

"RAREST IN THE WORLD"



# PRODUCT CATALOGUE

[www.paramkesar.com](http://www.paramkesar.com)



# ABOUT **PARAM KESAR®**

*Param* is a Sanskrit word means “Supreme” or “The Best”.

As meaning says Param Kesar is seen as being the highest of the highest quality of saffron available.

Param kesar is a unique commodity cultivated in the beautiful valleys of Kashmir. It is the most expensive spice in the world and is considered to be the life of Indian royal food.

To produce 1gram of top quality saffron takes 160 crocus flowers. Each plant has up to 4 flowers and each flower has 3 stigmas. Each Stigma is around an inch long (25-30mm).

# WHY **PARAM KESAR®**

*The Royal Gift For Gifting Good Health.*

Param Kesar comes in a “**Royal Gold Printed Wooden Box**”, which makes gifting a premium experience.

In Today’s time of post covid19 days, people are moving towards healthy living lifestyle. And Param Kesar is a game changing gift option, which takes care of everyone.

It’s powerful antioxidant factor makes it a great immunity booster, & Royalty of Saffron makes it premium.

It contains an impressive variety of plant compounds (Crocin and crocetin).

These act as antioxidants — molecules that protect your cells against free radicals and oxidative stress.

Both compounds have **antidepressant properties, protect brain cells against progressive damage, improve inflammation, reduce appetite, & aid weight loss**



# WHY RAREST?



It is considered to be of the highest quality because of the high amount of crocin in it. Crocin gives colour and medicinal properties to saffron. The amount of crocin in Param Kesar is 8.72 per cent, while the same amount in other saffron is 6.82 per cent. It is the only saffron in the world grown at an altitude of 1,600 m to 1,800 m AMSL (above mean sea level), which adds to its uniqueness and differentiates it from other saffron varieties available the world over. Saffron is cultivated and harvested in the Karewa (highlands) of Jammu and Kashmir and has been assigned Geographical Indication (GI) tag by the Geographical Indications Registry. The spice is grown in Pulwama, Budgam, Kishtwar and Srinagar regions of Jammu & Kashmir. GI is a sign on products that have a specific geographical origin and the product has special qualities and reputation. Kashmir saffron becomes the only Saffron producing Country for which GI has been assigned

## HOW WE'RE BEST?

- Highest Quality Available
- Highest Crocine Value Found ( $\pm 250$  @ 440 nm)
- Rarest Crop Kashmir Origin (GI Tagged)
- Only Saffron in the World Grown at an Altitude of 1,600 m to 1,800 m AMSL
- Powerful Antioxidant
- Natural Immunity Booster
- The Royal Premium Packaging Available in India
- Only Sterilized Glass Container Provider
- Trendsetter Gift with the Costliest Spice Available
- Only Gift available, which is Royal as a gift with health booster in nature
- Certified by FSSAI, BIS, EIC & NABL Accredited Lab
- ISO 3632-2:2010, IS 5453 (PART 1): 2016

## FARM VIEW



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## FARM VIEW



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PLUCKING



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## PRODUCT VIEW



**WOOD BOX** **GOLD FINISH**

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## PRODUCT VIEW



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## PRODUCT VIEW



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## MACRO VIEW

Macro photograph of wet Kashmir Saffron threads pulled out of a warm water infusion. Contrary to popular belief, Saffron threads do not dissolve in water or milk.

## Featured Photograph



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## INFUSION TEST

# 45 MINUTE INFUSION

AMOUNT OF KASHMIR SAFFRON USED FOR THIS TEST

0.3 GRAM SAMPLE PER 20 ML OF HOT LIQUID

HOT  
MILK  
(20 milliliters)



HOT  
WATER  
(20 milliliters)

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# CERTIFICATIONS



Quality Evaluation Laboratory  
 India International Kashmir Saffron Trading Centre  
 (IIKSTC)  
 Department of Agriculture & Farmers Welfare Kashmir  
 Dussu, Pampore, 192121 J&K, India.  
 AN ISO/IEC 17025:2017 ACCREDITED LABORATORY  
**[NABL Certificate No: TC-9209]**

## TEST REPORT

(Physical & Chemical Test Result of Saffron)

|   |                        |                                    |
|---|------------------------|------------------------------------|
| Sample ID Code:<br>QEL/240921/41            | Prod. Date: *****      | Date of Sampling:*****             |
| Application NO.:<br>SS-CCIIKSTC/23B/2020-24 | Sample QTY.: 10g       | Date of Sample Receipt : 24/09/21  |
| Sample : Saffron                            | Lot No/Batch No :***** | Date of Test: 25/09/21 to 28/09/21 |
| Type of Product: Cut-Filaments              |                        |                                    |
| Goods owner/Registration: -                 | Lot weight: *****      | Date of Issuing Results: 28/09/21  |
| Test report No:<br>QEL/IIKSTC/2021-22/94AS  | Applicator: *****      | Test Cost:                         |

| S.NO. | Characteristics  | Test Method<br>ISO 3632-2:2010   | Requirement/Specification<br>(ISO 3632-1:2010) |       |       | Result | Remarks |
|-------|--|--|--|-------|-------|--------|---------|
|       |  |  | G1   | G2    | G3    |        |         |
| 1.    | Extraneous matter (mass fraction) % max. Floral and plant waste.           | Clause 8<br><br>Clause 9<br><br>Clause 13<br><br>Clause 12<br><br>Clause 7<br><br>Clause 14<br><br>Clause 14 | 0.5  | 3.0   | 5.0   | 0.04   | Grade 1 |
| 2.    | Foreign matter (mass fraction) % max. From non-animals (from other plants) |  | 0.1  | 0.5   | 1.0   | 0.02   |         |
| 3.    | Acid insoluble ash (mass fraction), % on dry matter, max                   |  | 1.0  | 1.0   | 1.0   | 0.26   |         |
| 4.    | Total ash (mass) on dry matter, % max.                                     |  | 8.0  | 8.0   | 8.0   | 4.80   |         |
| 5.    | Moisture and Volatile matter content (mass fraction), % max.               |  | 12   | 12    | 12    | 11.90  |         |
| 6.    | Flavour Strength as Picrorrcin A <sup>1%</sup> 257nm on dry matter Min.    |  | 70   | 55    | 40    | 76.68  |         |
| 7.    | Aroma Strength as Safranal A <sup>1%</sup> 330nm on dry matter Min. – Max. |  | 20-50  | 20-50 | 20-50 | 46.68  |         |
| 8.    | Colouring Strength as Crocin A <sup>1%</sup> 440nm on dry matter Min.      |  | 200  | 170   | 120   | 250.67 |         |

\*\*\*\*\*END OF TEST REPORT\*\*\*\*\*

G: Grade, ISO: International Organization for Standardization.

### Disclaimer:

- This test result is exclusively limited to the above referred sample only.
- This test result does not certify any claims about the origin of the produce.

Report No.: QEL/IIKSTC/2021-22/94AS

Report Date: 28/09/21

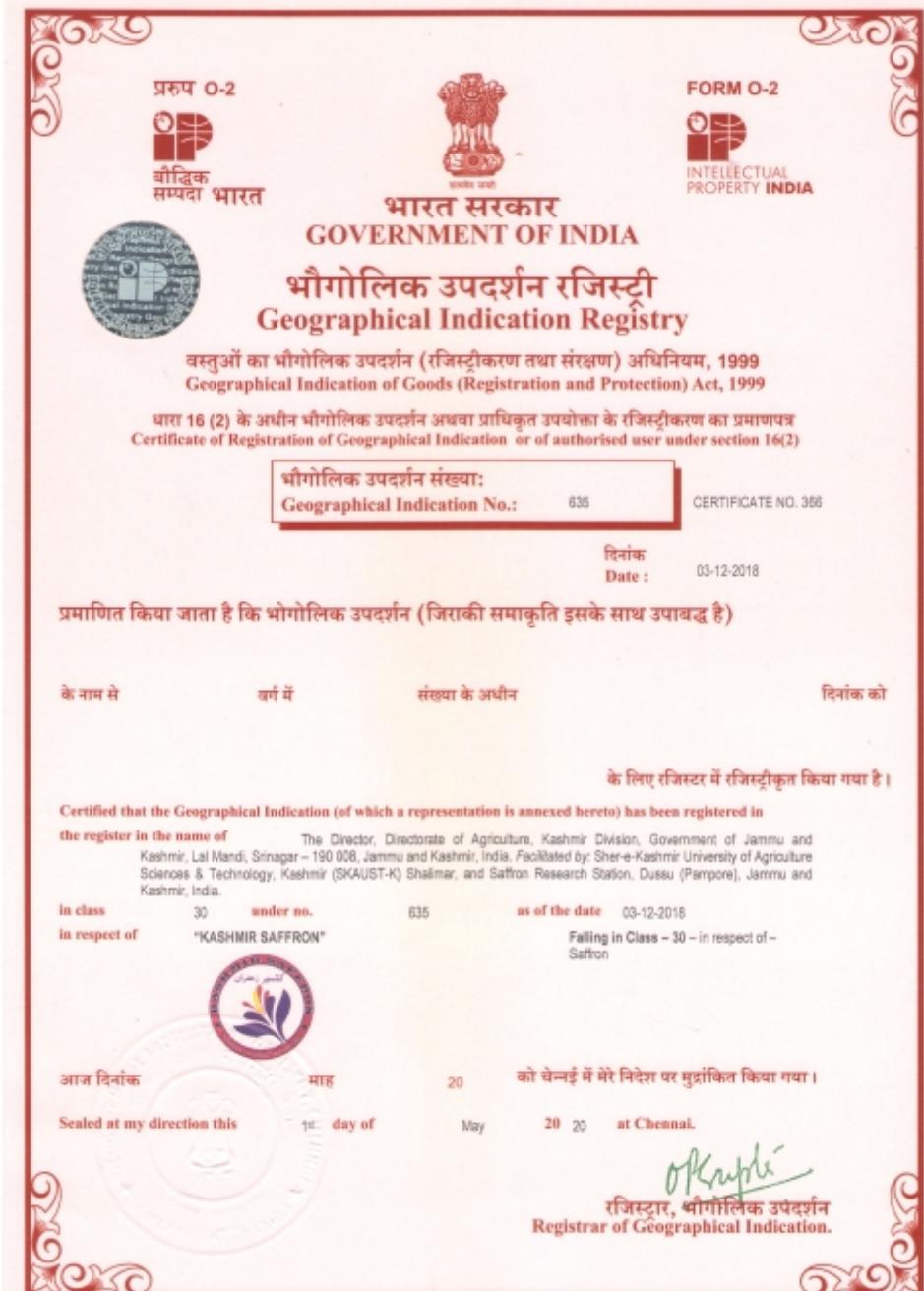
(Reviewed & Authorized by)

Dr.Majid Ali  
Dy. Tech. Manager



(Issued by)  
 Authorized Signatory  
 Mr.Khrushid A.Mir  
 Quality Manager/IC QEL-IIKSTC

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A Perfect *Gift*  
for every occasion.



RARE, ROYAL, ROBUST



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