



TRUSTED NOT TO COMPROMISE



June 15, 2023

The General Manager  
Pakistan Stock Exchange,  
Stock Exchange Building,  
Stock Exchange Road,  
Karachi

**Subject: Notice of Corporate Briefing Session of Pakistan Cables Limited**

Dear Sir,

This is to inform you that Pakistan Cables Limited (the “**Company**”) will hold a Corporate Briefing Session (CBS) for the shareholders, Investor and analysts to provide highlights about the company’s performance, its financials and future outlook. The program details are as follows:

Date : Thursday, June 22, 2023

Time : 11.00 a.m.

Venue: Pakistan Stock Exchange Auditorium, 3<sup>rd</sup> Floor, PSX Administration Building,  
Pakistan Stock Exchange, Pakistan Stock Exchange Building Road, Karachi.

The members may also attend the Session through video link facility via Zoom. Accordingly, those Investors, Analysts and Shareholders who are interested in attend the Session are requested to register themselves at the following link by COB on 21<sup>st</sup> June 2023.

<https://forms.gle/9GN5JJ6DWKn2mDWg7>

You may please inform the TRE Certificate Holder of the Exchange accordingly.

Yours faithfully,

Per Pro Pakistan Cables Limited

Natasha Mohammad,  
Head of Legal Affairs and Company Secretary



**Factory:** P.O. Box No. 5050, B-21,  
Pakistan Cables Road, SITE,  
Karachi-75700, Pakistan.

**Head Office:** Arif Habib Center,  
1st Floor, 23 MT Khan Road,  
Karachi-Pakistan.

**U** 111-CABLES (222-537)  
**F** +92 21 32462111  
**E** info@pakistancables.com

[pakistancables.com](http://pakistancables.com)



**TRUSTED NOT TO COMPROMISE**

A member of



# Invitation to attend Corporate Briefing Session of Pakistan Cables Limited

You are cordially invited to the Corporate Briefing Session of Pakistan Cables Limited. The Company's Senior Management shall discuss the Company's performance, its financials and future outlook.

**Date :** Thursday, June 22, 2023

**Time :** 11.00 a.m.

**Venue:** Pakistan Stock Exchange Auditorium, 3rd Floor, PSX Administration Building, Pakistan Stock Exchange, Pakistan Stock Exchange Building Road, Karachi.

The members may also attend the session through video link facility via Zoom. Accordingly, those Investors, analysts and Shareholders who are interested in attending the session via zoom are requested to register themselves at the following link latest by Close of Business on 21st June 2023:

<https://forms.gle/9GN5JJ6DWKn2mDWg7>

## **PROTOCOLS OF ONLINE CORPORATE BRIEFING SESSION**

1. The participants will be able to login and participate in the Corporate Briefing Session proceedings through their smartphones or computer devices from their homes or any convenient location after completing all the formalities required for the verification and identification of the respective participant.
2. A detailed procedure and link for the session shall be communicated through e-mail directly to the respective participant who have provided their valid e-mail ID.
3. Kindly dial in at least 10 minutes in advance of the scheduled time.
4. kindly enter your name and Institution name in the following format 'Full Name – Institution' (in case of Analyst) and 'Full Name – Folio Number' (in case of member). Based on verification, the same will be allowed for the meeting.
5. All participants will be kept on 'Mute' mode during the presentation.
6. Q&A session will be held at the end of the presentation. The participants are requested to either type in a question in the chat box or utilize the feature of 'Raise Hand'.

**Thank you.**



# INSPIRING PLACES & SPACES

Corporate Briefing Session July 2022 - Mar 2023

Corporate Briefing Video link



TRUSTED NOT TO COMPROMISE





# AMIR S. CHINOY GROUP

Key Companies of the ASC group are:



Promising Reliability, For Now and Tomorrow

Incorporated in 1948  
Listed on PSX since 1984

2022 Turnover

**PKR 37.8 bn**

**Product Lines**

GI Pipes  
Cold Rolled Steel Tubes  
HDPE Pipes  
MDPE Pipes & others  
Hollow Structural Sections



TRUSTED NOT TO COMPROMISE

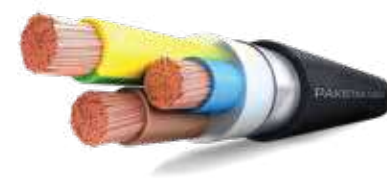
Incorporated in 1953  
Listed on PSX since 1955

2022 Turnover

**PKR 21.2 bn**

**Product Lines**

Electric Wires /Cables  
Overhead Conductors  
Copper Rod  
Aluminum Profiles  
Wiring Accessories  
PVC Compound



Shaping Tomorrow

Incorporated in 2007  
Listed on PSX since 2012

2022 Turnover

**PKR 91.4 bn**

**Equity Partners**

Sumitomo Corporation  
JFE Steel Corporation

**Product Lines**

Cold Rolled Steel  
Hot Dip Galvanized Steel  
Color Coated Steel



A member of **ASC** AMIR S. CHINOY GROUP





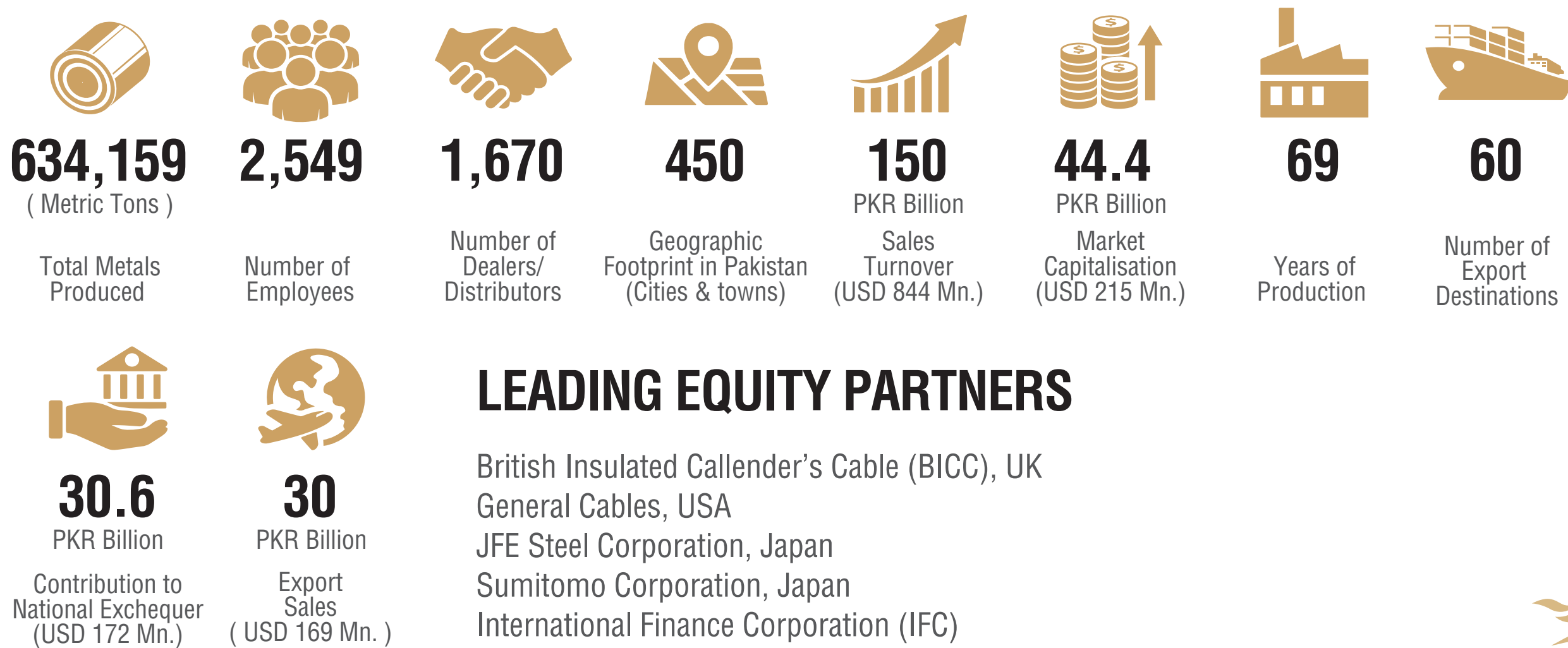
“We, therefore, have to consider and plan on a long term basis, find and build our own enterprises with a long term view of setting up not just ordinary businesses or industries but institutions surviving and lasting for many generations and fulfilling a social and national objective, which could be identified and be synonymous with our finer sentiments of patriotism, in addition to its benefits for us, and the society”

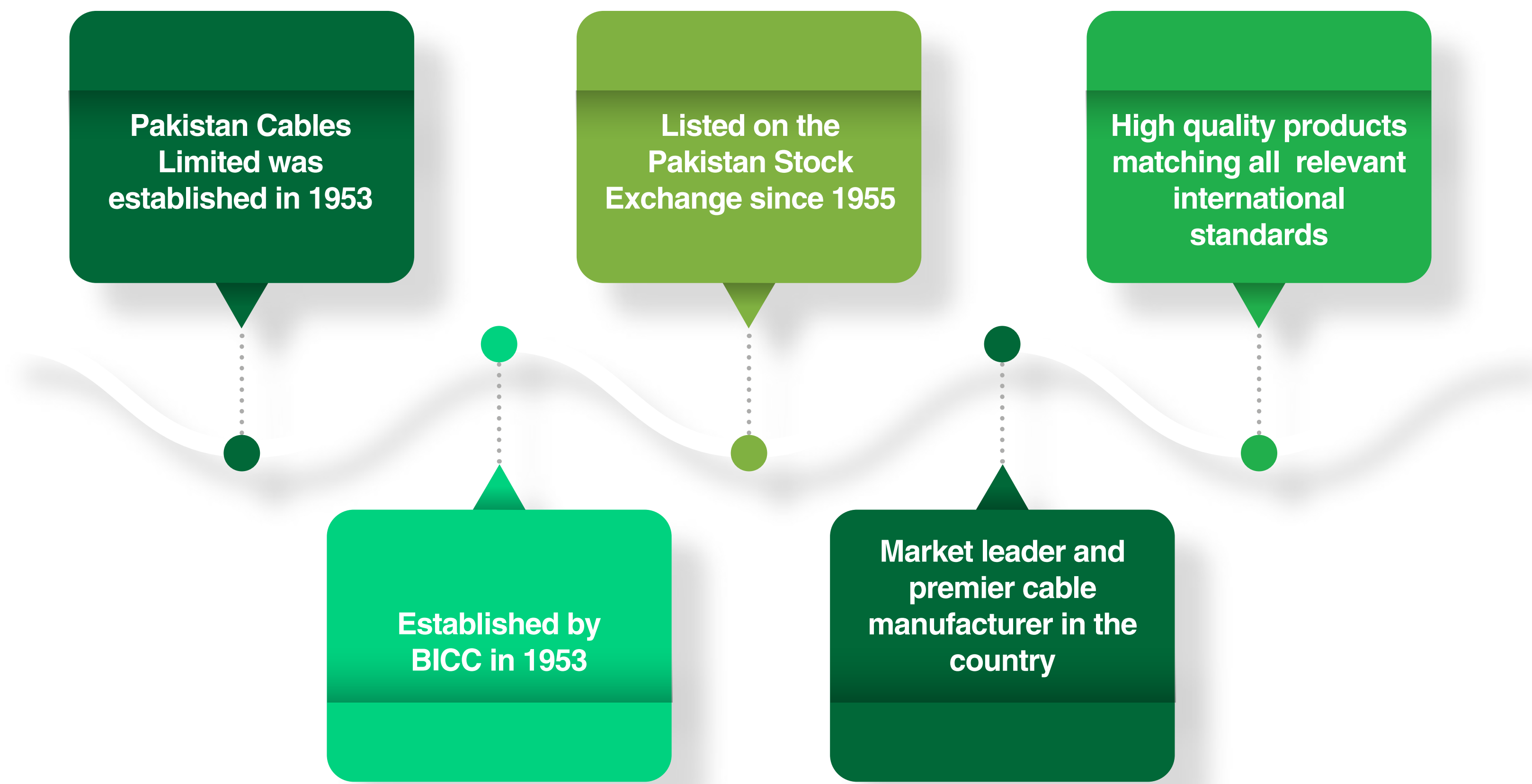


Founder, Mr. Amir.S. Chinoy  
*Amir Chinoy*  
1921-1998

# Over 70 years of leading industrialization in Pakistan

- Founded by Mr. Amir S. Chinoy, pioneering in Engineering products since 1947.
- The ASC group has been at the forefront of Pakistan’s industrialization for over 70 years.





# HISTORY OF FOREIGN AFFILIATIONS

Rich heritage of global expertise

1953 - 1993



Established as a JV with British Insulated Callender's Cables (BICC), the global cable leader of the time.

2010 - 2017



General Cable maintained 24.6 percent shareholding in Pakistan Cables Limited.

2017 - TO DATE

**CTC GLOBAL**

Technical collaboration with CTC Global Inc. US to introduce first ever Aluminum Conductor Composite Core (ACCC®) in Pakistan.



# BUSINESS







# HOW WE DO BUSINESS

Setting an unbeatable benchmark

Sales

**PKR 21.2 bn**

Pakistan's

**1st** General  
Wiring Company

Extensive Portfolio

**6,000+** SKUS

Employees

**893**

Operating Profit

**1.7 bn**

Active Nationwide

**200+** Towns  
& Cities

JCR-VIZ 2018

**A/A-1** Credit  
Rating

Karachi Site

**12** Acre

Nooriabad Site

**41** Acres

Urban Forest

**3** Acre

Exporting to

**35** Countries  
with Pride

Committed to

**UN** Global  
Compact

Dedicated

**80+** Machines

Source: (\*) 2021-22 Avg USD= Rs. 178.0



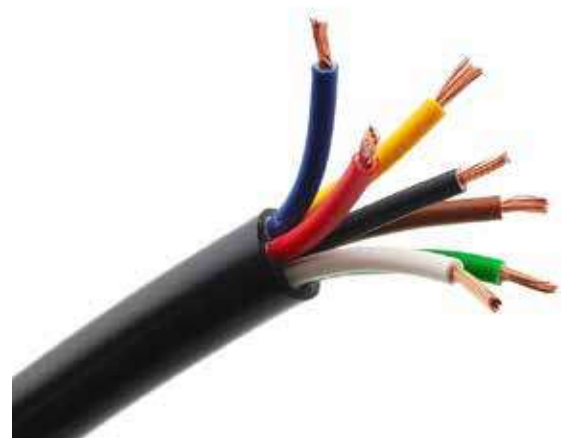


# PRODUCTS





# PRODUCTS RANGE



## WIRES & CABLES

That power and connect



## CONDUCTORS

That power the nation



## PVC

That insulates our wires



## ALUMEX

Aluminium Sections for  
Architectural Applications



## COPPER RODS

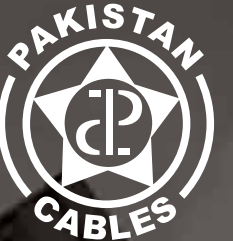
That are unparalleled in quality



## WIRING ACCESSORIES

World class Electrical Switches





# MARKET SEGMENTS



# MARKET SEGMENTS



- Sale of products via a network of distributors and dealers
- Over 1000 dealers and distributors across the country in 200+ cities and towns
- Product sold through trade is mostly General House Wiring



- Direct sales to projects and institutions.
- Industry, housing projects, infrastructure.
- Large range of products sold including Medium Voltage, Low Voltage, General House Wiring etc.



- Sales to Utilities – NTDC, K-Electric and DISCOs
- Aluminium conductors and cable



- 35 international markets.





## **SPEEDY** DELIVERY

- Pakistan Cables e-store was launched on September 20, 2019.
- The E-Store is first of it's kind in Pakistan, offering general wiring solution.
- Longest delivery footprint in Pakistan 650+ cities towns.





# ACHIEVEMENTS





# AWARDS

## Results of our hard work

- Top 25 Companies by the PSX in 1973, 1980, 2004, 2006, 2007, 2013 and 2022
- Corporate Excellence Award from Management Association of Pakistan in 1982,1983, 2021and 2022
- Achievement Award for Outstanding Performance from the President of Pakistan in 1998
- Best Corporate Report from ICMA in 2006, 2008, 2019, 2020, 2021 (Merit Award)
- Brand of the Year Award in 2007 and 2008
- Environment Excellence Award from the National Forum for Health & Environment in 2010, 2011, 2013 and 2015
- Superbrands Pakistan's Choice Award in 2015
- Won FPCCI Export Trophy in 2016, 2017, 2018, 2019, 2020 and 2021
- Won "Employer of the Year Award" in 2014 and "Best Practices Award in Occupational Health and Safety" in 2018 from Employer Federation of Pakistan
- Won the NFEH CSR Award by the National Forum for Health & Environment in 2018, 2019 and 2021
- Won 7<sup>th</sup> FPCCI Achievement Award for Technological Advancement in 2019 - ACCC®
- Won 8<sup>th</sup> FPCCI Achievement Award for PCL E-Store (E-commerce Category) in 2020
- Won 14<sup>th</sup>,15<sup>th</sup> and 16<sup>th</sup> Consumer's Choice Award in 2019, 2021 and 2022





# One Group. Three Wins.

Winners of Pakistan Stock Exchange  
Top 25 Best Companies Award 2021

ASC Group congratulates the Board of Directors and the Management of its group companies, International Industries Ltd., Pakistan Cables Ltd. and International Steels Ltd. for their commendable performance and wishes them continued success in the future.





# HALLMARK OF TRUST

## Global benchmark of quality

- Largest importer of Copper in Pakistan
- Strong linkages with international raw material suppliers
- All products conform to national and international standards
- Seventy year track record of world class quality







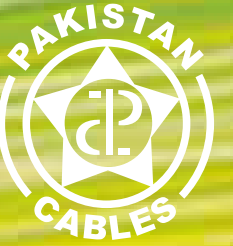
# CERTIFICATIONS

## Proof of our commitment to quality

- First cable manufacturer to attain **KEMA** certification for LV and MV cables in Pakistan since 1984
- Received a total of eight **KEMA** certifications
- Amongst the first five companies in Pakistan to be certified for **ISO 9001:2000**
- First cable manufacturer in Pakistan to update to **ISO 9001:2008**
- **CE certified** – This certifies that Pakistan Cables Limited meets European health, safety, and Environmental protection legislation and can be legally sold and moved within the European Union
- Received certification for photovoltaic Solar Cable by **TUV Austria**
- **International approvals** DCRP Oman, Maldives Electricity Authority, Ghana Standards Authority, Ethiopia Electricity Authority and Trinidad and Tobago Bureau of Standards amongst others



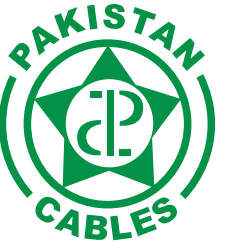




# NOORIABAD FACTORY



NOORIABAD FACTORY



# NOORIABAD FACTORY

















# Urban Forest

The tree plantation commenced in 2020, spearheaded by Mr. Kamal A. Chinoy, the Urban Forest is home to over 47,000 trees, spread across 3 acres.

59 species of trees native to the geographical area (Nooriabad) such as Almond, Amla, Fig, Mango, Neem, Sukh Chan, Pomegranate, Peepal, Peelu, Keekar, Olive have been planted.

The first and largest Miyawaki based urban forest on an industrial estate in Pakistan. The Miyawaki approach was developed by Mr. Akira Miyawaki from Japan. It has been implemented by Mr. Shahzad Qureshi in Pakistan.

Benefits of the Miyawaki based Urban Forests:

Grows 10  
times faster.

Attracts 20  
times more  
biodiversity.

Forests are  
30 times  
more  
denser.

Forests  
beautify the  
land.

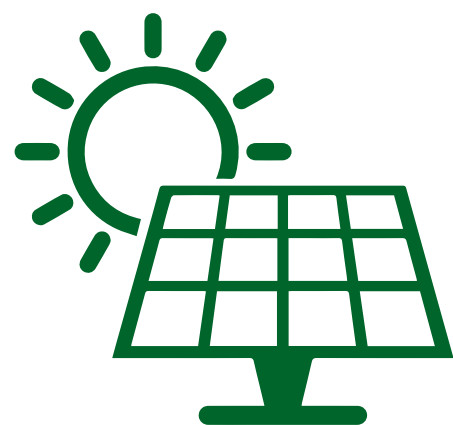
Forests  
improve air  
quality.



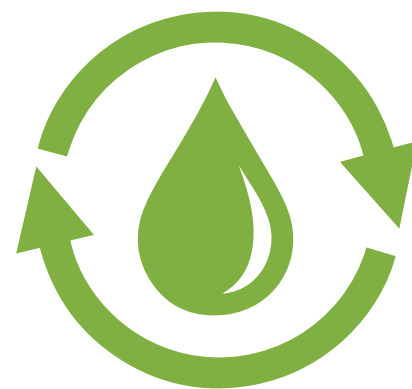


# TOWARDS SUSTAINABLE BUSINESS PRACTICES

## Highlights at Nooriabad



(2MW) SOLAR ENERGY  
Reduced Carbon Foot  
Print



(45,000 gal.) WATER  
CONSERVED  
300,000 gal. Storm water  
Storage +150,000 gal.  
Urban Forest pond



EFFLUENT  
TREATMENT PLANT



LEED CERTIFICATION  
for Nooriabad Office  
Building





47,000 tress = estimated carbonfoot print 1,175 tons/year





# Among first 26 compaines in Pakistan to sign up for the pledge to Net Zero emissions

The commitment aligns the Company's ambition with keeping warming to 1.5°C and reaching science-based net-zero emissions by 2050.

Pakistan Cables is amongst the first 26 companies in Pakistan to sign on to the Race to Zero.







# CORPORATE SOCIAL RESPONSIBILITY



# Transform Lives.

## CSR Collaborations



### Employee Volunteer Program

- STEAM Pakistan- Safer Program  
300 students | 15 volunteers | 3 cities
- Child Life Foundation
- Clifton Urban Forest
- Panah Foundation

### Flood Relief & Rehabilitation

- Employee Donation
- Help balochistan
- Amir S. Chinoy Foundation x DAWN  
Relief rehabilitating Bajara, Sindh

### Female Empowerment

- ASCEND – Cooperative Education Program with NED
- Scholarships for female students at UET (LHR & FSD)
- Student Webinars
- Student Factory Visits





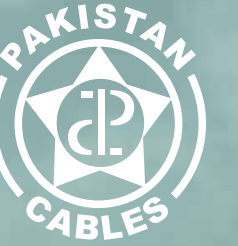
# Transform Lives.

## Sustainability CSR Collaborations





# FINANCIAL

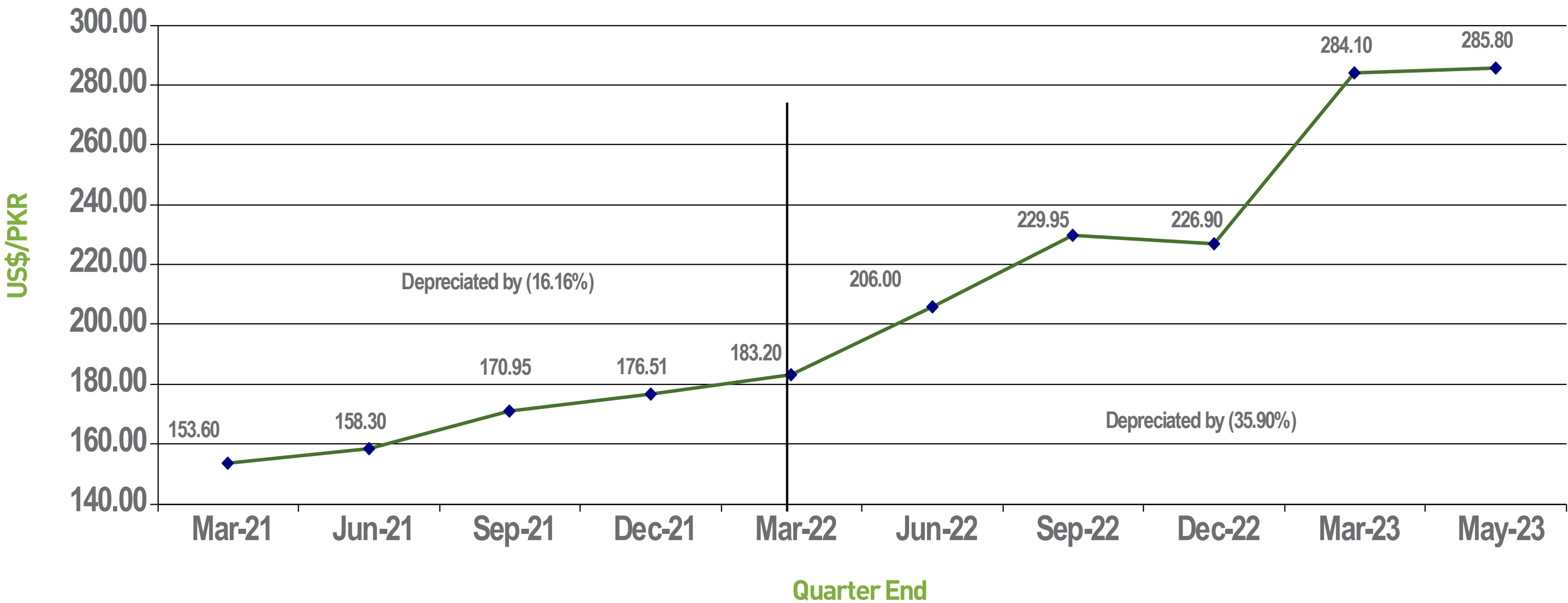






# Volatile Exchange Rate

EXCHANGE RATE US\$/PKR  
MAR 21 - MAR 23

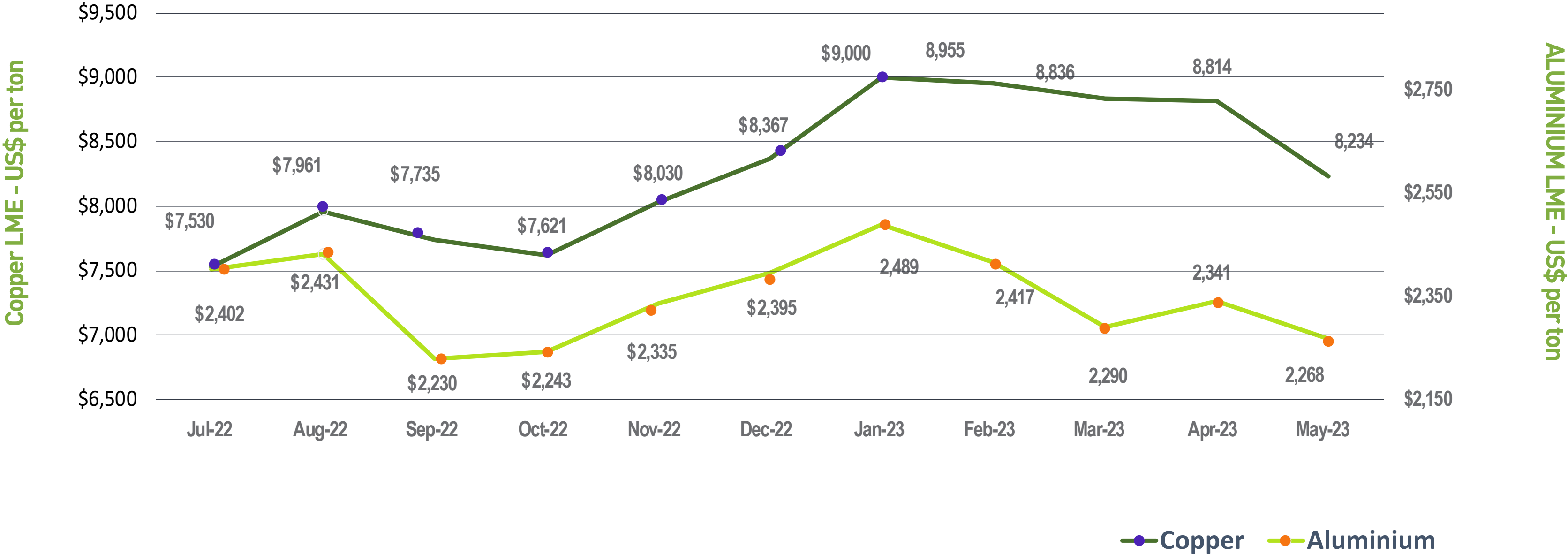






# Metals Pricing

AVG. MONTHLY LME OF COPPER AND ALUMINIUM US\$/ TON  
JULY '22 TO MAY '23







# Five Years Financial Details

## Statement of Financial Position

	Rs. in Million				
	Jun-19	Jun-20	Jun-21	Jun-22	Mar-23
Total Assets	8,432	8,417	11,032	19,493	21,317
Total Shareholders' Equity	4,878	4,770	5,349	9,006	9,305
Stock-In-Trade	2,203	1,902	2,504	3,863	2,728
Trade Debts	2,089	1,653	2,787	4,104	3,452
Fixed Assets	3,388	4,076	4,791	10,647	13,612
Total Bank Debts	2,328	2,161	3,322	6,546	9,159



# Five Years Financial Details

## Statement of Profit & Loss Account

	Jun-19	Jun-20	Jun-21	Jun-22	Mar -23 (Nine Months)
Sales – Rs. in Mil.	9,704	9,086	13,145	21,168	16,055
Gross Profit – Rs. in Mil.	1,146	860	1,526	2,751	2,268
Gross Profit – %	11.8%	9.5%	11.6%	13.0%	14.1%
Profit / (Loss) After Tax – Rs. in Mil.	126	(92)	554	828	521
Earnings / (Loss) Per Share - Rupees	3.56	(2.58)	15.56	23.27	12.73



# FINANCIAL PERFORMANCE

## SALES

- Sales increased to Rs. 16.1 billion (5% over SPLY) despite challenging market circumstances and slowing demand.
- Copper prices declined compared to SPLY but this was offset by devaluation of the rupee.

## OTHER

- Despite weakening market dynamics, GP% in the nine month period was 14.1% (slightly higher than SPLY)
- Finance cost increased to Rs. 669 million (vs. Rs. 229 million in SPLY)
- PAT = Rs. 521 million (EPS of 12.7 per share)



# FUTURE PROSPECTS

- **Liquidity has improved allowing for better flow of imported raw material**
- **All critical market segments have displayed a slow down over the past 6 months**
- **Federal PSDP of Rs. 950 billion and Provincial PSDP of Rs. 1.6 trillion announced should help stimulate market activity**
- **Demand from solar seems to be picking up again**





# THANK YOU

