capacity.

Available in various sizes and customizable prints, woven bags are a popular choice for businesses needing secure and strong packaging solutions.





# PACKAGING AND DELIVERY

## NON-WOVEN BAG

Non-woven bags are eco-friendly and reusable, offering a sustainable alternative to plastic bags while maintaining strength and durability for everyday use.

Crafted from non-woven polypropylene, these bags are lightweight and resistant to wear and tear, perfect for promotional events or retail packaging.

Non-woven bags provide excellent printability and can be customized for branding, making them ideal for marketing campaigns and eco-conscious brands.

Their soft and flexible design ensures a comfortable user experience while being strong enough to carry a variety of products.

Available in a range of colors and sizes, non-woven bags are versatile and suitable for industries like retail, hospitality, and corporate gifting.



# PACKAGING AND DELIVERY

## POLY PROPYLENE (PP) BAG

Polypropylene bags are highly durable and resistant to moisture, making them ideal for packaging goods in industries like agriculture and construction.

These bags offer excellent strength-to-weight ratio, ensuring that even heavy items can be securely stored or transported without risk of tearing.

Polypropylene material is chemically resistant and protects contents from contamination, making these bags suitable for food and pharmaceutical industries.

Lightweight and cost-effective, polypropylene bags provide a practical solution for businesses needing reliable and reusable packaging options.

Customizable in size and design, polypropylene bags can be printed with logos or branding, making them a popular choice for packaging and promotional use.



# PACKAGING AND DELIVERY

## JUTE BAG

Lightweight and durable, jute bags are a packaging solution made from natural jute fibers. Their woven structure ensures strength, tear resistance, and breathability while being biodegradable. These characteristics make them ideal for eco-friendly applications.

Most commonly used in the agricultural and retail sectors.

Available in various sizes from 5kg to 50kg.  
Standard printing options available in 1 to 3 colors.  
Inner lining is optional for added moisture protection.  
Minimum order quantity is 1 M.Ton.  
Custom thread color options for stitching at the top.  
Single, double, or reinforced stitching options are available.  
Barcode label stitching on the side is optional for easy scanning.  
A maximum of 20 Metric tons can be loaded into a 20ft container, depending on the bag size.

For your private labeling design, it takes 3 working days to arrange printed packaging.



# PACKAGING AND DELIVERY

## PLASTIC BAG

Lightweight and flexible, plastic bags are a packaging solution made from high-density polyethylene (HDPE) or low-density polyethylene (LDPE) materials. Their design makes the bags strong, puncture-resistant, and suitable for a variety of contents, while also being waterproof. These characteristics make them ideal for grocery and retail applications.

Most commonly used in the food and retail industry.

Available in various sizes and thicknesses.

Standard printing options available up to 4 colors.

Reinforced handles are optional for easy carrying.

Minimum order quantity is 1 M.Ton.

Customization options available for bag size and print.

Single or double-folded seams can be requested.

Barcode label printing on the side is available for easy scanning.

A maximum of 25 Metric tons can be loaded in a 20ft container, depending on bag dimensions.

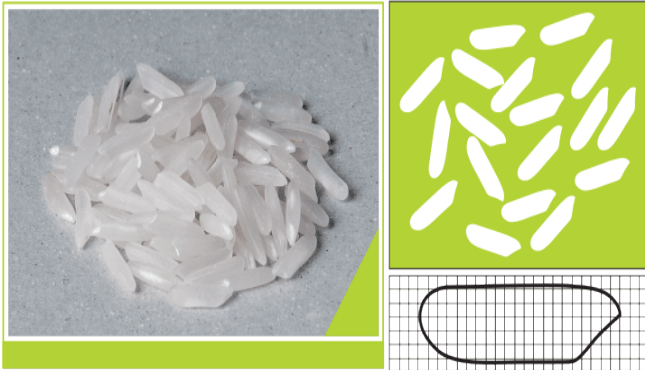
For your custom printing design, it takes 5 working days to arrange printed packaging.





# RICE INFO

IRRI-6



## RICE CHARACTERISTICS

Length :	6.29mm
Width:	1.69mm
Thickness:	1.46mm
Classification:	Long Grain
Aroma:	Absent
Chalkiness:	Yes

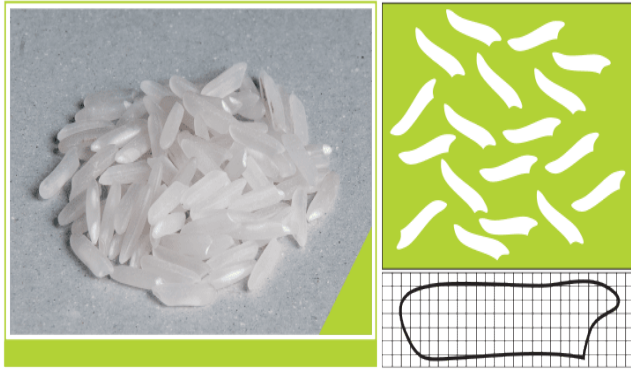


Sourcing  
Glow

INNOVATIVE  
RELIABLE  
SUSTAINABLE

# RICE INFO

IRRI-9 & C-9



## RICE CHARACTERISTICS

Length :	6.40mm
Width:	1.69mm
Thickness:	1.46mm
Classification:	Long Grain
Aroma:	Absent
Chalkiness:	Yes



Sourcing  
Glow

INNOVATIVE  
RELIABLE  
SUSTAINABLE

# RICE INFO

PK-386



## RICE CHARACTERISTICS

Length :	6.9mm
Width:	1.78mm
Thickness:	1.56mm
Classification:	Long Grain
Aroma:	Absent
Chalkiness:	No



Sourcing  
Glow

INNOVATIVE  
RELIABLE  
SUSTAINABLE



# RICE INFO

1121 Basmati



## RICE CHARACTERISTICS

Length :	8.0mm
Width:	1.63mm
Thickness:	1.56mm
Classification:	Extra Long Grain
Aroma:	Present



Sourcing  
Glow

INNOVATIVE  
RELIABLE  
SUSTAINABLE

# RICE INFO

100%  
Broken Rice



## RICE CHARACTERISTICS

Length :	4.5mm
Width:	2.06mm
Thickness:	1.70mm
Classification:	No
Aroma:	Absent
Chalkiness:	No



Sourcing  
Glow

INNOVATIVE  
RELIABLE  
SUSTAINABLE

# GLOBAL PRESENCE

Established in 2021 during the challenges of the COVID-19 pandemic, Sourcing Glow has steadily grown, driven by our commitment to providing high-quality sourcing solutions. With the launch of Anaaj, our brand has begun making its mark in select national and international markets. While we are still in the early stages of expanding our global footprint, our focus remains on delivering excellence and exploring new opportunities. We continue to build strong relationships and partnerships that position us for further growth, with a vision to expand our reach both locally and internationally.



## CONTACT US

Head Office:

Office # 83, Block-A, First Floor, Al-Rahim Garden, Phase 4, Lahore, Pakistan

✉ Email: [info@sourcingglow.com](mailto:info@sourcingglow.com) ☎ Phone: +92 322 4045992



📘 <https://www.facebook.com/sourcingglow> 📷 <https://www.instagram.com/sourcingglow/>