

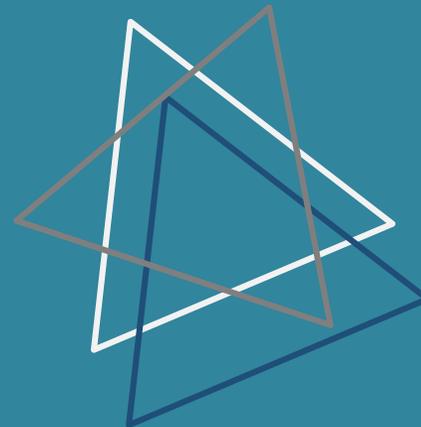


INFORMATION MEMORANDUM

Global Distributor:
SASCO Worldwide FZ LLC

Company Profile
July 2025

EXPERTS IN TOBACCO TRADE





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ABOUT US

Brief Introduction about the company

Paramount Global is a manufacturer , processor and supplier for all grades of Flue-Cured Virginia, Burley, Oriental, Sun-Cured, Dark Air-Cured and Dark Fire-Cured tobaccos from **India, Brazil, Zimbabwe, Malawi & Turkey**. Our long-standing relationships with growers and industry stakeholders around the world is built off generations of history. Those relationships, combined with the expansive knowledge of our well connected team, ensures we have the ability to deliver a sustainable, compliant supply of tobacco that meets individual customer requirements.

Our mission has become to expand the world of natural tobacco leaf products by increasing awareness and creating a bridge between farmers, large tobacco companies and independent tobacco leaf purchasers. Our company caters to both the retail and wholesale tobacco leaf market including full spectrum of cigarette manufacturers from large multinationals through to small independents, and can offer competitive pricing based on volume.

We use advance packaging system to ensure that the end-user receives the same premium quality committed by their brand. We also offer white labelling of cigarette brands as per customized blends. All varieties are processed, packed, and stored utilizing a state of the art facility at Hyderabad, India.

We are currently exporting tobacco products to all key international markets such as Russia,Belarus, MENA, UK & Europe from our offices based out of UAE & India.



ABOUT US

Brief Introduction about the company

Sasco Worldwide General Trading FZCO is a leading shipping and trading company based in the United Arab Emirates, specializing in the import and export of tobacco and tobacco products. With a strong presence in international markets, Sasco Worldwide is committed to delivering high-quality goods while ensuring efficient, reliable, and compliant trade operations.

The company's core expertise lies in navigating the complexities of global trade—managing end-to-end logistics, shipping, and customs clearance with precision. Sasco Worldwide serves as a trusted partner for clients and suppliers worldwide, facilitating smooth cross-border transactions and timely deliveries.

Driven by professionalism and market insight, Sasco Worldwide General Trading FZCO continues to expand its reach and product portfolio while upholding the highest standards in international commerce.



GLOBAL PRESENCE

Our best quality products have forayed across the world



TOBACCO FARMING & CURING

The Odyssey of a Tobacco Leaf from growing to manufacturing



With the excellent quality delivered consistently since the inception of our journey, we have been able to spread our wings across several countries in the world.

We have complete control over this process at every level of production due to our direct & strong network of business partners based out of India & other crop producing countries.

KEY PRODUCT OFFERING

Category of products which the company is willing to offer to its potentials customers



Raw Unmanufactured Leaf

Virginia, Oriental, Blends & Burley leaf from India, Brazil, Turkey & Zimbabwe



Ksh Cigarettes

Our Inhouse Label “KSH” in two variants Ultra Milk and Regular



WhiteLabel Cigarettes

All types of Cigarettes with our in house brand and white label options



Smokeless Tobacco Products

Chewing Tobacco from India



Salaam chewing Tobacco

Our Chewing Tobacco brand “Salaam” Gutkha



Tobacco Scrap

Stem, Scrap & Dust for processing of Tobacco products

WHY ASSOCIATE WITH US ?

Paramount Global is the one of the most trusted partner in the trading business of Tobacco products



FINEST EXPORT

We offer the best export services in India & outside of India



PRIME QUALITY PRODUCTS

We deal only in best quality products which is acceptable by consumers



CERTITUDES SERVICES

We assist our customers in the best way possible by adopting quality service standards



GLOBAL NETWORK

Paramount supplies all products from the most important leaf markets around the world



FAIR MINDED PRICE

Happy clients is our motto. Not only profit, we believe in building trust with our clients



CUSTOMER SUPPORT

We have a set of expert professionals in our team for meeting the urgent requirement of bulk orders globally

CIGARETTES MANUFACTURING

Private Labelling & Distribution of Cigarettes in various International territories

We manufacture cigarettes at state of the art facility in Hyderabad India whereby we make our Label “KSH” and do private labelling of cigarettes for several brands. We use various grades of American and Virginia Blends to create customer-specific blends and distinctive tobacco Labels.

We manufacture cigarettes in King Size, Queen Size, Super Kings, Super Slims and Nano Slims. Also some of them are available in hard pack and some in soft pack. The sizes of the cigarettes are mentioned below :

King Size : Length 84 mm & Diameter 7.62 mm

Queen Size : Length 84 mm & Diameter 6 mm

Super Kings : Length 100 mm & Diameter 7.62 mm

Super Slims : Length 100 mm & Diameter 5 mm

Nano Slims : Length 84 mm & Diameter 5 mm



IN HOUSE PRODUCTS



We have in house Label “Ksh” in 84 mm in two variants “ Ultra Mild” and “ Regular”. We use top grades of Virginia blends in both variants, making it most sought after label in Global markets.

IN HOUSE PRODUCTS

Our Chewing Tobacco brand “Salaam” Gutkha is a star performer in Gutkha exports from India. We use top grades of Betel nut imported from Burma and Indonesia mixed with best of natural perfumes and flavors available in India making it 1st choice of our esteemed buyers.

Its available in 2 variants of Salaam “ Red “ and Premium “Green”



RAW TOBACCO LEAF TRADING

Details regarding the grades of tobacco leaf in which we are dealing currently



FCV TOBACCO : KARNATAKA LIGHT SOILS (MYSORE)

Nicotine % : 1.5 to 1.8
Reducing Sugars % : 18 to 27
Origin : 



FCV TOBACCO : SOUTHERN LIGHT SOILS (SLS)

Nicotine % : 1.0 to 1.5
Reducing Sugars % : 10.1 to 17.5
Origin : 



FCV TOBACCO : NORTHERN LIGHT SOILS (NLS)

Nicotine % : 0.6 to 2.9
Reducing Sugars % : 13.8 to 23.5
Origin : 



FCV TOBACCO : SOUTHERN BLACK SOILS

Nicotine % : 1.0 to 2.7
Reducing Sugars % : 8.6 to 20.9
Origin : 



FCV TOBACCO : NORTHERN BLACK SOILS

Nicotine % : 1.6 to 2.8
Reducing Sugars % : 10.0 to 18.0
Origin : 



NON FCV TOBACCO : EASTERN LIGHT SOILS (ELS)

Nicotine % : 0.8 to 1.5
Reducing Sugars % : 0.8 to 1.2
Origin : 



NON FCV TOBACCO : BURLEY MONSOON

Nicotine % : 1.2 to 2.5
Reducing Sugars % : 0.5 to 1.20
Origin : 



NON FCV TOBACCO : BURLEY TRADITIONAL

Nicotine % : 2.0 to 4.5
Reducing Sugars % : 1.0 to 2.0
Origin : 



NON FCV TOBACCO : ORIENTAL

Nicotine % : 2.0 to 4.5
Reducing Sugars % : 1.0 to 2.0
Origin : 

RAW TOBACCO LEAF TRADING

Details regarding the grades of tobacco leaf in which we are dealing currently



**NON FCV TOBACCO :
AIR CURED BURLEY**

Nicotine % : 1.2 to 2.75
Reducing Sugars % : 5.0 to 11.0
Origin : 



**NON FCV TOBACCO : SUN
CURED NATU (ELURU)**

Nicotine % : 3.0 to 5.5
Reducing Sugars % : 1.1 to 2.6
Origin : 



**NON FCV TOBACCO : SUN
CURED NATU (KURNOOL)**

Nicotine % : 1.0 to 3.25
Reducing Sugars % : 3.0 to 9.0
Origin : 



**NON FCV TOBACCO :
KENTUCKY FIRE CURED**

Nicotine % : 2.5 to 3.75
Reducing Sugars % : 1.0 to 2.0
Origin : 



**NON FCV TOBACCO :
ORIENTAL IZMIR**

Nicotine % : 0.90
Reducing Sugars % : 16.50
Origin : 



**NON FCV TOBACCO :
ORIENTAL SAMSUN**

Nicotine % : 1.35
Reducing Sugars % : 6.00
Origin : 



**NON FCV TOBACCO :
ORIENTAL BASMA**

Nicotine % : 1.86
Reducing Sugars % : 10.18
Origin : 



We are also dealing in specific grades of leaf's from Brazil, Zimbabwe & Malawi

KEY MANAGEMENT TEAM

Experienced team which is driving the tobacco business



Mr. Sandeep Grover

Partner

- Mr. Sandeep Grover is Partner at Paramount Global, India and an alumnus of IIFT (Indian Institute of Foreign Trade), a premier institute of Ministry of Commerce, New Delhi. Mr. Sandeep has over 3 decades of experience in trading of Agro commodities like Rice, Pulses, Spices, Dry Fruits and Tobacco.
- He has worked in Middle East, Europe & US in different capacities and roles & his experience spans across multiple domains of procurement, supply chain management, logistics, commercial negotiations and International trade.



Mr. Harish Bhatia

Chairman

- Mr. Harish Kumar Bhatia is the Founder and Chairman of Sasco Worldwide General Trading FZCO. With over six years of experience in corporate governance and general business operations, he brings a strong strategic vision and leadership to the company. In addition to his role at Sasco Worldwide, he also serves as a Director at Sasco Global Shipping India Private Limited. Mr. Bhatia's expertise spans international trade, logistics, and corporate management, driving the company's growth and operational excellence.

KEY MANAGEMENT TEAM

Experienced team which is driving the tobacco business for



Mr. Manish Sharma

VP- Business development

- Mr. Manish Sharma is a seasoned Sales and Marketing leader with over 23 years of international experience across the Tobacco, Liquor, FMCG, and Lifestyle sectors. He has successfully driven market expansion and brand growth across Africa, the Middle East, Europe, Asia, and Duty-Free markets. He has held senior roles with top tobacco companies including Godfrey Phillips India, Oriental GT, Gold Leaf Tobacco, Miraj Group, Premium Tobacco FZ LLC, Al Furat FZE, and Power Tobacco.



Ms. Subuhi Abbasi

Manager Operations

- Ms. Subuhi Abbasi is an experienced Operations Manager with extensive expertise in managing trading operations within the tobacco and agro commodities sectors. With a strong background spanning several years, she has successfully overseen domains such as supply chain management, documentation, and logistics. Her strategic approach to streamlining operations has contributed to the smooth functioning of the trading process, ensuring efficiency and timely deliveries.

THANK YOU

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