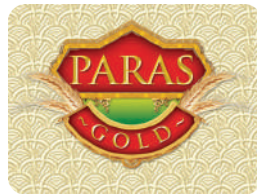


Paras Group

Paras Gold



Refined Rice Bran Edible Oil

Rice Bran Oil has the best balance of saturated, monounsaturated and polyunsaturated fats as recommended by such organizations as the American Heart Association and the World Health Organization.

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Rice Bran Oil(RBO)

Regarded as one of the healthiest cooking oils, rice bran oil is obtained from the germ and inner husk of whole brown rice. Rice Bran Oil is an edible oil containing vitamins, antioxidants, nutrients and is transfat free. It's not just delicate and flavorful but it can also help lower cholesterol, fight diseases, enhance the immune system and fight free radicals. Rice Bran Oil is extremely light, versatile and delicious. Use it to fry, sauté, in salad dressings, baking, dipping oils and where ever you use cooking oil. Once you use it you will be amazed cooking light and healthy is also the best tasting.

Rice bran oil is Naturally Rich in Vitamin E (Tocopherol and Tocotrienol). Both types of Vitamin E are natural antioxidants that help fight free radicals, a major cause of cancer. Numerous studies show rice bran oil reduces the harmful cholesterol (LDL) without reducing good cholesterol (HDL). In those studies, [Oryzanol](#) is reported as the key element responsible for that function.

Rice bran is an incredible source of the vitamins, minerals, amino acids, essential fatty acids and antioxidant nutrients that help fight disease and promote good health. It's no wonder the healthy oil that comes from rice bran is becoming so successful at replacing hydrogenated oils containing trans fat. Research is ongoing with this invaluable food source and scientists have found components critical to human health.

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Benefits

The benefits of PARAS GOLD Refined Rice Bran Oil -

- High Oryzanol content , which maintains the cholesterol profile. Oryzanol helps in increasing HDL (good cholesterol) and reducing LDL (bad cholesterol).
- Free From Trans-Fat.
- Easy to digest .
- Oil being rich in Vitamin E complex , helps maintaining the skin tone.
- Has Anti-Cancer agents and is Anti-Allergic.
- Is the most Balanced Oil in terms of the nutrient value (SFA , PUFA and MUFA) as recommended by AHA (American Heart Association) and WHO (World Health Organization) . Now no need to switch to different oils for nutrient value as PARAS GOLD Refined Rice Bran Oil gives it all.
- Best suited for Deep Frying , Stir Frying and daily use due to high smoke point of PARAS GOLD Refined Rice Bran Oil obtained by best manufacturing practices .
- Food cooked in PARAS GOLD Refined Rice Bran Oil has better flavour, better shelf life as compared to food cooked in any other oil .
- Food cooked in PARAS GOLD Refined Rice Bran Oil absorbs 15-20% less oil, thus for the consumers- lower intake of oil thereby being economic in use.
- Rice Bran Oil is recommended by World Health Organization (WHO) and American Heart Association, for daily consumption.

The quality of PARAS GOLD Refined Rice Bran Oil starts with the testing of ricebran procured to ensure only the best raw material is used. The equipment used to extract and refine PARAS GOLD Refined Rice Bran Oil is the best available and two onsite labs continually check for quality and consistency. We are committed to bring you the best possible product and service.

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Health

Medicinal Properties

A rich source of the Vitamin A, [Oryzanol](#) and phytosterols, it contains many medicinal properties. It prevents heart attack and helps in lowering the cholesterol absorptions.

Rice bran oil contains high concentrations of many antioxidants such as Tocopherols, Tocotrienols, [Oryzanol](#), Phytosterols, Polyphenols, Squalene, etc. which are helpful in:

- Muscle Development
- Improving Cardiovascular Health
- Increasing Physical Performance / Stamina, etc.

This is the reason why other rice bran oil benefits include improving serum cholesterol and taking care of various cardiovascular disease. Also, some people are allergic to certain cooking oils. For them, rice bran oil is the most suitable.

In humans, ricebran oil is reported to improve plasma lipid and lipoprotein profiles.

Rice bran oil for Menopause

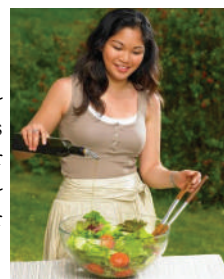
Rice bran oil (aka [Oryzanol](#)) was shown, in Japanese research, to be effective in relieving hot flashes and other symptoms of menopause. Researchers polled women suffering from "climactic disturbance" (commonly known as "hot flashes") and found that 90% of the women found some form of relief after taking a rice bran oil supplement for 4-6 weeks. Rice bran extract in its natural form (a powder) is not easily absorbed by the human body, so it must first be emulsified in to an oil for proper absorption.

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Cooking

Benefits of RBO in Cooking

Rice Bran Oil is considered as a nutraceutical (food as medicine). Light viscosity of the oil makes oil absorption 20% less than other cooking oil. RBO creates less polymers than other cooking oils which means superior flavors and easier clean-up. Chefs comment that rice bran oil does not smoke like other oils when in use.



Rice Bran Oil is easily digested and hypoallergenic so people are less likely to be allergic to Rice Bran Oil than any other oil. Rice Bran Oil is a great oil from the world's most trusted food source "[Rice](#)".

Taste: This healthy premium oil is unequalled at enhancing and bringing out the flavor of food. Our Rice Bran Oil is an extremely clean oil with an appealing light buttery flavor and no lingering after taste.

Frying: When fried, rice bran oil exhibits excellent frying performance and contributes a pleasant flavor to the fried food.

Stir-Frying: It shows good results when used in stir-frying. Its distinctive nutty like flavour complements the natural flavour of stir-fried meats, sea foods and vegetables.

Snacks: When processed to retain high levels of tocopherols, it may be used as a natural antioxidant source for topically coating a wide range of products such as crackers, nuts, etc.

Margarine: Its pleasant flavour makes it a good choice for use in margarine.

As the consumer demands healthier food, restaurants are marketing their menu on healthier fare. Our Rice Bran oil is a simple healthy switch to please your customers. Many leading restaurants, as well as commercial frying operations producing high quality products are now using rice bran oil. Our rice bran oil produces products with a light golden color and excellent flavor. Gone are greasy foods that leave an after taste so typical of other fryer oils. For many years Asian countries have been utilizing rice bran oil for frying chips, rice crackers and especially tempura. They know and appreciate the flavor and stability of rice bran oil. Using a healthy oil to replace trans fat oils is becoming a must for restaurants, foodservice operations and manufacturers. Our Rice bran oil is a top choice.

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Advantages

The crude rice bran oil contains 81.3-84.3% triglycerides, 2-3% diglycerides, 5-6% monoglycerides, 2-3% free fatty acids, 0.3% waxes, 0.8% glycolipids, 1.6% phospholipids, 4% unsaponifiables. This nutritionally balanced and versatile oil has many advantages over the other cooking oils such as:

- High smoke point.
- Longer shelf life.
- Low viscosity.
- Virtually free of trans fats.
- Rich in Vitamin E complex and other anti-oxidants than other cooking oils.
- Rich in tocotrienols.

Contains high concentration of gamma [Oryzanol](#), a powerful antioxidant and cholesterol-lowering agent.

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Properties

Fatty Acid Composition of Rice Bran Oil:

- Palmitic: 15.0%
- Stearic: 1.9%
- Oleic: 42.5%
- Linoleic: 39.1%
- Linolenic: 1.1%
- Arachidic: 0.5%
- Behenic: 0.2%

Properties of Rice Bran Oil

- Smoke Point:490°
- Mono-Unsaturated Fat:47%.
- Poly-Unsaturated Fat:33%.
- Saturated Fat:20%.
- Vitamin E Tocopherol:81(ppm).
- Vitamin E Tocotrienol:336(ppm).

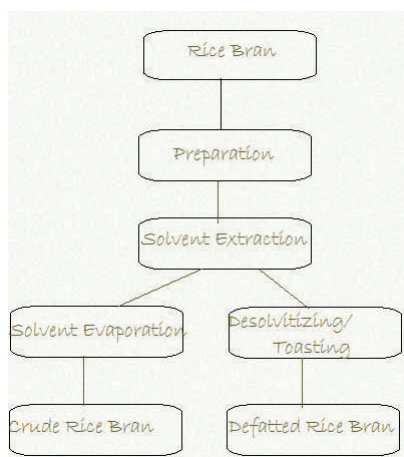
Oryzanol

Total Natural Antioxidants:2417(ppm).

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Extraction Process

Rice bran usually has 17% oil content by weight. The refined rice bran oil after a series of rice bran oil extraction process, the oil content weighs only 12% of the total raw material.



Rice bran oil extraction process begins with rice bran preparation. At first rice bran is screened and then heated to over 100°C using steam to stop lipase hydrolysis in rice bran prior to extraction process. Thereafter in a solvent extraction plant, oil is from rice bran. Advanced extracting technology is used to retain high amount of vitamin E and [Oryzanol](#) in the crude oil obtained. This crude oil is then refined to make it fit for consumption.

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Beauty

Rice bran oil benefits even the skin. In Japanese tradition, women practiced the need to put rice bran oil on their face. The oil was believed to keep the skin smooth and supple. Cosmetics products like sunscreen products and hair conditioners, lipsticks and finger nail polish also have this oil as one "of their active ingredients.

In Japan, the U.S., and Thailand, Rice Bran Oil or Oryza Sativa Bran Oil is well-known as an ingredient in cosmetics and spa products because it is high in natural antioxidants that fight free radicals. This benefit leads to slower skin degeneration, therefore it is anti-aging in a natural way.

Natural antioxidants in rice bran oil

[Vitamin E Tocopherol](#)

[Vitamin E Tocotrienol](#)

[Oryzanol](#)

In addition to its outstanding characteristic that it is more effective than vitamin E in fighting free radicals, [Oryzanol](#) also helps preventing UV rays and moisturizing skin¹⁴ enhancing the quality of cosmetics products. Another unique characteristic of rice bran oil is that it is quickly absorbed into the skin and it is odorless. Therefore, for massage oil, rice bran oil is an excellent base oil to be mixed with essential oils.

Rice bran oil is also one of the ingredients of skin moisturizing, soap, shampoo, hair conditioner, and cosmetics products giving natural benefits to the consumers.

Japanese beauties have been using the brown outer layer of the rice kernel, known as the rice bran, for centuries to achieve their legendary flawless complexions. Why? Rice bran is rich in oil, makes an effective exfoliate and contains phytic acid, a B-complex vitamin that seems to help improve blood circulation and stimulate cell turnover when used topically, according to Japanese studies, says Diana Howard, Ph.D., vice president of technical development for The International Dermal Institute in Los Angeles. Rice bran also contains proteins that help strengthen the hair shaft and prevent split ends ~ why you'll find it in many hair-care products, explains Hollywood hair expert Philip B.

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Why Paras Gold™

Our Company is dedicated to the research and development of high quality rice bran oil. Rice bran oil is vastly superior to traditional cooking oils and can be considered a nutraceutical (food as medicine) oil that is perfect for all your healthy cooking needs. Rice Bran Oil is quickly becoming a favorite in commercial frying to replace hydrogenated oils that contain trans fat. This is due to rice bran oils health, flavor and performance benefits.

A source of vitamin E complex, antioxidants and other micronutrients to help fight free radicals and combat the effects of aging. Rice bran oil has more of these components than other cooking oils. The components of rice bran oil give it an outstanding shelf life.

Rice Bran Oil has the best balance of saturated, monounsaturated and polyunsaturated fats as recommended by such organizations as the American Heart Association and the World Health Organization. It's the oil of choice for improving serum cholesterol levels and preventing cardiovascular diseases.

The viscosity of our oil is very light and the flavor delicate. Foods cooked with Paras Gold™ Rice Bran Oil absorb up to 20% less oil! Less oil absorbed results in reduced calories, better, lighter tasting food and enhanced flavor and palatability. Less oil absorbed also makes it more economical. Rice Bran Oil is hypoallergenic. For those who have an intolerance to other cooking oils this is an excellent alternative.

The actual cost of Paras Gold™ Rice Bran Oil to the consumer is not significantly different than other high-grade vegetable oils on the market.

Rice bran oil is a naturally occurring source of many antioxidants such as Tocopherols, Tocotrienols, [Oryzanol](#), Phytosterols, Polyphenols and Squalene. Rice bran oil has a very high smoke (burn) point, making it perfect for deep frying, pan or stir frying and is a premium choice for the replacement of hydrogenated oil containing trans fat now being used in deep fryers. Rice bran oil creates less polymers than other oils meaning better flavor and easier clean-up.

The quality of our oil starts with the testing of our bran to insure only the best raw material is used. The equipment used to extract and refine our oil is the best available and two onsite labs continually check for quality and consistency. We are committed to bring you the best possible product and service.

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Specifications

Specifications of Paras Gold Refined Rice Bran Oil:

Parameters	Specifications
FFA % (As Oleic Acid)	0.25% Max.
Color in 1" cell	10.00 Units Max.
Moisture & Volatile matter	0.10% Max.
Iodine Value	95-105
R.I.@ 40° C	1.4650-1.4710
Sap Value	180-195

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Packing Sizes

Edible oils viz. our Rice bran oils (Paras Gold™ & Parasmani™) are available in Standard packs of -

- 1 Ltr. Pouch.
- 5 Ltr. HDPE Jar.
- 15 Ltr. HDPE Jar.
- 15 Kg Tin Pack.



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Contact Us

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