



AJF GLOBAL
CONNECTING OPPORTUNITIES

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AJF GLOBAL : Connecting Opportunities



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CONNECTING OPPORTUNITIES

At AJF Global, our mission is to connect opportunities by bridging Pakistan's rich agricultural heritage especially its renowned rice and other food products with the expansive global market.

Focusing on the export of premium rice, we strive to deliver exceptional quality and unparalleled service to our global clientele.

By leveraging our extensive network and expertise, we ensure that our partners have access to premium quality products that adhere to global standards.

We believe that fostering these connections not only enhances market access but also enriches the lives of customers worldwide.

Through our unwavering commitment to integrity, sustainability, and exceptional service, we aim to create meaningful partnerships that drive success and elevate the standard of excellence in global trade.

AJF Global, we take pride in being at the forefront of connecting opportunities across continents.

Join us in our journey as we unlock new opportunities and contribute to a prosperous future for our all stakeholders.



AJF GLOBAL : Connecting Opportunities



COMPANY OVERVIEW

AJF Global (Pvt) Limited is a dynamic export-oriented trading company based in Lahore, Pakistan. We are dedicated to sourcing and delivering high-quality food products to the global market, building on the Feerasta Family's rich legacy of business acumen, commitment to quality, and pursuit of excellence.

FEERASTA FAMILY'S RUPALI GROUP - A JOURNEY OF SUCCESS

Founded in 1948 in Narayanganj, East Pakistan (now Bangladesh), the Rupali Group began its journey with the launch of the "Consul" socks brand in 1956.

The acquisition of Crescent Wooden Spool Manufacturing Company in 1969 and a partnership with a Japanese company boosted its technical capabilities.

In 1971, Rupali Nylon (Pvt.) Limited was established, securing the sole agency for Toray International, which fueled innovation despite initial processing challenges.

The Group transitioned from importing to exporting cotton yarn and gray fabrics, driving growth through diversification. Significant milestones included the formation of **Rupali Polyester Limited, Rupafil Limited, Spintex Limited, and Soneri Bank Limited.**

Soneri Bank has established itself as a key player in Pakistan's financial sector, enhancing the reputation of the Feerasta Family. The bank's commitment to quality, providing best financial solutions and diverse banking products for its customers has improved its reliability and contributed to growth. This success not only benefits Soneri Bank but also strengthens the Feerasta Family's portfolio and influence in the financial landscape of Pakistan.

The Feerasta Family's journey is characterized by resilience, innovation, and strategic expansion, shaping the future of the multiple industries within Pakistan.



OUR IDENTITY

VISION

To be the world's leading provider of premium rice and trading services, recognized for our innovation, sustainability, and unmatched quality that delights customers around the globe.

MISSION

To connect opportunities in the global market through ethical trade, with a focus on building strong partnerships and ensuring outstanding customer service.



CORE VALUES

INNOVATION

Continuously improving processes and embracing new technologies.

QUALITY

Committing to the highest standards in every products and services.

SUSTAINABILITY

Dedicated to sustainable sourcing of premium Pakistani heritage rice from top mills, emphasizing ethical trading



INTEGRITY

Upholding transparency and ethical practices in all dealings.

CUSTOMER FOCUS

Prioritizing Customer needs and building long lasting relationships.



OUR LEADERSHIP

AHMED FEERASTA CEO AJF GLOBAL

- Ahmed A. Feerasta is a dynamic leader and entrepreneur with over 19 years of extensive experience in business operations, particularly in the food and manufacturing sectors. A graduate of the University of Texas at Austin with a degree in Economics and Business Finance, Ahmed has built a successful career characterized by strategic vision and operational excellence.
- Currently serving as the Chief Executive Officer of AJF Global, Ahmed is at the helm of a company dedicated to connecting opportunities by integrating premium Pakistani rice and exceptional food products into the global market. His leadership is marked by a commitment to ethical trade, strong partnerships, and outstanding customer service.
- Prior to his role at AJF Global, Ahmed held significant positions within the Rupali Group, including CEO of Rupali Foods Limited, where he successfully launched green-field operations in the packaged food sector. Under his guidance, Rupali Foods achieved remarkable growth, generating over PKR 3.5 billion (approximately USD 25 million) in gross revenue within three years of its launch.
- Ahmed's journey also includes serving as a Non-Executive Director at Soneri Bank Limited, where he contributes to strategic policy-making and oversight.
- His expertise spans procurement, finance, marketing, and supply chain management, enabling him to drive innovation and sustainability in every venture he undertakes.
- With a participative management philosophy rooted in integrity and ethical practices, Ahmed believes that empowering teams is key to sustained value creation. His vision for AJF Global is to establish it as a leading provider of premium rice and trading services globally, recognized for its commitment to quality and customer satisfaction.



GOALS

1- EXPAND GLOBAL REACH:

Aim to establish AJF Global as a leading exporter of premium rice by penetrating new international markets and strengthening existing partnerships.

2- PURSUIT OF QUALITY EXCELLENCE:

Continuously improve the quality of rice and other food products through best procurement practices and rigorous quality control measures

3- FOSTER CUSTOMER RELATIONSHIPS:

Build and maintain strong relationships with business partners by providing exceptional customer service and support, ensuring their needs are met effectively.

4- EDUCATE ON AGRICULTURAL HERITAGE:

Raise awareness about Pakistan's rich agricultural heritage and promote the unique qualities of Pakistani rice to global consumers.

5- ACHIEVE ETHICAL TRADING STANDARDS:

Uphold the highest ethical standards in all business dealings, ensuring transparency and integrity in transactions with partners and customers.

6- DIVERSIFY PRODUCT OFFERINGS:

Expand the product range to include various types of rice and complementary food products, catering to diverse consumer preferences globally.

7- STRENGTHEN BRAND RECOGNITION:

Work towards establishing AJF Global as a recognized brand synonymous with quality, trust and excellence in the global food market.





PRODUCTS



Non-Basmati

- PK-336
- Super Fine
- C-9
- Irri-6
- Irri-9
- Supri

Basmati

- Super Kernel
- D-98 Basmati
- 1121 Basmati
- 1509 Basmati



MEET THE TEAM



AHMED FEERASTA
Chief Executive Officer



MAHMOOD SADIQ
Head of Business Development



HASAN OMER
Chief Financial Officer



ALI BAQAR
Head of Information Technology



OUR JOURNEY THE BIRTH OF AJF GLOBAL

AJF Global was founded to expand Pakistan's global trading footprint and capitalize on emerging opportunities in international markets. Inspired by the entrepreneurial spirit of the Feerasta Family, AJF Global integrates decades of industrial and commercial experience into a dynamic, customer focused trading enterprise.

Building on the Feerasta Family's legacy of success with ventures such as Rupali Polyester Limited and Soneri Bank Limited, AJF Global was envisioned as a platform to represent Pakistan's best exports on the world stage.

The company combines meticulous planning, best procurement practices, and an unwavering commitment to excellence to effectively meet the diverse needs of its international clientele.

PRIMARY FOCUS

Our primary focus is on the export of premium Pakistani rice varieties, a product that embodies the rich agricultural heritage of our country.

As we grow, we plan to expand our portfolio to include a select range of other high-quality food items, ensuring that we provide our international partners with a diverse selection of products that meet global standards.





PRODUCTS

We proudly offer a diverse range of high-quality rice, specializing in both basmati and non-basmati varieties. Our commitment to excellence ensures that our products meet the highest standards of quality and taste, making them a preferred choice for customers worldwide.

OUR OFFERINGS:

BASMATI RICE:

Known for its distinctive aroma and long grains, our basmati rice is sourced from the finest regions. It is meticulously processed to preserve its natural flavor and nutritional benefits, perfect for culinary applications that demand premium quality.

NON-BASMATI RICE:

We also provide a variety of non-basmati rice options, catering to diverse culinary needs. Our non-basmati rice offers versatility and value, making it suitable for everyday meals and various regional cuisines.





RICE PROCUREMENT ENSURING QUALITY AND SUSTAINABILITY

We prioritize delivering the highest quality products to our customers. We collaborate exclusively with leading rice mills renowned for their commitment to excellence. These mills consistently evaluate their business procedures to ensure compliance with international health, food safety, and environmental standards, providing us with the assurance that our rice meets the highest quality benchmarks.

Our partners are equipped with state-of-the-art technology and adhere to stringent quality control measures throughout the production process. They maintain exceptional warehousing practices that comply with industry standards, ensuring that the rice is stored in optimal conditions to preserve its quality and freshness.

At every stage of our operation - from selection and procurement to warehousing and logistics - we take extra care to ensure that our products are handled with the utmost attention to detail. Our procurement team meticulously selects rice from recognized / approved mills that have received various international certifications, demonstrating their commitment to quality and safety.



RICE PROCUREMENT ENSURING QUALITY AND SUSTAINABILITY

These certifications include:

ISO 9001:2015 Certified: Ensuring a robust quality management system.

ISO 22000:2018 Certified: Meeting the requirements for food safety management.

GMP Accredited: Guaranteeing good manufacturing practices.

HACCP Accredited: Implementing a systematic approach to food safety.



We understand that our customers expect only the best, and we are committed to delivering rice that not only meets but exceeds these expectations. Our logistics team ensures that every shipment is handled with care, maintaining the integrity of the product until it reaches your table.

With our focus on quality and compliance, you can trust that every grain of rice we export is a product of our dedication to excellence.



WHY CHOOSE AJF GLOBAL ?

1. COMMITMENT TO QUALITY ASSURANCE

At AJF Global, we prioritize quality at every stage of our operations from sourcing premium rice to meticulous packaging ensuring that our customers receive only the best products that meet international standards.

2. EXTENSIVE GLOBAL REACH

Our robust export network spans multiple continents, allowing us to serve diverse markets effectively. We adapt our offerings to meet the specific needs of each region, ensuring relevance and customer satisfaction.

3. CUSTOMER-CENTRIC APPROACH

We place our customers at the heart of our operations. By providing tailored solutions and personalized service, we ensure that every client feels valued and receives products that meet their unique requirements.

4. ETHICAL TRADING PRACTICES

AJF Global is committed to upholding the highest ethical standards in all business dealings. We ensure transparency and integrity in our transactions, fostering trust and long-term relationships with our partners.

5. RICH AGRICULTURAL HERITAGE

We are dedicated to showcasing Pakistan's rich agricultural legacy by exporting premium rice varieties. Our deep understanding of local farming practices, milling and procurement processes, allows us to deliver exceptional products that embody authenticity and quality.





WHY CHOOSE AJF GLOBAL ?

6. INNOVATIVE PRODUCT OFFERINGS

We continuously innovate our product range to meet evolving consumer preferences. Our focus on quality and sustainability drives us to diversify our offerings, including various types of rice and complementary food products.

7. STRONG LEGACY OF EXCELLENCE

With a foundation rooted in decades of entrepreneurial success, AJF Global draws on the expertise of established enterprises like Rupali Group and Soneri Bank Limited, ensuring operational excellence and reliability.

8. ADVANCED QUALITY CONTROL MEASURES

Our partnerships with leading rice mills ensure rigorous quality control throughout the production process, adhering to international certifications such as ISO 9001:2015, ISO 22000:2018, GMP, and HACCP. This guarantees food safety and quality.

9. FOCUS ON SUSTAINABILITY

Dedicated to sustainable sourcing of premium Pakistani heritage rice from top mills, emphasizing ethical trading.

10. EXCEPTIONAL CUSTOMER SUPPORT

Our dedicated customer service team is always ready to assist clients with inquiries, order management, and logistical support. We strive for excellence in customer service, ensuring a seamless experience from order placement to delivery.



WHY CHOOSE AJF GLOBAL ?

Not only Access to
Premium Products

- Quality Assurance
- Innovative Solutions

But also Connect with
a company which offer

- Collaborative Opportunities
- Supportive Network

Because it Values

- Integrity
- Quality
- Customer Satisfaction

Connecting Opportunities: Delivering Excellence in Global Rice Exports.



CONTACT US:

E-MAIL:
info@ajf-global.com

WEBSITE:
www.ajf-global.com

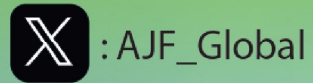
MOBILE:
+92 (300) 887 9494

OFFICE ADDRESS:
307 Upper Mall, First Floor
Lahore, Pakistan

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