



A Member of C.P. Group Of Companies

C.P. INTERTRADE CO., LTD.

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11 January 2017

RE: Clarification and facts of Royal Umbrella Rice

To whom it may concern

Regarding to the news in social media, regards to the quality of Royal Umbrella rice, we would like to assure you and all worldwide that CP Intertrade Company Limited operates under universally recognized standards such as International Organisation for standardization (ISO9001:2008), Good Manufacturing Practice (GMP), and Hazard Analysis and Critical Control Points (HACCP), in order to deliver hygienic and healthy rice under globally-accepted brand to our customers around the world.

With safety and health of our consumers as our highest priority, we conduct through inspection on raw materials for heavy metal as well as microbiological toxin, of which are in accordance with standard guidelines laid out by Minister of Public Health and National Bureau of Agricultural Commodity and Food Standards (Thailand).

In addition, Royal Umbrella rice has also been accredited with a food serial number from Food and Drug Administration under Ministry of public Health of Thailand as a seal of approval for our commitment to deliver healthy and delicious products to consumers, and it is an honor to be one of a very limited number of rice manufacturers in Thailand to have received the serial number.

Therefore in response to the entire recent rumor in social media on allegation regarding to the quality of Royal Umbrella Fragrant Rice, C.P. Intertrade Company Limited wish to clarify the reports is inaccurate and unfounded.

Finally, we are grateful and offer a heartfelt thank you to consumers who have placed trust in Royal Umbrella rice.

Sincerely,

Mr Thiti Lujintanon
Executive Vice President,
C.P. Intertrade Company Limited
Charoen Pokphand Group

Notice: Any questions or comments please contact Royal Umbrella Customer Satisfaction Department : Tel: +66 2 6464 7200, website: www.cpthairice.com Email: contact@cptrading.co.th