



ISMAIL INDUSTRIES LIMITED



ISMAIL
INDUSTRIES
LIMITED

CandyLand

Bisconni

SNACKCITY

**Astro
Films**

**ISMAIL
NUTRITION**

**ACT
GROUP**

**HUDSON
PHARMA**

ISMAIL RESIN
R
A wide range of applications

Business Overview

CandyLand

Biscoffi

ISMAIL
NUTRITION

Astro
Films

ISMAIL RESIN
R

SNACKCITY

Flour Mill and
Cereal Plant

HUDSON
PHARMA

BK

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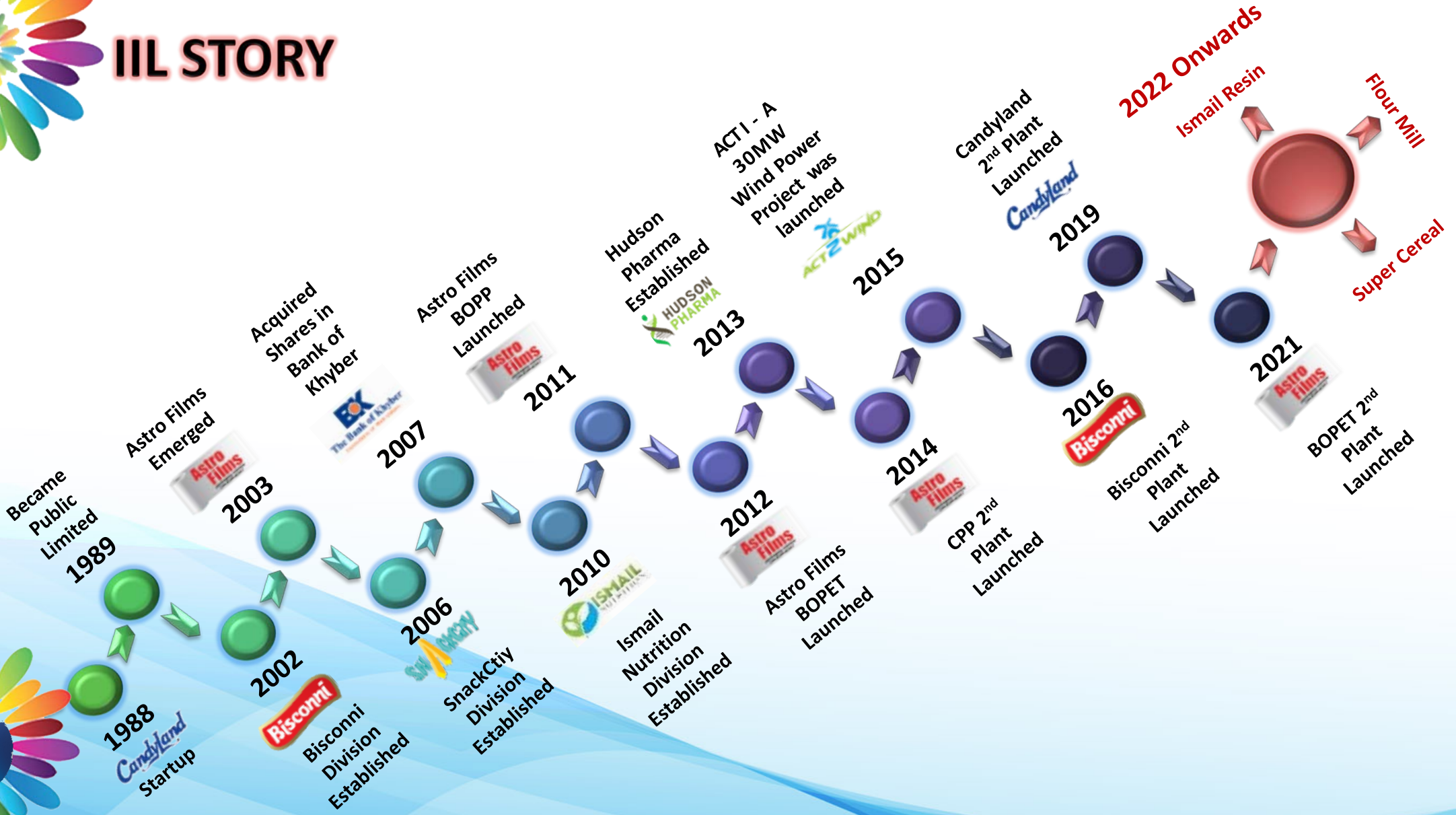
Ismail Industries is now one of the largest
business conglomerate of Pakistan

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IIL STORY





Mr. Muhammad M. Ismail

Chairman, Ismail Industries Limited

Mr. Muhammad M. Ismail did his B.S. in Industrial Engineering from the University of Florida , USA in 1974.

He joined the family concern Union Biscuits and served as a Director till 1989 when he established Ismail Industries Limited. As Chairman of IIL, he oversees all aspects of management including production, sales and distribution, marketing, and expansion and acquisitions. He also has a keen interest in bridge and is an avid golfer.



Mr. Maqsood Ismail

Director, Ismail Industries Limited

Mr. Maqsood Ismail did his B.S. in Economics from the University of Delaware, U.S.A, in 1981.

He joined Union Biscuits and looked after Finance, Government Affairs and Import Departments prior to the setting up of Ismail Industries Limited. Currently, he is a Director of Ismail Industries Limited and of the Bank of Khyber where the Ismail family owns a significant share. Mr. Maqsood Ismail was the Chairman of the Export Processing Zones Authority, Pakistan. He has also been Vice President of the Federation of the Chambers of Commerce and Industry of Pakistan and a Chairman of Yarn Merchants Association of Pakistan and President of Lasbela Chamber of Commerce. He was also on the board of IDBP, and is now a trustee of the Karachi Port Trust. He was also on the Board of Port Qasim Authority. He was awarded Tamgha-e-Intiaz (one of the highest civil awards) by the Government of Pakistan in recognition of his services to the community.



Mr. Hamid Maqsood Ismail

Director, Ismail Industries Limited

Mr. Hamid Maqsood Ismail completed his graduation from Middlesex University (UK), majoring in the field of Business Administration and his MBA from Oxford.

As part of the new vision of the company, Mr. Hamid Ismail has recently been assigned the role of CEO of Bisconni and SnackCity, where his achievements include rapid growth in the topline of the business while improving the overall profitability of both segments of the company. He has a deep interest in improving the technological capabilities of the company and implementing the accounting software.



Mr. Ahmed Muhammad Ismail

Director, Ismail Industries Limited

Mr. Ahmed Muhammad Ismail completed his graduation from George Washington University (USA), majoring in the field of Economics.

As part of the new vision of the company, Ahmed Ismail has recently been assigned the role of CEO of Candyland and Ismail Nutrition divisions of the company, where he has been active in modernizing the business while bringing in a more object oriented approach to managing the company. Apart from business, he also has a keen interest in golf.



Mr. Munsarim Saifullah

CEO, Ismail Industries Limited

Mr. Munsarim Saif did his Bachelors of Engineering from N.E.D. University of Engineering and Technology, Pakistan.

He worked for Pakistan International Airlines prior to joining Ismail Industries Limited. Currently, he is the Chief Executive Officer of Ismail Industries Limited. He played for the National Table Tennis Team for many years and was Pakistan's Table Tennis champion in 1984. He has been with the company since its inception and played a key role in setting up the business.



Mr. Bilal Ismail Ahmed

Bilal Ismail is a young and vibrant architect who has recently joined Ismail Industries Limited. Bilal completed his undergraduate studies in the French & Francophone Studies from the University of California, LA and then went on to do his master's in architecture from Rhode Island School of Design.

Bilal has displayed his potential through multiple projects that he worked on as an intern, including working alongside the Performance Arts Center & Graphics teams at MGA Partners. He also has an experience of designing, producing, and presenting architectural models across various digital and physical platforms.

Quality & Safety Management



Food Safety Management

Executing comprehensive Food Safety Management covering PRP Plan, HACCP Plan, OPRP Plan, scheduled internal & external audits, scheduled trainings, and Food Safety meetings.



RM/PM

Assurance of RM/PM Inspection, Testing and Record Keeping.



Microbial Testing

Microbial Testing as per quality plan covering Personnel, Equipment, Environment, Raw/Packing, CIP Verification, Product Testing & Assurance.



Quality Analytical Plan

Process monitoring as per Quality Analytical Plan covering In-Process inspection, Packing & Finished Goods inspection.

Certifications

1.

ISO 22000 BUREAU VERITAS CERTIFICATION

*Food Safety and Quality Management Systems
Registered since 2007*

2.

SANHA HALAL

*South African National Halal Authority (SANHA)
Registered since 2007*

3.

BRCGS APPROVED MARSHMALLOW LINE

*BRCGS formerly known as BRC (British Retail Consortium); BRCGS stands for Brand Reputation Compliance Global Standard
Registered since 2010*

4.

FDA

Registration Number 10536823774

Global Footprint



6 + | Continents

40 + | Countries

64 + | Customers

Local Presence



10


Production Facilities

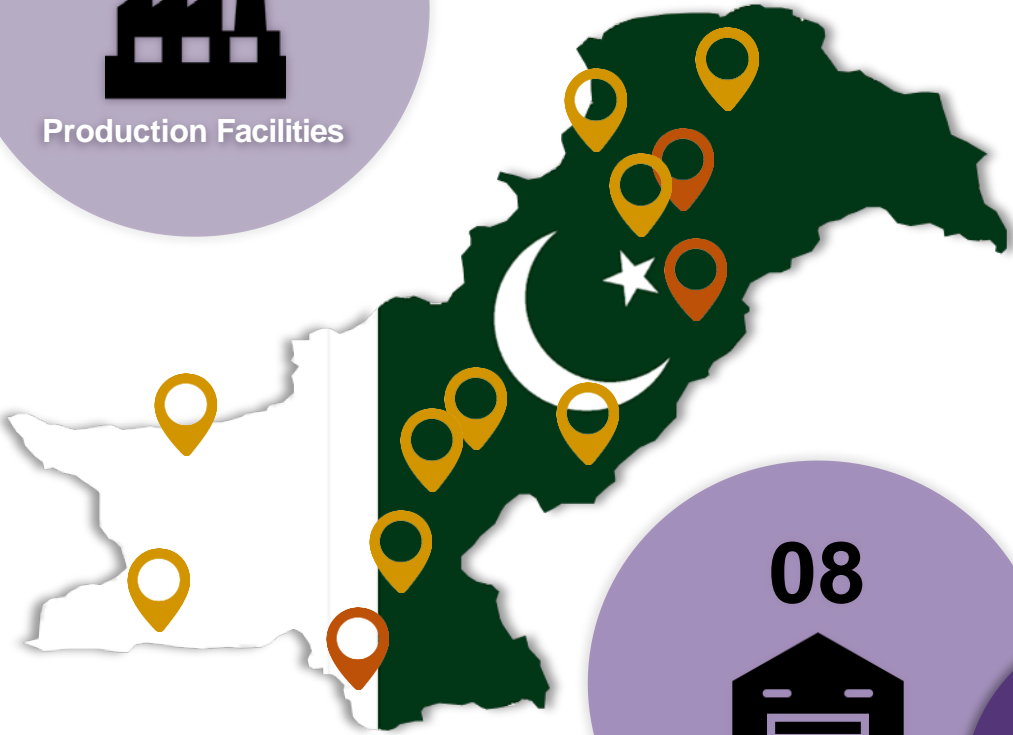
2,000+


Sales Force Personnel

1,200+

Distributors

400+

Towns




135,000

Outlets

05

Regional Sales Offices

08

Warehouses

1,400+

Vans



Candyland is the largest confectionery brand in Pakistan, and is the market leader in various categories.

New Launches

FICO

This center filled toffee is a rich, caramel treat with a sweet chocolaty core. FICO hit the stores in January 2022. This premium toffee was another delectable, premium addition to the CandyLand portfolio.



Teen Titans Go

CandyLand and Warner Bros. joined forces to launch Teen Titans Go Lollipops. Priced at Rs. 10, the brand was launched in February 2022 and established a strong presence in the Lollipops segment.



MIXX Candy

A crystal clear candy in Cherry, Blackcurrant, Peach, Orange and Green Apple flavors was launched in March 2022. Its unique format and fruity burst make it a one of a kind proposition in the local market.



Jammin

Staying true to our philosophy of innovation, we launched Jammin in August 2021, a jam filled marshmallow in three flavors Orange, Strawberry and Peach. The Jam center filling within a marshmallow is a unique and proposition in the local market which brought about a lot of excitement within the kids target group.



CHATPAT Candy

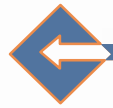
Chatpat was launched in March 2022 within CandyLand's candies category. This is a Spicy Tangy center filled candy available in three flavors: Chutney, Imli and Kari. This brand is very close to Pakistani taste palette and resonates well with consumers that have an appetite for Chatpatta and spicy foods.



Choc Oh Sachet

In 2020 we launched Choc Oh, a chocolate hazelnut spread. We introduced an entirely new category for CandyLand in a jar format in the premium segment.

In order to give the consumers a single consumption SKU we launched a sachet SKU in Rs 20 which not only helped generate trial but also increased the household penetration base. This way we were able to cater to all socio-economic households and also became a part of the impulse price point segment.





Bisconni is the market leader in Pakistan in the cookies and wafers categories, **The largest biscuit manufacturer in Pakistan.**



Chocolate Chip Cookies

The pioneer in the Chocolate Chip Category, our Bisconni Chocolate Chip Cookie spoke to its consumers through its new campaign featuring Hira Mani. Hira is loved across all audiences; hence the message was very well received giving a boost to the brand.



Rollies

Re-launched the soft & delicious Swiss Roll cake with chocolate base, Rollies! With a retro themed, colorful TVC & it's oh-so-good taste, Rollies made everyone fall in love with its flavor - Jo Khaye Ghoom Jaye!



Chai Wala Biskut

The brand name calls out the product's immense association with tea. Cashing into the popularity of egg and milk cookies in Pakistan, we collaborated with Brooke Bond Supreme for a successful co-promotion.



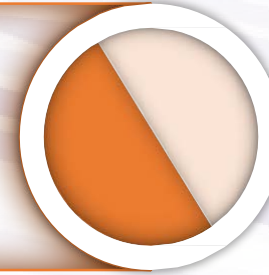
FLO

Building on the equity of FLO, we introduced a freshly baked TVC featuring Haris Aamir. The Cake or Chocolate confusion continued for this Fusion Mazay Kai! The TVC helped us introduce the bigger sized FLO. Along with that, we enhanced trade level visibility and offered promotional packs to consumers.





The **SnackCity** division of IIL was established in June 2006. Since then, Kurleez has grown to become **the market leader** in the **crinkle chips** category.





Ismail Industries Limited has been working with United Nations to supply products that help reduce malnutrition in Pakistan and many other countries.



We are approved suppliers of **UNICEF**, **WFP** & **MSF** for both local & international markets.



Our products are made in state of the art facilities with stringent **Quality Controls**.





Astro Films
packaging solution
CPP - BOPP - BOPET

Astro Films is a leading flexible packaging supplier and manufacturer of CPP, BOPP and BOPET films.

We are the only packaging film maker in Pakistan that provides its customers with a total solution in flexible packaging.



UKAS Quality Management certified

**ISO 9001:2008
ISO 22000
PAS 223**

Gruppo Colins production lines for CPP manufacturing.

Bruckner production facilities for BOPP and BOPET manufacturing.

3 Metallizers from General Vacuum with Plasma and Alubond capabilities.



Hudson Pharma is a branded generic pharmaceutical company that is focused on identifying proven first line treatments. Our main segments are:

1. Respiratory
2. Injectables
3. Ophthalmic
4. Dermatology



We provide injectable medicines in sterile, easy, and safe to administer polyethylene ampoules and bottles.



Inhalation solutions available in single dose plastic repulse.



First in Pakistan to market injectables packaged in plastic.

Corporate Social Responsibility



Ismail Industries Limited runs the following two schools in marginalized part of Karachi to promote societal progress.

Khadijah Girls College, named the mother of the founders



Ismail Academy named the father of the founders

1000+

No. of underprivileged students who are provided with subsidized education at these two schools.

EDUCATION

SPORTS



ENVIRONMENT

HEALTH



Ismail Industries Limited **runs cricket academies** in Pakistan in an effort to promote sports in the country.



The academies are **located in underdeveloped rural areas** to provide an opportunity to the youth in those areas to showcase their talent at a national level.



The academies have played **host to a number of renowned ex-cricketing superstars** who provide guidance and mentorship to the enrolled athletes.



Tree plantation drives are initiatives by the group to convert various barren parks and university grounds into green fields. **20,000+ trees have been planted to date.**



Ismail Industries Limited aims to provide clean drinking water in low lying areas of Karachi. **IIL has already established 2 Reverse Osmosis plants and 1 filtration plant** to ensure clean drinking water for low lying areas where water is scarce



The company is also moving towards alternate sources of energy. Our **solar installations now generate 2.71 MWh of electricity** to provide sustainable power to our production plants



In addition to offering Health Insurance to all its employees, Ismail Industries Limited recently launched an initiative to provide **free health insurance to over 2000 strong on ground sales team.**



The group also donates generously to leading health care institutions to help them deliver **quality healthcare to the underprivileged people.**



Future Plans



Ismail Resin (Private) Limited (IRL) is an associated company of Ismail Industries Limited. The was incorporated in Karachi, Pakistan on January 13, 2021 with the intention of setting-up a 108,000 tons per annum PET Resin Plant at Port Qasim Authority. The operation of the IRL company will commence on April 2023.



Ismail Industries Limited has been invested for a new 240 TPD Roller Project of Hard and Soft Wheat flour Mill with the capacity of 86,400 tons per annum at Port Qasim Authority. The operation of this project will commence from 4th quarter of the next fiscal year.



The Company is extending the Nutrition manufacturing facility for producing new product 'Super Cereal' for these institutions to counter malnutrition in countries where people are suffering from acute malnutrition. Super Cereal is intended for children older than 5 years of age and adults. The annual production capacity of this product would be around 25,000 tons per annum. its operation will commence from 4th quarter of the next fiscal year.



Key Operating and Financial Data



2022 2021 2020 2019 2018 2017
------(Rs. in millions)-----

ASSETS EMPLOYED

Operating fixed assets	21,364	19,903	13,731	12,121	10,756	9,221
Capital work - in - progress	3,762	976	5,843	638	157	1,175
Intangible assets	6	34	55	86	42	-
Long term investment	7,145	5,278	5,276	3,212	3,560	3,926
Long term deposits	24	27	37	44	39	33
Net current assets / (liabilities)	2,328	258	632	97	133	725
Total Assets Employed	34,629	26,476	25,574	16,198	14,687	15,080

FINANCED BY

Shareholders equity	12,579	11,275	9,900	7,374	7,220	6,272
Long term financing	19,691	12,910	13,605	7,191	6,037	7,595
Deferred liabilities	2,359	2,291	2,069	1,633	1,430	1,213
Total	34,629	26,476	25,574	16,198	14,687	15,080

SALES & PROFIT

Gross sales	65,256	44,949	40,807	37,011	29,971	24,295
Net sales	55,261	37,308	33,218	30,091	23,906	19,605
Gross profit	9,845	7,194	6,878	6,354	5,361	3,721
Profit before taxation	3,387	2,213	1,323	1,404	1,838	1,643
Profit after taxation	2,551	1,777	932	967	1,412	1,166
Proposed dividend (%age)	40.00	150.00	35.00	45.00	27.50	65.00
Reserves	11,916	10,611	9,236	6,736	6,582	5,634



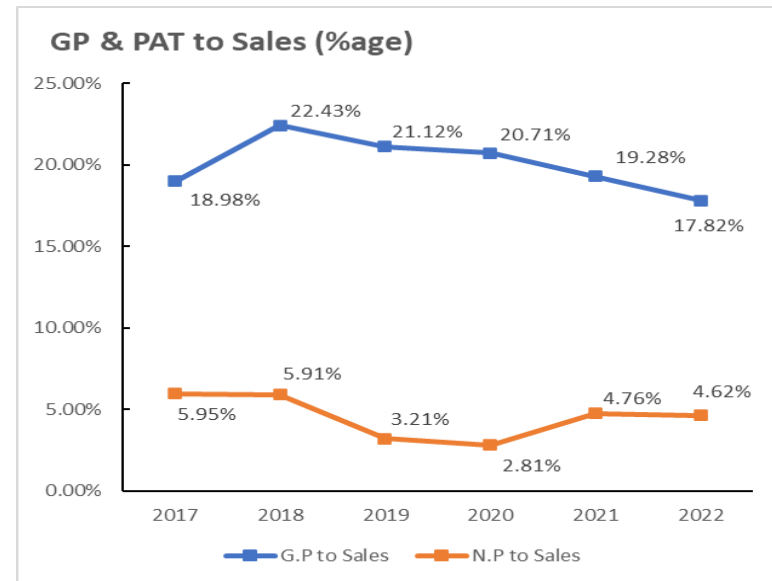
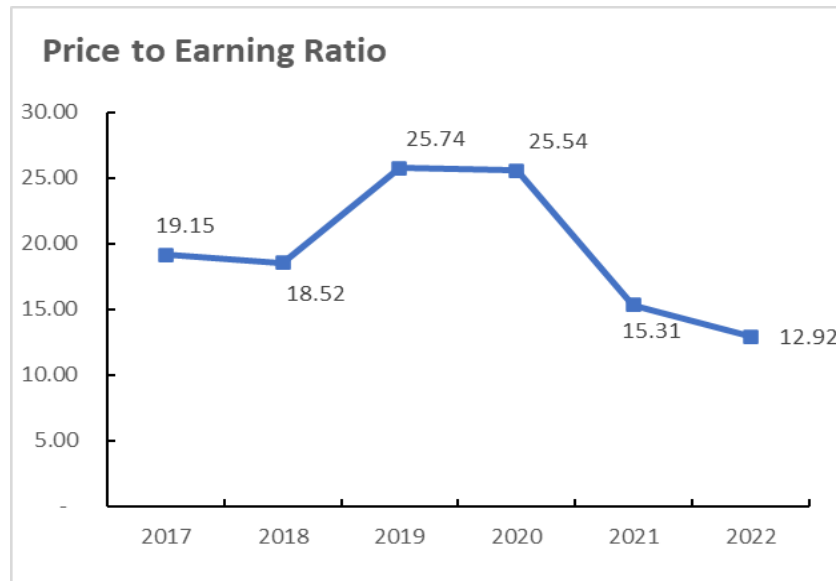
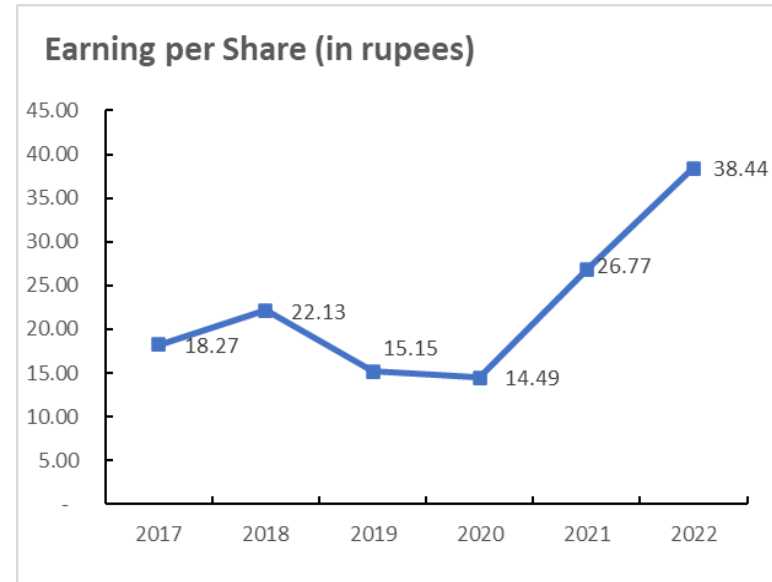
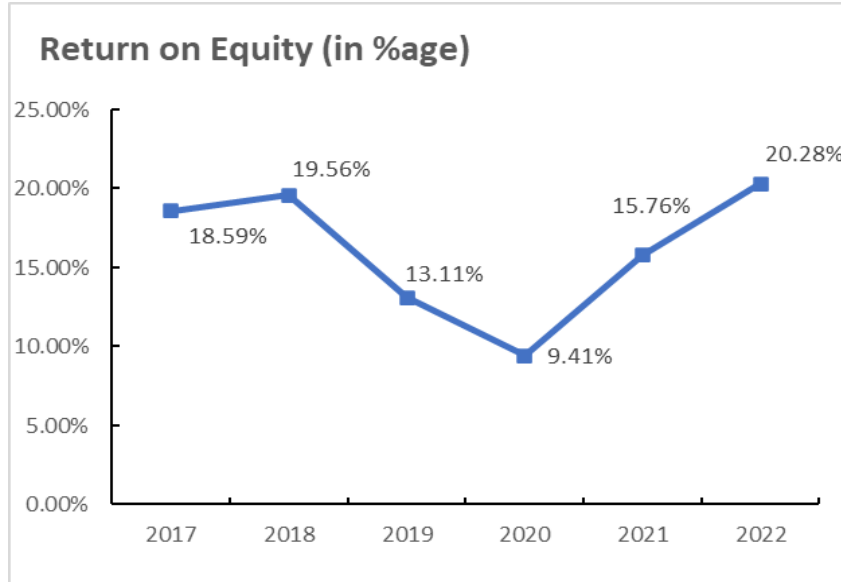
Financial Ratios



	2022	2021	2020	2019	2018	2017
GP to Sales (%age)	17.82	19.28	20.70	21.12	22.43	18.98
EBIT to Sales (%age)	8.69	7.79	7.46	7.67	10.27	11.81
PAT to Sales (%age)	4.62	4.76	2.81	3.21	5.91	5.95
Earnings per share (Rs.)	38.44	26.77	14.49	15.15	22.13	18.27
Break up value (Rs.)	189.73	169.91	149.19	115.58	113.16	98.29
Market Value per share (Rs.)	496.73	410.00	370.00	390.00	410.00	350.00
Return on equity (%age)	20.28	15.76	9.41	13.11	19.56	18.59
Dividend per share (Rs.)	4.00	15.00	3.50	4.50	2.75	6.50
Dividend payout (%age)	10.40	56.02	24.16	29.70	12.42	35.57
Price to earning ratio (Times)	12.92	15.31	25.54	25.74	18.52	19.15
Dividend Yield Ratio (%age)	0.81	3.66	0.95	1.15	0.67	1.86
Dividend Cover Ratio (Times)	9.61	1.78	4.14	3.37	8.05	2.81
Current ratio (Times)	1.14	1.02	1.05	1.01	1.02	1.10
Quick / Acid test ratio (Times)	0.61	0.46	0.50	0.51	0.40	0.40



Graphical Presentation

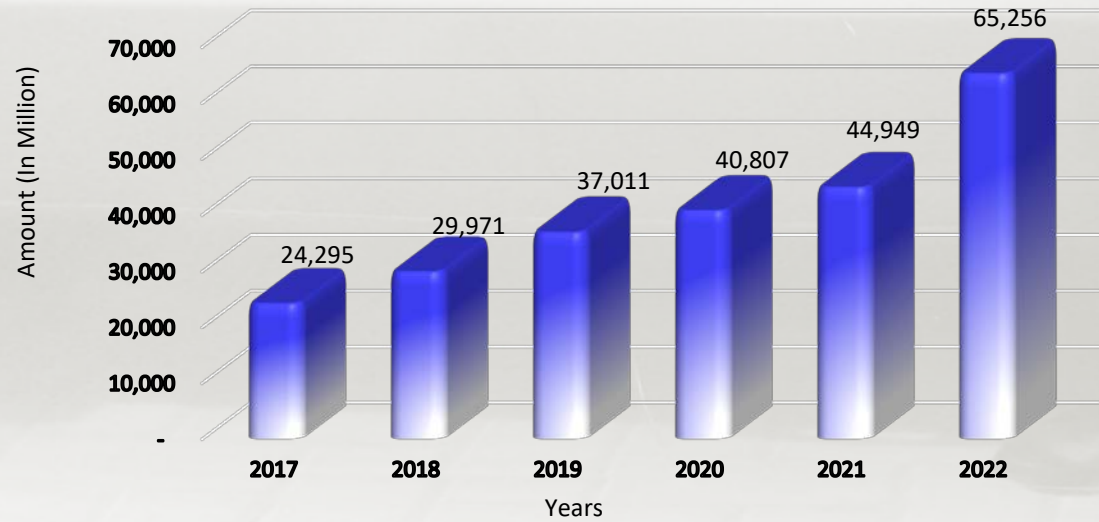




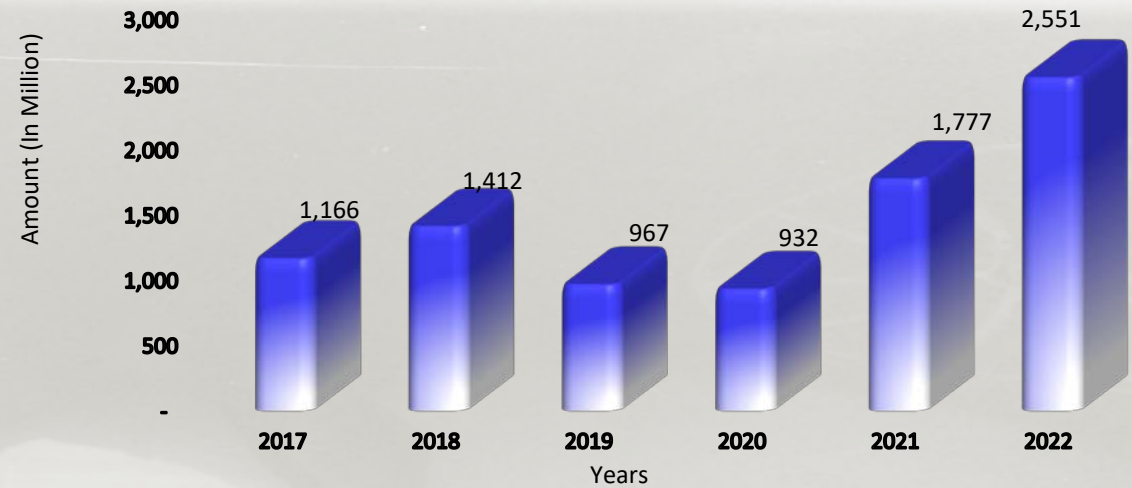
Graphical Presentation



GROSS SALES (IN MILLION)



NET PROFIT (IN MILLION)

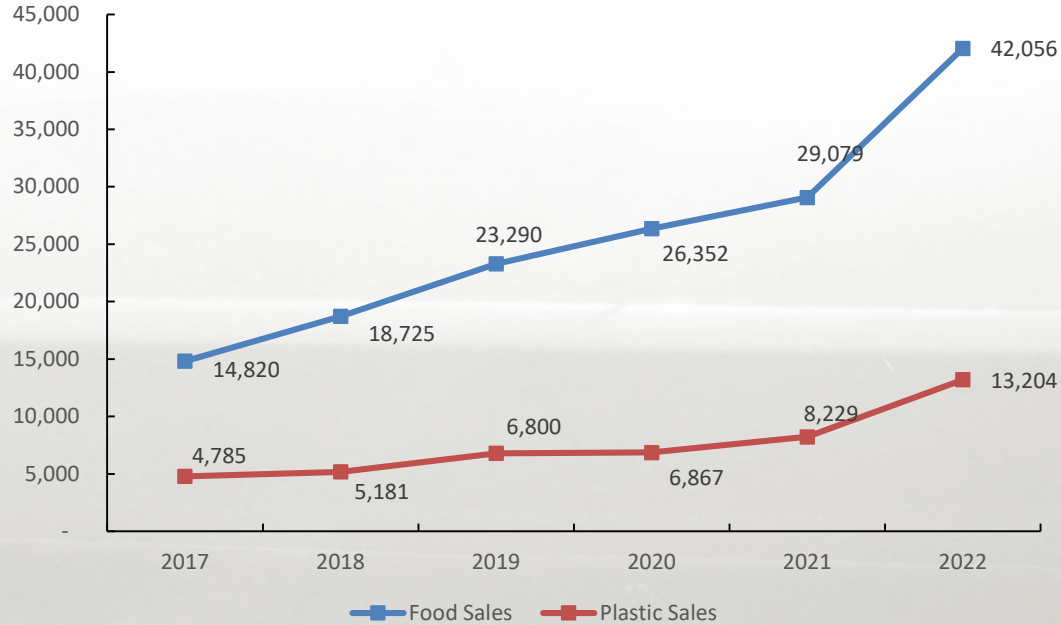




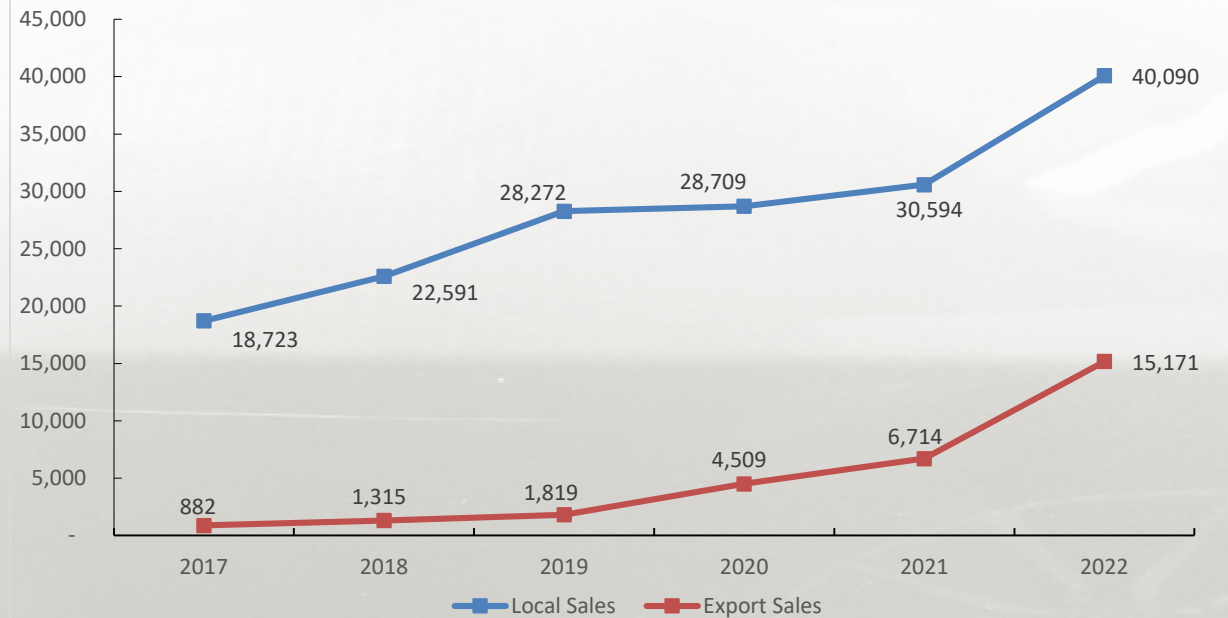
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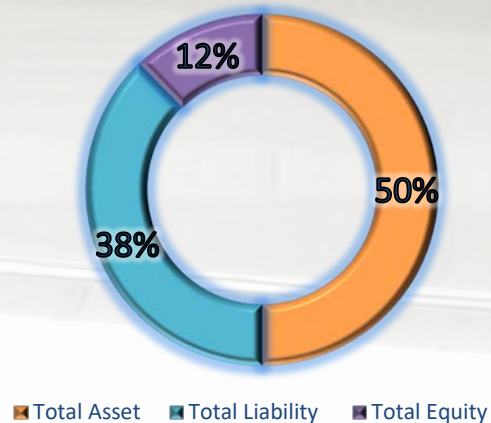
Segment Wise Net Sales (In million)



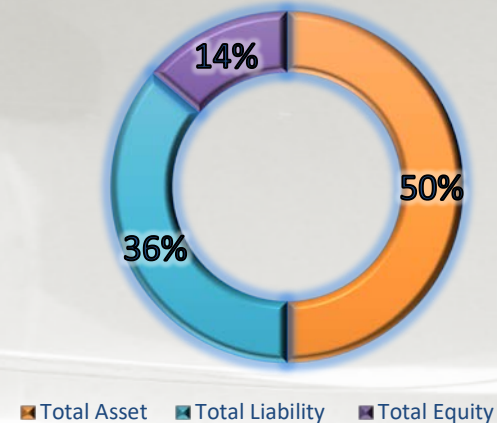
Local and Export Sales (In million)



Financial Position 2022



Financial Position 2021

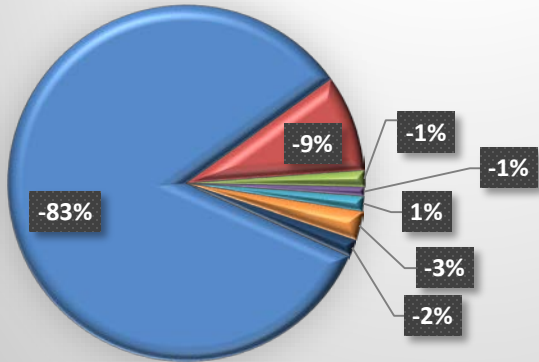




Graphical Presentation

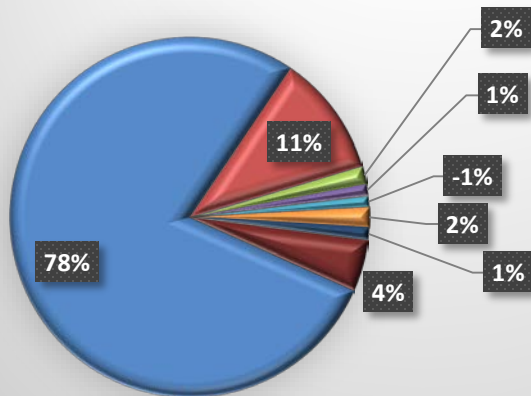


Profit & Loss Account 2022



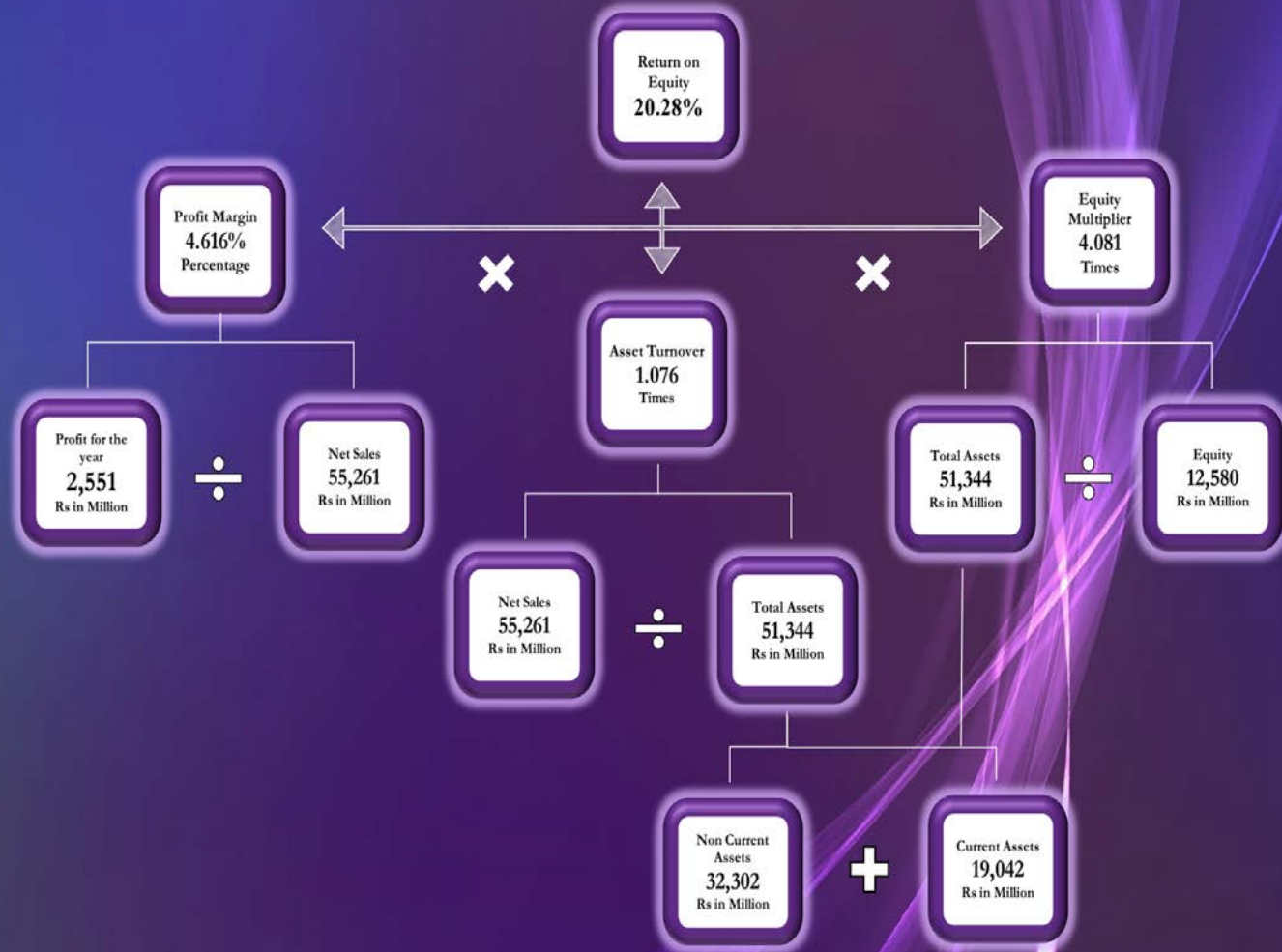
- Cost of Sale
- Selling & Distribution cost
- Administration expense
- Other operating expense
- Other operating income
- Finance cost
- Taxation
- Profit after taxation

Profit & Loss Account 2021



- Cost of Sale
- Selling & Distribution cost
- Administration expense
- Other operating expense
- Other operating income
- Finance cost
- Taxation
- Profit after taxation

DUPONT ANALYSIS



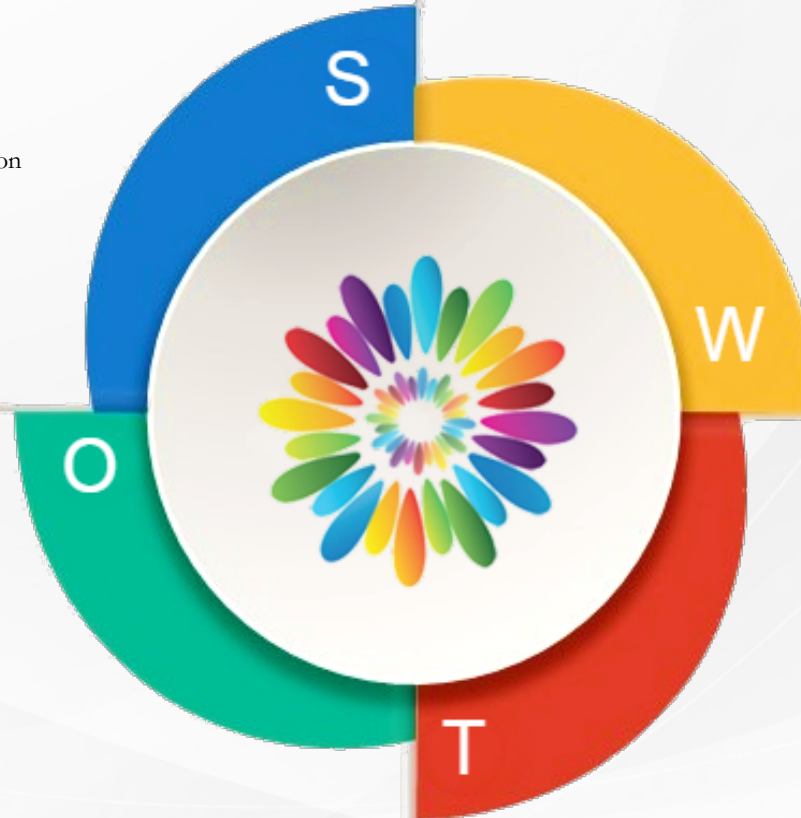
SWOT

STRENGTHS

- Leaders of confectionery and plastic business.
- In-house power generation.
- Economies of scale.
- Approved supplier of nutritional products to United Nation Agencies (WFP and UNICEF).
- State-of-the-art production facilities.
- Strong organizational structure.
- Huge variety of products.

WEAKNESSES

- Mature market with a number of product substitute.
- Labor-intensive operations.
- Dependence on imported market for material supply.
- Constraints in passing on cost increase to end consumer due to competitive market.



- Streamlining export operations.
- Entering into new market segments of flour & cereal.
- Backward integration for plastic Segment through Ismail Resin.
- Expansion in Ismail nutrition and PET film production facility.
- Cost saving initiatives across the organization.

- Continuous pressure on operating cost.
- Poor socio-economical indicators.
- Continuous hike in fuel & power cost.
- Severe devaluation of PKR.

OPPORTUNITIES

THREATS

THANK YOU



ISMAIL
INDUSTRIES
LIMITED

CandyLand

Bisconni

SNACKCATY

**Astro
Films**

**ISMAIL
NUTRITION**

**ACT
GROUP**

**HUDSON
PHARMA**

ISMAIL RESIN
R
Made for a broad range of applications