

CORPORATE BRIEFING SESSION 2021

SATURDAY, NOVEMBER 13, 2021 AT 3 PM



SHABBIR TILES AND CERAMICS LIMITED



About Stile



- Stile was founded by the "House of Habib" in 1978 which is one of the largest groups of Pakistan.
- House of Habib is a reputable group with market reputable names like;













- First private sector enterprise & Market Leader in the Ceramic and Porcelain Tiles industry of Pakistan.
- We were incorporated in Pakistan as a Public Limited company and listed on the Pakistan Stock Exchange Limited.
- We have Latest state of the art plants producing tiles for every market segment.
- ISO 9001:2015 certified from Lloyd Quality Assurance.



Why Stile?

- We are committed to provide the Best Quality products to our customers.
- Stile is the only Brand in Pakistan certified on ISO standards by Centro Ceramico, Italy.
- Stile is also the only brand making Real Porcelain Tiles in Pakistan of water absorption less than 0.5%
- We have acquired Latest European technology to produce best quality tiles.
- Stile is the first brand in Pakistan which introduced digital printing in the year 2013.
- Research & development is the backbone of Stile where we invest heavily.
- Development of Human resource is our success.
- Our strength is our Huge dealership network which has spread over to 300 plus dealers from Karachi to Gilgit.
- We are the only vertically integrated tiles manufacturer. Having retail presence with 15 company operated retail outlets currently operating in Karachi, Hyderabad, Lahore, Faisalabad, Multan, Peshawar, Rawalpindi and counting.

TESTED & CERTIFIED QUALITY STANDARDS BY CENTRO CERAMICO



<u>Centro Ceramica – Bologna, Italy</u>

Centro Ceramico is a Research and Experimentation Center for the Ceramics Industry, founded in 1976 and managed by a University Consortium which includes:

- Alma Mater Studiorum University of Bologna
- Confindustria Ceramica
- ANCPL Emilia Romagna.

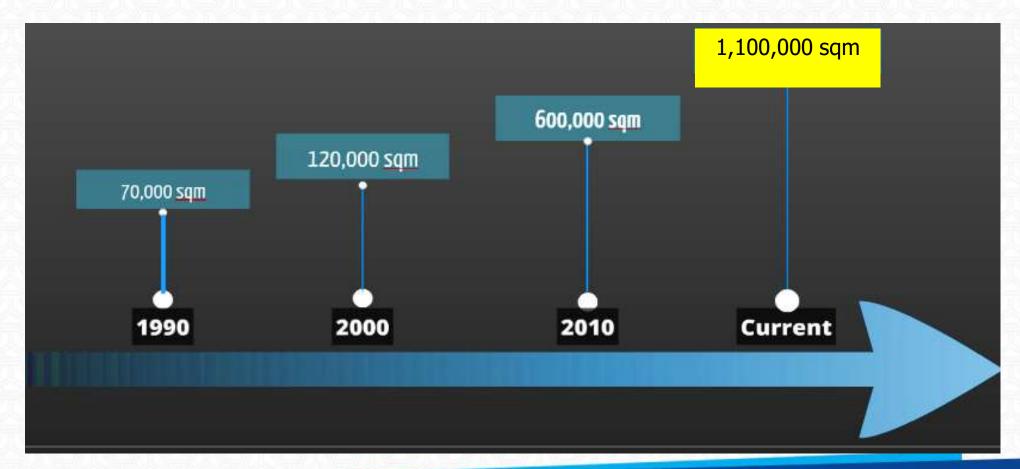
Specialties

- · Research and technology transfer,
- · Testing and analysis of ceramic materials,
- · Services and technical assistance for the ceramics industry,
- Support and development of technical regulations,
- Advanced training, and Design skills European / National / Regional Band





Average Production (Monthly)approx.





Product Portfolio



CERAMIC TILES

PRODUCTS RANGE





BATHROOM TILES

KITCHEN TILES

PORCELAIN TILES







NANO POLISH

GLAZED POLISH

GLAZED MATT

VITRIFIED TILES

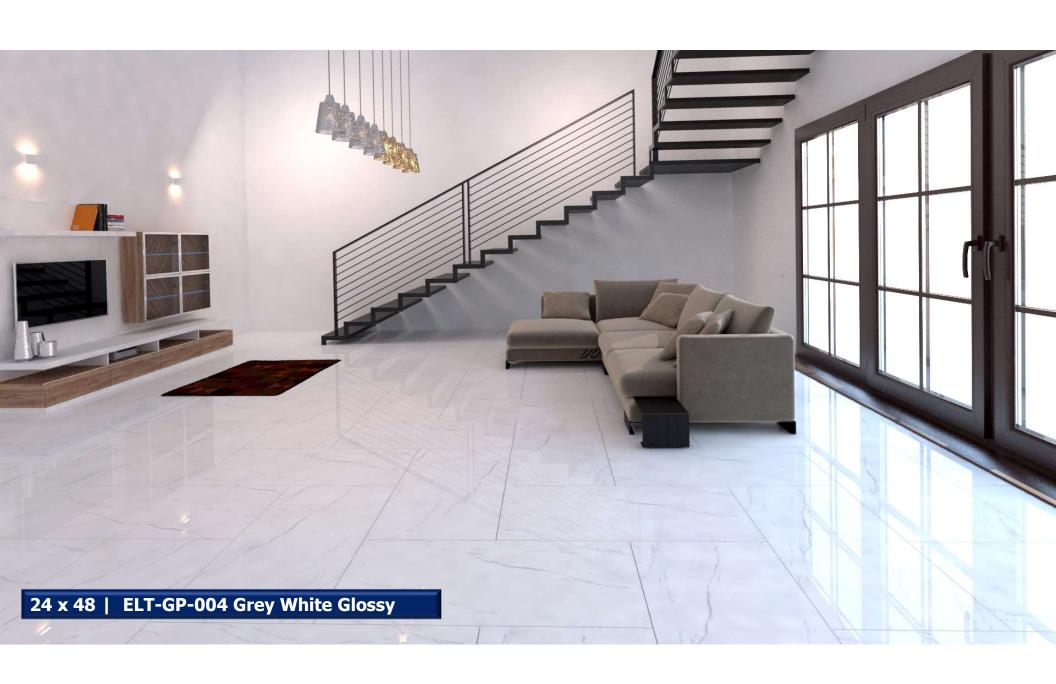




OUTDOOR TILES

WOODEN PLANKS















BUILDING MATERIAL PRODUCTS

Stile Bond
Grout
Latex 73
and
Epoxy Flooring



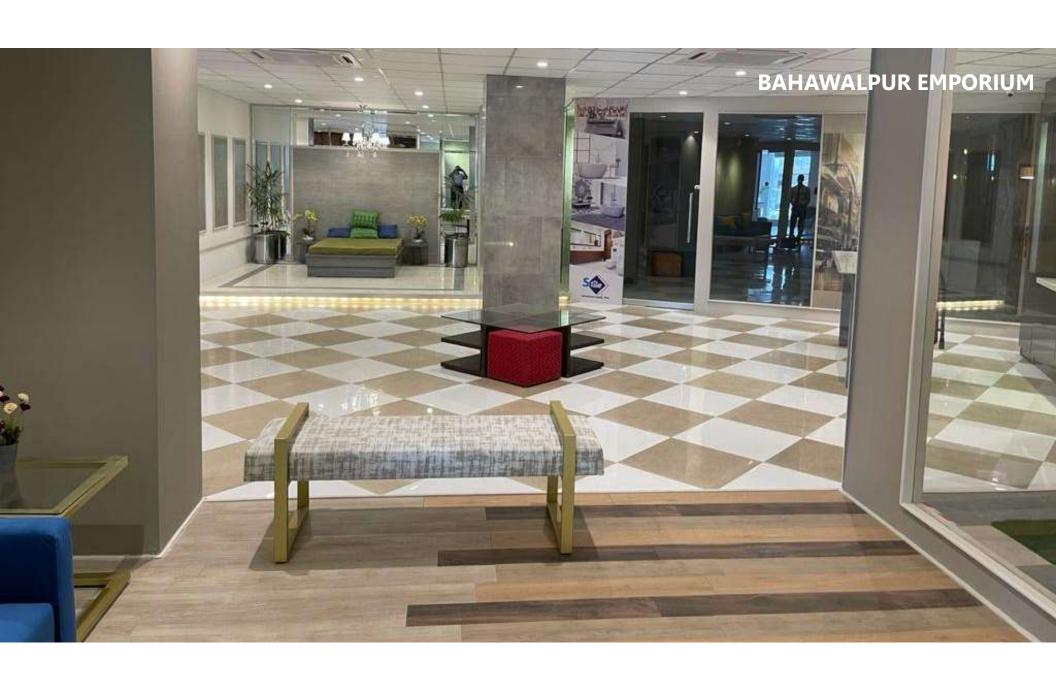
Stile Emporium & Design Studio





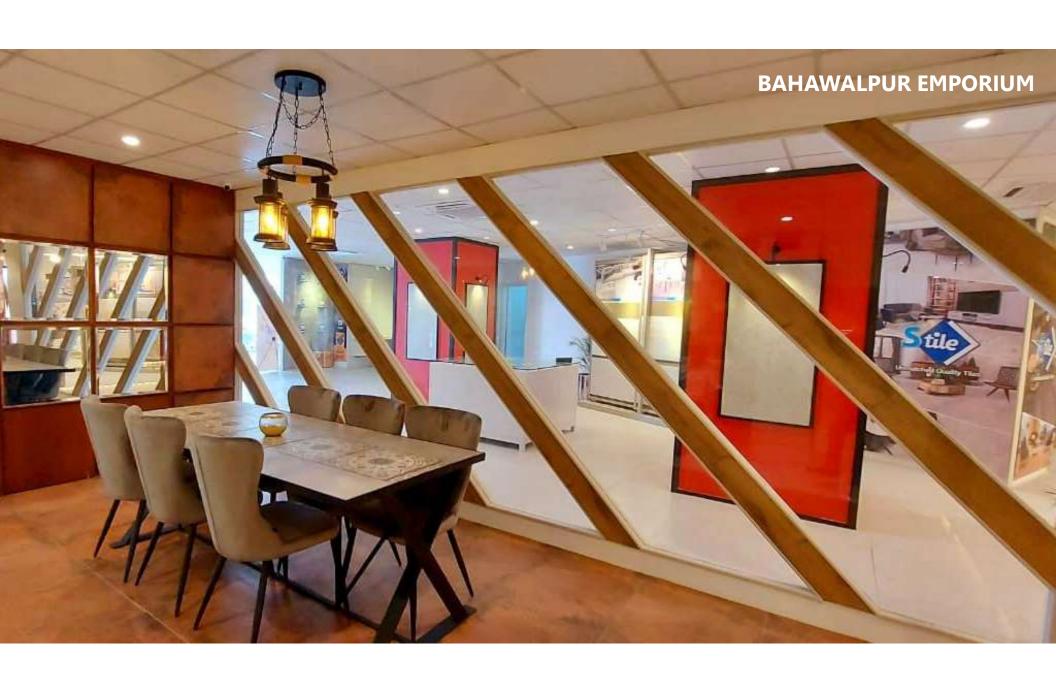
BAHAWALPUR EMPORIUM

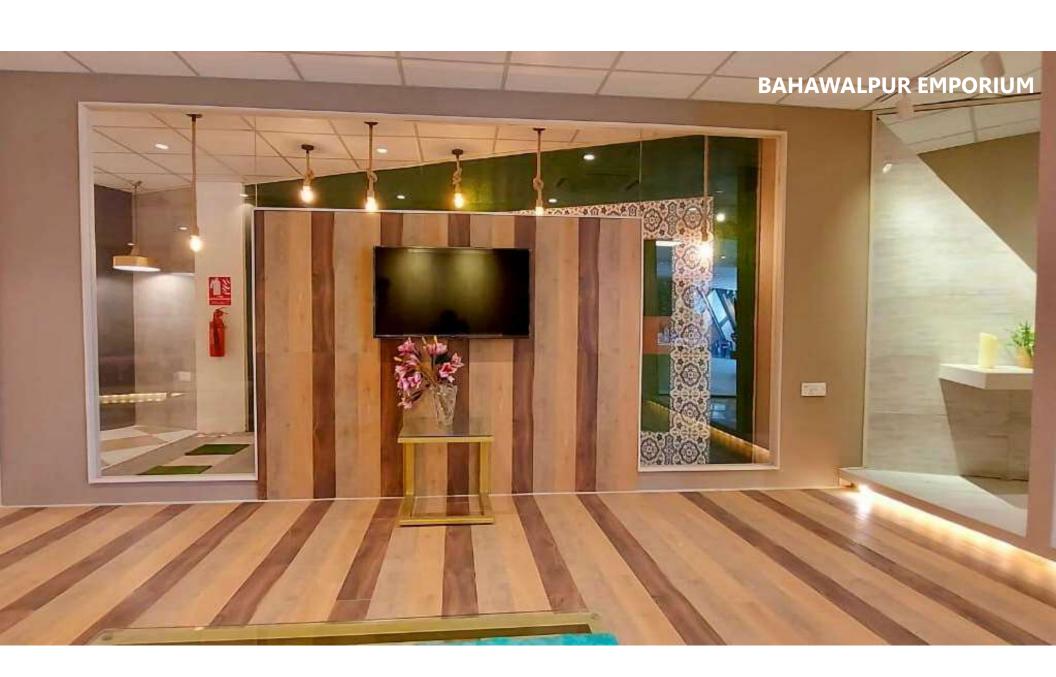


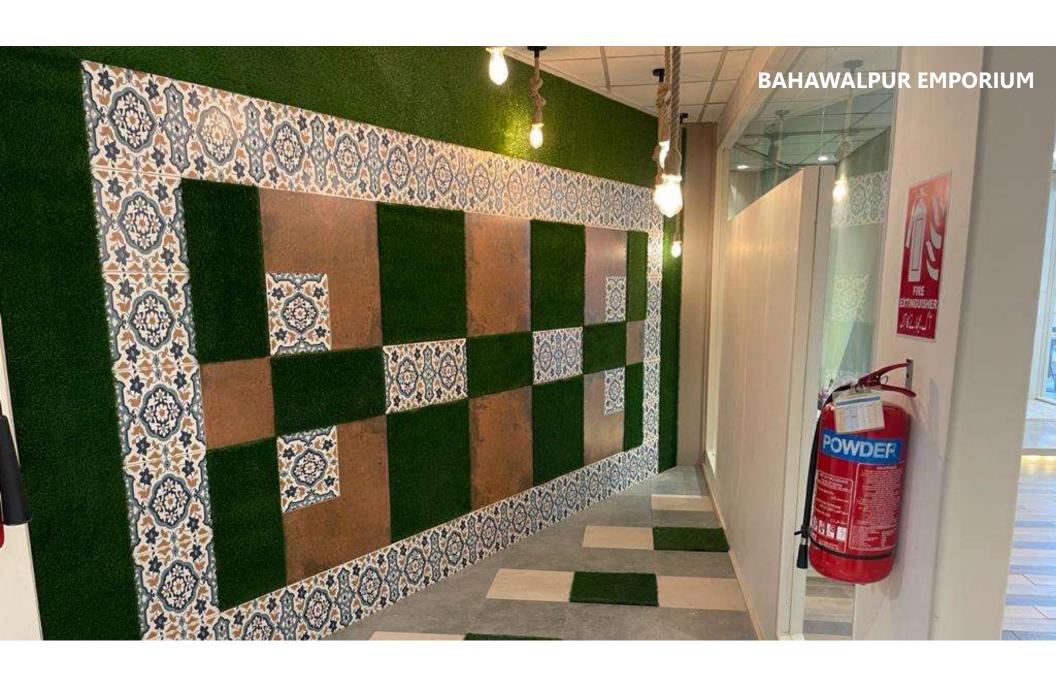


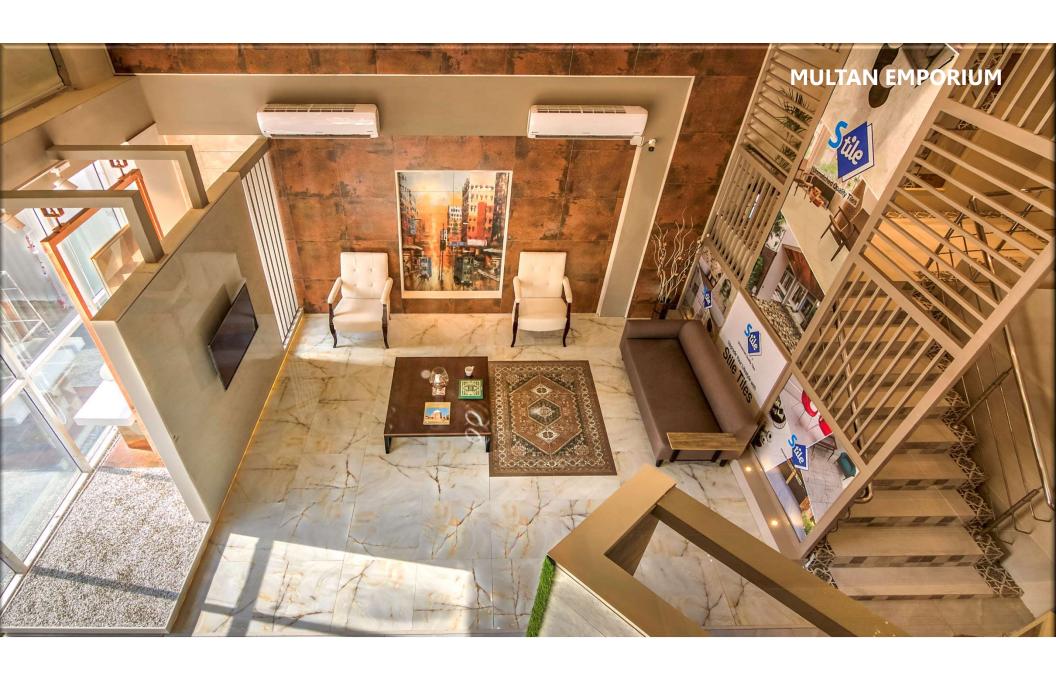




















PROVIDING YOU WITH A SAFE SHOPPING ENVIRONMENT

THERMAL SCANNING



MANDATORY WEARING OF MASK



SANITISING STATION



FREQUENT EMPORIUM CLEANING AND DISPLAY SANITISATION





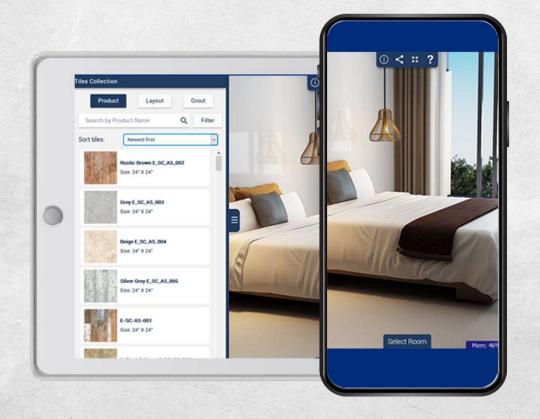


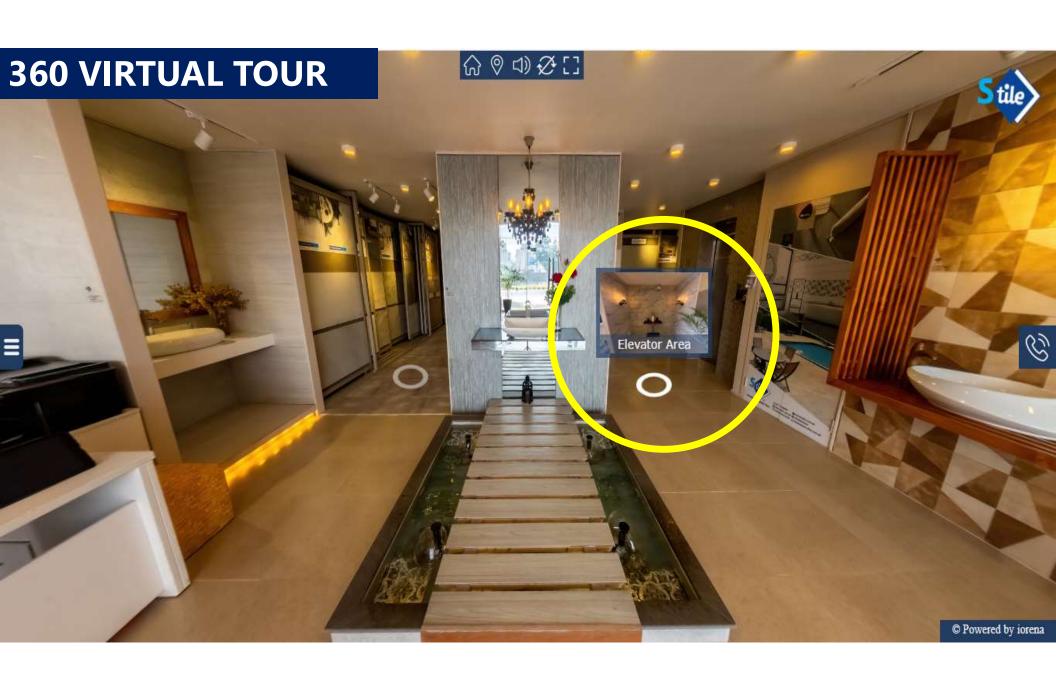
VISUALIZER

STILE TILE VISUALISER

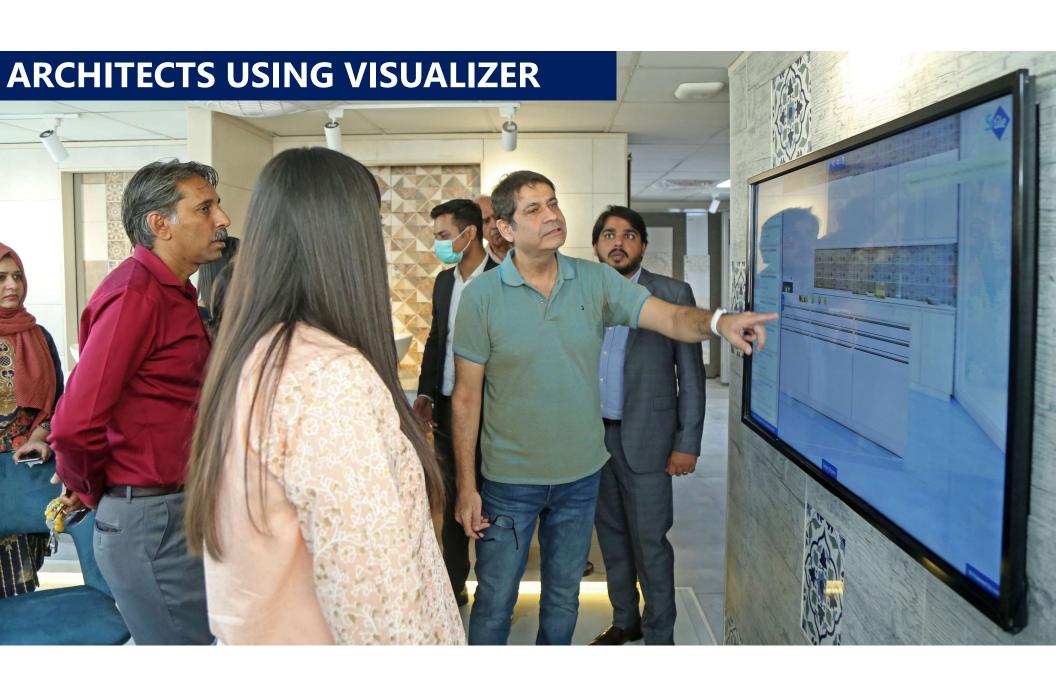
NOW CONVERT YOUR INSPIRATION INTO

REALITY!











SOCIAL MEDIA PRESENCE

8.2M

People reached

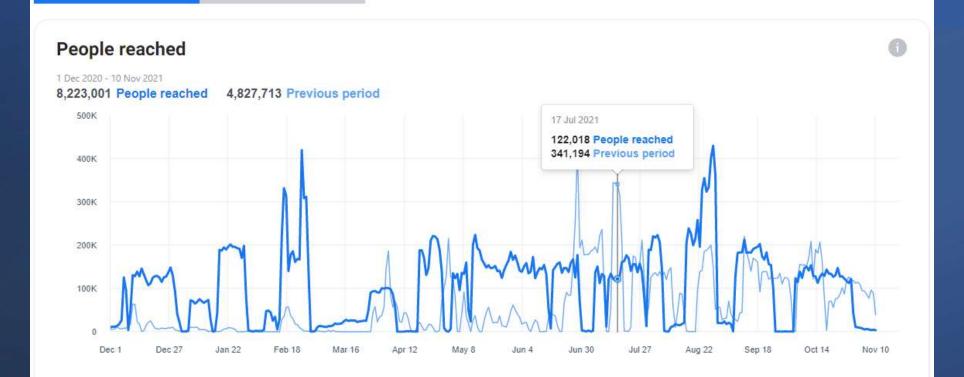
▲ 70.3% from previous 345 days

18.1K

Net followers

▲ 26.3% from previous 345 days

facebook

















stiletilesceramic

Edit Profile

0

1 following

Stile Tiles & Ceramics Ltd.

The Leading Brand of Porcelain, Vitrified & Ceramic Tiles that empowers people to redefine lifestyle choices of their living spaces.

www.stile.com.pk

www.stile.com.pk/emporium-locator







Archi Talks



365 posts

xStile



4,729 followers

Stile at DMC



StilexShani...



The Design...

■ POSTS

VIDEOS

□ SAVED

☑ TAGGED









ENGAGEMENT WITH ARCHITECTS RECOMMENDING STILE PRODUCTS



Renowned architect, Nayyar Ali Dada shares his idea and inspiration towards making a better Pakistan with Stile.

He is one of the most celebrated architects in Pakistan. He has received the Pride of Performance Award, Sitara-e-Imtiaz and Hilal-e-Imtiaz and is the pioneer in revolutionizing the field of architecture in our country.







Unmatched Quality Tiles

Renowned Pakistani Architect, Mr. Shahid Abdulla shares his ideas and inspirations towards making a better Pakistan with Stile Tiles & Ceramics Ltd.

Shahid Abdulla has excelled at the Architecture and Interior Design for many notable projects. He is also one of the founding members of The Citizens Foundation (TCF), The Hunar Foundation (THF), The Indus Valley School of Art and Architecture and The Institute of Interior Designers. Relocating the 100-year-old Nusserwanjee building was also one of his feats.







Unmatched Quality Tiles

Renowned Pakistani Architect, Yasmeen Lari shares her idea and inspiration towards making a better Pakistan with Stile Tiles & Ceramics Ltd.

She is the first female architect of Pakistan, receiver of Sitara-i-Imtiaz and Founder of the Heritage Foundation, Pakistan. She has excelled at the architecture and interior design of many notable projects including the PSO House and FTC Building.







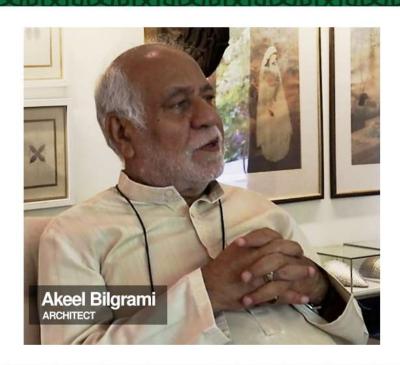
Unmatched Quality Tiles

Renowned Pakistani Architect, Mr. Akeel Bilgrami shares his idea and inspiration towards making a better Pakistan with Stile Tiles & Ceramics Ltd.

He is one of the founders of the Indus Valley School of Art & Architecture (IVS), Karachi. Throughout his architectural practice, he has promoted sustainable design solutions.

His projects have been showcased in national and international architecture journals and on the electronic media.





FOCUS AREAS – WAY FORWARD

DIRECT SALES

Business expansion of emporiums and direct sales to projects

PRODUCT MIX

Improve product mix to improve overall margins

EFFICIENCY

Bring in cost efficiency to offset inflation

VOLUMES

Sustain the Optimized volumes

FINANCIAL HIGHLIGHTS

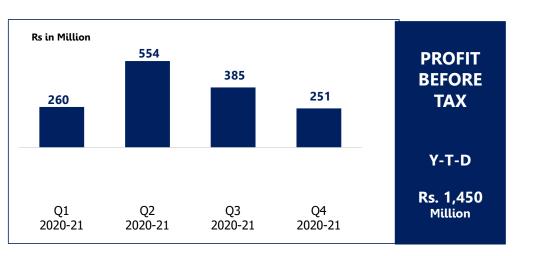


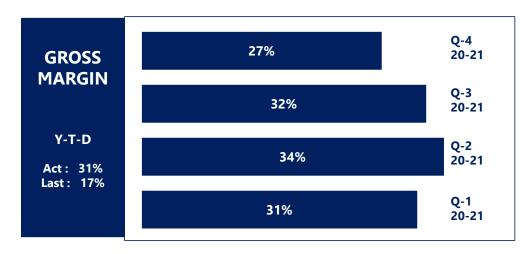
STILE EVOLUTION

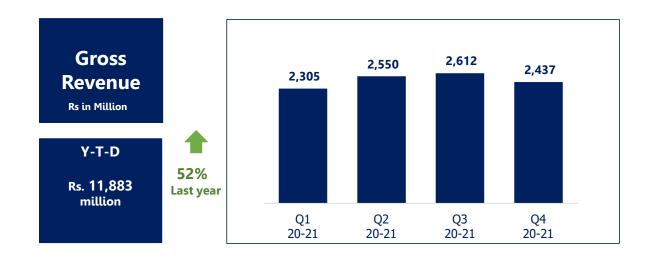


FY 2020-21

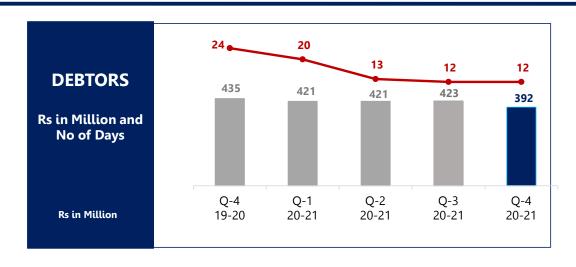
KEY HIGHLIGHTS

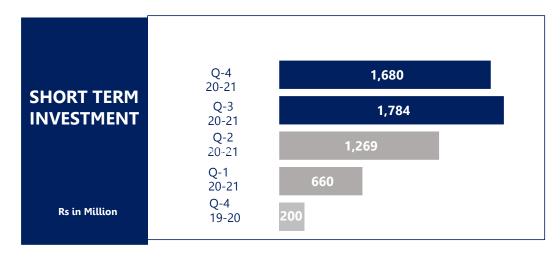






KEY HIGHLIGHTS

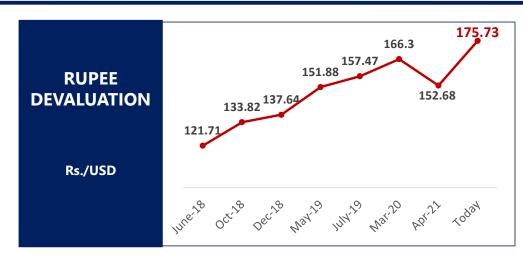


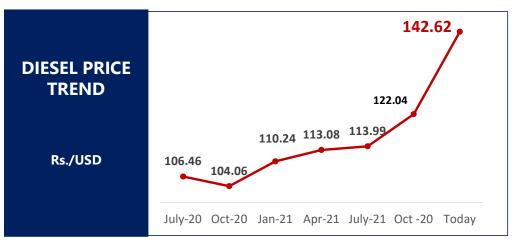


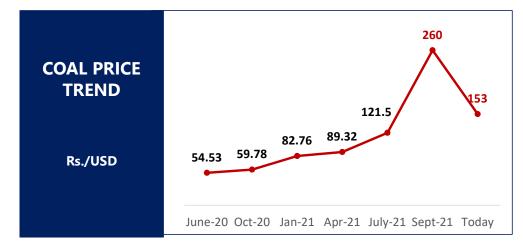
KEY CHALLENGES

KEY CHALLENGES









KEY CHALLENGES – 2021-22



1. MARKET CHALLENGES

- REQUIREMENT OF GETTING DEALERS TO BE REGISTERED UNDER SALES TAX ACT 1990
- NO SALES BEYOND Rs. 10 MILLION PER MONTH / Rs. 100 MILLION PER MONTH TO UNREGISTERED PERSON
- IMPACT OF 108B OF INCOME TAX ORDINANCE 2001
- NEW LOCAL ENTRANTS WITH UNETHICAL MARKET PRACTICES
- RELUCTANCE ON PROVIDING CNICs.

2. COST IMPACTS:

- VULNERABLE EXCHANGE RATE PARITY
- CONTINUOUS INCREASE IN COST OF ALTERNATE ENERGY (COAL/LPG/LNG)
- INCREASE IN ENERGY PRICES
- UNSTABLE GAS PRESSURES
- NON-AVAILABILITY OF VESSELS AT INTERNATIONAL PORTS RESULTING IN INCREASED OCEAN FREIGHT
- GIDC UNCERTAINTY

3. COMPETITION

- NO LEVEL PLAYING FIELD FOR ALREADY ESTABLISHED TILES MANUFACTURERS (Facilitation to new industries establishing in SEZs)
- BUSINESS PRACTICES OF LOCAL COMPETITION DEALING WITH UNDOCUMENTED ECONOMY
- SMUGGLING FROM NEIGHBOURING COUNTRIES
- LOW ITPs OF TILES IMPORTED FROM ALL ORIGINS





Q&A

THANK YOU!