

TASTE OF PAKISTAN
A WORLD OF FRESHNESS

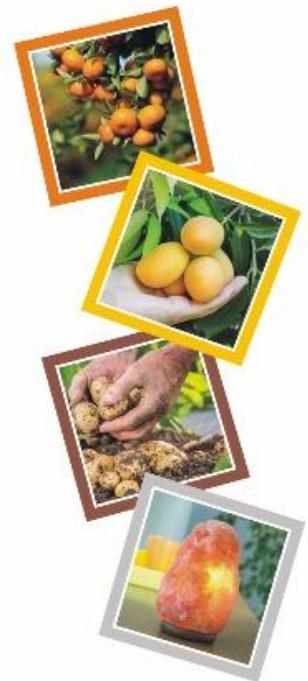


OUR STORY



A family of families. The family-owned and operated farms that sell fruits under the "CITRUS ASIA" label have been honing their craft for generations. Long before Citrus Asia Enterprises grew to one of the leading supplier of Mandarins (Kinnow), Mangoes, Potatoes and Himalayan Salt across the world, we were working closely with farmers to adopt modern ways to get maximum yield from orchards and ensuring the quality of fruits.

Citrus Asia Enterprises in 2008 has installed its state of the art machinery in the heart of fruit region Sargodha Punjab-Pakistan to fulfil the demands of local and international customers. We are not only providing best quality fruits & vegetables but also we have extended our business by providing Fine quality Himalayan salt under "HAYA SALT" label. We are producing edible Salt, Industrial Salt and Himalayan Salt lamps.



GROWER

Before we pack and ship your produce, we grow it for you. we are grower at heart. Growing the highest quality produce is our goal. We keeps strict protocols regarding crop protection and inspires bringing the level of disinfestation to a minimal level.

1



PROCESSOR

Citrus Asia Enterprises having very strong processing units equipped with the latest machinery as well as qualified and trained manpower. To achieve our objective we use imported Detergents, Fungicides and Waxes which complies with international standards.

2



PACKER

Citrus Asia Enterprises adopts safe and international packing standards by using latest techniques and designs in highly sophisticated plant that carry multi layered packing for the product safety and protection until it reaches its final destination.

3



EXPORTER

Citrus Asia Enterprises is not only providing its quality products in local markets but also all over the world to its customers. Our customers are satisfied with not only our quality but our packing and fast services.

4

PACK HOUSE FACILITY



Citrus Asia Enterprises takes pride in installing fruit processing Plant in the heart of Mandarin (Kinnow) fields, erected over 6,000 Square Meter area with a processing capacity of 140 Metric Tons / Day. To ensure the freshness of fruits we have our own cold store which has a storage capacity of 500 Metric Tons approximately using approved and food graded materials.



OUR VISION

Citrus Asia Enterprises aim is to play a leading role in supplying of best quality products, providing best service and developing the most efficient and sustainable fresh produce and Food solutions, in close cooperation with its Customers and Growers.

OUR MISSION

Our mission is to grow profitably through innovation and operational excellence in supplying fresh produce and Salt Products.

OUR VALUES

Citrus Asia Enterprises is promoting the culture that reflects our values as being Customer Focused, Financially Responsible, Valuing People, being Innovative, work ethically, Staying Collaborative and Accountable.

OUR PHILOSOPHY



EXCELLENCE
IS WHAT WE GIVE,
ANYTHING ELSE IS
UNACCEPTABLE



QUALITY
IS A PROCESS.
NOT A DESTINATION



SERVICE
WITH AN OBJECTIVE
TO EXCEED YOUR
EXPECTATIONS

MANDARIN (KINNOW)



Fresh fruit is the gift of Almighty ALLAH . Citrus Asia Enterprises is a leading grower and exporter of Mandarin (Kinnow) across the world. Pakistan soil is very lucky to have a very conducive climate condition to grow fruits of different tastes, color and nature. Kinnow is a member of citrus family. It is a hybrid of two citrus cultivars, King and Willow Leaf and is classified as “Mandarin Kinnow” . Citrus fruits have special importance due to their distinct flavored and therapeutic values. These are rich in Vitamin C with fair amounts of Vitamin A and B . Besides this, they are rich source of Minerals (Calcium, Phosphorus and Iron).



Characteristics



HARVESTING AND PROCESSING



Once treated with proper fungicide, waxed and handled carefully to store Mandarin (Kinnow) at about 4°C, It can retain its freshness upto 60 days. Standard Pack House facility with treatment to ensure quality at every step.



STANDARD PACKING (KGS)

5 kg	7 kg	10 kg	13 kg
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NUMBER OF FRUITS IN A BOX CAN BE

42	48	54	60	66	72	80	90	100	110
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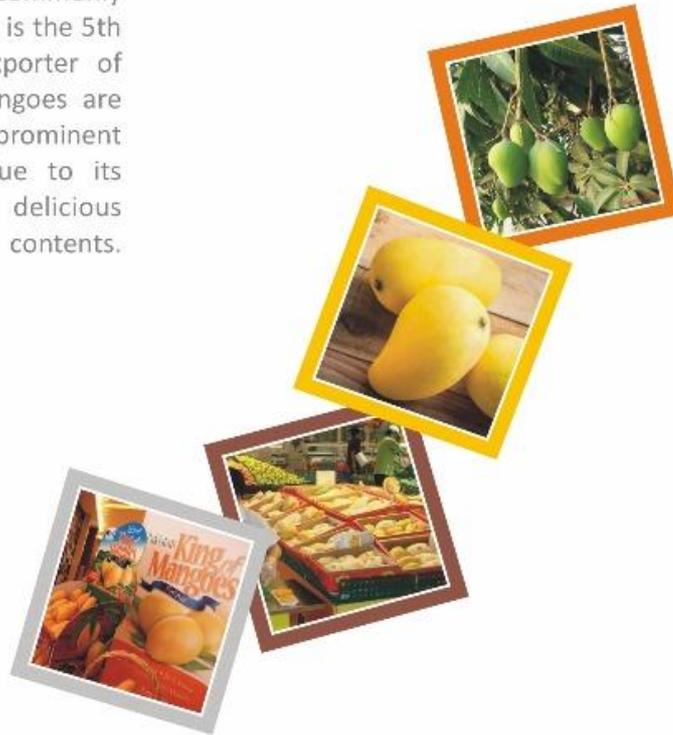
SEASONAL AVAILABILITY

DEC	JAN	FEB	MAR	APR

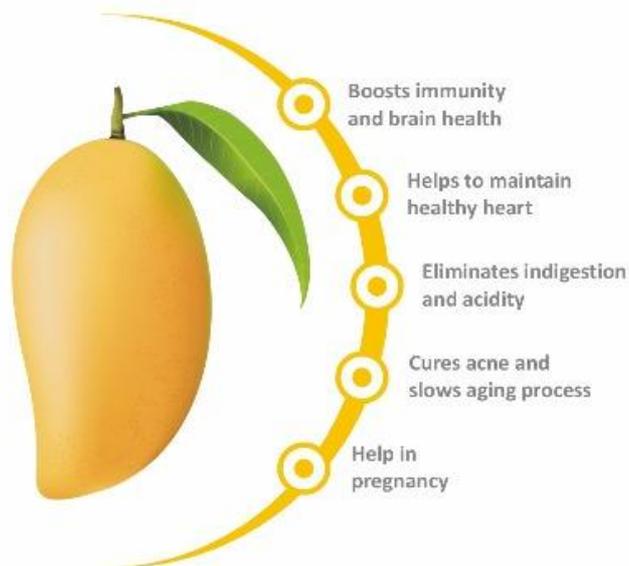
MANGO



Citrus Asia Enterprises is the leading exporter of Mangoes from Pakistan. Mango is the second largest fruit crop of Pakistan. Mango is commonly known as the "King of Fruits". Pakistan is the 5th largest producer and 3rd largest exporter of mangoes in the world. Pakistani mangoes are popular in worldwide and have its prominent position in international markets due to its beautiful color shade, rich aroma, delicious taste, juicy pulp and high nutritious contents.



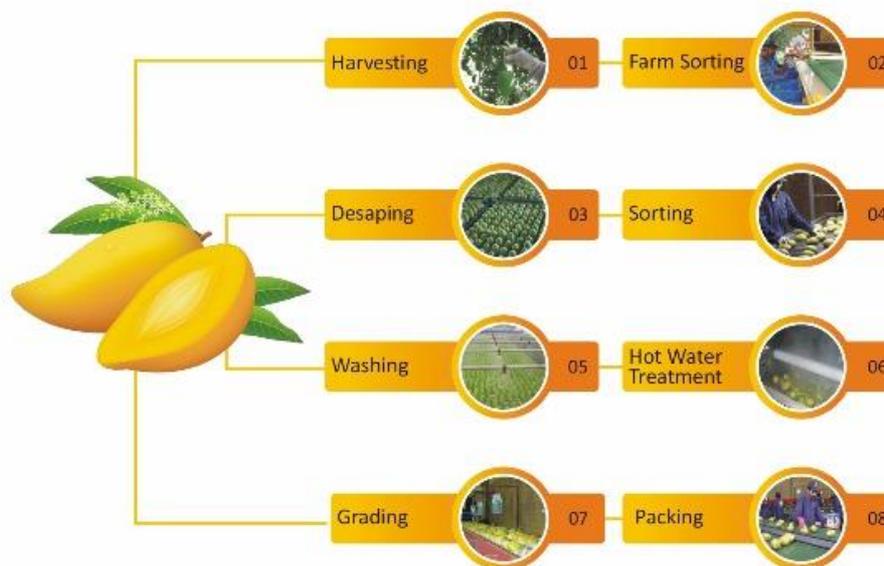
HEALTH BENEFITS



HARVESTING AND PROCESSING



Fresh mango varieties from certified orchards.
Standard house facilities with
“HOT WATER TREATMENT” to ensure quality
at every step.



STANDARD PACKING (KGS)

2 kg	3 kg	4 kg	5 kg	7 kg	10 kg
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PAKISTANI MANGOES VARIETIES & SEASONAL AVAILABILITY

Mango Varieties	MAY	JUNE	JULY	AUG	SEP
Sindhri					
Chaunsa					
White Chaunsa					
Fajri					
Bangun Phali					
Sunehra					

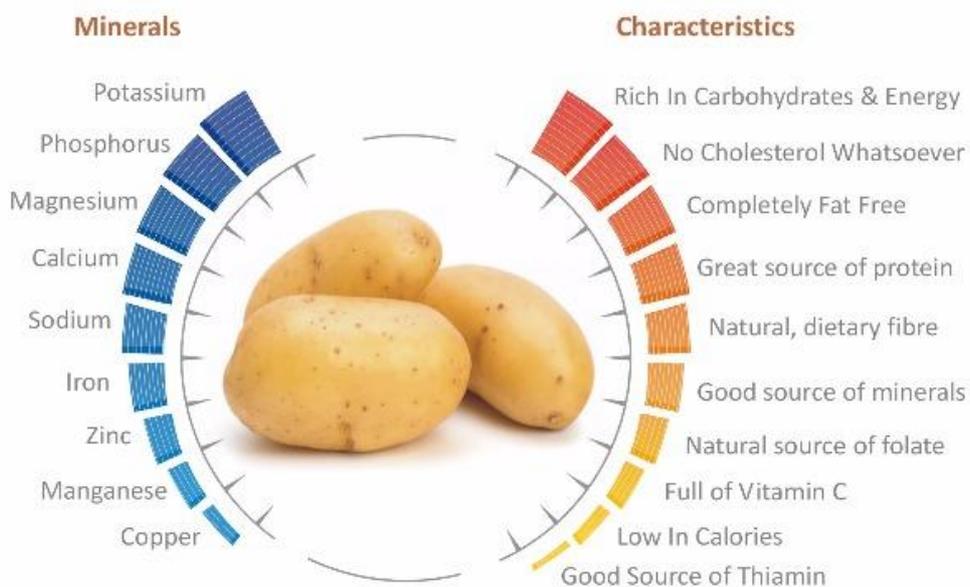
POTATO



Citrus Asia Enterprises is a very fortunate company to produce and supply best quality Pakistani potatoes in local and international markets. Potato is one of the Pakistan's stable and primary exportable horticulture commodity. It is the fourth most significant crop in terms of bulk production. It is highly nourishing and rich in carbohydrates. Pakistan produces best quality potatoes and ranks 20th among the potato producing countries in the world.



Pakistani Potato



HARVESTING AND PROCESSING



STANDARD PACKING (Kgs) Jute / Mesh / Net Bags

5 kg	10 kg	15 kg	20 kg	25 kg	40 kg	50 kg	100 kg
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SEASONAL AVAILABILITY

JAN	FEB	MAR	APR	MAY	JUNE
JULY	AUG	SEP	OCT	NOV	DEC

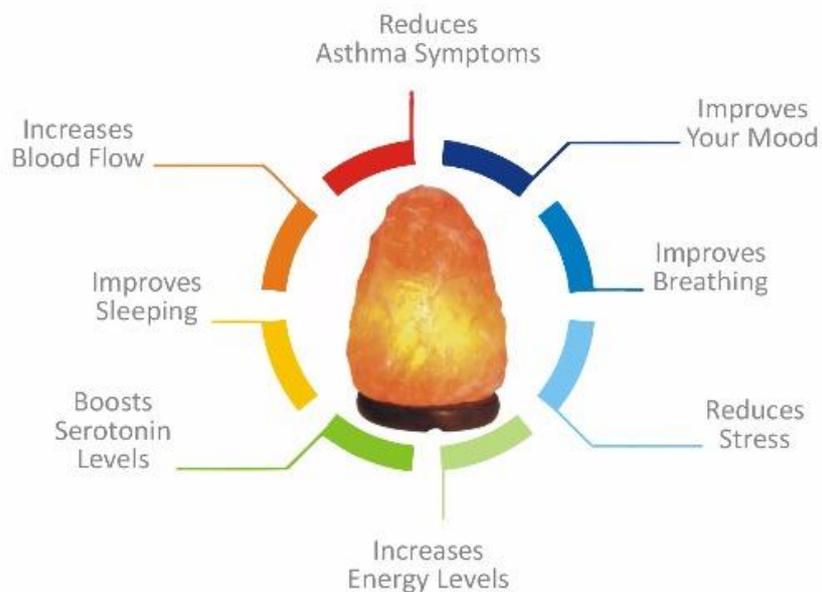


HAYA-SALT is a reputed name in salt industry, supplying its best quality products worldwide under the umbrella of Citrus Asia Enterprises Established in 2008. Our main purpose is to maintain the purity of the salt we extract from Himalayas, from the mining to its preparation and packaging into commercial products. The product is mined from "WARCHA Salt Mines" located in the Qaidabad, Sargodha region Punjab-Pakistan.



HEALTH BENEFITS

The release of negative ions from a heated salt lamp boasts many health benefits



EDIBLE SALT

Haya-Salt is the purest, cleanest, unprocessed, complete salt available. It is free from environmental pollutants and contain 80+ minerals and elements that are suitable for human body. We export Himalayan Pink Rock Salt worldwide which is extremely rich in minerals and 100% natural.



Dark Pink Salt Coarse



Light Pink Salt



Salt Chunks



Pink Salt Coarse

INDUSTRIAL SALT

We produce wide range of industrial grade salt not only for Pakistan's Industries such as Pharmaceuticals, Textile Dyeing, Leather Processing Industries but also worldwide to fulfil their specific requirements.

Soap & Detergent Salt



Textile Dyeing Grade Salt



Bath Salt



HIMALIYAN SALT LAMPS

We produce best quality Himalayan Natural Salt Lamps, Candle Holders, and Crafted Salt products which are not only serve as a decoration but also give health benefits and work as Natural ionisers.



Natural Salt Lamps



Mini USB Salt Lamps



Rock Salt Tiles



Fire Bowl Lamps



Grower | Processor | Exporter

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