

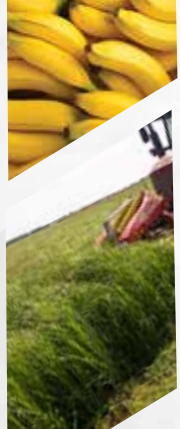


**NLC**

**TIR**

**DRIVING REGIONAL CONNECTIVITY & TRANSIT TRADE**

**Shipment of Perishable Goods from Pakistan to Central Asia**



**NLC**

**Agri Solutions**

**GROWER**

**PROCESSOR**

**EXPORTER**

**LOGISTICS**

## Our Vision

To export Premium Quality of Agri Products (Mandarin, Mangoes, Bananas, Potatoes & Rice) to the world with food safety standards that guarantee human health.

## Land Route Connectivity & Transit Cargo



## TIR Services

Transport Internationaux Routiers or the International Road Transport (TIR) Convention stands as an important multilateral initiative to streamline and standardize the administrative procedures associated with global road transport. Pakistan became the 69th Contracting Party to the TIR Convention in 2016. Despite its accession, the TIR system witnessed limited utilization in Pakistan. The major initiative was taken by NLC with launch of first commercial operation to Turkiye and Azerbaijan in September 2021. Since then, NLC has progressively extended land-based transportation operation to China, Poland, Belaruz, Kazakhstan, Uzbekistan, Kyrgyzstan, Turkmenistan, Tajikistan and Russia while plans are afoot to expand NLC's outreach to other countries in Eastern Europe.



## Reefer Service

NLC offers cross-border Reefer Service to regional countries. The service provides the exporters with opportunity to transport perishable goods in refrigerated containers. The transportation of such cargo under TIR system slashes the transit time and cost without compromising the quality of perishable items. Services for fresh produce, seafood, meat & frozen items, vegetables and fruits including Banana, Kinnow and Mango are available for Central Asian Republics, China, Belaruz, Poland, Turkiye, Russia & Azerbaijan.

## Mangoes

Mango, popularly known as the “King of Fruits,” is one of the most cherished and widely consumed fruits across the world. In Pakistan, it is predominantly grown in the Punjab and Sindh provinces, with peak availability from May to September. Among Pakistani mangoes, those from Multan hold special significance due to their exceptional quality and taste. Mango plays a key role in Pakistan’s horticultural sector, being the national fruit. Pakistan is the 5th largest producer and 6th largest exporter of mangoes globally. In 2023–24, the country produced approximately 2.09 million tonnes of mangoes.

### Salient Features of Mangoes

- Internationally acclaimed for their sweetness, juiciness, and rich aroma.
- Possess high nutritional value with essential vitamins like A and C.
- Available in a wide range of varieties, including Chaunsa, Sindhri, and Anwer Ratol.
- Value-added products made from mangoes include juices, squashes, jams, jellies and pickles.
- The flesh is usually vibrant golden-yellow or orange in colour.
- A significant source of income for farmers and a vital part of Pakistan’s export economy.



## “Kinnow” Mandarin

Oranges are among the oldest of cultivated fruit. Ancient Chinese literature records citrus fruit as being highly prized as early as 2000 BC and citrus was subsequently propagated in other parts of the world. Hybridization work on citrus fruit was initiated in 1915 AD by Mr. Frost at the Citrus Research Institute, California, USA and in 1935 this produced was named “Kinnow Citrus”.

Owing to a most suitable infrastructure (fertile plains of the Punjab favourable weather conditions and above all, the availability of canal irrigation system), Pakistan produces one of the best varieties of Hybrid Citrus fruits (KINNOW) that is a cross between “Cultiver” (King) and “Willow Leaf”, now classified as “Kinnow” Mandarin (Citrus Reticulata). Pakistan today is the largest producer of “Kinnow” Mandarin in the world.



### Salient Features of “Kinnow” Mandarin

- Size ranges from 60-90mm in Diameter.
- Easy Peel citrus.
- Highest juice content in any known citrus.
- Richest source of Vitamin-C known in any fruit.
- Rich flavor helps to make variety of delicious deserts.
- The skin is used to make cosmetics and essence.
- Dietary fiber contains pectin (carbohydrate) that is beneficial for the stomach and intestine and also helps to lower the blood cholesterol levels.



## Bananas

Bananas are classified into three major species: the dwarf banana (*Musa cavendishii*), the tall banana (*Musa sapientum*), and the cooking banana (*Musa paradisiaca*). All three species belong to the family William, G9, Dhaka and Bombay. Globally, banana ranks as the fourth-largest fruit crop, and it is an important and widely grown fruit in Pakistan. Banana is one of the most traded fruit in the world.

Pakistan produced around 0.29 million tonnes of bananas in 2022-23. Over the past five years, national banana production has increased significantly by 0.16 million tonnes, rising from 0.14 million tonnes in 2018-19, with notable growth observed from 2020-21 onwards. Banana is a major cash crop in southeast Pakistan. Sindh dominates banana cultivation in the country, followed by Balochistan, Khyber Pakhtunkhwa with a smaller amount produced in Punjab.



### Salient Features of Bananas

- Bananas are rich in essential nutrients, including potassium, vitamin B6, vitamin C, and dietary fiber, promoting digestive health and heart function.
- Bananas are elongated and curved, having soft flesh covered in a rind that can be green, yellow, red, purple, or brown when fully ripe.
- Bananas are a significant source of carbohydrates, providing a quick energy boost.
- In addition to being consumed fresh, bananas are used in various recipes and processed into products such as banana chips, puree, and flour.
- Banana plants are perennial and can be harvested year-round, ensuring a steady supply and contribution to food security.

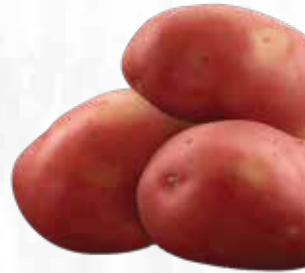


## Potatoes

The potato (*Solanum tuberosum*) originates from South America, most likely from the central Andes region of Peru. It has been domesticated and cultivated by indigenous communities for over 4,000 years. Pakistan ranks as the 9th largest potato producer globally, contributing 2.8% to the world's potato exports. Pakistan produces different varieties of Potatoes, including Mozika, Asterix, Sante, and Esmee. Potato is one of Pakistan's major edible and profitable crops, ranking fourth in importance after wheat, rice, and maize. In Punjab, the core potato-growing region, three crops are cultivated: spring and autumn crops in the plains and a summer crop in the hilly areas. Approximately 75% of Pakistan's potato production comes from the districts of Kasur, Okara, Depalpur, Sahiwal, and Pakpattan, often referred to as the core area for potato cultivation.

### Salient Features of Potatoes

- Potatoes boast one of the highest yields per unit area compared to other staple crops.
- A major source of carbohydrates, making potatoes a vital source of energy.
- Potatoes are rich in potassium, which is an essential electrolyte.
- Due to their high starch content, potatoes are used in a variety of processed foods, including chips, fries, and starch products.



## Rice

Pakistan ranks among the top 10 rice producing countries in the world. With various rice varieties cultivated over 3.35 million hectares, the country produced 9.9 million tonnes of rice in 2023-24. Rice contributes 0.6% to the GDP and accounts for 2.5% of value addition in agriculture. The increase in production this year is attributed to expanded cultivation areas, higher rice prices, favorable monsoon rains, and improved export opportunities.

Pakistan produces several rice varieties, including Kainat 1121, Basmati 1121, 1509, IRRI-6, and IRRI-9.

### Salient Features of Rice

- Rice plays an important role in meeting the country's food requirements.
- Known globally for its exceptional cooking qualities, pleasant aroma, and texture.
- Rice is a rich source of carbohydrates.
- It is the main staple in 33 developing countries, providing 27% of dietary energy, 20% of protein, and 3% of dietary fat.
- A significant source of thiamin, riboflavin, niacin, and zinc.
- Rice is adaptable to diverse agro-climatic conditions and contributes to food security.



## Sesame Seeds

Sesame (*Sesamum indicum* L.) is one of the oldest known oilseed crops, domesticated around 3,000 years ago. Renowned as the "Queen of Oilseeds" it is valued for its high oil content (50–58%) and protein content (around 22%). It grows in hot, dry climates and the most suitable time for sesame cultivation is during the months of June and July.

Pakistan ranks as the 6th largest producer and 3rd largest exporter of sesame seeds. The crop is predominantly grown in Punjab, particularly in areas such as Sargodha, Lahore, Sahiwal, Gujrat, D.G. Khan, Gujranwala and Faisalabad. Some production also comes from Sindh, Balochistan and Khyber Pakhtunkhwa.

Major sesame varieties grown in Pakistan include TH-6, TIL-18, TS-3, TS-5, NIAB Millennium, NIAB Pearl and NIAB Sesame 2016.



## Salient Features of Sesame Seeds

- Sesame seeds are small, flat and oval-shaped with a smooth texture.
- Rich in iron, copper, magnesium, calcium, vitamin B1 and vitamin E.
- Commonly used in sweets, bakery and confectionery products.
- Also utilized in the production of soaps, perfumes and carbon paper.
- Aids digestion and helps reduce the risk of diabetes, cancer and heart disease.
- Seed colour varies by variety, ranging from creamy white, pale yellow and brown to black.



## Pulp, Puree & Dehydration Plant

NLC Agri Solutions (Pvt) Ltd has established a state-of-the-art Pulp, Puree and Dehydration Plant in Multan to reduce post-harvest losses, enhance processing capabilities and diversify export opportunities for Pakistan. The facility specializes in manufacturing pulp, puree and dehydrated fruit products primarily from mango, guava and peach. Designed to meet international standards, the plant ensures strict adherence to safety protocols while employing advanced technologies for fruit processing, enabling the production of high-quality, value-added products. The pulp plant has an intake capacity of approximately 3 tonnes of fresh fruit per hour with an output of 8-9 tonnes of pulp per shift. The dehydration plant has the capacity to process around 600 kilograms of fresh fruit. Plans are afoot to launch a new line of fruit juices under the brand name MaxFruit Juices further expanding the company's product offerings.



## Pink Salt

Pakistan is home to some of the world's richest and most exquisite salt reserves with vast deposits stretching across the Salt Range. Among these, the renowned Khewra Salt Mine stands out as the second-largest salt mine in the world and the primary source of the Himalayan Pink Salt. The country's rock salt reserves are estimated at more than 65 million metric tons.

Pakistani pink rock salt is known for its exceptional clarity, natural purity and rich mineral composition. Its distinctive rosy hue comes from naturally occurring trace elements that set it apart from ordinary table salt.



## Salient Features of Pink Salt

- Pakistani pink salt contains up to 99% sodium chloride.
- Naturally enriched with trace minerals including iron, magnesium, potassium, and calcium, beneficial for human health.
- Pink salt is directly edible without extensive refining or chemical treatment.
- Its natural negative ions are associated with improved mood, reduced stress and enhanced mental well-being.
- Pink salt is used to make salt lamps, decor pieces, therapeutic products, kitchenware, construction products and animal licks.



## Rhodes Grass

Originally native to Africa, Rhodes Grass has adapted to regions such as Pakistan, Australia and the United States. Rhodes grass is a widely cultivated warm-season forage. It is a reliable source of pasture and high-quality hay. When harvested at an early stage, the grass provides excellent nutritional value suitable for cattle, buffaloes, sheep, goats and horses.



### Salient Features of Rhodes Grass

- Strong regrowth capacity allowing multiple harvests in a single season.
- The leaves are long and narrow, with smooth, flat or folded blades free from hair.
- High seed production making cultivation economically viable for farmers.
- Rhodes grass also serves as an effective cover crop which helps enhance soil structure and decrease soil temperature.



## Meat

Pakistan ranks 8th, 2nd and 4th in the world for Cattle, Buffalo and Goat populations respectively. The total meat production has reached 5.97 million tonnes, reflecting a 2.7% increase over FY 2024.

Meat is exported in a variety of forms to meet international clientele requirements, including Chilled Bone-In, Chilled Boneless, Frozen Four Quarters, Frozen Boneless and Vacuum packed. The meat is normally wrapped in stockinet, packed in 20 kg Cardboard Cartons or sealed in Vacuum Bags to ensure hygiene, freshness and extended shelf life.



## Salient Features of Meat

- Meat is primarily composed of water, protein and fat.
- It is a rich source of essential amino acids required for body growth and repair.
- It provides important vitamins such as B12, B6, Niacin and Riboflavin.
- It contains essential minerals including Iron, Zinc and Phosphorus.
- Meat supports muscle development, boosts immunity and contributes to overall human health.



