



PARAM
KESAR

PRODUCT CATALOGUE

www.paramkesar.com

"RAREST IN THE WORLD"



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 1 gram 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).



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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 take cares 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?

A woman wearing a red and black patterned headscarf and a purple sweater is harvesting saffron flowers into a red basket. A man in a grey hoodie is also harvesting saffron flowers. They are in a field of purple saffron flowers with mountains in the background under a cloudy sky.

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 (± 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



FARM VIEW



PLUCKING



PRODUCT VIEW



WOOD BOX **GOLD** FINISH



PRODUCT VIEW

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PRODUCT VIEW



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



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]



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

S.NO.	Characteristics	Test Method ISO 3632-2:2010	Requirement/Specification (ISO 3632-1:2010)			Result	Remarks
			G1	G2	G3		
1.	Extraneous matter (mass fraction) % max. Floral and plant waste.	Clause 8	0.5	3.0	5.0	0.04	Grade 1
2.	Foreign matter (mass fraction) % max. From non-animals (from other plants)	Clause 9	0.1	0.5	1.0	0.02	
3.	Acid insoluble ash (mass fraction), % on dry matter, max	Clause 13 ISO 930	1.0	1.0	1.0	0.26	
4.	Total ash (mass) on dry matter, % max.	Clause 12 ISO 928	8.0	8.0	8.0	4.80	
5.	Moisture and Volatile matter content (mass fraction), % max.	Clause 7	12	12	12	11.90	
6.	Flavour Strength as Picrocrocin A ¹⁵ ₁₀₀₀ 257nm on dry matter Min.	Clause 14	70	55	40	76.68	
7.	Aroma Strength as Safranal A ¹⁵ ₁₀₀₀ 330nm on dry matter Min. - Max.	Clause 14	20-50	20-50	20-50	46.68	
8.	Colouring Strength as Crocin A ¹⁵ ₁₀₀₀ 440nm on dry matter Min.	Clause 14	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

प्ररूप O-2

वैश्विक सम्पदा भारत

भारत सरकार
 GOVERNMENT OF INDIA

FORM O-2

INTELLECTUAL PROPERTY INDIA

भौगोलिक उपदर्शन रजिस्ट्री
Geographical Indication Registry

वस्तुओं का भौगोलिक उपदर्शन (रजिस्ट्रीकरण तथा संरक्षण) अधिनियम, 1999
 Geographical Indication of Goods (Registration and Protection) Act, 1999

धारा 16 (2) के अधीन भौगोलिक उपदर्शन अथवा प्राधिकृत उपयोगकर्ता के रजिस्ट्रीकरण का प्रमाणपत्र
 Certificate of Registration of Geographical Indication or of authorised user under section 16(2)

भौगोलिक उपदर्शन संख्या:
 Geographical Indication No.: 635

CERTIFICATE NO. 356

दिनांक
 Date : 03-12-2018

प्रमाणित किया जाता है कि भौगोलिक उपदर्शन (जिराकी समाकृति इसके साथ उपाबद्ध है)

के नाम से

वर्ग में

संख्या के अधीन

दिनांक को

के लिए रजिस्टर में रजिस्ट्रीकृत किया गया है।

Certified that the Geographical Indication (of which a representation is annexed hereto) has been registered in the register in the name of

The Director, Directorate of Agriculture, Kashmir Division, Government of Jammu and Kashmir, Lal Mandi, Srinagar - 190 008, Jammu and Kashmir, India. Facilitated by: Sher-e-Kashmir University of Agriculture Sciences & Technology, Kashmir (SKAUST-K) Shalimar, and Saffron Research Station, Dussu (Pampore), Jammu and Kashmir, India.

in class 30

under no. 635

as of the date 03-12-2018

in respect of "KASHMIR SAFFRON"

Falling in Class - 30 - in respect of - Saffron

आज दिनांक

माह

20

को चेन्नई में मेरे निदेश पर मुद्रांकित किया गया।

Sealed at my direction this

1st day of

May

20 20

at Chennai.

(Signature)
 रजिस्ट्रार, भौगोलिक उपदर्शन
 Registrar of Geographical Indication.

A Perfect *Gift* 
for every occasion.

RARE, ROYAL, ROBUST



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