



EST. 1993  
**image**

**CORPORATE BRIEFING  
SESSION – FY 2024-25**

## AGENDA:

1. ABOUT IMAGE
2. PRODUCT PORTFOLIO
3. INDUSTRY OVERVIEW
4. FINANCIAL HIGHLIGHTS
5. SUSTAINABILITY  
INITIATIVES
6. FUTURE OUTLOOK

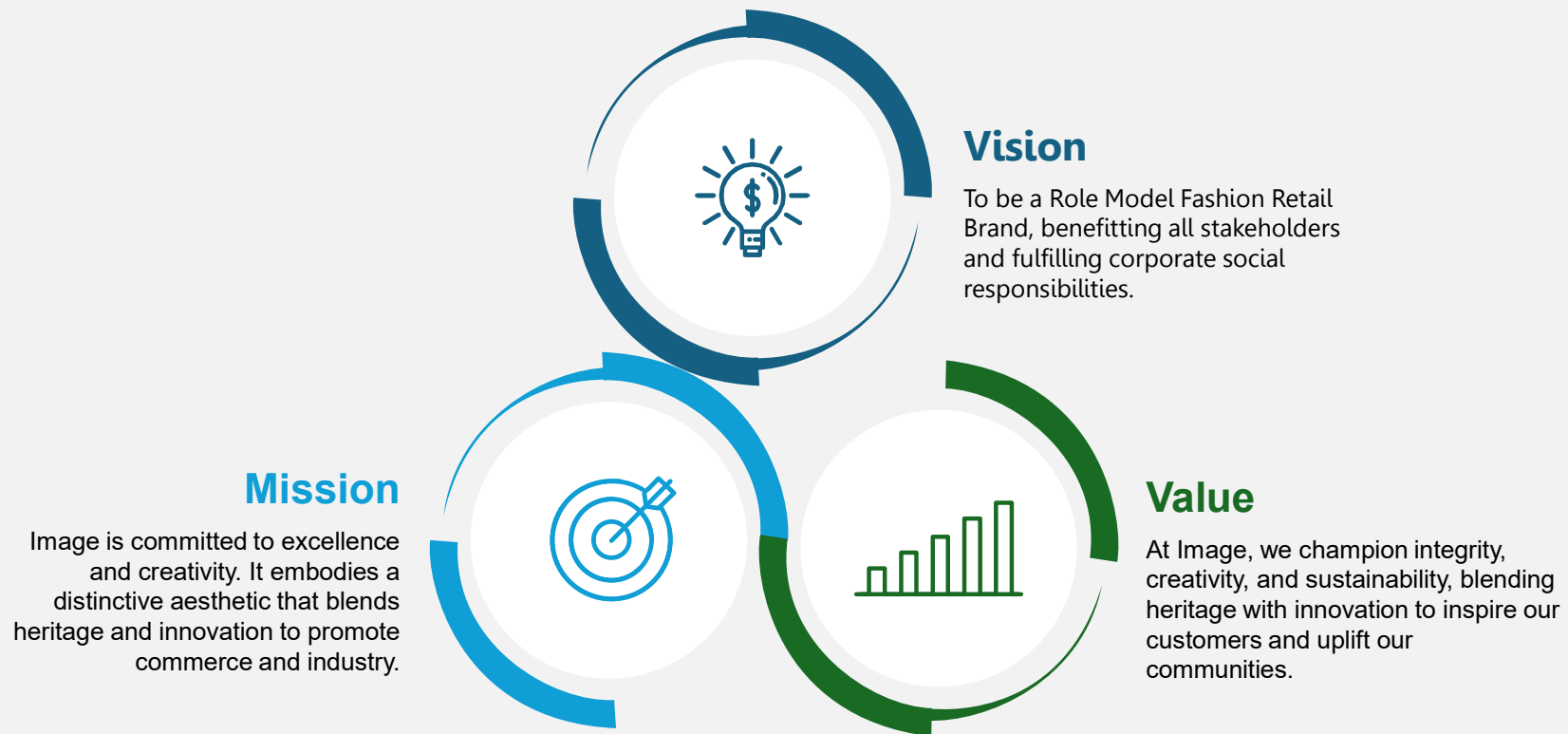






**ABOUT** EST. 1993 **image**

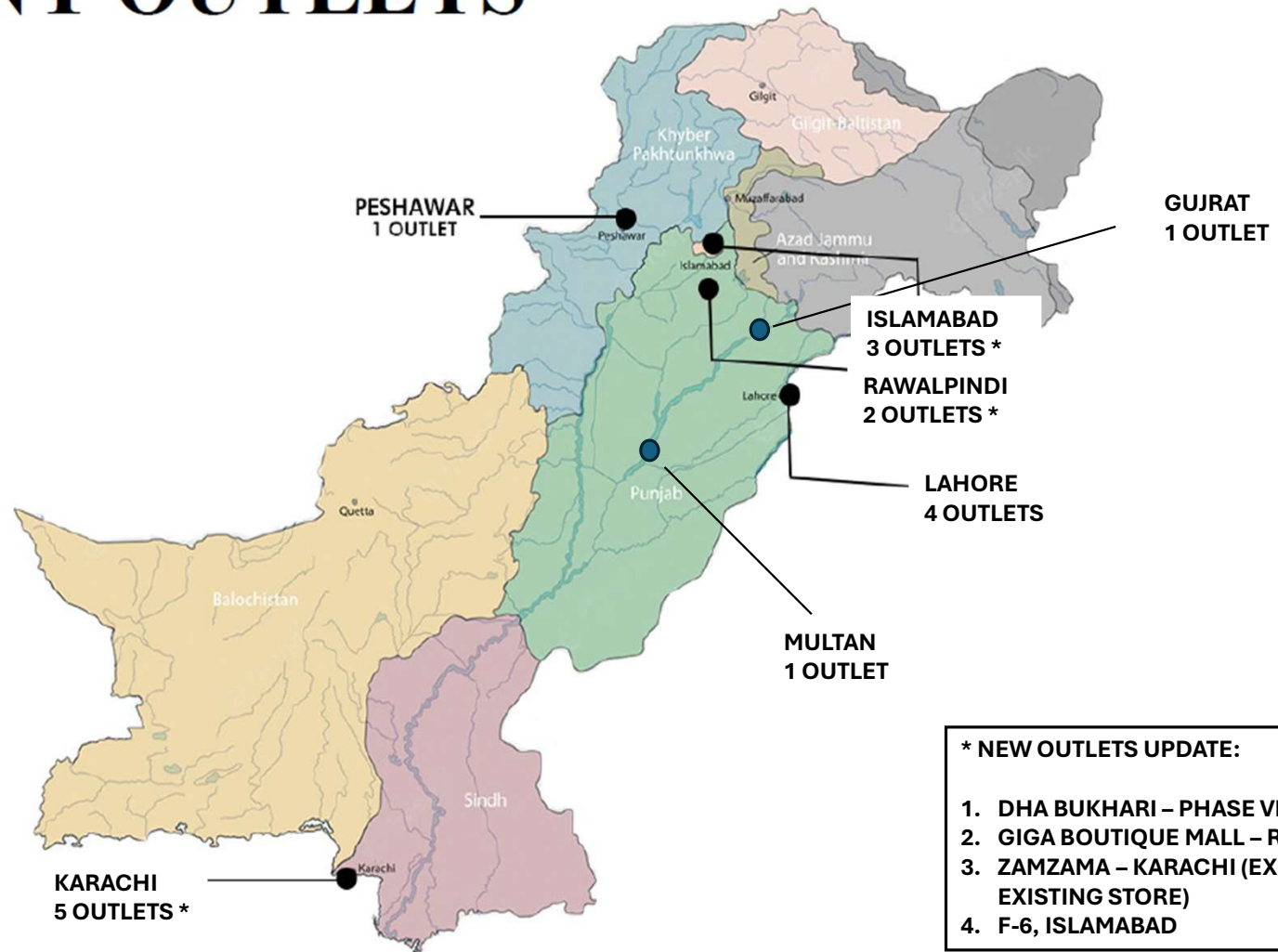
# Vision and Mission Statement

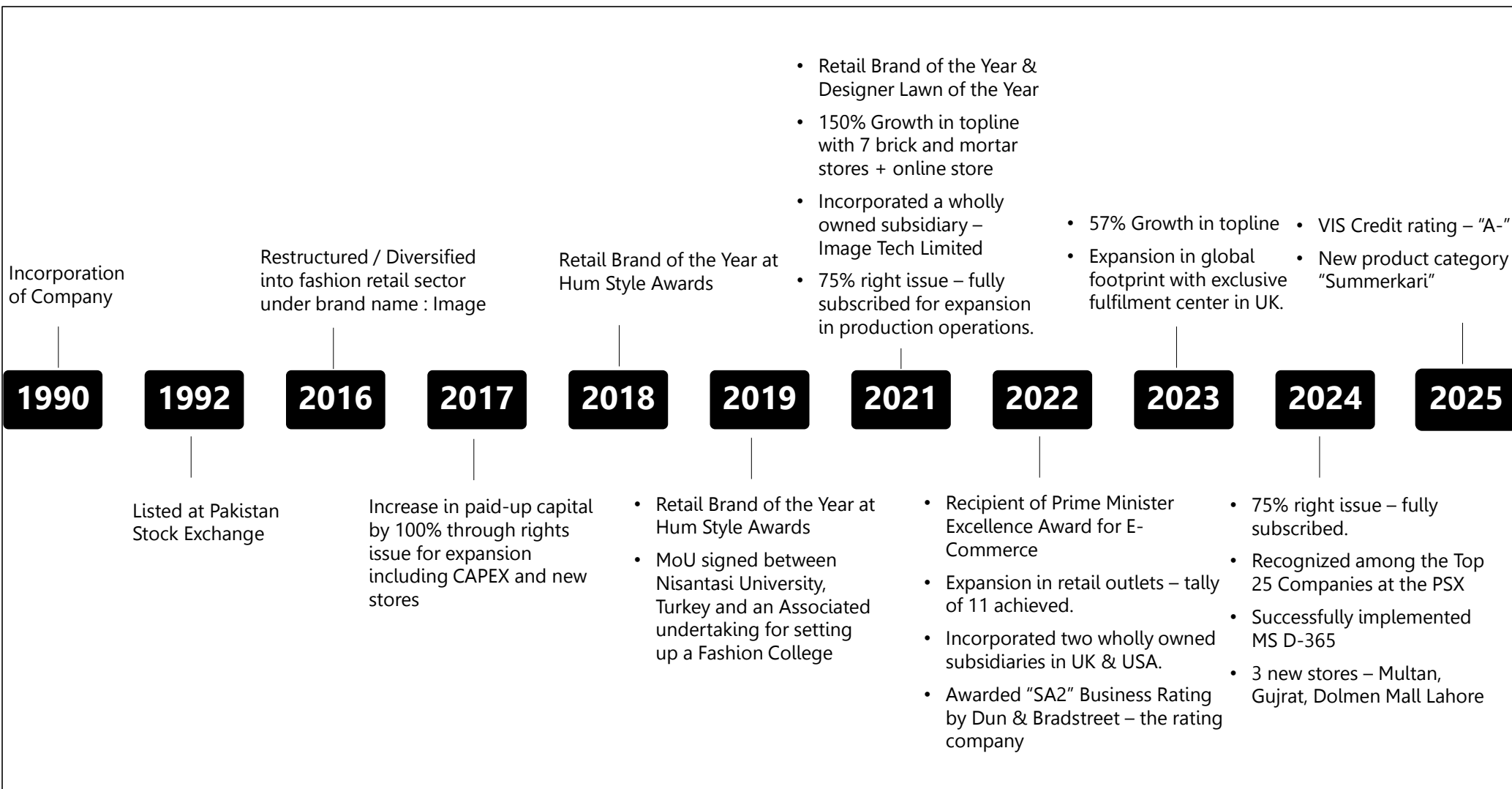




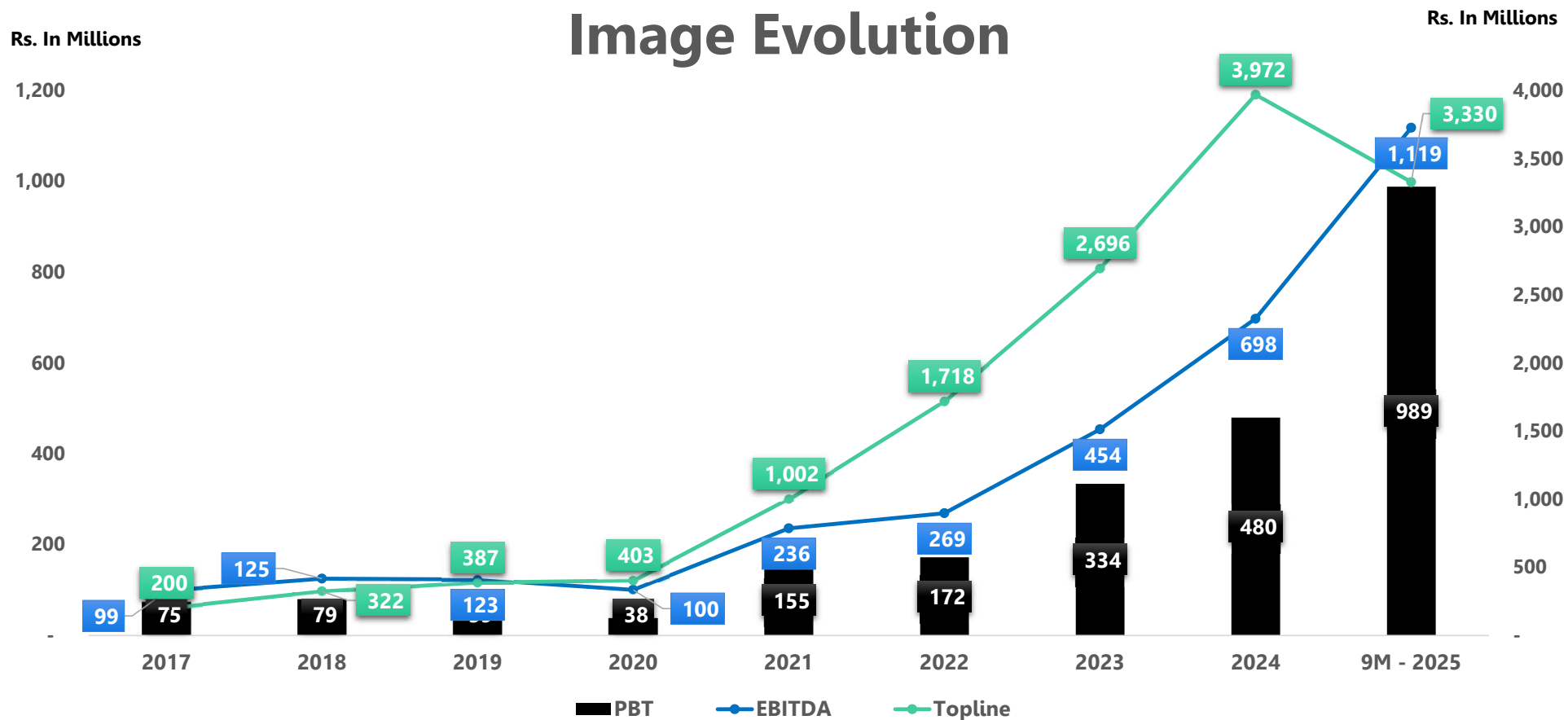
# COMPANY OUTLETS

**TOTAL OUTLETS : 14 +  
3 NEW OUTLETS TO BE  
ADDED DURING  
CALENDAR YEAR 2025,  
MAKING IT 17 BRICK &  
MORTAR STORES +  
ONLINE STORE  
SERVING WORLDWIDE**





# Image Evolution



## DEVELOPMENT PHASE

- Reshaping the brand into Retail segment
- Low product mix

## BRANDING ERA

- Customer base established
- Product well accepted.
- Target audience identified

## GLOBAL VISION

- Online presence in global market.
- Better mix of product portfolio
- Sustained growth achievement – YoY

## GROUP STRUCTURE





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EST. 1993

## PRODUCT PORTFOLIO



*lawnkari®*



SPRING PRINTKARI® '25



STUDIO



SIGNATURE



RESHAMKARI®



DAILY



miss  
image  
WESTERN EDIT



LUXURY



# INDUSTRY OVERVIEW

## COMPETITIVE ADVANTAGE

Rooted in a legacy of exclusive embroidery and premium craftsmanship, image combines affordable luxury with steady, sustainable margins and a proven record of year-over-year top-line growth. With a robust presence across Pakistan through our brick-and-mortar stores and a growing global reach via our e-commerce platform, we are committed to bringing high-quality, distinctively designed fashion to women everywhere. This unique blend of affordability, heritage, and consistent financial performance sets us apart, as we deliver timeless style and value while expanding our footprint in the fashion world.

## Strengths

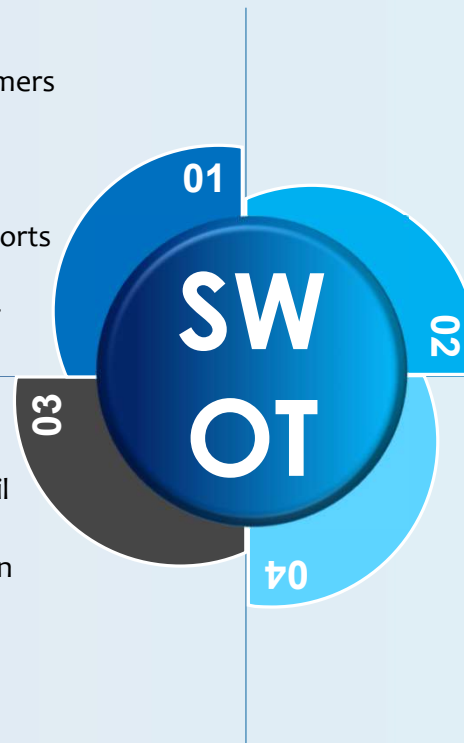
- Pioneer of Schiffli Embroidery
  - Distinctive designs setting the brand apart.
  - High-End Consumer Market – Appeals to upscale consumers with refined tastes.
  - Quick adaptation to market trends with creative design.
  - High brand loyalty and recognition.
  - Sound Capital Structure – Low debt-to-equity ratio supports stability.
  - Established Quality and Craftsmanship – Recognized for premium materials and detailing.
- 
- Expanding Retail Economy
  - Urbanization – Growth in affluent urban areas with retail space opportunities.
  - E-Commerce Channel Growth – Rising digital penetration offers potential for online sales.
  - Potential to expand into perfumes, and lifestyle products.
  - Global Expansion – Potential to target global markets with an affinity for Pakistani fashion.
  - Brand Collaborations – Partnerships with other brands and influencers could enhance reach.

## Opportunities

## Weaknesses

- Limited Physical Presence – Only 14 stores nationwide, limiting accessibility.
  - Seasonal Demand Variability – Fashion retail is susceptible to changing seasonal trends.
  - High Production Costs – Quality-driven production process increases costs.
  - Dependency on a Niche Market – Primarily caters to higher-income brackets, limiting market reach.
- 
- Economic Volatility – High energy and commodity prices strain profitability.
  - Inflationary Pressure on Consumers
  - Increasing competition from other premium brands and international fast fashion.
  - Shifting Fashion Trends – Rapidly changing consumer preferences in fashion may affect demand for traditional designs.

## Threats





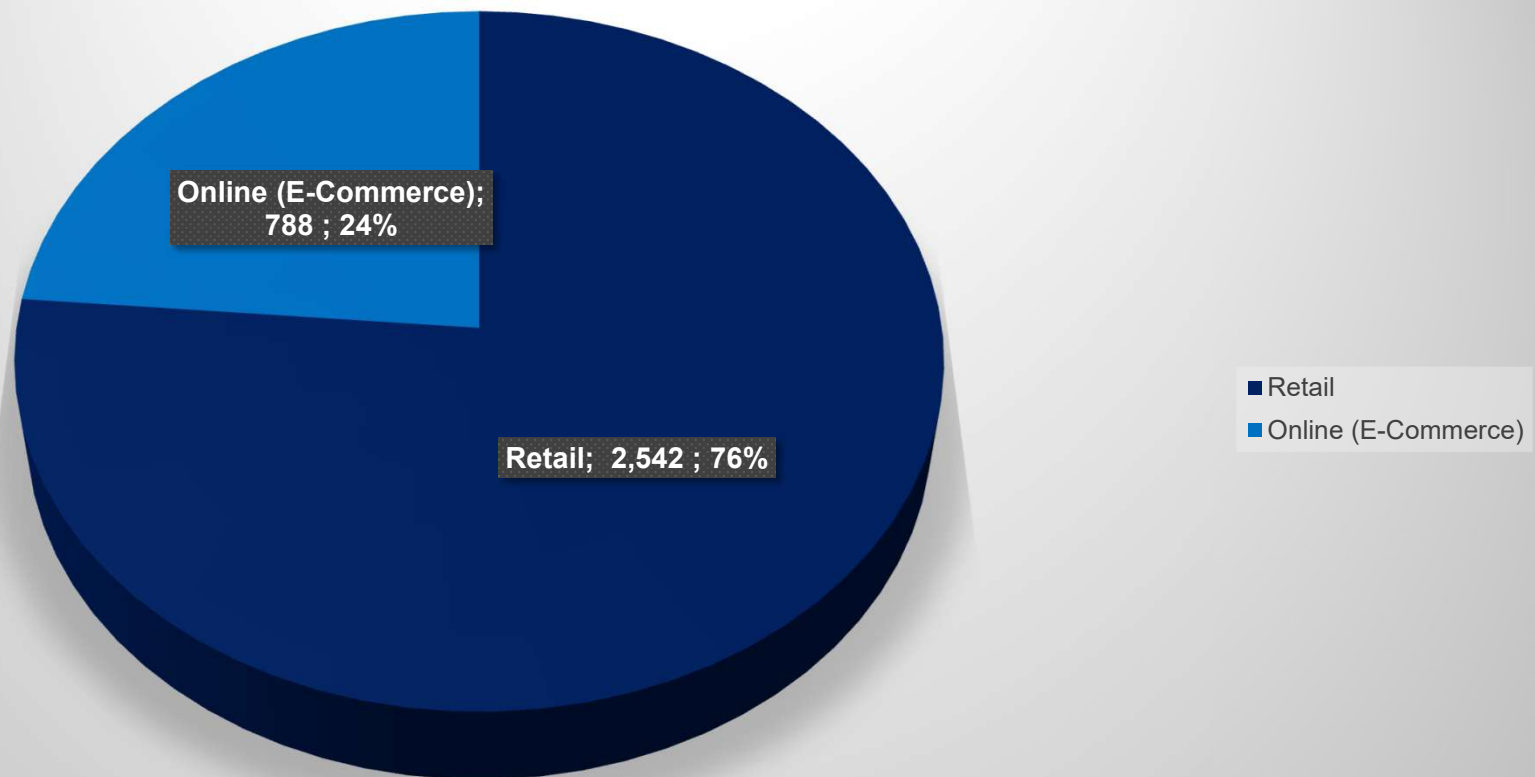
# Financial Highlights

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## Revenue breakdown – FY 2024-25

Sales breakdown – in millions

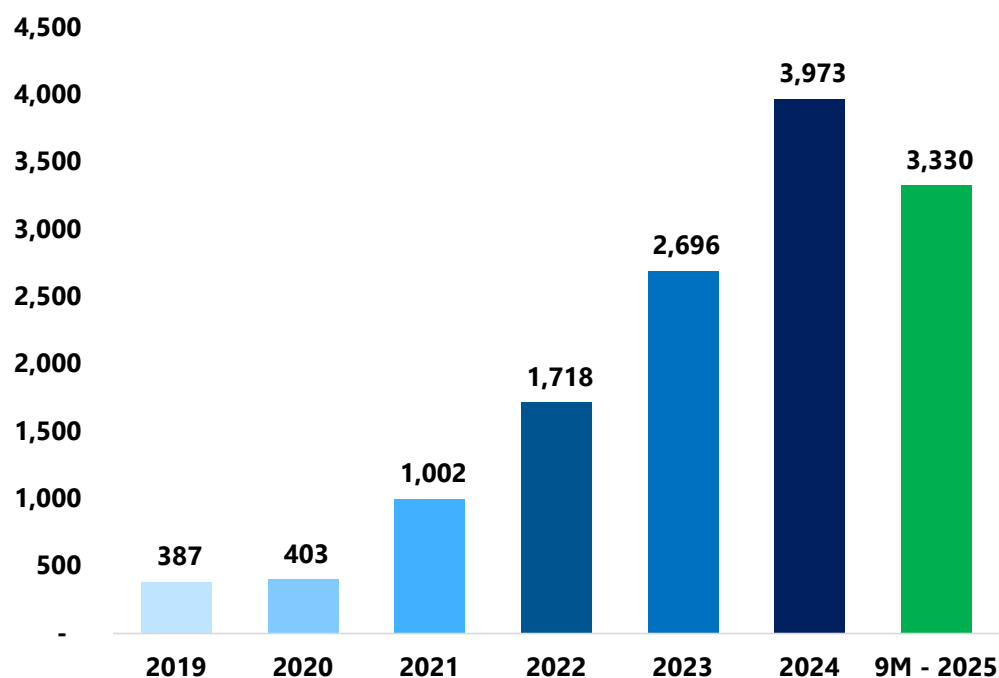


# Financial Highlights

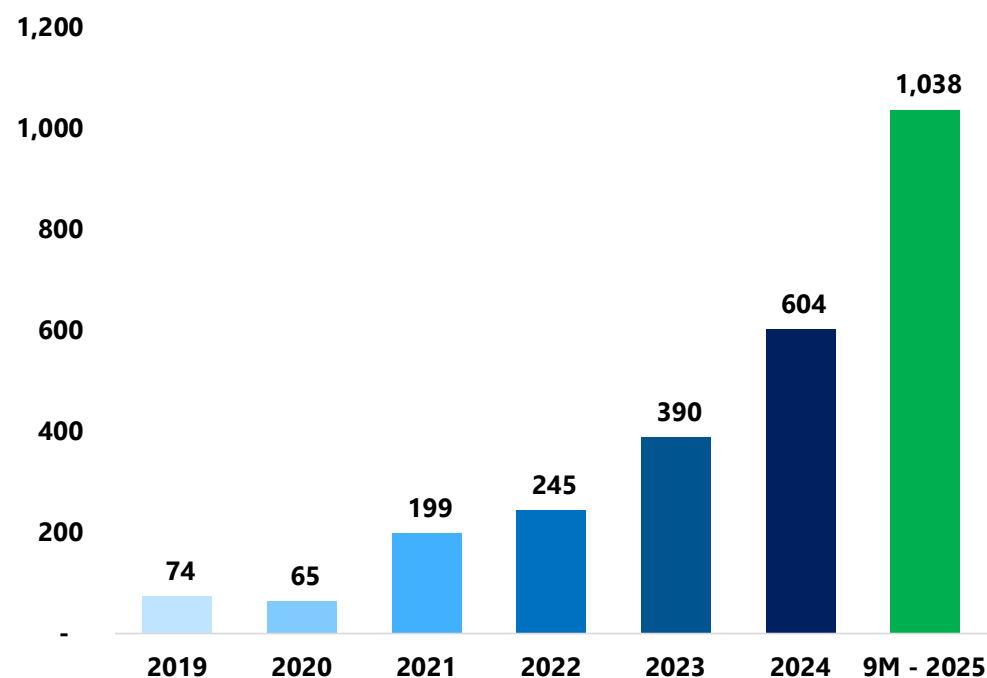
In millions



## Revenue



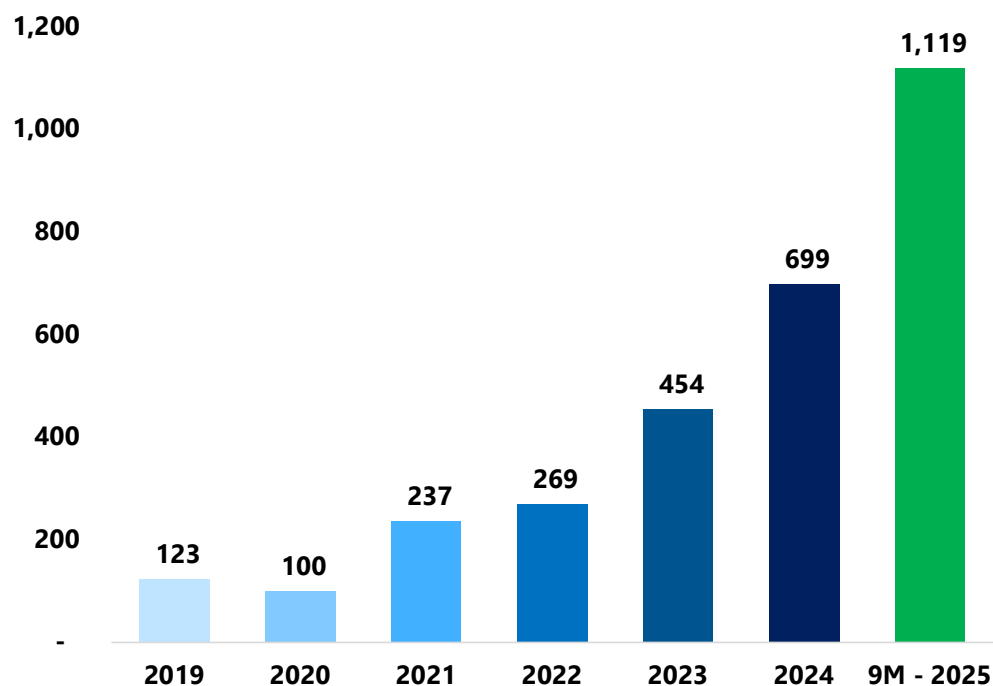
## Operating profit



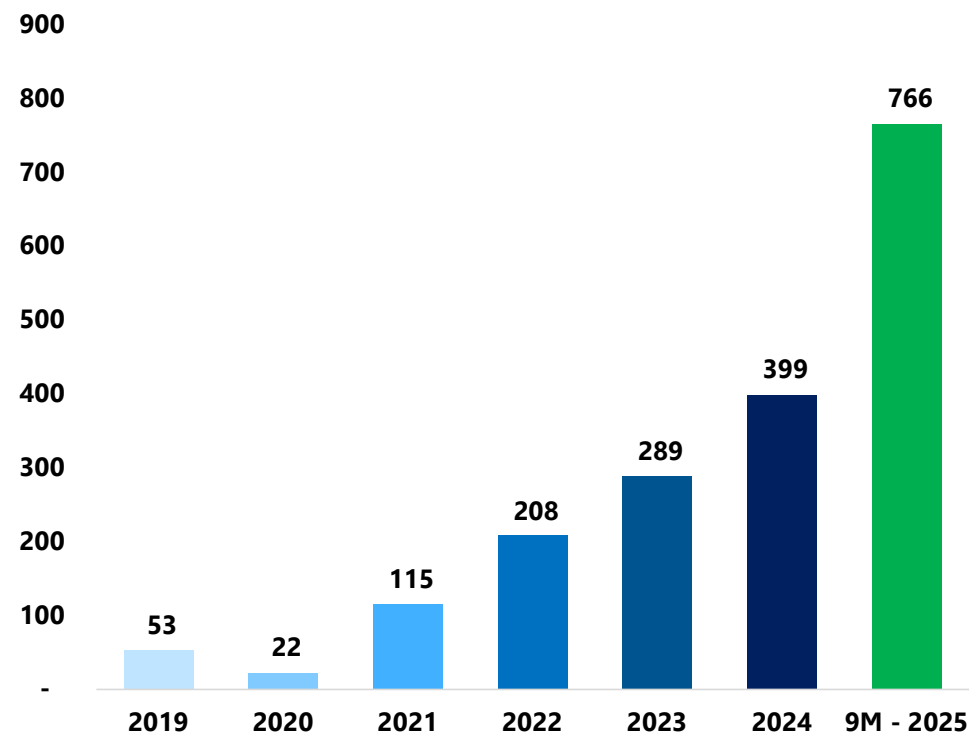
# Financial Highlights

In millions

**Earnings before interest, tax & depreciation (EBITDA)**



**Profit after taxation**

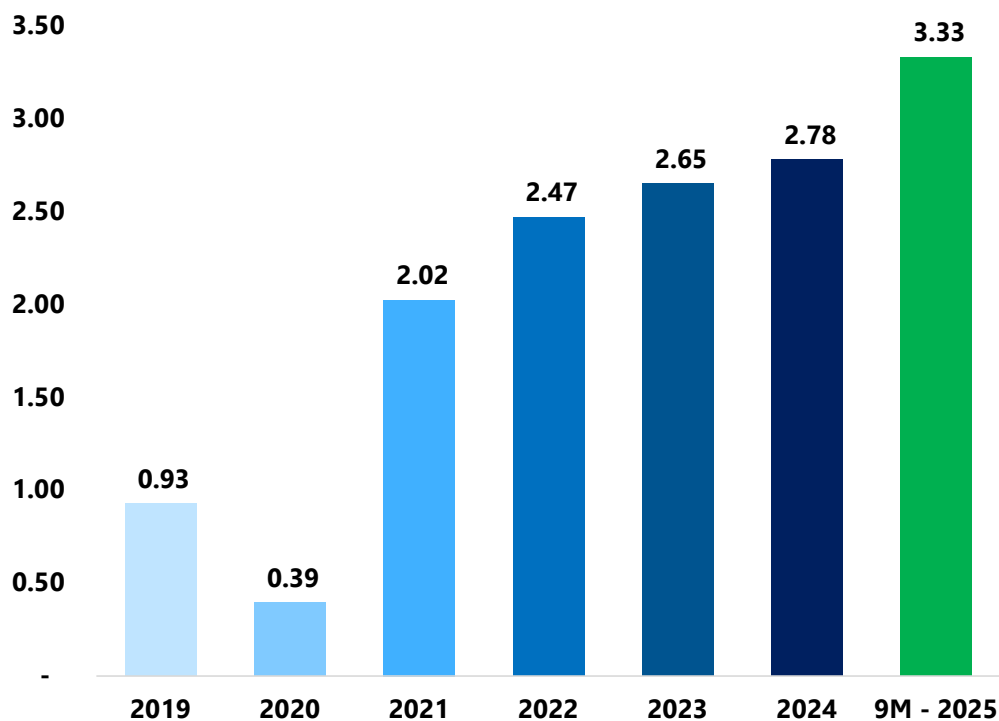




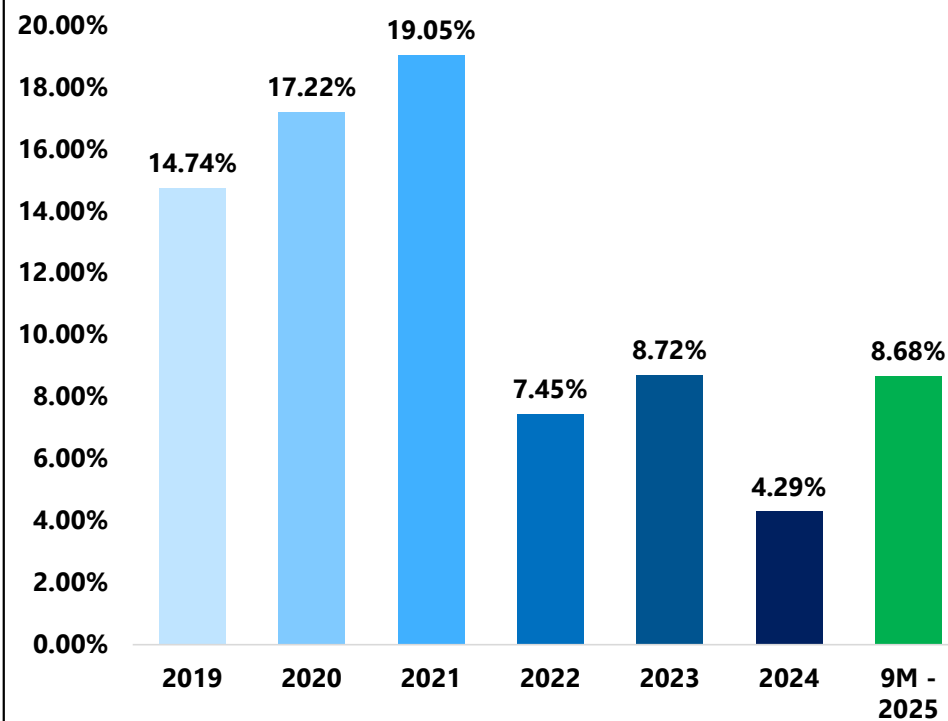
# Financial Highlights



## Earnings per share



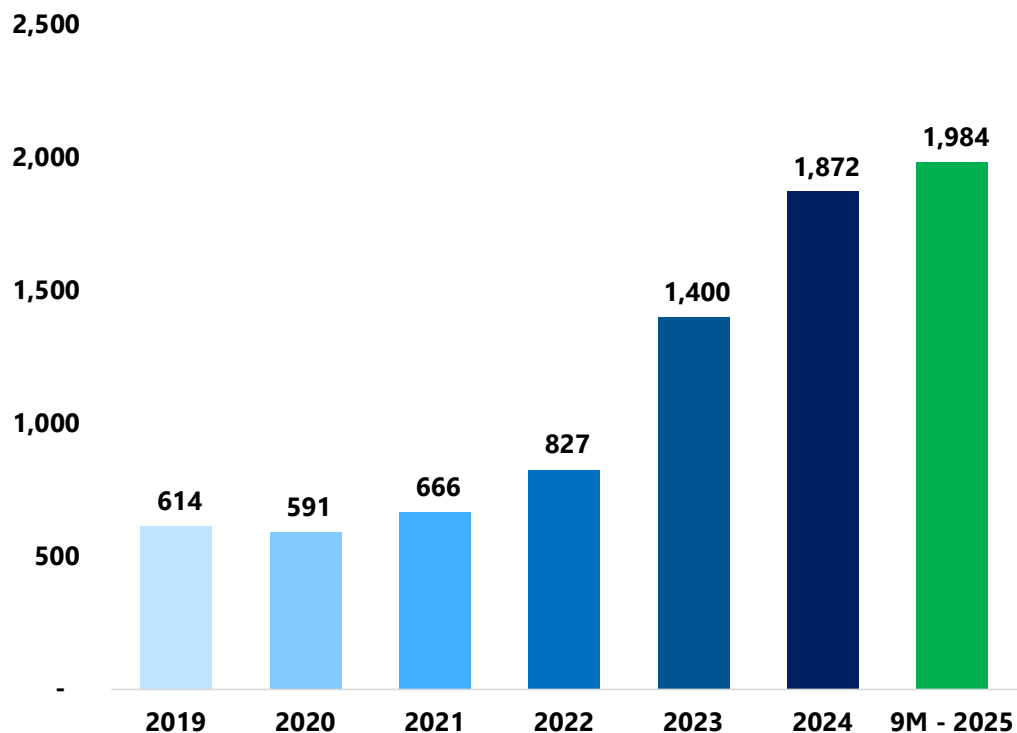
## Gearing ratio



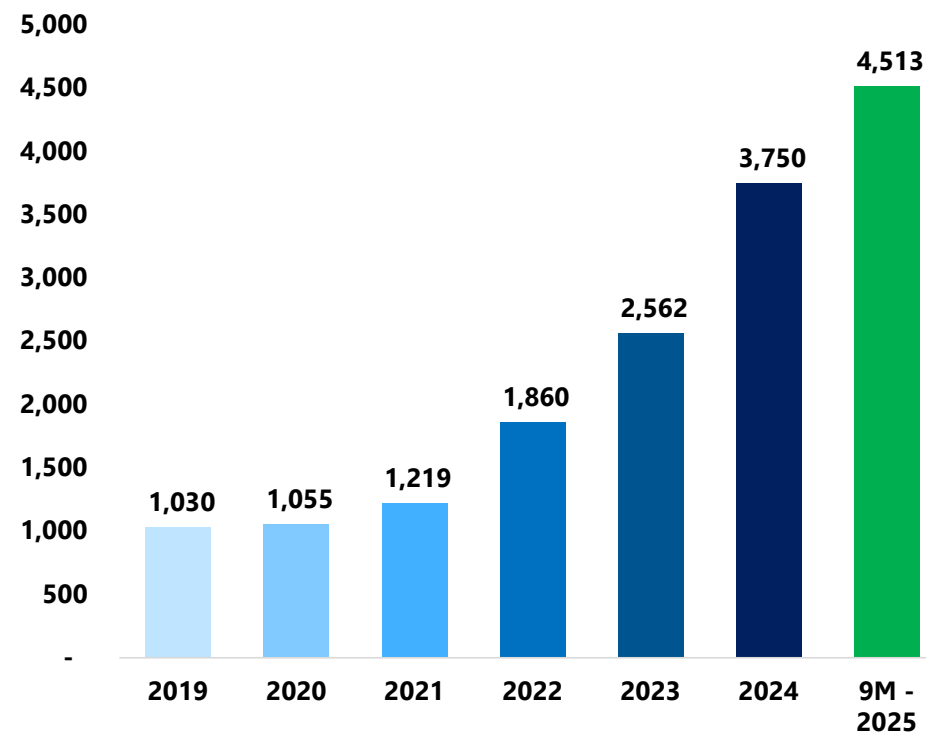
# Financial Highlights

In millions

## Property, plant and equipment



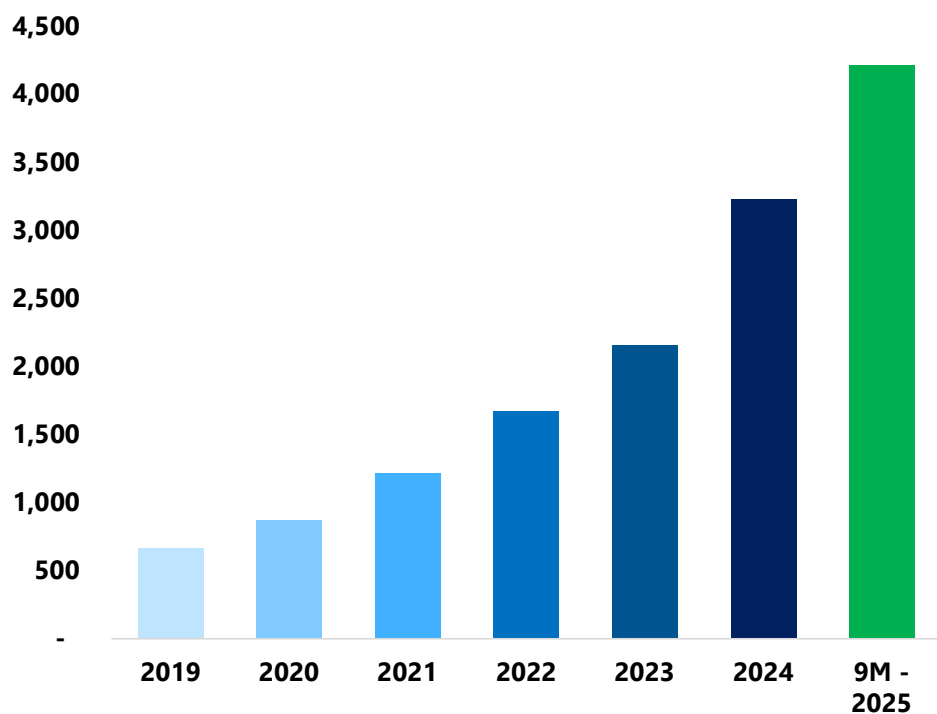
## Shareholders' equity



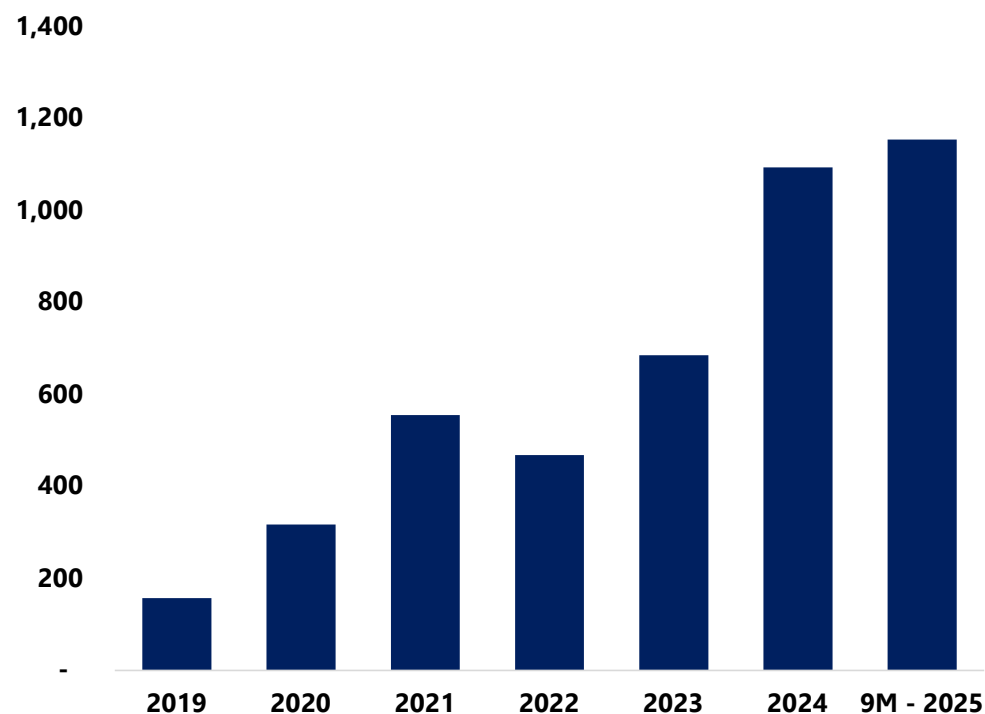
# Financial Highlights

In millions

## Current Assets



## Current liabilities



# Q&A!

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