

# KEVA



# KEVA RICE BRAN OIL

**Is your cooking oil  
fulfilling all the  
points of the health  
parameter?**

# Do you know that



**Doctors recommend to consume at least 20 gm of cooking oil in a day that is 4 teaspoons**

**Majority of the cooking oils available in the market do not meet the health parameter**



# It is suggested that you should change your cooking oil after some time

All the cooking oils contain

SFA  
(Saturated fatty acids)

MUFA  
(Mono unsaturated fatty acids)

PUFA  
(Poly unsaturated fatty acids)

# Some have more SFA, some have more MUFA & others have more PUFA

SFA

(Saturated fatty acids)

MUFA

(Mono unsaturated fatty acids)

PUFA

(Poly unsaturated fatty acids)

**Consumption of any one of such Cooking Oil can lead to depositing of cholesterol into your arteries which can not only lead to heart problems but also other dreadful diseases**



**Majority of the cooking oils do not have proper nutrition for a better health**



# Moreover, these are not pure and natural

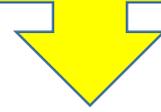
**A chemical treatment is used while manufacturing these oils which can have many side effects**



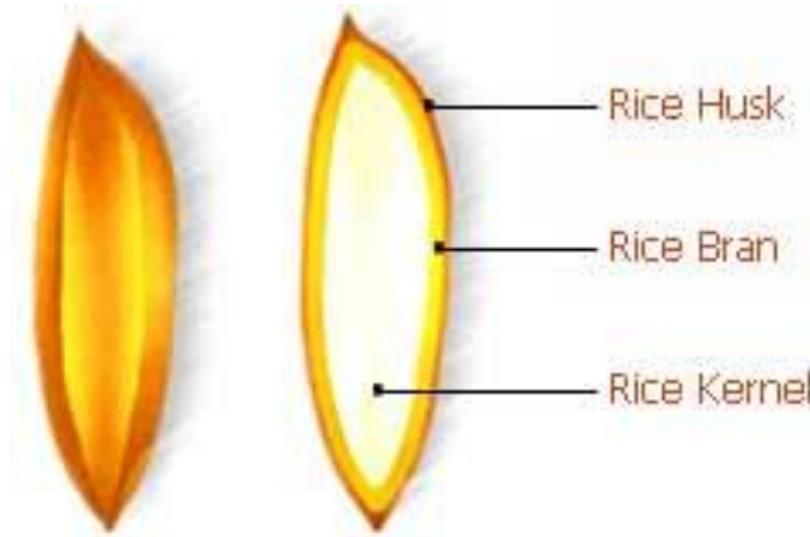
**Side Effects**



# What is Rice Bran Oil



- Rice bran oil is extracted from the oily layer of brown rice, which is separated as Rice Bran while producing white rice.
- Rice bran oil is one of the most nutritious and healthful edible oils owing to the presence of an abundance of natural bioactive nutraceuticals such as  $\gamma$ -Oryzanol, Tocopherols, Tocotrienols, and sterols with a balanced fatty acid composition and high smoke point making it ideal for cooking and frying applications.



# Recommended Optimum Oil Intake

## Choose a diet that is low in saturated fat and cholesterol and moderate in total fat

- Fats are one of the four macronutrients required to maintain health, the other three being proteins, carbohydrates and water.
- Fats are solid at room temperature and oils are liquid at room temperature.
- Fats supply energy and essential fatty acids, and they help absorb the fat-soluble vitamins A, D, E, and K,
- Fats contribute to texture, flavor and taste and increase the palatability of the diet.
- We need some fat in the food we eat, selected sensibly.
- Some kinds of fat, especially saturated fats, increase the risk for coronary heart disease by raising the blood cholesterol.
- In contrast, unsaturated fats (found mainly in vegetable oils) do not increase blood cholesterol.
- According to National Institute of Nutrition, Hyderabad, adults with sedentary lifestyle should consume about 25g of visible fat, while individuals involved in hard physical work require 30-40g of visible fat daily.
- Diets of young children and adolescents should contain about 30-50g of fat a day.
- Indians are consuming high levels of oils, fats and salts in their daily diets, exposing themselves to Non-Communicable Diseases, says a report.

Good Fats	Bad Fats
Mono-Unsaturated Fats (MUFA)	Saturated Fats (SFA)
Poly-Unsaturated Fats (PUFA)	Trans Fats (TFA)

# About Rice Bran Oil



**It has high smoke point of 232 °C (450 °F) and its mild flavor, making it suitable for high-temperature cooking methods such as stir frying and deep frying.**

**Rice Bran Health Oil is healthy heart oil that is naturally enriched with multiple nutrients like Oryzanol to provide health benefits for every member of the family**

**It is rich in mono-unsaturated fatty acids (MUFA), plant sterols, especially  $\beta$ -sitosterol and campesterols and Vitamin E, particularly gamma-tocopherol which are scientifically known to lower LDL or "bad cholesterol" and increase HDL or "good cholesterol" in the blood**

**Research studies suggest that diet rich in monounsaturated fatty acids help to prevent coronary artery disease and strokes by favoring healthy blood lipid profile**

# Health Benefits of Rice Bran Oil



- ✓ **HEART HEALTHY ORYZANOL-** Increases HDL (good) cholesterol and lowers LDL (bad) cholesterol and triglycerides.
- ✓ **NATURAL ANTIOXIDANTS-** Helps protect from disease and improve stability
- ✓ **NATURALLY BALANCED FAT COMPOSITION-** Balanced SFA : PUFA : MUFA
- ✓ **REJUVENATES HEALTH-** Nutrient Ferulic acid, which helps stimulate hormonal secretion and rejuvenates health
- ✓ **LOW ABSORPTION OF OIL-** Food fried in refined rice bran oil absorbs up to 15% less oil and lowers calorie intake
- ✓ **ANTI-CANCER PROPERTIES-** Nutrient Tocotrienol which is known to have anti-cancer properties
- ✓ **HIGH VITAMIN E (TOCOPHEROL)-** Helps maintain balanced nervous system
- ✓ **NATURAL ANTI-AGING-** Nutrient Squalene which improves skin tone & delays wrinkle formation

# Health Benefits of Rice Bran Oil



- ✓ Rice Bran Oil contains a good amount of oryzanol (antioxidant) that possesses cholesterol lowering properties, thus reducing blood cholesterol, also reducing blood clotting by retarding platelets aggregation.
- ✓ It also helps to reduce triglycerides and improves the good cholesterol to bad cholesterol ratio (HDL/LDL) which is very important for heart health.
- ✓ As discussed earlier Rice Bran Oil has a balanced fatty acid profile as recommended by the World Health Organization (WHO), American Heart Association's (AHA), the National Institute of Nutrition (NIN) and the Indian Council of Medical Research (ICMR).
- ✓ Rice Bran Oil is composed of antioxidants like oryzanol, tocotrienol, tocopherol, squalene as compared to other edible oils

Source- <https://smjournals.com/food-nutritional-disorders/download.php?file=fulltext/smjfnd-v1-1007.pdf>  
<http://www.fnbnews.com/Top-News/future-edible-oil-of-india-rice-bran-oil-the-wonder-oil-37988>

Recommended by National Institute of Nutrition, Hyderabad	Fatty Acids % by Weight			Remarks
	Saturated Fat (SFA) 27-33%	Poly-unsaturated Fat (PUFA) 27-33%	Mono-unsaturated Fat (MUFA) 33-40%	
Rice Bran Oil	24	34	42	Balanced fat composition , as per W.H.O
Desi Ghee / Butter	67	03	30	High Saturated Fat
Kardi Oil / Safflower Oil	9	78	13	High PUFA
Sunflower Oil	12	69	19	High PUFA
Palm Oil	50	10	40	High SFA
Corn Oil	13	59	28	High PUFA
Cotton Seed Oil	26	55	19	High PUFA
Sesame Oil	13	46	41	High PUFA
Soyabean Oil	15	61	24	High PUFA
Mustard Oil	3	29	68	High levels of undesirable Erucic acid
Olive Oil	16	11	73	Low smoke point, not good for frying
Note : Value of Fat composition of different oils are based upon literature values.				

**To fulfil all these points, Keva Industries is here with the best solution**

# **Keva Rice Bran Oil**



**KEVA**

**KEVA**

**Keva Rice bran oil is the oil extracted from the hard outer brown layer of rice called chaff (rice husk), hence it does not lead to any weight gain**





**It has a balanced fat composition that is balanced amount of each MUFA, PUFA & SFA. Hence, it is a healthy cooking oil**

**KEVA**

SFA

MUFA

PUFA



It has loads of nutrition in it as it has the right amount of

**Vitamin A**

**Vitamin D2**

**Vitamin E**



# KEVA

100% Pure and Natural

Not made from any sort of  
chemical treatments

Extracted using a physically  
refined technology



**It contains**

**KEVA**

**Phytosterol**

**Sterolin**

**Gamma Oryzanol**



**Antioxidants**



**Therefore, it does not lead to deposit of bad cholesterol in the arteries & hence makes you healthy**

# Features

**Superior category cooking oil obtained directly from organic farms & solely by mechanical means**

**The ingredients in this are widely studied across the globe & found to be low in cholesterol which makes it a great choice for those who want to lower their cholesterol levels, high in antioxidants**

**With three times the amount of unsaturated fatty acids as saturated ones, many health experts all over the world claim that the ingredients are healthy for overall immunity. As per many studies they are rich in phytosterols, sterolins and gamma-oryzanol**

**Less oil absorbed results in reduced calories, better, lighter tasting food and enhanced flavour and palatability.**



# Health benefits

Numerous scientific studies suggest that Rice bran oil

- *Reduces bad cholesterol and increases good cholesterol levels and helps in better management of lipid profile when compared with olive oil or ground nut oil*
- *It also help in blood sugar management*
- *Can fight against different forms of cancer*
- *Protects liver,*
- *Improves skin conditions*
- *Improves digestion*



# Health benefits

It has high smoke point (burn) point, making it perfect for cooking, deep frying, pan or stirs frying and is a premium choice for the replacement of hydrogenated oil containing trans fat which has now been proved harmful for human health



# How does it work?

Rice bran might help lower cholesterol because the oil it contains has substances that might decrease cholesterol absorption and increase cholesterol elimination. One of the substances in rice bran might decrease calcium absorption; this might help reduce the formation of certain types of kidney stones.

Research has shown that rice bran oil has many health benefits when compared to other cooking oils. Rice bran oil helps in menopausal issues, helps in cholesterol control, helps in preventing cancer, controls premature aging, helps in weight loss efforts, helps in making skin healthy, helps to boost immunity, improves the endocrine system, improves liver function, promotes healthy hair growth, helps in improving cardiovascular health and contains good fats



KEVA

Best choice for you  
and your family

Please note: This is not a medicine & not intended to treat, prevent & cure any diseases. Please consult your healthcare professional.

# Contact

## **Keva Industries**

Website : [www.kevaind.org](http://www.kevaind.org)

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**Thanks**