



ISMAIL  
INDUSTRIES  
LIMITED





## Our Story

Ismail Industries Limited (IIL) was established over thirty years ago and since then it has been on a journey of innovation and growth to become a household name in Pakistan. Today, from fast moving consumer goods to industrial raw materials, IIL offers a diverse range of products to its customers.

The company started operations with the establishment of its Candyland division in 1988 with a vision to become a dominant player in Pakistan's confectionery market. The division has now grown to become the market leader in Pakistan.

In 2002 IIL launched its biscuits division under the name of Bisconni. The division has made its mark in the biscuits category as the fastest growing biscuit company in the country with iconic brands in the cookies and cakes segments.

IIL diversified into industrial products by launching Astro Films in 2004, as its packaging films division selling food grade film to packaging converters. This division is now one of the largest producers of CPP, BOPP and PET films in Pakistan.

The year 2006 marked the launch of Snackcity- IIL's snacks division. The division has established brands in the potato chips and savoury snacks segments and is currently the second largest player in the potato chips market in Pakistan.

Formed in 2010, Ismail Nutrition manufactures nutritional supplements which it supplies to organizations like the World Food Program and UNICEF.

In 2013, IIL entered the power sector through ACT Group and is now generating 30 MW electricity through wind power in the Gharo-Jhimpir wind corridor in Sindh. Further projects include expanding 50 MW in wind and 90 MW in hydroelectric power.

ACT Polyols is the most recent addition to the group in 2020 and is involved in the manufacture of glucose syrup and other rice derivatives.

As our portfolio expands, we are determined to keep innovating and growing so that we continue to delight our customers not just in Pakistan but around the world.

[www.ismailindustries.com.pk](http://www.ismailindustries.com.pk)

# Our Success Trail

30+

Years

6

Divisions

22

Categories

67+

Brands

250+

SKU's

Candyland was established as a confectionary producer.



1988

Bisconni started operations as a biscuit manufacturer.



2002

Snackcity started operations as a producer of snacks and savouries.



2006

1989

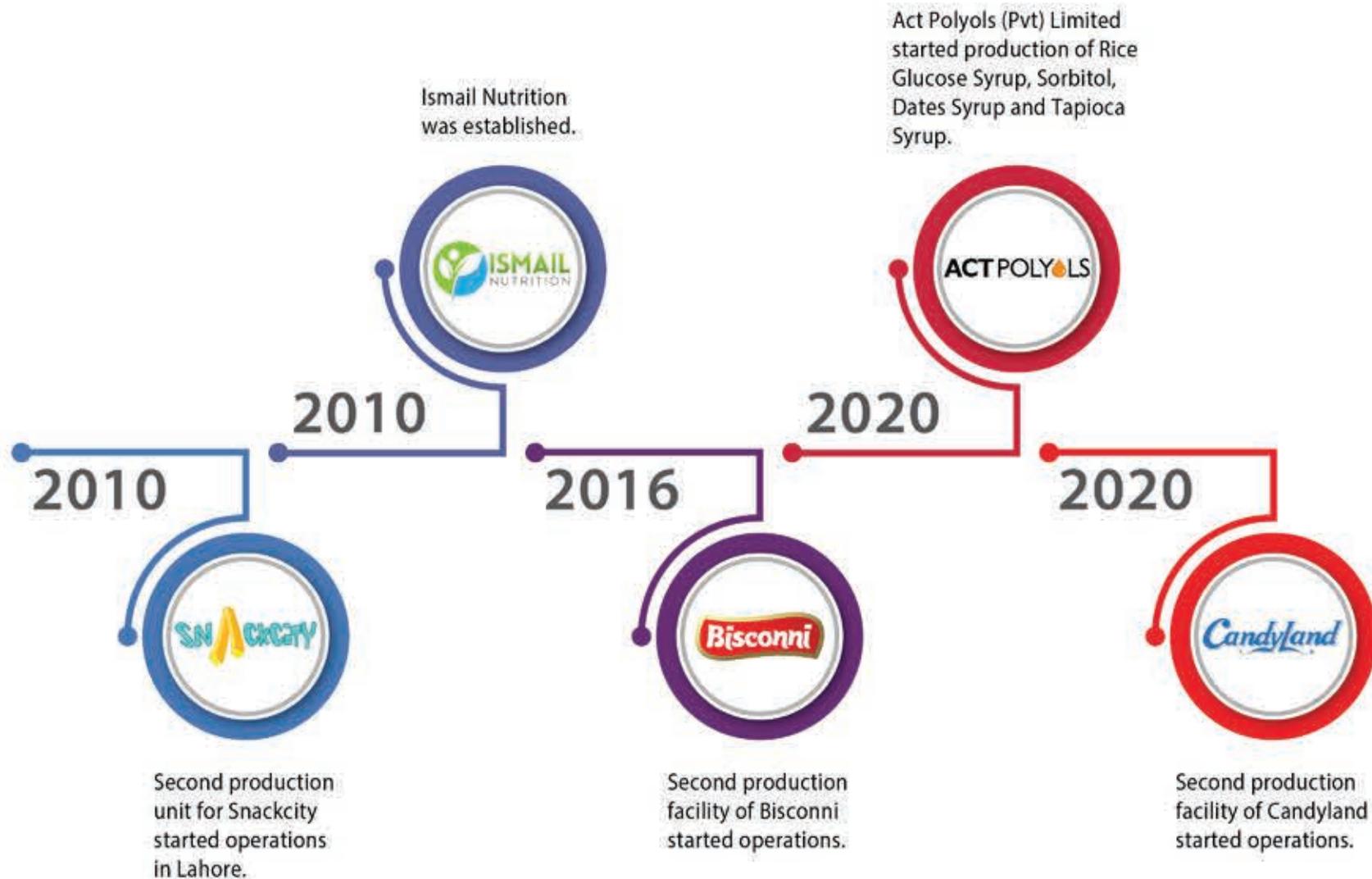


Ismail Industries Ltd., was listed in the Pakistan Stock Exchange.

2004



Astro Films emerged as a Flexo Film producer.



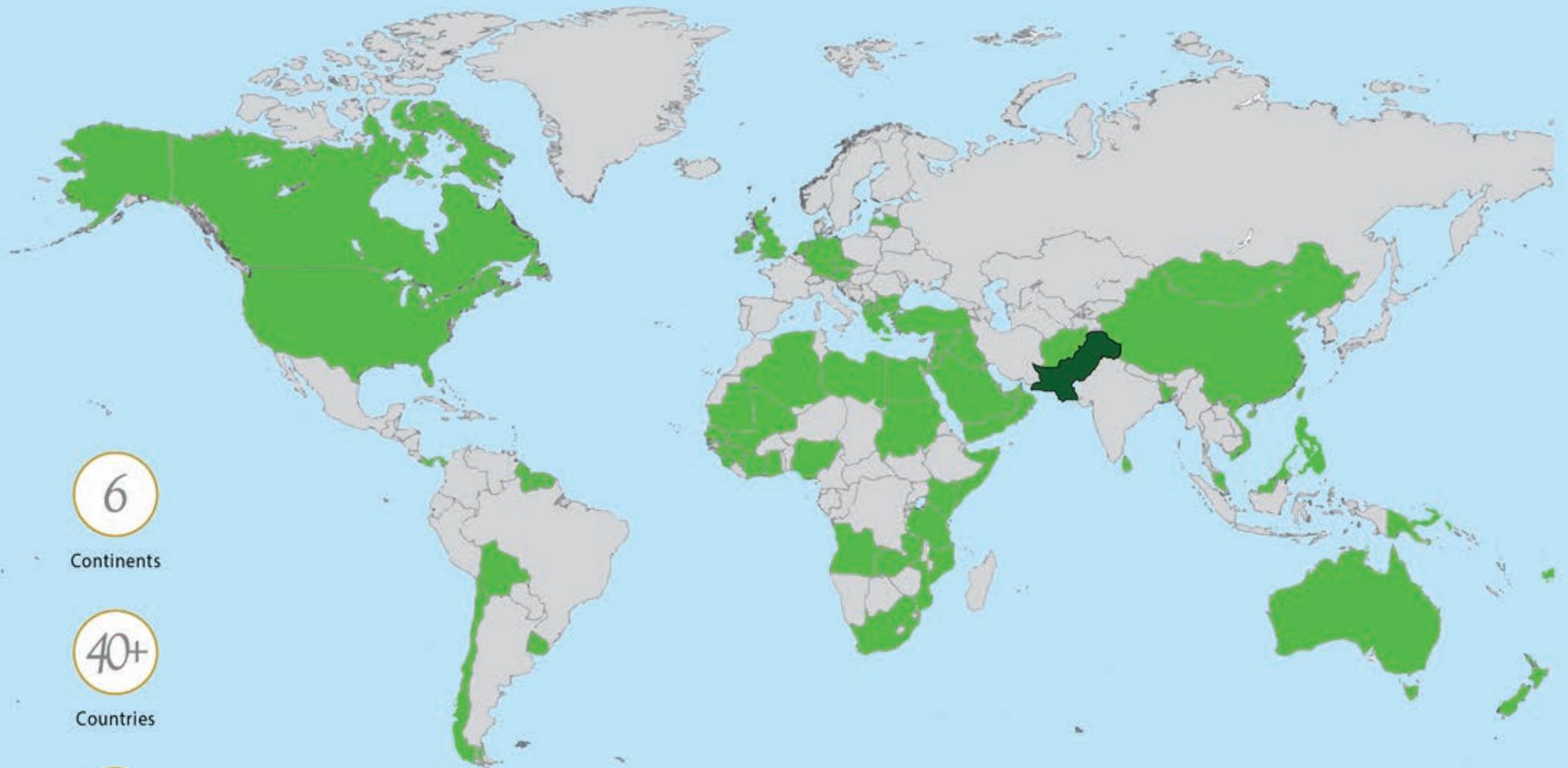
## Global Presence

Ismail Industries proudly claims to be one of Pakistan's largest food exporters. We have successfully exported confectionery, biscuits, snacks, packaging films and nutritional supplements to more than 40 countries and have acquired a market presence in multiple regions including North America, Europe, Africa, Australia, Asia Pacific and the Middle East.

We have a progressive export strategy and are always on the lookout for new markets and distributors to expand our global footprint. We are happy to entertain enquiries for our brands that are popular in Pakistan alongside private label brands which we develop for our global partners.

Our commitment to meet international quality standards can be gauged from the fact that our products are successfully exported to all major buying markets. We ensure that all packaging details and product formulations conform to importing country standards. We can also customize product recipes and languages to meet the needs of different markets.

We are always striving to expand our global presence and look forward to developing long lasting and strong relationships with our international partners.



6

Continents

40+

Countries

50+

Distributors

Jelly Beans

CROWN

OMG!  
FIERY BEANS

Yums

Fluffs

TOSS  
Jolly

PUFFS

Fruity  
Jelly

ABC

CLOUD 9

Eclairs

Chili Mili

Chili  
Beans

NOW

CandyLand

FIZZY

Super  
TARTOOS

Paradise

Jelly  
Beans

MELLO

Fanty

Funny  
Bunny

Big  
Bunny

FIZZY

Cola

Eclairs

Sennet

Super  
TWISTER

Campus

Soft  
Cola

Candyland has emerged as one of the most innovative and progressive confectionary companies in Pakistan with one of the most state-of-the-art facilities in the country. The manufacturing has expanded to two factory locations with multiple units and numerous production lines at each site.

The company has the capability of producing jellies, candies, gums, lollipops, chews, toffees, chocolates and marshmallows. Our products can be produced in multiple packaging formats in a variety of flavours, formats, shapes, colours and fillings.

At Candyland we strive to provide our consumers with premium products that meet international standards of quality and food safety. All products are certified by ISO 22000 and have Halal certification from SANHA.

With our modern technology and innovation driven mindset, we look forward to bringing many more exciting products that bring joy to our consumers across the globe.

[www.candyland.com.pk](http://www.candyland.com.pk)

# Gummy Jellies

Our wide array of gummy jellies ranging from sweet, fruity, spicy, tangy and fizzy flavours are guaranteed to spring a party in your mouth

# Chili Mili

#1 Selling Gummy Jelly in Pakistan



Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Chili Mili (Pouch)	18g / 30g x 24 Pcs x 18 Boxes	420	1,040
Chili Mili (Stand-up Pouch)	125g x 24 Pouches	1,255	3,110



Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
ABC / Sour Cola / Fizzy O / Fruity (Pouch)	18g / 30g x 24 Pcs x 18 Boxes	420	1,040
ABC (Stand-up Pouch)	125g x 24 Pouches	1,255	3,110
Toss Jelly (Box)	4g x 60 Pcs x 18 Boxes	850	2,100

Double the  
Fun

# Jelly Beans

Coated with awesomeness, filled with juicy & spicy flavours, CandyLand Jelly Beans are full of fun and excitement



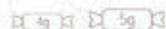
Winner of Best Innovations award at **yummex** 2018  
MIDDLE EAST



Product Description	SKU (Net wt. x Units x Outlets)	20 FCL	40 FCL
OMG Fiery Beans / Chili Beans / Jelly Beans (Flow Pack)	18g / 30g x 24 Pcs x 18 Boxes	500	1,400
OMG Fiery Beans / Chili Beans / Jelly Beans (Bulk Pack)	1,000g x 12 Boxes	830	2,050

# Eclairs

Sweet Caramel  
treats filled with  
Exciting flavours!



Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Eclairs (Jewel Box)	4g / 5g x 100 Pcs x 24 Boxes	800	2,000
Eclairs (Bag)	4g / 5g x 100 Pcs x 24 Bags	760	1,830
Eclairs (Jar)	4g / 5g x 230 Pcs x 12 Jars	670	1,620



Milk



Chocolate

## Marshmallows

Our fluffy & flavourful Marshmallows come in all shapes and sizes

# MELLO

Showcased as  
The Best Innovative  
Product at **Gulfood** 2019



18g

Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Mello (Bar)	18g x 24 Pcs x 12 Boxes	750	1,850

Soft  
& Fluffy  
Treats



**Product Description**

	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Super Twister Marshmallow (Stick)	16g x 24 Pcs x 18 Boxes	420	1,030
Puffs Marshmallow (Bag)	160g x 24 Bags	510	1,260
Fluffs Marshmallow (Pouch)	15g x 24 Pcs x 18 Boxes	250	620



# Candies

Classic hard-boiled candies, incredibly sweet and tastefully unique, our classic range of candies are loved by everyone.



Exciting Flavours  
Full of Fun!

Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Fanty / Cola / Butter Scotch (Box)	3.2g x 50 Pcs x 30 Boxes	820	1,950

# Lollipops

The fun filled flavour of candies on a stick



- Raspberry 
- Orange 
- Mix Berries 
- Cola 

- Mango 
- Fiesta 
- Cola 
- Raspberry 



Gum Filled

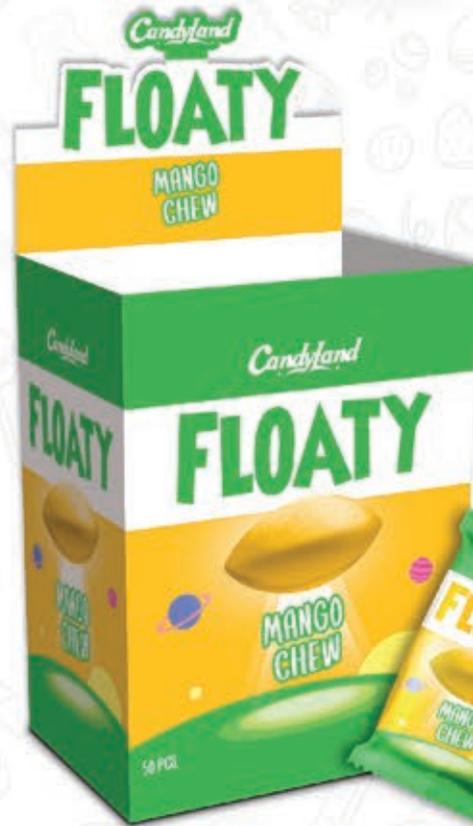
Product Description	SKU (Net wt. x Units x Outlets)	20 FCL	40 FCL
Funny Bunny (Jar)	10g x 60 Pcs x 18 Jars	550	1,350
Funny Bunny (Bag)	10g x 60 Pcs x 24 Bags	460	1,150
Big Bunny (Jar)	15g x 50 Pcs x 18 Jars	530	1,300
Big Bunny (Bag)	15g x 50 Pcs x 12 Bags	1,030	2,550

## Coated Chews

Bite into our soft centered chews for a flavourful blast



Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Yum (Flow Pack)	18g / 30g x 24 Pcs x 18 Boxes	500	1,400
Yums (Bulk Pack)	1,000g x 12 Boxes	830	2,050



Fruity Blast



Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Floaty / Snow Mints (Box)	4g x 50 Pcs x 30 Boxes	820	1,950

# Bubble Gums

Experience the explosion of thrilling flavours.



Tattoos  
Inside

3.5g 5.5g 6.5g

Product Description	SKU (Net wt. x Units x Outlets)	20 FCL	40 FCL
Paan Dum (Box)	3.5g x 36 Pcs x 36 Boxes	2,800	6,900
Campus (Box)	3.5g x 36 Pcs x 36 Boxes	2,850	7,050
Super Tattoos (Box)	5.5g x 200 Pcs x 10 Boxes	800	1,850
Bubble Pop (Jar)	6.5 x 50 Pcs x 18 Jars	920	2,250

## Chocolates

The answer to all chocolate lovers prayers, CandyLand's wide range of compound and milk chocolates, make for the perfect treat



CandyLand  
**CROWN** Premium  
 Chocolate  
 Truffles



Product Description	SKU (Net wt. x Units x Outer)	20 FCL	40 FCL
Crown (Box)	11g x 18 Pcs x 18 Boxes	1,050	2,600

A little something  
for Everyone



Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Cloud 9 (Box)	16g x 18 Pcs x 18 Boxes	1,100	2,650
Now / Sonnet / Paradise (Box)	20g x 18 Pcs x 18 Boxes	1,400	3,500
Now Paste (Jar)	8g x 70 Pcs x 18 Jars	600	1,400
Now Paste (Box)	8g x 70 Pcs x 12 Boxes	1,770	4,400

Cocomo

Chocolatto

Mini  
Chocolate  
Chip  
cookies

CHAI WALA  
BISKUIT

Rite

**Bisconni**

FLO

CRUX

PERFECTING THE ART OF BAKING

Chocolate  
Chip  
cookies

Chocolate  
Chip  
Loaded

Novita

Rite  
Gold

CRAVING

Bisconni is one of the fastest growing and technologically advanced biscuit companies in Pakistan. Our passion for innovation can be seen in our diverse range of biscuits and cakes. Our innovative portfolio includes plain biscuits, centre-filled cookies, sandwich biscuits, chocolate chip cookies, wafers, crackers and cream-filled cakes.

Our commitment to strict standards of compliance can be seen through our quality certifications. All Bisconni products have an ISO 22000 certification and Halal Certification from SANHA.

Bisconni today has emerged to become the standard of excellence in bakery products. Our vision is to keep introducing innovative and value-added products that tantalize taste buds and enhance our consumer experience.

[www.bisconni.com](http://www.bisconni.com)

# Center Filled Biscuits

Filled with Fun  
Every bite is an explosion of exciting flavour, Biscotti's center-filled biscuits are one of a kind



# Cocomo

Pakistan's #1 selling  
Centre Filled Biscuit



Product Description	SKU (Net wt. x Units x Outlets)	20 FCL	40 FCL
Cocomo (Junior Pouch)	10g x 48 Pcs x 12 Boxes	550	1,250
Cocomo (Pouch)	23g x 24 Pcs x 18 Boxes	400	1,000
Cocomo (Stand-up Pouch)	131g x 24 Pouches	1,050	2,600



Product Description	SKU (Net wt. x Units x Outer)	20 FCL	40 FCL
Cocomo (Box)	16g x 24 Pcs x 12 Trays	480	1,200
Cocomo (Family Pack)	94g x 24 Boxes	1,600	4,000

# Cookies

Baked to Perfection!  
Crisp and fresh every single time



## Product Description

Product Description	SKU (Net wt. x Units x Outlets)	20 FCL	40 FCL
Chocolate Chip Cookies (Ticky Pack)	24g x 24 Pcs x 18 Boxes	470	1,170
Chocolate Chip / Loaded Chocolate Chip Cookies (Family Pack)	96g x 24 Boxes	1,600	4,000
Mini Chocolate Chip Cookies (Pouch)	21g x 24 Pcs x 12 Boxes	370	900
Mini Chocolate Chip Cookies (Stand-up Pouch)	132g x 24 Pouches	1,050	2,600



Melts  
in your mouth  
every time



24g 93g

**Product Description**

	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Craving Butter / Coconut Cookies (Ticky Pack)	24g x 24 Pcs x 18 Boxes	470	1,170
Craving Butter / Coconut / Peanut / Zeera Cookies (Family Pack)	93g x 24 Boxes	1,600	4,000

## Sandwich

Yummy cream sandwiched between two biscuits



Bite into a  
Creamy  
Surprise



Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Rite / Rite Gold (Family Pack)	106.7g x 24 Boxes	1,900	4,715

## Crackers

Our Crackers  
are Light,  
Baked and  
Crispy

Send your taste buds  
on a  
Savoury journey



75g

Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Crux (Family Pack)	75g x 24 Boxes	1,900	4,715

## Cookies

Baked to  
Perfection!  
Crisp and fresh  
every single  
time

# Chocolatto

it's special  
inside!



Chocolate Surprise  
in every Bite

24g | 94g

Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Chocolatto Cookies (Ticky Pack)	24g x 24 Pcs x 18 Boxes	470	1,170
Chocolatto Cookies (Family Pack)	94g x 24 Boxes	1,600	4,000

# CHAI WALA BISKUT

Egg & Milk Cookies



The  
Ultimate  
Tea Partner

100g

Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Chai Wala Biskut (Family Pack)	100g x 24 Boxes	1,900	4,715

# Wafers

Every layer full of flavour and deliciousness

Crunchy with a  
smooth cream  
Filling



32g 78g

Product Description

SKU (Net wt. x Units x Outers) 20 FCL 40 FCL

Novita Chocolate / Orange / Tutti Frutti Wafers (Flow Pack) 32g x 24 Pcs x 12 Boxes 580 1,420

Novita Chocolate / Orange Wafers (Flow Pack) 78g x 24 Pcs x 6 Boxes 530 1,300



## Cakes

Freshly baked,  
dipped into  
chocolaty  
goodness

Layered Sponge Cakes  
with Delicious Chocolate Coating



18g	Product Description	SKU (Net wt. x Units x Outlets)	20 FCL	40 FCL
	Flo Cake (Bar)	18g x 24 Pcs x 12 Boxes	720	1,780

KURLEEZ

Chillz

Chillz

Chillz

KURLEEZ

SNACKCITY

KURLEEZ

KURLEEZ

Chillz

Chillz

Chillz

KURLEEZ

KURLEEZ

The Snackcity division of Ismail Industries Limited was established in 2006 when the company installed a potato chips manufacturing facility near Karachi. Expansion soon followed in 2010 with a second production facility in Lahore.

The company is vertically integrated with complete control over the production process, from growing our own potatoes to producing and packing the products. Snackcity has the capability of producing flat-cut, crinkle-cut and stick-cut potato chips, along with savoury snacks like fried peanuts and nimko.

Snackcity has grown to become one of the leading snacks producing companies in Pakistan. Quality has been ensured with our ISO 22000 certification and Halal Certification from SANHA.

We are continuously developing new products to give our consumers better and more flavourful snacks. With our focus on innovation and emphasis on quality, the future holds great promise for our company

[www.snackcity.com.pk](http://www.snackcity.com.pk)

# Crinkle Chips

Crunchy and Flavourful, Kurleez has the best Potato Chips to offer.



Product Description	SKU (Net wt. x Units x Outlets)	20 FCL	40 FCL
Kurleez Crinkle Chips	15g x 100 Packs	570	1,400
Kurleez Crinkle Chips	30g x 36 Packs	750	1,850
Kurleez Crinkle Chips	70g x 12 Packs	1,050	2,600

The Crunchier  
side of Life



# Potato Sticks

Our Potato Sticks are crispy and bursting with exciting flavours

Sticks with an Attitude



Product Description	SKU (Net wt. x Units x Outers)	20 FCL	40 FCL
Chillz Potato Sticks	15g x 100 Packs	570	1,400
Chillz Potato Sticks	40g x 48 Packs	720	1,780
Chillz Potato Sticks	70g x 24 Packs	1,100	2,750



**ISMAIL**  
NUTRITION

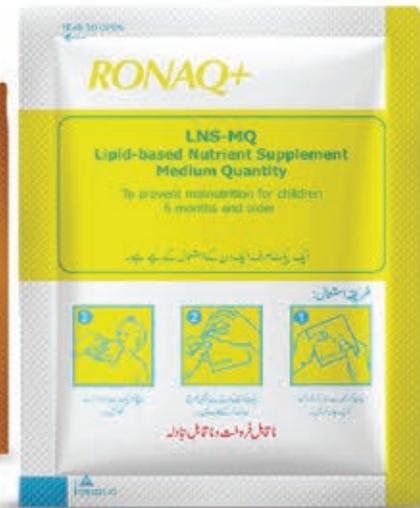
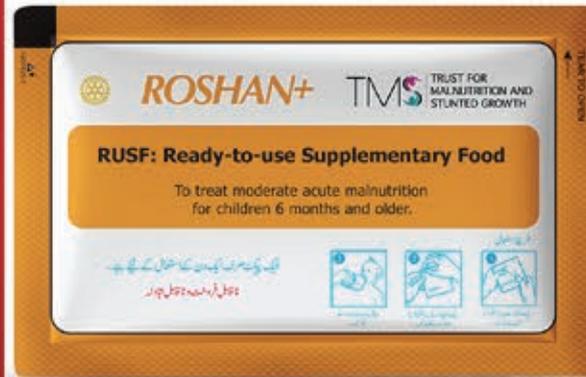
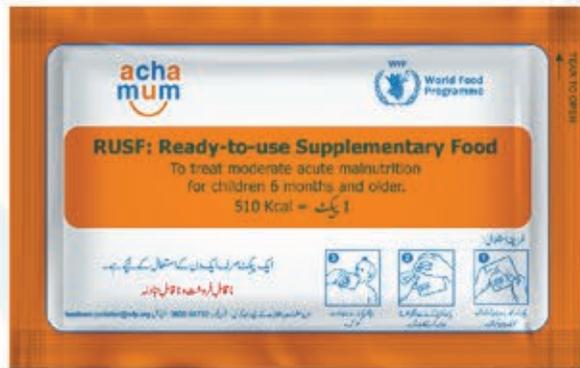


In 2010, the Ismail Nutrition division was launched and has now become a global supplier of nutritional supplements to organizations like UNICEF and the World Food Program. The company manufactures products like RUSF (Ready-to-use Supplementary Food), RUTF (Ready-to-use Therapeutic Food) and LNS (Lipid based Nutritional Supplements).



All products of Ismail Nutrition are produced according to the meticulous standards of quality and transparency demanded by the international donor agencies. The company has implemented advanced food safety parameters and their adherence is reflected in the numerous successful third-party quality audits. Ismail Nutrition products are mostly exported to hunger stricken and calamity hit areas around the world. It is this desire to help humanity that contributes to our stakeholders trust in the company and its success around the world

## Food Supplements



## Quality Statement

Ismail Industries is committed to supplying our customers with consistent, food safe products, that meet all regulatory requirements. To accomplish this, we maintain a comprehensive quality and food safety program.

We realize that our employees are an integral part of our quality and food safety system. We are committed to the ongoing training of our employees to assure successful implementation and continuous improvement of our quality program.

All our food products are Halal certified from SANHA and have an ISO 22000 quality certification



BRC Approved  
(Marshmallow Facility)



## Customer Satisfaction

We believe that customer satisfaction is the key to business success. We understand that knowing our customers and their needs will help in providing them with the best products.

It is our firm belief that delivering excellent customer service makes our customers feel valued and assures them that we stand behind our products.

We would love to be given the opportunity to export our products to your markets. Please feel free to contact our Export Department on the email address below:

**[globalexports@ismailindustries.com](mailto:globalexports@ismailindustries.com)**



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