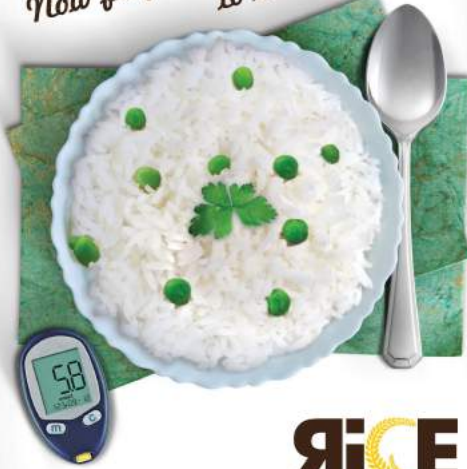


*Diabetic Patients!
Now fulfill your desire
to eat rice.*



RICE
DESIRE
High Fiber and RS Rice

DIABETIC FRIENDLY POLISHED WHITE RICE

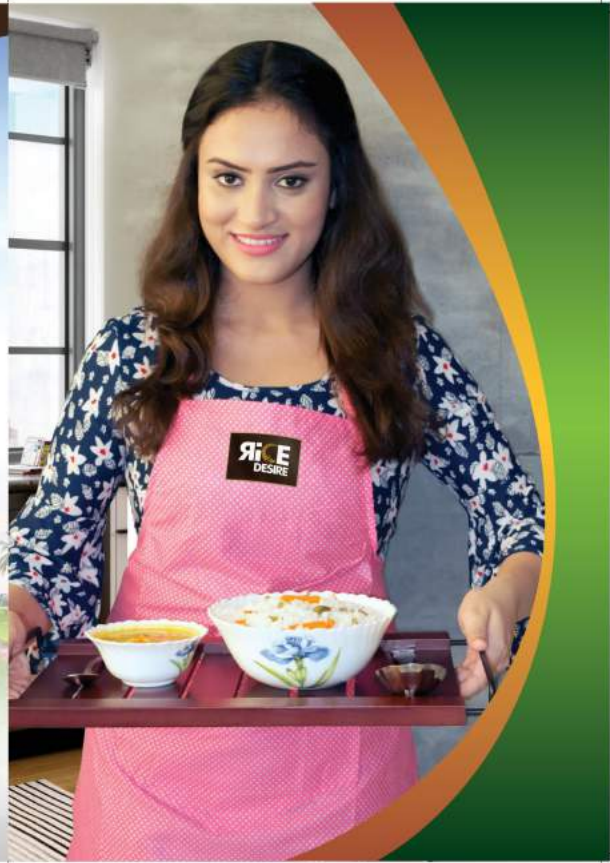
DIABETIC FRIENDLY POLISHED WHITE RICE

Introducing

POLISHED WHITE RICE WITH HIGH FIBER
AND RS LINKED TO LOW GLYCEMIC INDEX



A Product of LORVEN BIOLOGICS developed through extensive research and field trials.
Polished rice variety with slow and sustainable release of glucose into blood stream post meals.



DEALER / DISTRIBUTORS



We are looking for dealers and distributors who have flair / prior experience in marketing value added health care products.

For proper forward planning, we expect our dealers and distributors to book advance stocks for **RICE DESIRE** 4 months in advance with initial booking payment at the time of agreement. The advance booking gives time to dealer / distributor properly position the product in his market territory.

Being a premium priced product dealers and distributors can earn respectable margin on the product selling.

HIGH FIBER

HIGH RESISTANT STARCH

GOOD COOKING QUALITY

QUALITY ASSURANCE THROUGH INTEGRATED METHOD OF FIBER ANALYSIS

LOW GLYCEMIC INDEX*

PATENT APPLIED

*Testing under progress



The RICEDESIRE

RICE DESIRE is a rice variety specially developed with high resistant starch and dietary Fiber linked with Low Glycemic Index.

RICE DESIRE comes with certification for Dietary Fiber and Resistant Starch (>10 gm/Per 100gm)

HIGH DIETARY FIBER BENEFITS

- Helps control blood sugar levels
- Lowers cholesterol levels
- Aids in achieving healthy weight
- Helps maintain bowel health
- Normalizes bowel movements

HIGH RESISTANT STARCH BENEFITS

- Improved immunity
- Keeping us hydrated
- Improved digestion
- Better body composition
- Better insulin sensitivity
- Improved blood fats



The PRINCIPLE

Usually when individual eats rice, sugar immediately penetrates in to the blood stream, so all diabetic patients are advised by doctors not to eat rice. Doctors also advice to take small meals in intervals of 2 hours to diabetic patients.

RICE DESIRE is a rice variety, rich in Dietary Fiber and RS which helps in slow and sustainable release of glucose into blood stream after meal leads to the low Glycemic Index value.

Doctors recommend brown rice so an individual can intake more dietary fiber, but many people do not like brown rice, as the taste changes due to fiber quoting.

RICE DESIRE has developed a rice variety which has in built fiber content and after polishing the rice fiber remains intact and it's just tastes like any other polished rice but giving the benefits of high fiber and resistant starch content.



Rice Desire MARKET FORCES

Although **RICE DESIRE** is un-comparable product with any competitive products but it becomes imperative to educate marketers on the comparative analysis because of premium price of **RICE DESIRE**.

RICE DESIRE differentiates, as it is developed through advanced plant breeding technology with extensive scientific research by renowned and eminent scientists. The process for the same was applied for International Patent (WIPO). It's a Non-GMO product.

RICE DESIRE is FSSAI notified and NABL Lab certified product. Each batch of material is in-house certified and then released in to market.

Nielsen's Report on Global Health & Wellness Survey suggests consumer mind set about healthy foods has shifted and consumer are ready to pay more for products that claim to boost health and weight loss. Some 88% of those polled are willing to pay more for healthier foods. Functional food that can either reduce disease and/or promote good health also are desirable.

This makes **RICE DESIRE** perfect market proposition.



What is GLYCEMIC INDEX

Glycemic Index (GI) is a measurement carried out on carbohydrate-containing foods and their impact on our blood sugar levels. Glycemic Index is a relatively new way of analysing foods. Previously, most meal plans designed to improve blood sugar analysed the total amount of Carbohydrates (including sugars and starches) in the foods themselves.

Glycemic Index goes beyond this approach, looking at the impact of foods on our actual blood sugar. In other words, instead of counting the total amount of carbohydrates in foods in their unconsumed state, Glycemic Index measures the actual impact of these foods on our blood sugar.

What is DIETARY FIBER?



Dietary fiber, also known as rough age or bulk, includes the parts of plant foods your body can't digest or absorb. Unlike other food components, such as fats, proteins or carbohydrates-which your body breaks down and absorbs fiber isn't digested by your body. Instead, it passes relatively intact through your stomach, small intestine, colon and out of your body.

Most plant-based foods, such as oat meal and beans, contain both soluble and insoluble fiber. However, the amount of each type varies in different plant foods. To receive the greatest health benefit, eating a wide variety of high-fiber and RS foods is recommended.

RICE DESIRE is high in dietary Fiber and RS vale (>10 gm/100 gms).

What is RESISTANT STARCH?

Resistant starch is a type of starch that isn't fully broken down and absorbed, but rather turned into short-chain fatty acids by intestinal bacteria.

This may lead to some unique health benefits. To get the most from resistant starch, Doctors suggest whole, unprocessed sources of carbohydrate such as whole grains, fruits, vegetables, and beans / legumes.

RICE DESIRE is high in Resistant starch (>than 6gm/100 gm).



Socio-Economic MOVEMENT

Health of diabetic people is a prime concern of **RICE DESIRE**. It provides diabetic patients with healthy food.

With Low Glycemic Index, High Fiber, High RS content, Rice Desire may be the best choice for the general public consumption thus to reduce the risk of type-2 diabetes.

RICE DESIRE is a health care brand with a socio-economic movement.

RICE DESIRE's rice specie is moderate yielding compared to conventional rice and moderate resistant to draught, pests and viral diseases. This results in greater yield and income to farmers.

RICE DESIRE also gives more purchase price per KG for socio-economic upliftment to farmers.

PLEASE JOIN/SUPPORT HEALTH INITIATIVE &
SOCIO-ECONOMIC MOVEMENT NAMED



Some INTERESTINGFACTS!

Over the past 15 years, **HIGH FIBER linked with low Glycemic Index** have been associated with decreased risk of cardio-vascular disease, type 2 diabetes, metabolic syndrome, stroke, depression, chronic kidney disease, formation of gallstones, neural tube defects, formation of uterine fibroids and cancers of the breast, colon, prostate, and pancreas.

Eat more fiber, You've probably heard it before. But do you know why fiber is so good for your health?

Dietary fiber - found mainly in fruits, vegetables, whole grains and legumes - is probably best known for its ability to prevent or relieve constipation. But foods containing fiber can provide other health benefits as well, such as helping to maintain a healthy weight and lowering your risk of diabetes and heart disease.

Resistant starch does not release glucose within the small intestine, but rather reaches the large intestine where it is consumed or fermented by colonic bacteria.



Product DETAILS

- Developed through advanced plant breeding technology.
- Higher in dietary fiber and resistant starch.
- Higher in protein content.
- Lower in carbohydrate content.
- Gluten free.
- Good cooking quality and taste.



Nutritional INFORMATION

Nutritional value per 100 grams of edible portion Dietary fiber and Resistant starch
->10gm Protein: 9.03gm Minerals (Fe and Zn) 2.36mg Total fat 0.33gm Carbohydrate 74.2gm Energy 352.13Kcal.

Certified by FSSAI notified and NABL accredited lab.

Proximate analysis as per the CODEX Alimentarius guide lines.

METHOD OF ANALYSIS:

Integrated Dietary Fiber Analysis (AOAC Method 2009.01 & 2011.25 & AACC Method 32-45.01 & 32-50.01).



Why RICE DESIRE?

- Dietary fiber helps in slow and sustainable release of glucose in to the blood stream thus to control the load of insulin and liver function.
- It also helps in maintaining the gut microbial health and bowel moments. Hence the nutritional intake of dietary fiber is highly recommended.
- In view of this WHO Committee on chronic degenerative diseases recommends a daily intake of 30g dietary fiber is necessary to mitigate the chronic degenerative diseases including Diabetes, Cancers etc.
- In addition to this, ICMR (Indian Council of Medical Research) recommends the intake of 40g/2000kcal diet to maintain the good health and to combat the life style diseases.
- However, the existing rice varieties are not meeting the recommended criteria.
- To overcome this problem, RICE DESIRE is high dietary fiber and nutritive value rice developed from popular rice variety of India through natural plant breeding approaches to serve the people and to alleviate the pain points of dietary fiber and to add the value to nutrition.

Health BENEFITS

- RICE DESIRE - A staple food for general public with health awareness.
- Suitable for entire family diet as a staple food.
- Diabetic and obesity friendly polished rice.
- Slow and sustainable release of glucose in to blood after meal.
- Maintains intestinal and gut health improves bowel moment.



