Ismail Industries Limited

CORPORATE BRIEFING SESSION

CandyLand
Bisconni
SnackCity
Ghiza
Ismail Nutrition
Astro Films packaging solution
Cereals
Hudson Pharma
Ismail Resin
Bisconni Middle East Manufacturing L.L.C-S.P.C
Innovita Nutrition

COMPANY OVERVIEW

Ismail Industries Limited (IIL) founded in 1988 with a single unit Candyland which has now grown into Pakistan’s largest conglomerate. Over the years, it has expanded with the launch of Bisconni in 2002 and Snackcity in 2006, followed by Astro Films to strengthen its packaging capabilities, Ghiza Flour to vertically integrate Bisconni division and Ismail Nutrition to diversify its food processing capabilities. IIL is ISO 22000 and SANHA certified, ensuring global food safety and Halal standards. Its culture of innovation and empowerment drives operational excellence and introduces some of Pakistan’s most loved confectionery, biscuit, and snack brands.

OUR VALUES

VISION

Ismail Industries' vision is to continue its growth trajectory in the coming years and to become the largest manufacturing company in Pakistan. It aims to serve its customers with delightful treats and products with the promise of taste and bringing smiles. The company plans to become the best snacking company in the country through its strategy focused on quality products, leveraging people's capabilities, employing technology for efficiency, bold innovation, and continuous process improvements.

MISSION

Our mission is to capitalize on our core values and maximize our customers' satisfaction through continuous efforts of delivering consistent quality of products. We aim to constantly empower and enable our people to deliver value for our consumers. Our target is to extensively cater to the home markets and to strengthen our roots in international ones. The overarching mission of Ismail Industries Limited is to become a socially responsible organization that contributes towards the betterment, growth and development of Pakistan.

COMPANY PROFILE

BOARD OF DIRECTORS

Mr. Muhammad M. Ismail	Chairman
Mr. Munsarim Saifullah	Chief Executive Officer
Mr. Ahmed Muhammad	Executive Director
Mr. Hamid Maqsood Ismail	Non-Executive Director
Mr. Maqsood Ismail Ahmed	Non-Executive Director
Mr. Muhammad Zubair Motiwala	Independent Director
Ms. Tasneem Yusuf	Independent Director

AUDIT COMMITTEE

Ms. Tasneem Yusuf	Chairperson
Mr. Muhammad M. Ismail	Member
Mr. Maqsood Ismail Ahmed	Member

HUMAN RESOURCE & REMUNERATION C O M M I T TE E

Mr. Muhammad Zubair Motiwala	Chairman
Mr. Maqsood Ismail Ahmed	Member
Mr. Hamid Maqsood Ismail	Member

EXTERNAL AUDITOR

Grant Thornton Anjum Rahman Chartered Accountants

LEGAL ADVISOR

Mohsin Tayebaly & Co.

SHARE REGISTRAR

THK Associates (Pvt.) Limited

COMPANY SECRETARY

Mr. Abdul Basit

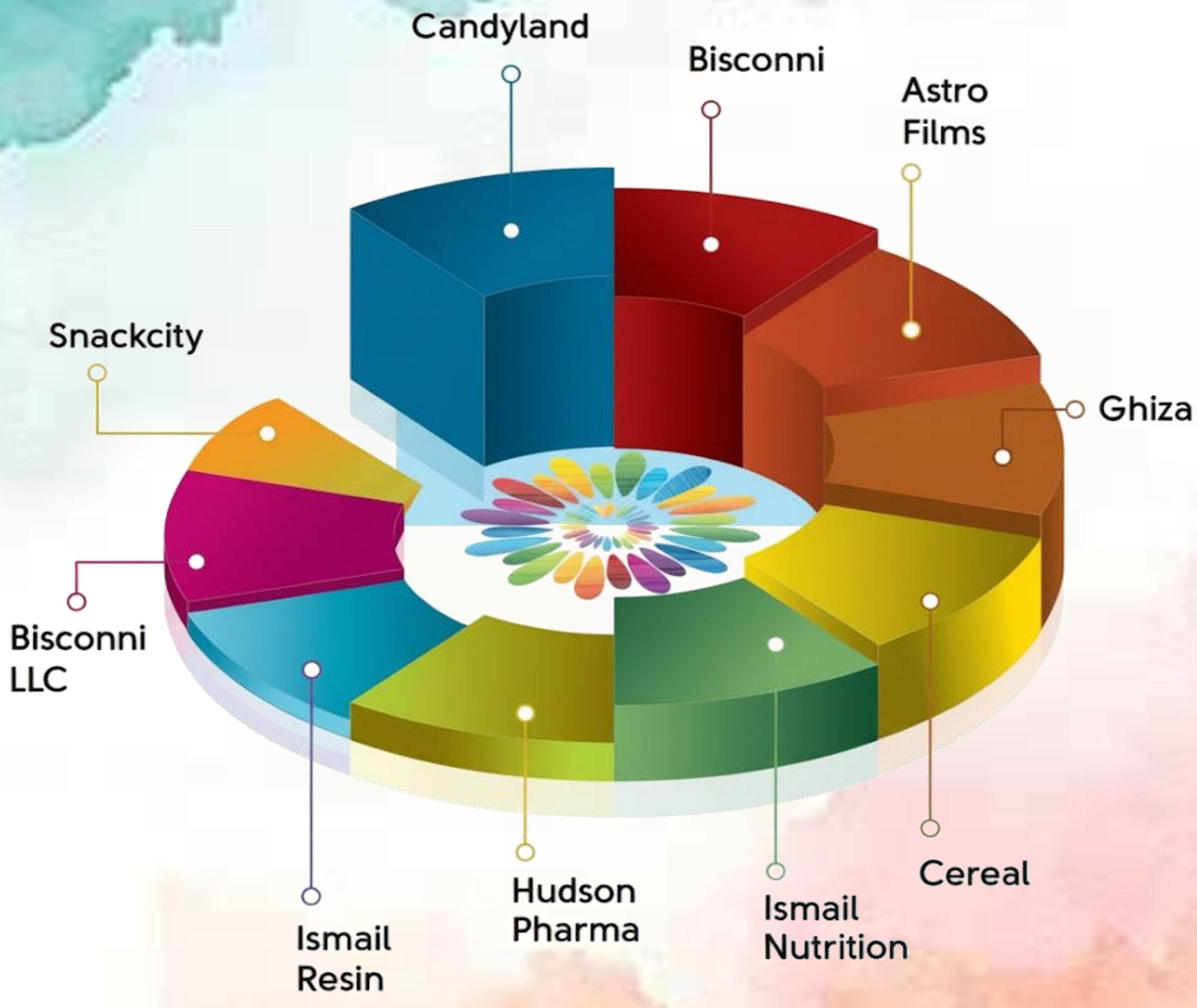
CHIEF FINANCIAL OFFICER

Mr. Ahmed Raza Parekh

BANKS / INSTITUTIONS

- Allied Bank Limited
- Askari Bank Limited
- Bank Alfalah Limited
- Habib Bank Limited
- JS Bank Limited
- MCB Bank Limited
- Meezan Bank Limited
- National Bank of Pakistan
- Faysal Bank Limited
- The Bank of Punjab

GROUP STRUCTURE



OWNERSHIP STRUCTURE

Ismail Resin
75%

Hudson Pharma
78.53%

Bisconni
Middle East
Manufacturing
LLC Foreion
Subsidiary
100%

PlastiFlex Flims
Common Directorship

Bank of Khyber
24 43%

Innovita Labs
Common Directorship

Innovita Nutrition
Common
Directorship

QUALITY & SAFETY MANAGEMENT PROTOCOLS

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

Code of Conduct

IIL aims at maintaining the Organizational Culture that Promotes Transparency and Accountability through honesty, integrity and diligence in dealing with employees, customers, financial market, government, regulatory authorities and other stakeholders.

Gender Equality

Gender equality must be strictly upheld and promoted by the company without regard to race, religion, ancestry, family status, age, disability, or any other factor. Equal opportunities to employees in professional growth will be afforded to all irrespective of any gender or racial/religious biases.

Compliance to Law / Policies

We shall not make, recommend, or cause any action, contract, agreement, expenditure, and investment or an activity that is known or believed to be in contravention of any regulation or law or corporate/Company policy.

Exercise of Authority

We won't make use of our respective positions and authority to compel, persuade, harass, coerce, or intimidate any manner influence any person, including subordinates, in order to supply any favour, gift or benefit, whether financial or otherwise, to ourselves.

Code of Conduct

Protection of Property

We will not disclose or use the Company's trade secret, proprietary or confidential information gained in the fulfillment of company obligations as a means of making private profit, gain or profit.

We will safeguard the company's assets, plant assets, materials of every kind, production equipment and products.

Reporting of Illegal / Unethical Conduct

We'll follow a strict policy. for protection and "whistleblowing" against retaliation.

Employees must be supported. to report any unethical behaviour, violation of laws, rules, regulations, Procedures and policies of the company or a Code of Conduct for the particular committee.

Reputation

We shall maintain reputation of the Company as a valuable asset and we are aware of our reputation will rule through our words and deeds.

SWOT & PESTEL Analysis

Strengths

Diverse range of products caters to various demographics market need. Continuous advancements in production technology has led to premium quality and reliability in the food & plastic business.

Weaknesses

Market is often saturated with numerous similar products. There is high dependency on global supply chain for imported raw materials. and most of the operations and activities are labour intensive.

Opportunities

Their is a significant chance to strengthen & expand digital sales channels. Furthermore, diversification can be performed in the food and plastic segments. Moreover, Health trends have boosted demand for hygiene and quality products.

Threats

Increasing fuel and power prices siginificantly impact the profitibility, hence affecting the retrun on investment. Morover, the geopolitical situation of the country can cause disruption in the supply chain.

Political

IIL operates in a politically volitile environment where food regulations, taxation policies, and import duties influence business operations. Government subsidies and trade agreement provide strategic advantage.

Economic

High inflation, currency depreciation, and energy price significantly impact IIL's production cost. Despite these challenges, Pakistan's large & growing population, along with export potential, offer long term revenue growth.

Social

Urbanization and young demographic drive demand for convienient, packaged foods, aligning with IIL's product range. However increasing health concerns among consumers requires IIL to adapt to the change.

Technological

Investment in automation and digital platforms enhances IIL's manufacturing efficiency and market reach. With the rise of ecommerce and digital marketing, IIL can target young consumers more affectively.

Environmental

Sustainibility concerns around energy use and water cosupmtion are growing, IIL has adapted to eco-friendly practices which improve environmental performance and compliance with regulatory standards.

Legal

Compliance with food safety, labour, and taxes is critical for smooth operations. IIL also needs to safeguard its intellectual property and remain agile to changing legal frameworks that govern the FMCG sector.

OUR BUSINESS SEGMENT

Candyland, a cornerstone of Ismail Industries Limited's confectionery division in Pakistan, commenced operations on June 21, 1988, with its first production facility established on a modest 1-acre site. Since the launch of its first brand in 1990, the company has continuously achieved significant milestones, expanding its manufacturing footprint to over 8 acres .

Bisconni has grown into a household brand committed to delivering exceptional quality with every product. Over the past 23 years, it has expanded rapidly, earning strong customer loyalty in a highly competitive market. Offering a wide range of **cakes and cookies**, Bisconni's flagship brands include **Cocomo**, **Chocolatto**, **Chocolate Chip Cookies**, **Novita**, **Rite**, **Chip Hop**, **Flo Cake**, and **Day Dream**, each loved for their unique taste and quality.

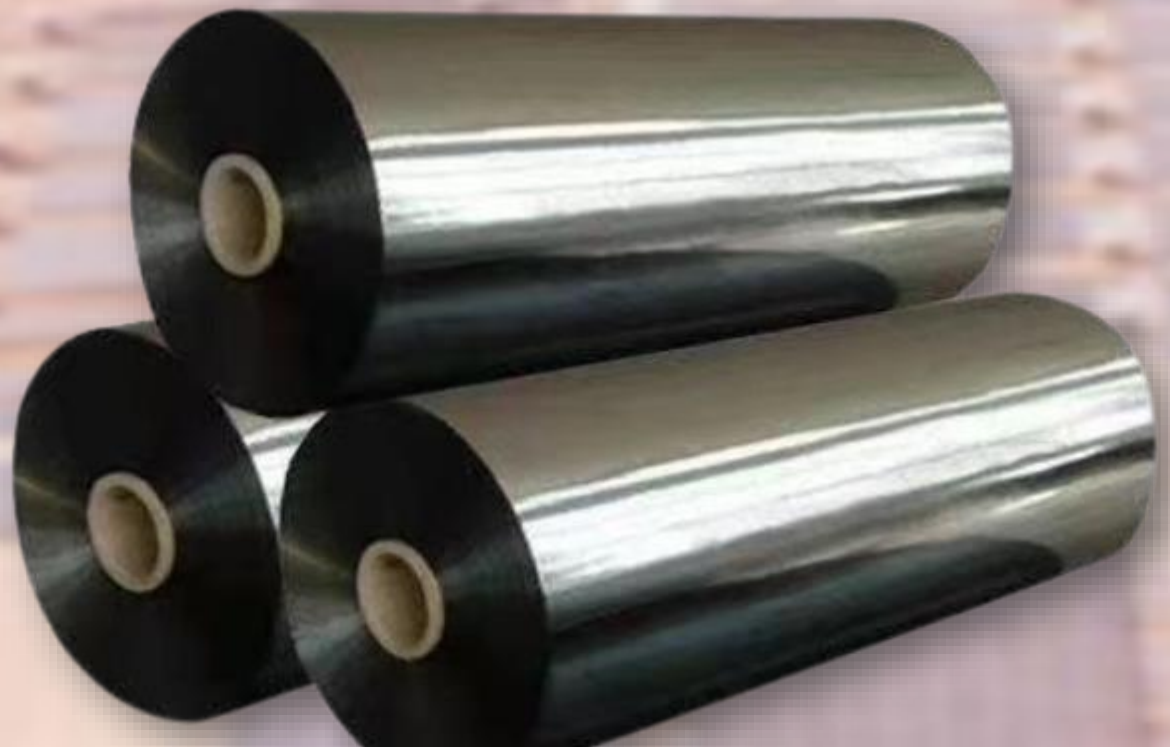
Ghiza Flour was launched to ensure backward integration and supply premium-quality flour to Pakistan’s households and industrial sectors. Focused on promoting nutrition and quality, the brand maintains strict standards from wheat procurement to production. Its key products include **Ghiza Maida**, **Ghiza Special Fine Atta**, and **Ghiza Bran**.

Ismail Industries Limited has been collaborating with the United Nations to provide products aimed at combating malnutrition in Pakistan and various other countries. We are certified suppliers of UNICEF, WFP, and MSF, serving both domestic and international markets. Our products are manufactured in cutting-edge facilities with rigorous quality control measures in place.

CEREALS

Ismail Industries' Cereal Division is dedicated to providing vital nutrition to communities affected by disasters and food insecurity. Its **WFP-approved facility** produces **Super Cereals** using advanced extrusion technology that ensures high quality and safety standards. With a production capacity of over **110 tons per day**, the division continues to innovate and expand locally and internationally to meet growing global nutritional needs.

Astro Films, the flexible packaging division of **Ismail Industries Limited**, was established in 2003 with production facilities in **Hub and Karachi**. It manufactures **BOPET, CPP, and BOPP films** with a total annual capacity of **63,000 tons** and **19,000 tons of metallization**. As a leading regional and international supplier exporting to five continents, Astro Films continues to strengthen its position with advanced production and metallization capabilities.



Hudson Pharma (Private) Limited (HPPL), a subsidiary of **Ismail Industries Limited**, operates a modern pharmaceutical facility in **Port Qasim, Karachi**. The company focuses on making innovative and life-changing medicines accessible and safe, addressing various medical needs through advanced formulations and delivery systems. Its portfolio includes **inhalation solutions, eye drops, IV infusions, derma products**, and **Pakistan's only vitamin D3 injection/oral solution in a BFS ampoule**.

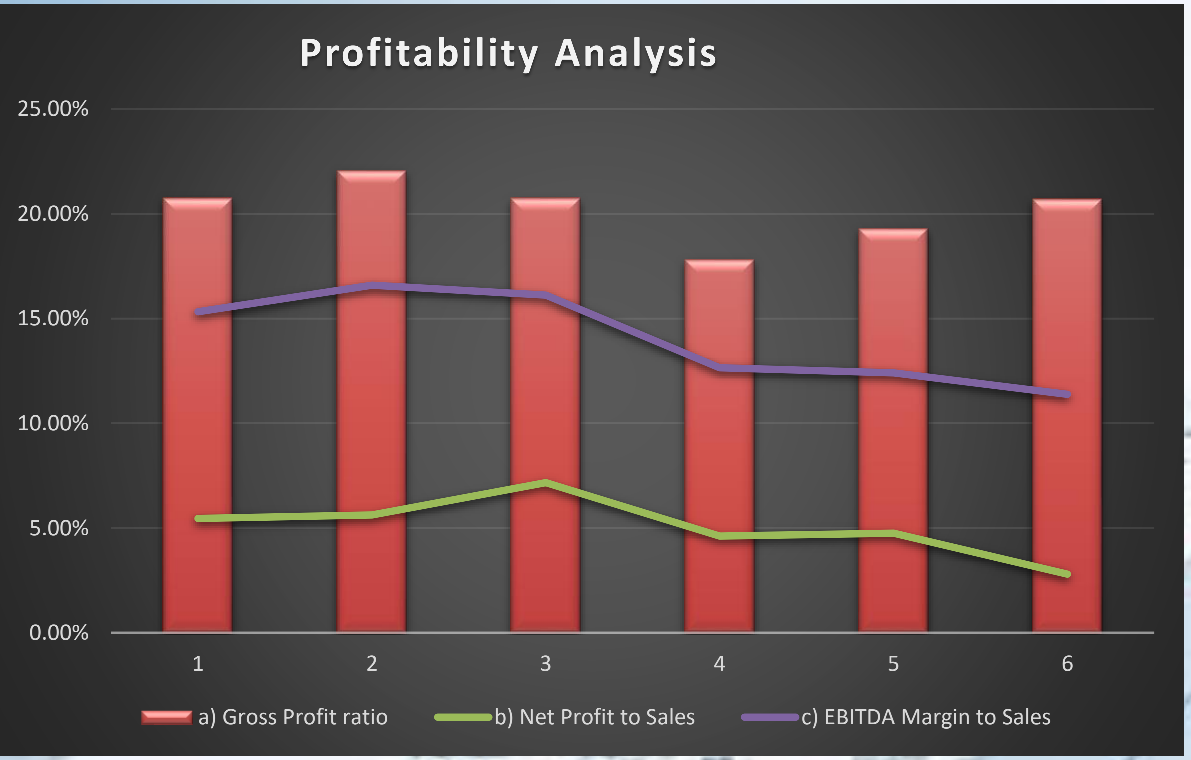
FINANCIAL HIGHLIGHTS

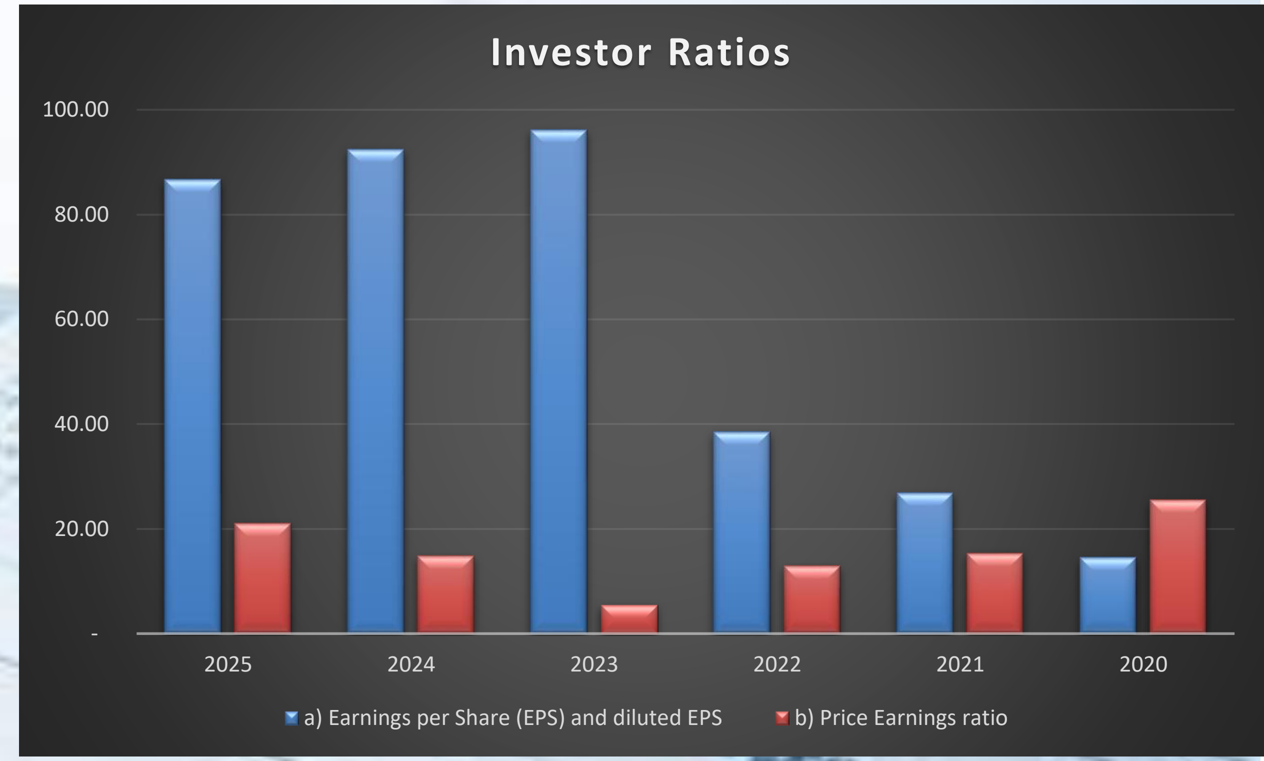
KEY OPERATING & FINANCIAL DATA

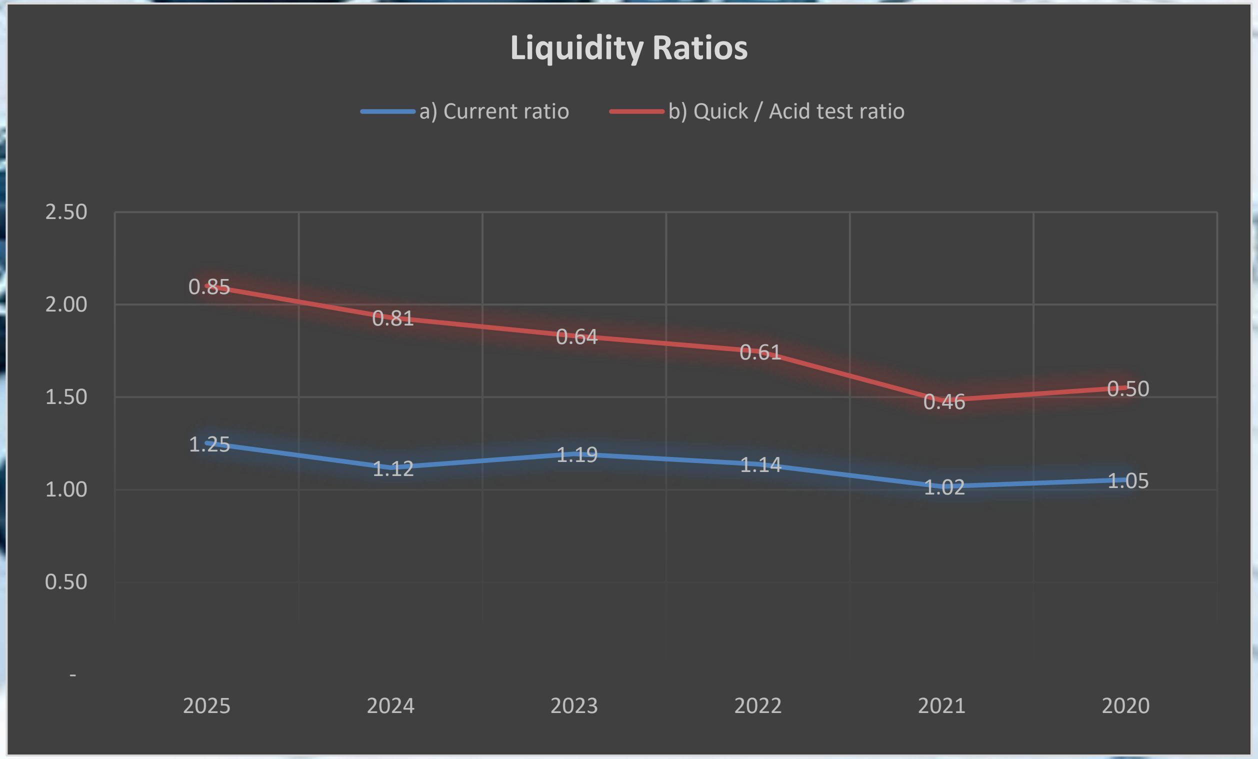
Financial Position (PKR in million)	UOM	2025	2024	2023	2022	2021	2020
Assets Employed							
Property, plant and equipment	Rs. Million	32,217	32,639	28,838	25,101	20,797	19,267
Intangible Assets	Rs. Million	-	0	2	33	116	362
Long term investments	Rs. Million	14,245	9,556	8,751	7,146	5,278	5,276
Long term deposits	Rs. Million	24	27	26	24	27	37
Current assets	Rs. Million	55,619	48,695	35,438	19,042	14,772	12,566
Total assets		**102,105**	**90,917**	**73,056**	**51,344**	**40,990**	**37,508**
Financed By	**UOM**	**2025**	**2024**	**2023**	**2022**	**2021**	**2020**
Shareholders' Equity	Rs. Million	29,424	24,209	17,716	12,580	11,275	9,900
Long-term liabilities							
Long term finance	Rs. Million	24,805	20,026	23,192	19,692	12,910	13,605
Current portion of long term finance	Rs. Million	6,173	6,315	4,096	3,386	3,715	1,063
		30,978	26,341	27,289	23,078	16,625	14,667
Long term deposits and deferred liabilities	Rs. Million	3,465	3,169	2,474	2,359	2,291	2,070
Current liabilities	Rs. Million	44,411	43,513	29,673	16,714	14,514	11,934
Current portion of long term finance	Rs. Million	(6,173)	(6,315)	(4,096)	(3,386)	(3,715)	(1,063)
		38,238	37,197	25,577	13,328	10,799	10,871
Total Funds Invested		**102,105**	**90,917**	**73,056**	**51,344**	**40,990**	**37,508**
Turnover & Profit (PKR in million)	**UOM**	**2025**	**2024**	**2023**	**2022**	**2021**	**2020**
Turnover - Gross	Rs. Million	118,397	121,490	99,733	65,256	44,949	40,807
Gross Profit	Rs. Million	21,834	24,022	18,432	9,845	7,194	6,878
Operating Profit	Rs. Million	10,823	13,980	10,330	4,244	2,306	1,815
Profit before taxation and levy	Rs. Million	7,755	7,676	7,531	3,387	2,213	1,323
Profit after taxation	Rs. Million	5,749	6,132	6,382	2,551	1,777	932
Earning per share (Rupees)	Rupees	86.64	92.41	96.17	38.44	26.77	14.49

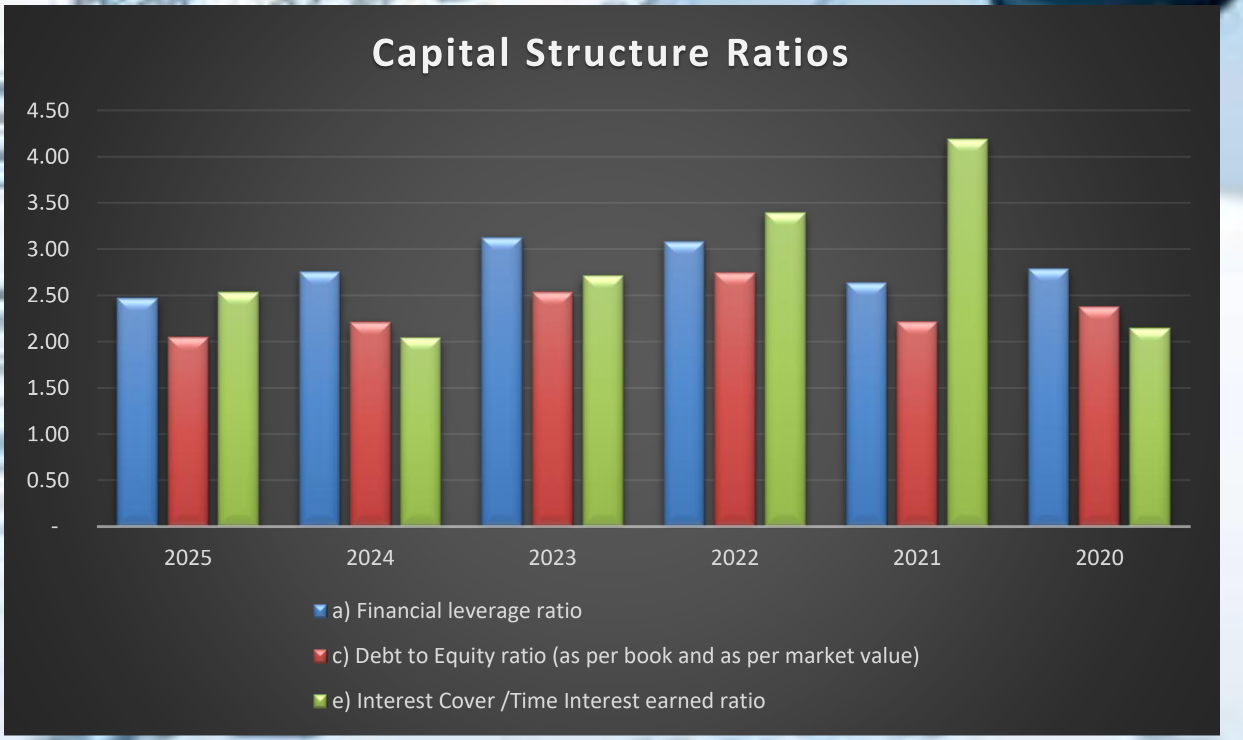
Ratios	UOM	2025	2024	2023	2022	2021	2020
Profitability Ratios							
Gross Profit ratio	Percentage	20.76%	22.06%	20.73%	17.82%	19.28%	20.70%
Net Profit to Sales	Percentage	5.47%	5.63%	7.18%	4.62%	4.76%	2.81%
EBITDA Margin to Sales	Percentage	15.33%	16.59%	16.12%	12.66%	12.41%	11.39%
Liquidity Ratios							
Current ratio	Times	1.25	1.12	1.19	1.14	1.02	1.05
Quick / Acid test ratio	Times	0.85	0.81	0.64	0.61	0.46	0.50
Investment /Market Ratios							
Earnings per Share (EPS) and diluted EPS	Rupees	86.64	92.41	96.17	38.44	26.77	14.49
Price Earnings ratio	Times	20.97	14.79	5.46	12.92	15.31	25.54
Capital Structure							
Financial leverage ratio	Times	2.47	2.76	3.12	3.08	2.64	2.79
Debt to Equity ratio (as per book and as per market value)	Times	1.93	2.08	2.39	2.56	2.01	2.15
Interest Cover /Time Interest earned ratio	Times	2.54	2.04	2.71	3.40	4.19	2.14
Activity / Turnover Ratios							
No. of Days in Inventory	Days	68	64	66	68	89	83
No. of Days in Receivables	Days	46	40	33	30	33	33
No. of Days in Payables	Days	46	41	31	30	45	38

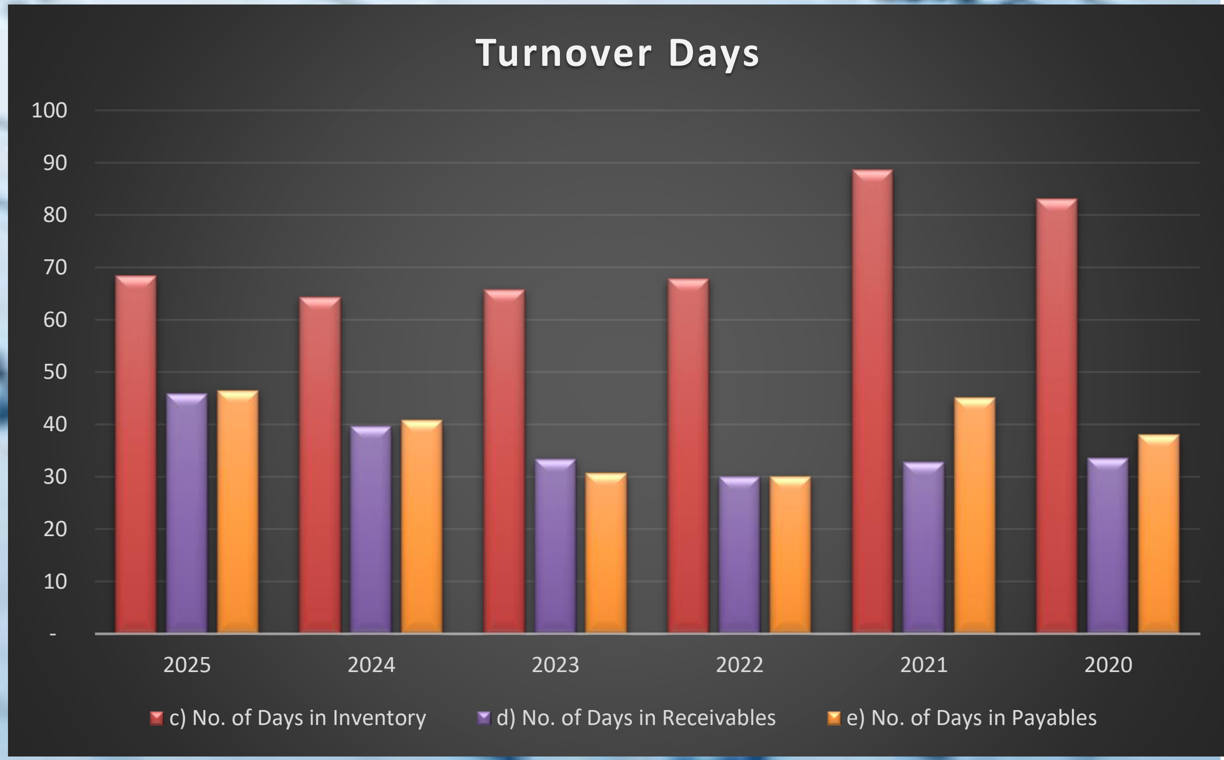
GRAPHICAL REPRESENTATION

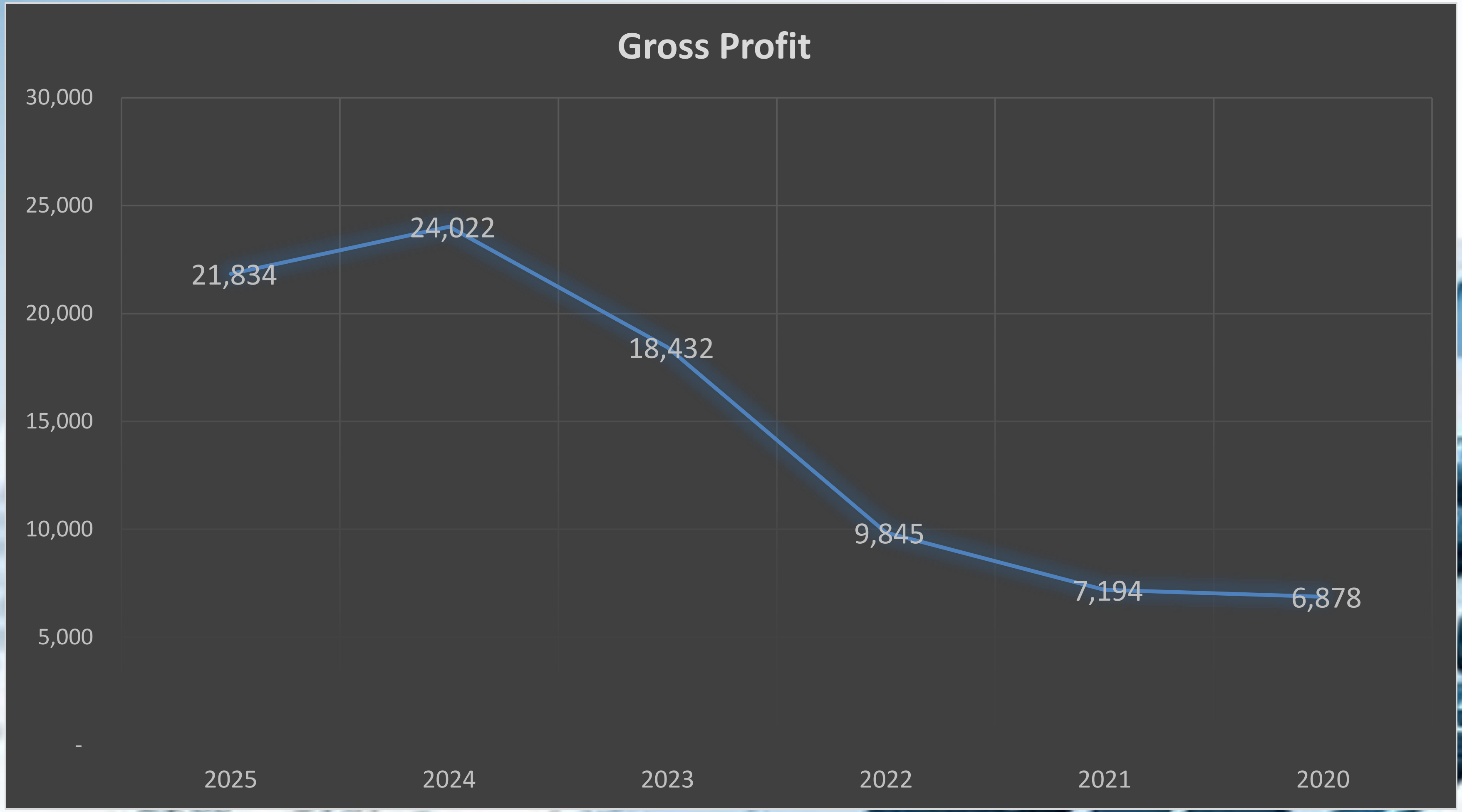


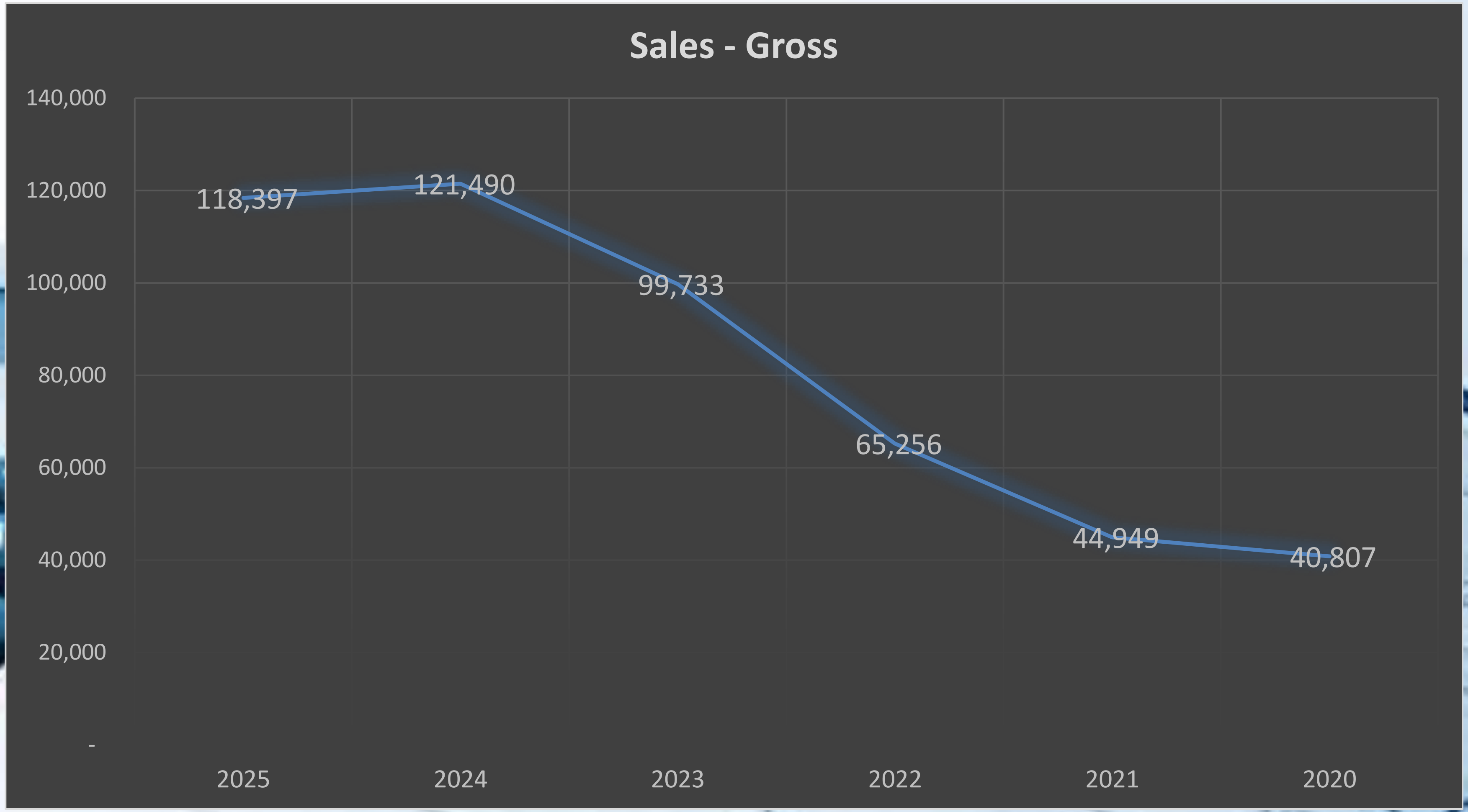









Gross Profit
30,000
25,000
20,000
15,000
10,000
5,000
-
21,834
24,022
18,432
9,845
7,194
6,878
2025
2024
2023
2022
2021
2020


Sales - Gross
140,000
120,000
100,000
80,000
60,000
40,000
20,000
-
118,397
121,490
99,733
65,256
44,949
40,807
2025
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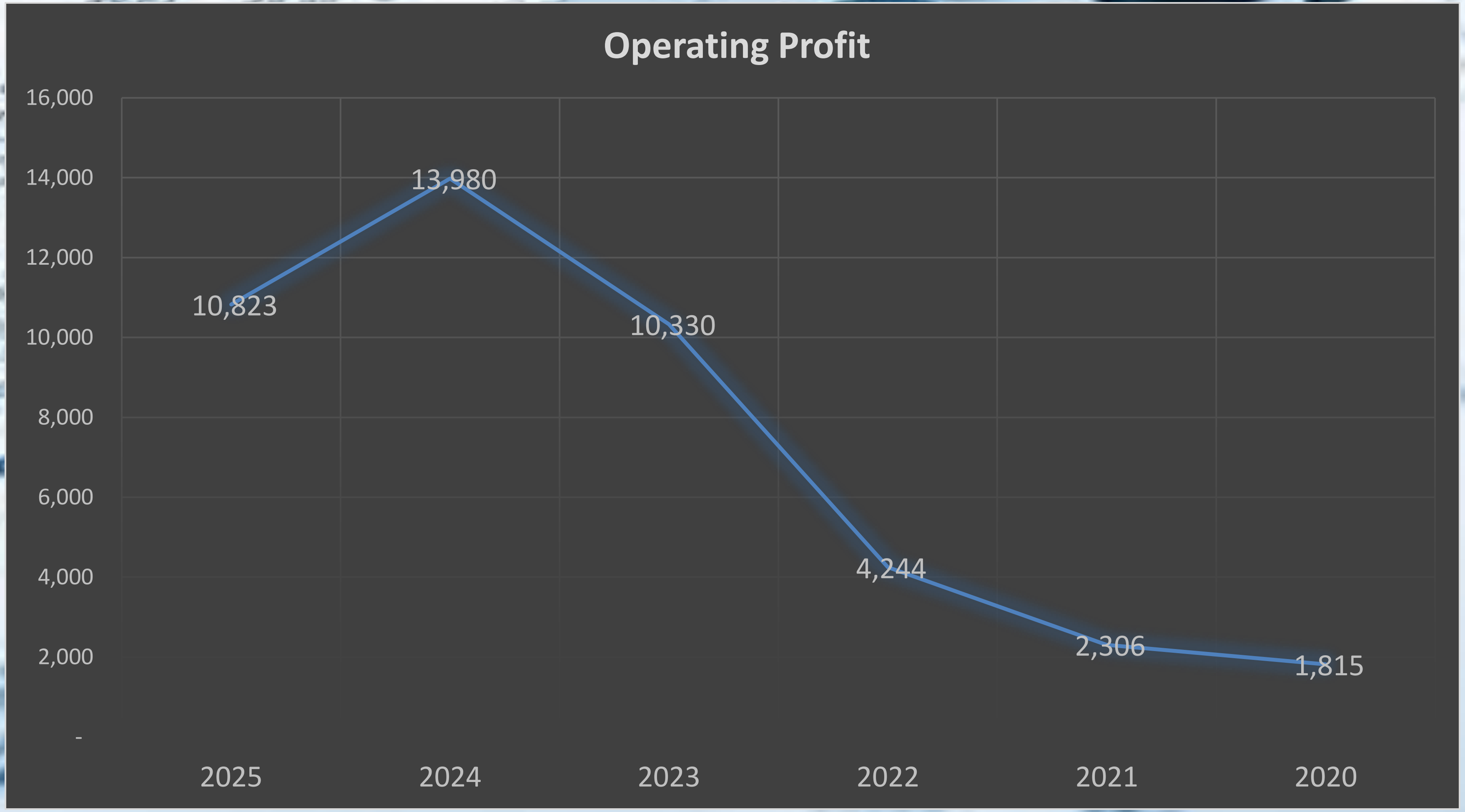
2022
2021
2020


Operating Profit
16,000
14,000
12,000
10,000
8,000
6,000
4,000
2,000
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10,823
13,980
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4,244
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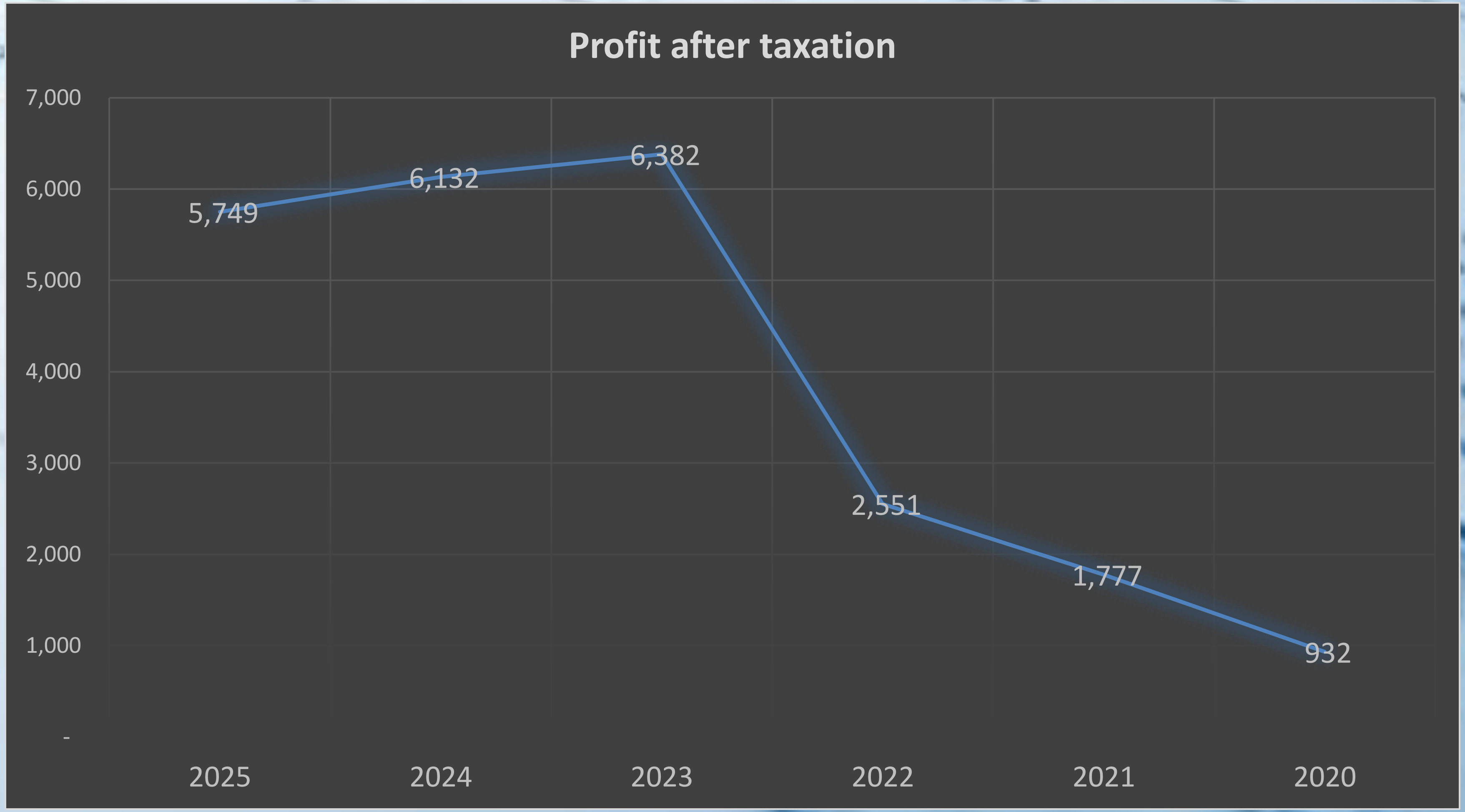
Profit after taxation
7,000
6,000
5,000
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2,000
1,000
-
5,749
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6,382
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932
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THANK
YOU !