



PARSRAM

FUTURE FORWARD



For over 40 years, the Parsram Group has led the way in transforming the Australian grain and food industry. Since planting the first pulse food crops in the 1970s, we have remained true to our vision of realising the 'Farm Gate to Plate' story.

TRANSFORMING AUSTRALIAN INDUSTRY

With a rich history dating back to 1960, Parsram Group is an Australian company with global affiliations, renowned for our role in creating and sustaining the Australian pulse industry – and for our continuing innovations in the food and agri industries of Australia.

From humble beginnings in Singapore to our global reach today, Parsram Group is committed to the ongoing development and prosperity of the Australian food industry. We continually strive to evolve our offering to meet changing market demands.

With six primary business divisions Pars Ram Brothers (Aust) Pty Ltd, Parsram Foods & Spices, Canz Commodities Pty Ltd, Pars Ram Pulses (Canada) Inc, Northstar Trade Links Pvt Ltd and Ingwest Travel – Parsram Group employs 70 people; trades in excess of 200,000 tonnes of agricultural goods per year; and offers end-to-end services in food production and manufacturing, distribution, travel, agri-commodities, importing and exporting, trading and logistics, and consumer research.

Today, Parsram Group continues to satisfy the needs of consumers around the world whilst expanding local agricultural industry. We continue to lead the way answering the demands of the food industry – and championing the 'Farm Gate to Plate' approach to food production and distribution.

At every point in this process we listen, respond and innovate.

This ongoing commitment for collaborative innovation reflects our passion – to transform the Australian food and agri industries by working along the entire food chain to produce goods of exceptional quality and relevance for today's consumer.



From the supply of Besan (chickpea) flour to the US and UK markets, to the supply of chickpeas for the millions of Muslims who participate in Ramadan and break their fast with the nutritious grain each day. Our chickpeas were soon making their way across the globe – in very large quantities.



EXCELLENCE IN INDUSTRY INNOVATION



In the 1970s, chickpeas were only grown as a stockfeed, no Australian farmer had yet recognised the vast potential of growing pulses for human consumption — despite the fact that they are a staple food throughout much of the world.

Mr Pars Ram Punj, founder and director of the Parsram Group is renowned for his role in pioneering the Australian pulse industry. In 1991 Mr Punj received the Sir Ian McLennan Achievement for Industry Award by CSIRO for commercialisation — and continues to innovate and transform the Australian agri-commodities and food trading landscapes.

Coming to Australia in the late 1970s — having spent his early years working at his father's business in Singapore — Mr Punj identified a gap in the market.

His observations and subsequent actions would transform Australia's agricultural landscape and lay the foundations for Parsram Group to become the successful Australian business it is today.

Mr Punj could see the opportunity in exporting pulses to the Indian subcontinent, Middle East, UK and North America.

He worked tenaciously to convince Australian farmers of the merits of growing chickpeas and other pulses. It was not an easy task — he was an immigrant trying to tell born and bred Australian farmers what to do. But his proposition was compelling.

Grow chickpeas as a mainstream crop, and I guarantee I will buy every last grain from you.

Despite the battles, Mr Punj found a handful of farmers who believed in him — and so began the success of the Parsram Group. Mr Punj's work was recognised in 1991, with his receipt of the Sir Ian McLennan Achievement for Industry Award by the Federal Government for his role in pioneering the Desi and Kabuli chickpea industry within Australia.

Working closely with the CSIRO, who improved the crop to create a more viable option for farmers, Mr Punj was able to convince more and more farmers to start growing various legumes and beans in between wheat plantings.

Furthermore, the long tap roots of the chickpea crop return valuable nitrogen to the soil, giving farmers attractive returns.

With similar science and innovation applied to other pulses, the Australian pulse industry was soon established in Australia. Pars Ram Brothers went from strength to strength and diversified into food production, importing/exporting and trading of other agri-commodities such as faba beans,

Kabuli chick peas, mung beans, Pigeon peas, Dun peas, lentils, lupins, sorghum, wheat and barley.





PLATE TO GATE



Behind every company is a vision. For the Parsram Group, it is the concept of 'plate to gate'. A 360 degree approach that puts the consumer's needs front and centre of the production process. This cycle, which starts with the consumer, steers every aspect of our business.

Consumers now drive the agricultural and food industries. Their voices combine to tell food manufacturers what they want.

We listen. Our focus is on producing high quality, mainstream food products that satisfy consumer demands.

Consumers not producers are now at the helm of the food market. They are vocal in telling us what they want to see on the supermarket shelves; what they want on their tables.

We listen to them and shape our business process to meet their needs, a truly 360 degree approach to our 'plate to gate' approach.

By conducting extensive consumer research, and by talking to retailers about what they see in-store, we learn valuable information about our customers' needs and desires. This knowledge helps to shape our entire business.

We develop strong relationships along the entire food chain – from wholesalers and retailers; distribution and logistics, to manufacturing, right through to the growers and farmers. At every step of the journey, our products are developed with our customers in mind.

By forging strong partnerships at both ends of the spectrum – with farmers and retailers – Parsram delivers on the 'plate to gate' promise.



THE PARSRAM GROUP OF COMPANIES

Parsram Group is an Australian company that offers end-to-end services in food production and manufacturing, distribution, travel, agri-commodities, importing and exporting, trading and logistics, and consumer research.



PARS RAM BROTHERS

As the company behind the creation of the Australian pulse industry, Pars Ram Brothers has a long and successful history.

Pars Ram Brothers (PRB) was formed in 1977, following the foundation of PRB (Singapore) in 1960 and was the first company to export chickpeas to India, in 1978.

In the 1970s, Mr Punj, saw a huge opportunity in Australia for producing whole chick peas, split dhalls and chick pea flour, or Besan for export.

Led by Mr Punj, PRB pioneered the Australian pulse industry, taking it from a 'stockfeed' product to one of Australia's largest consumer exports and has become an international agri-commodity trading corporation, trading to the Indian subcontinent and Middle Eastern countries, and the US and UK.

Today, PRB is responsible for 22% of Australia's 180,000-tonne chickpea industry – and our business has diversified into many other agri-commodity and trading opportunities.

With two major grain-handling facilities in Brisbane and Narrabri, including a pulse processing plant, storage and access to shipping terminals, we continuously upgrade our infrastructure to satisfy the needs of all of our partners – from farmers through to overseas end-buyers and consumers.

QUEENSLAND SEED AND GRAIN PROCESSORS

The Queensland Seed and Grain processing plant was one of the first of its kind in Australia when we first established it in Toowoomba in 1982. Since then, operations have moved to Eagle Farm, with expanded capacity and new technologies for the cleaning, drying, grading and processing of split chick peas.

Our plants are renowned for producing the best quality Chana Dhall in the market. In addition to the production of split chick peas, the facility also has the stores whole Desi chick peas for export – particularly during Ramadan, which is the busiest time of year for export to Middle East, Pakistan, Bangladesh. The mill has quality acceptance in the UK, USA and Middle East.

CANZ COMMODITIES

Canz Commodities packs and exports 120,000 tonnes of pulses annually. Our state-of-the-art consolidation, packing and processing plant has a color sortex to ensure optimum quality of products shipped, and an inbuilt storage capacity of 16,000 tonnes. The plant has its own train link to the port of Sydney, and packs and exports Desi and Kabuli chick peas, faba beans, wheat and mung beans. The plant is fully AQIS accredited.

NORTHSTAR TRADE LINKS

Northstar Trade Links Pvt Ltd is based in Mumbai. This division is responsible for the storage and imports of pulses for Pars Ram Group, and the consolidation of ethnic items for export to the food division of the Parsram Group in Australia.



FUTURE FORWARD

Founded in 1988 to address a growing demand for ethnic food in Australia, the story of Parsram Foods mirrors that of the Parsram Group — it is one of innovation and response to the changing needs and demands of an increasingly discerning market.

As the ethnic population grew, so too did the demand for the basic staples of the Indian and Middle Eastern diet — rice, pulses, oil, flour and spices. Store and restaurant owners had to import their own supplies at inflated costs, and people found it difficult to get Indian-origin foods.

We created Parsram Foods to bridge the gap, establishing strong relationships with Indian FMCG companies such as ITC (Ashirvaad), Nestle India (Maggi), ADF Ltd (Ashoka), Gits Foods, Kawan (Malaysia). We then worked closely with AQIS to apply rigorous food standard checks to ensure the premium quality of our imported products.

Soon, we were importing curries, pickles, frozen foods, sweets, beverages and even health care products into Australia to give Australians access to a quality range of ethnic products.

Today, we have an established national logistics and distribution network, with dry and freezer storage warehouses around Australia, and planned facilities for New Zealand. We proudly distribute leading brands in Australian ethnic Indian retail and food services.

In the spirit of innovation, Parsram Foods recently developed a range of fine dining frozen foods.

Working closely with renowned chefs, who play a key role in testing ingredients and preparing our packaged products, we now offer an enticing range that can be found in national supermarket chains like Woolworths and Coles:

Rang Mahal — Frozen Indian range
Red Pepper — Frozen Thai range
Royal Orchard — Frozen Oriental range.



“We realised that there is a huge market for exceptional quality ethnic food products in Australia, and worked with leading chefs to deliver a premium range that satisfies the discerning modern diner.”



PARS RAM PULSES INC

Formed as a trading company, this division based in Canada trades various products sourced from Canadian farmers, which are processed locally. Our biggest products are mustard seeds and flax seeds, and we also trade lentils, pulses, faba beans, Kabuli and Desi chick peas and canary seeds. This division exports worldwide from the ports of Vancouver and Montreal.

COMMITMENT TO QUALITY

The Parsram Group's success is strengthened by our ongoing commitment to effective and efficient quality control systems.

For every product, Parsram sources the best supply chain partners to maintain stringent product and service standards. Products are then coordinated from cultivation through to delivery to ensure quality standards are exceeded. Parsram Group's affiliations include:-

- AS/NZS ISO 9002, under the guidelines issued by the International Standards Organisation (ISO) and procedures of the joint accreditation system of Australia and New Zealand
- Hazard Analysis and Critical Control Point (HACCAP) approved
- Grain and Feed Trade Association (UK) – Member since 1997
- National Agri Commodities Marketing Assoc. – Member since 1996
- Seed Industry Assoc. of Australia Ltd. – Member since 1985
- Canadian Special Crop Association – Member since 2003
- National Assoc. for Sustainable Agriculture Aust. Ltd.
- Certified to export organic agril products – Member since 2002
- Old Chamber of Commerce & Industry – Member since 1977

INGWEST TRAVEL AND TOURS

Ingwest Travel and Tours was incorporated in 1989, and provides competitively priced travel services for world travellers to and from Australia. It specialises in offering organised tours to the Indian subcontinent.



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