

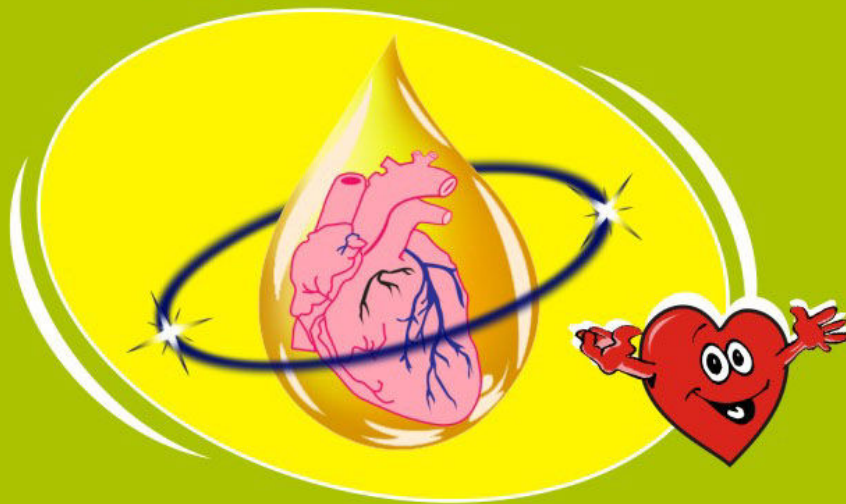


RICE BRAN OIL



Heart Friendly Cooking Oil

Unique Gift of Nature



CONSUMER AWARENESS PROGRAMME

Promoted by

The Solvent Extractors' Association of India (SEA)
Council of Scientific & Industrial Research (CSIR)

IN ASSOCIATION WITH

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Unique Gift of Nature

Rice Bran Oil - Heart Friendly Cooking Oil

- India is the second largest producer of rice in the world next to China, having potential to produce about 10 lakh tonnes of Rice Bran Oil per annum.
- Currently, the industry is processing about 35 lakh tonnes of Rice Bran producing about 6.0 lakh tonnes of Rice Bran Oil per annum, out of which 4.8 lakh tonnes is of edible grade and the balance 1.2 lakh tonnes is of non edible grade.
- Rice Bran Oil is miracle product obtained from the outer brown layer of rice. A lot of research has been carried out on this oil by National Institute of Nutrition, Hyderabad, Central Food Technological Research Institute, Mysore and Council of Scientific & Industrial Research, New Delhi.
- The Research Institutes in India & abroad have found this oil to be a 'Heart Friendly- Health Oil' with following unique properties beneficial for maintaining good health
 - It is good for heart. It contains Oryzanol which increases HDL (good) Cholesterol and lowers LDL (bad) Cholesterol and triglycerides.
 - It has the ideal ratio of saturated, monounsaturated and polyunsaturated fatty acids and is the closest to World Health Organization recommendation.
 - It is good for skin. It contains Squalene which improves skin tone and delays wrinkle formation.
 - It has natural antioxidants which protect against diseases.
 - It has 4 hydroxy 3 methoxy Cinnamic acid which stimulates hormonal secretion and rejuvenates health.
 - It has Tocopherol (Vit. E) which helps in maintaining balance of nervous system.
 - It has Tocotrienol which has anti-thrombotic and anti-Cancer properties.
 - Food fried in refined Rice Bran Oil absorbs 15% less oil, lower calorie intake.

Advantages of Rice Bran Oil

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|---|---|
| * Nutritionally Superior | * Longer shelf Life |
| * Contains more micro nutrients | * Oil is less sticky, saves soap |
| * Better Protection for Heart & related blood vessels | * Economical - 15% less absorption of oil during frying |
| * More stable at higher temperature | * Gives better taste & flavor to food items |
| * Anti-viral capability | * Frying takes less time, saves energy |

Status of Rice Bran Oil in Other Countries

- | | |
|---|---|
| • Rice Bran Oil is extensively used in Japan, Korea, China, Taiwan and Thailand as a 'Premium Edible Oil' | • In recent years, U.S. scientists have also shown tremendous interest in the Cholesterol lowering properties of Rice Bran Oil. |
| • In Japan, Rice Bran Oil is more popularly known as 'Heart Oil'. | • In Western countries Rice Bran Oil has acquired the status of a 'Health Food'. |

Saturated / Unsaturated Fatty Acids Profile of RBO

Oil	Fatty Acid % wt.		
	Saturated (SFA)	Monounsaturated (MUFA)	Polyunsaturated (PUFA)
Mustard/Rapeseed	6	67	27
Cottonseed	28	22	50
Sunflower	12	21	67
Safflower	10	15	75
Soybean	16	24	60
Palm	51	39	10
Olive	14	77	9
Canola	6	58	36
Corn	13	20	62
Coconut	92	6	2
Palm Kernel	86	12	2
Groundnut	20	50	30
Rice Bran	18	45	37
Recommended by WHO	28.6	42.8	28.6

Rice Bran Oil with 'Ideal' SFA / MUFA / PUFA ratio which is the closest to WHO recommendation as compared to other edible oils.

Micro-nutrient Profile of Rice Bran Oil

Micro-nutrient	Amount %	Advantage
Tocopherol	0.02- 0.08	Antioxidant, Free radical Scavenger, Reduce risk of cardiovascular diseases, Arthritis, Cancer, Cataract, Antitumour activities.
Tocotrienol	0.025- 0.17	Cholesterol reduction, Reversing Atherosclerosis, Anticancer (breast, liver) tumour suppression, Antioxidant.
Oryzanol	1.2 - 1.7 (Physically refined RBO)	Increases good (HDL) Cholesterol, Decreases bad (LDL) Cholesterol, Treats nerve imbalance & Menopause disorder, Retards aging effects, Antidandruff and anti-itching agent.
Squalene	0.3 - 0.4	Antioxidant

Rice Bran Oil is useful as

- Good Cooking medium
- Deep frying fat
- Salad oil
- Bakery fat
- Manufacture of vanaspati

*Rice Bran Oil is Nutritionally Superior,
Heart Friendly Health Oil for Every Happy Home!*



Here's What Leading Cardiologists / Experts on Nutrition says about Rice Bran Oil



Rice Bran Oil enjoys the status of health food from a cardiovascular view point and routine use of Rice Bran Oil can be recommended as a sole cooking medium.

-Dr. Parveen Chandra, M.D., DM Consultant, Cardiologist, Escorts Heart Institute & Research Center, New Delhi.

Rice Bran Oil acts as natural anti-oxidant, lowers cholesterol level in the blood, effective in reducing menopausal symptoms. The oil should be used as the sole cooking medium for effective Heart care as well as overall human nutrition.

-Dr. G. S. Kalra, Sr. Invasive Cardiologist, Fortis Heart Institute, Chandigarh.

Compared to other edible oils, **RBO** has higher Squalene which maintains tone of skin, Cholesterol lowering properties, Anti mutagenic behavior, lesser consumption in fried items, guards against Coronary diseases, ideal **PUFA / MUFA** ratio as per **WHO** recommendations.

-Dr. T. C. Raghu Ram, Dy. Director, National Institute of Nutrition, Hyderabad.

Rice Bran Oil is used as an edible oil in Japan, China and other oil producing countries. In Japan, Rice Bran Oil is more popularly known as "**Heart Oil**" as it keeps the Cholesterol level in serum **relatively low**.

-Dr. M. K. Kundu, Edible Oils Commissioner, Ministry of Food & Consumer Affairs, Government of India, New Delhi.

Rice Bran Oil is a unique edible oil with nutritionally desirable attributes compared to other edible oils. It has Cholesterol lowering property attributed to Oryzanol, a minor constituent present in the oil. In fact in Western countries this oil is considered a "**Health Food**".

-Dr. A. B. Afzalpurkar, Dy. Director, Indian Institute of Chemical Technology, Hyderabad.

Health aspect of Rice Bran Oil is not highlighted as much as it should have been done. This is where the market is in terms of the total awareness, be it as a hypocholesterolemic, antiviral, antioxidant and anticancer effect, or even a scavenging effect of carcinogens. All these need to be highlighted.

-Dr. V. Prakash, Director, Central Food Technological Research Institute, Mysore.

The most balanced & versatile oil in the market & the closest to the American Heart Association's recommendation is Rice Bran Oil.

-Dr. A. L. Gerhardt & Dr. Gallo, Dept. of Medicine, University of California, U.S.A.

The Cholesterol lowering effect of Rice Bran Oil (**RBO**) is defined in human & animal experiments due to presence of active components (**Unsaponifiable fraction**)

-Division of Bioscience & Biotechnology, Kyushu University, Japan.

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