



September 20, 2024

The General Manager Pakistan Stock Exchange Ltd., Stock Exchange Building, KARACHI-74000.

#### SUBJECT: PRESENTATION FOR ANNUAL CORPORATE BRIEFING SESSION 2024

Dear Sir,

We refer to our letter dated September 19, 2024, regarding the Annual Corporate Briefing Session ("CBS") of International Steels Limited (the "Company").

In compliance with Guideline 2(iii)(a), issued under Pakistan Stock Exchange notice No. PSX/N-1120 dated November 02, 2023, along with its annexure A i.e. Guidelines and Procedures for Holding Corporate Briefing Sessions (CBS) (Version 03); please find attached the presentation for your reference.

We would appreciate your assistance in communicating this information to TRE Certificate Holders of the Exchange.

Thanking you

Your Sincerely,

For INTERNATIONAL STEELS LIMITED

ZOHAIB RAZA MERCHANT

Company Secretary





# Corporate Briefing Session 2024





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## **About Amir S. Chinoy Group**



For over 76 years, the Amir S. Chinoy (ASC) Group has been instrumental in shaping Pakistan's industrial landscape. As one of the nation's leading industrial groups, ASC has a rich legacy of excellence in manufacturing, trading, and industrial services. Currently, three flagship companies operate under the ASC umbrella:

- **International Industries Limited (est. 1948)**
- Pakistan Cables Limited (est. 1953)
- **International Steels Limited (est. 2007)**

#### Key Highlights (2024):

- Rs. 23 billion in exports, making ASC a prominent player in global trade.
- Global footprint with subsidiaries in Australia (IIL Australia Pty. Ltd.) and Canada (IIL Americas Inc.), generating Rs. 4.8 billion in export revenues.
- Strong domestic presence with **2,600 outlets** in **500 cities** across Pakistan.

Recently in 2024, the Group launched Chinoy Engineering and Construction (Pvt.) Ltd. (CECL), an Associate Company, which secured a contract with Reko Diq Mining Company to design and build a Permanent Accommodation Camp at the Reko Diq Copper-Gold Mines in Balochistan.

The ASC Group offers a broad range of industrial products, maintaining its leadership in driving growth and innovation:

Flat Steel Sheets, Profiles Steel Pipes (CR, HR, **Cold Rolled Steel Galvanised Steel Color Coated Steel Galvanised, Stainless Steel)** and Purlins Polymer Pipes (UPVC, **Electric Wires & Cables Hollow Structural Sections** Scaffolding Systems and **Special Cables** PPRC, PE) Formwork (LV and MV) (Steel) **Extruded Aluminium Sections for Electric Overhead Conductors of PVC Compound Wiring Accessories Copper Rod Architectural Applications Copper and Aluminium** 



## **ASC Group Highlights**





124
PKR in Billion Sales
Turnover



PKR in Billion Market Capitalisation



25
PKR in Billion Contribution to National Exchequer



**23**PKR in Billion Export Sales



384,000
(Metric Tons)
Total Metals Produced



**71**Years of Production



2,600
Number of Employees



Mumber of Export
Destinations (including USA,
Canada, Europe)



500
Geographical Footprint in Pakistan (Cities & Towns)



2,600

Number of Dealers/Distributors



## **Group Portfolio**





**Pipes and Tubes** 



Flat Rolled Steel



Cables, Wires, Accessories, Copper Rods, Aluminium Profiles, PVC Compounds









## **ASC Group Partners**



Member companies of the ASC group have attached international equity partners of repute, which have further enriched their technical expertise and best practices.

Leading partners associated with member companies over the years include:

- British Insulated Callender's Cable (BICC), UK.
- Doogood, Australia.
- General Cables, USA.
- International Finance Corporation (IFC), USA.
- JFE Steel Corporation, Japan.
- MEVA Formwork Systems, Germany.
- Sumitomo Corporation, Japan.

## **ISL Equity Partners**





## **ISL Technology Partners**























## **ASC Group Turnover**





Incorporated in 1948 Listed on PSX since 1984 **Credit Rating AA/A-1** 

#### **PRODUCTS**

Steel Tubes and Pipes Polymer Pipes and Fittings Stainless Steel Tubes Scaffolding & Formwork Solutions

Incorporated in 2007 Listed on PSX since 2011 Credit Rating A+ /A-1

#### **PRODUCTS**

**Cold Rolled Steel** Hot Dip Galvanized Steel **Color Coated Steel** 

Incorporated in 1953 Listed on PSX since 1955 Credit Rating A/A-1

#### **PRODUCTS**

Wires, Cables & Copper Rod **Aluminium Profiles PVC Compound Conductors & Wiring** Accessories

Incorporated in April 2024

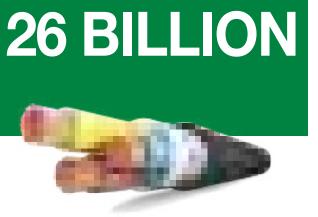
#### SERVICES

**Contracting Services** in The Construction and **Engineering Industry** 

2024 TURNOVER



2024 TURNOVER





TOTAL GROUP TURNOVER









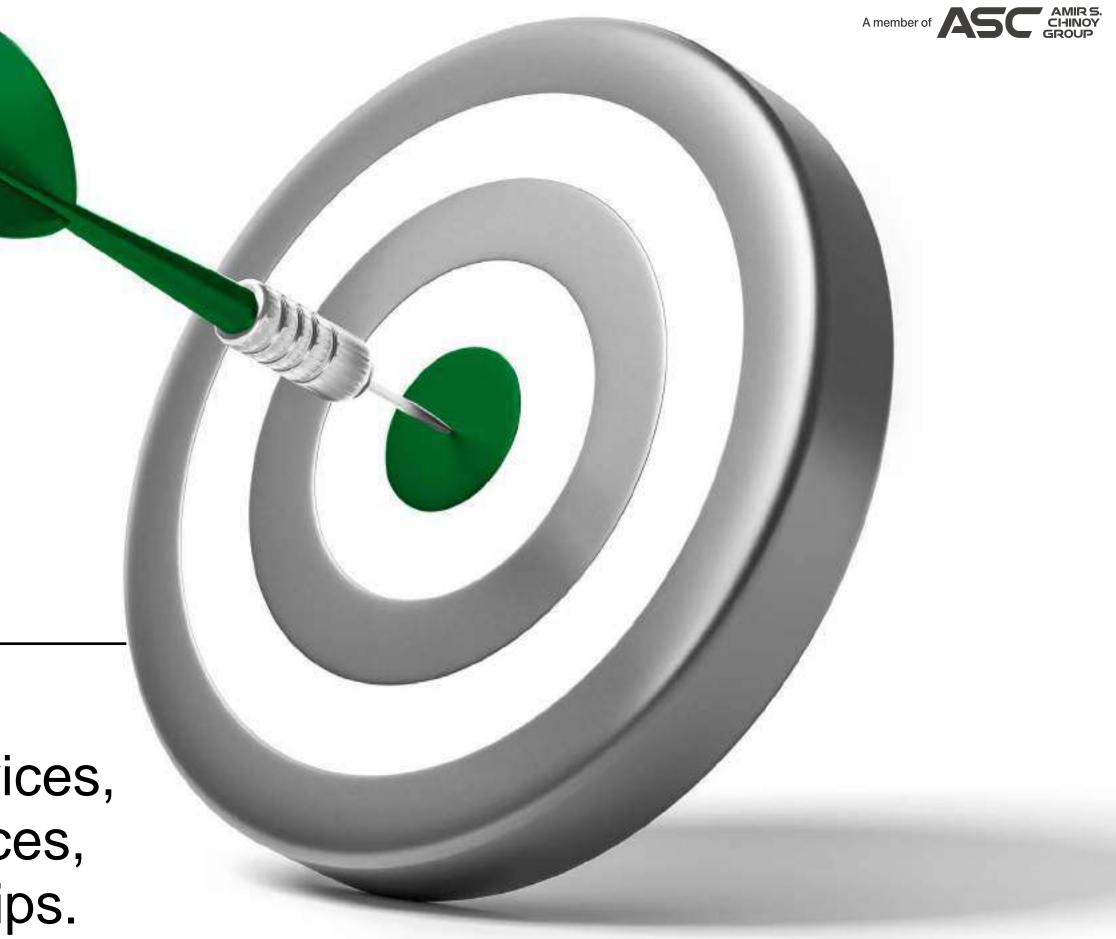


To be the premium manufacturer of flat steel products in Pakistan.

## Mission

To establish our presence in the steel industry by providing superior quality products and reliable services, catering to the customers' needs, at competitive prices, while delivering value and fostering close partnerships.

We take pride in providing an environment that cultivates teamwork and leadership capabilities to manage our company as a model corporate citizen, complying with the highest standards of business ethics.

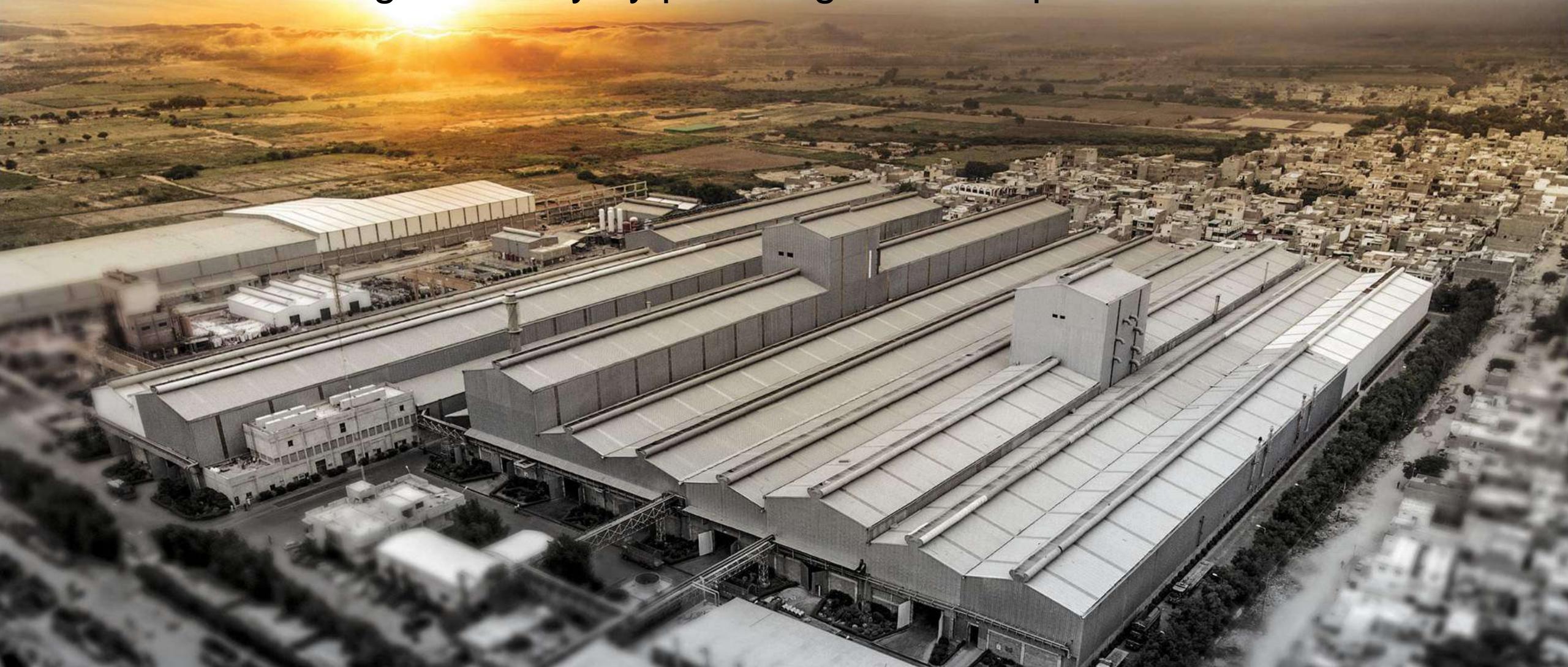




## **Corporate Philosophy**



Adopting world-class technologies, enhancing manufacturing capabilities, and contributing to society by providing excellent products and services.

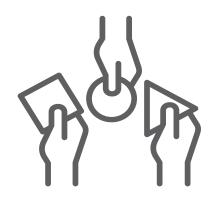






## Integrity

At our core, we uphold the highest ethical standards, cultivating a culture of trust and transparency both within and outside our organisation. This unwavering commitment to integrity guides our every action.



## Diversity

We stand as an exemplar of equal opportunity, embracing diversity in its entirety. Our stance is uncompromising zero bias towards gender, race, ethnicity, or religion. We foster an environment that celebrates open expression of opinions and encourages inclusivity.



## Respect for People

People are our cornerstone. We believe in prioritising individuals, nurturing a culture where their well-being takes precedence. We invest in their growth, ensuring that we hire, develop, and retain talents to form synergistic teams in alignment with our mission and vision.



## Fairness

Our dedication to fairness is reflected in every facet of our operations. Our policies and procedures are a testament to this commitment - promoting equal treatment, from selection and hiring to rewarding and compensating every employee. We recognise the worth of every stakeholder.



## Responsibility

We consider quality, health, safety and environment, integral parts of our activities and way of life.





## Health and Safety Statistics





## 1.3 Million

Safe Man Hours



1,915

**HSE Training Hours** 



01

Lost Time Injury (LTI)



0.56

Total Recordable Incident Rate (TRIR)





## 2023-24 Highlights



#### Q1 July - September



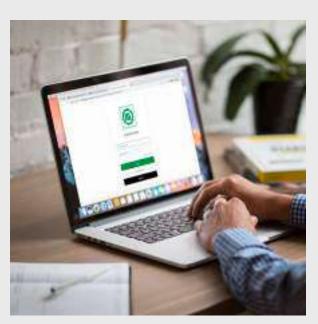
ISL received the FPCCI 46th Best Export Performance Award for FY 2021-22, recognizing the company's consistent success in exports.



ISL participated in the SMU Steel Summit 2023, recognized as America's premier steel conference, held from August 21 to 23, 2023.



ISL was awarded the KCCI Best Export Performance Award for two consecutive fiscal years, FY 2019-20 and FY 2020-21.



ISL was integrated in the internet banking system of 2 leading banks of Pakistan.



ISL won 1st Prize in the Engineering, Automobile Manufacturing & Spare Parts/Components Sector at the prestigious EFP 17th Occupational Safety, Health, and Environment Awards.

## **July** August

#### Q2 October - December



ISL won the 38th Corporate Excellence Award, hosted by the Management Association of Pakistan (MAP).



ISL participated in the Pakistan Auto Show 2023 from October 27-28 at the Karachi Expo Centre.



ISL celebrated a milestone of achieving 3 million metric tons, in collaboration with JFE Steel Corporation and Sumitomo Corporation from Japan.



ISL launched ISL Customer Portal to ISL Dealers and industrial customers to offer them a convenient digital sales experience.



ISL exhibited at The Big 5 Global, held at the Dubai World Trade Centre, UAE. The expo featured over 2,200 exhibitors from more than 150 countries.



September

In December, ISL won the prestigious 11th FPCCI Achievement Award for the year 2022.

October November December



## 2023-24 Highlights



### Q3 January - March



ASC Group Companies participated in the 3rd Engineering and Healthcare Show 2024 organized by TDAP.



In February, ISL participated in The Big 5 Construct Saudi, the largest construction event in Saudi Arabia.

# CSR HENFONSIBILITY

ISL received three CSR awards at the NFEH's 16th CSR Summit & Awards 2024, for the fourth consecutive year, the Company was honored in the categories of Community Development and Services, Education and Scholarship, and Public Health & Safety Program.

#### **January**

#### **February**

#### March

## **Q4 April - June**



Partnering with ConnectHear, ISL sponsored the Access. Ability Career Fair at the Institute of Business Administration on May 8, 2024.



ISL participated in the Pakistan HVACR Expo in Lahore, an event showcasing the latest innovations trends in the HVACR Industry.



ISL commences 6.4 MW Solar Project at its manufacturing facility in Karachi.



ISL received the "Diamond Recognition Award" at the 10th Employer of the Year Awards.



A leading bank completed the setup of virtual accounts and configured integration for automatic receipt creation.



## Value Creation 2011-2024



#### **CONTRIBUTION TO GOVERNMENT**

Over

## PKR 126 Billion

Contributed to the national exchequer

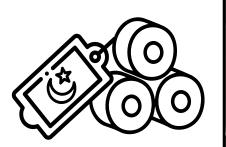


#### **SUBSTITUTING IMPORTS**

Saving

## \$409 Million

Worth of foreign exchange outflow through localization



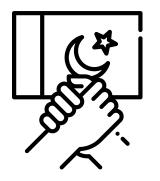
#### **CSR CONTRIBUTION**

Allocating

**1.5% Profit** 

(After Tax) Annually for social and

community uplift



#### **RECOGNITION OF PERFORMANCE**

Five times winner



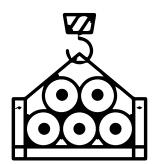
In the Engineering Category at CEA, hosted by MAP

#### **EXPORT VALUE**

Earned

## \$555 Million

Worth of foreign exchange by exporting flat steel



#### **GLOBAL FOOTPRINT**

Exporting to over

#### 30 Countries

Worldwide, supplying cold rolled and coated sheets



#### **EMPLOYER OF CHOICE**

Achieved

## **Diamond Recognition Award**

10th Employer of the Year Awards by EFP

#### **RECOGNITION IN CSR CONTRIBUTION**

Four consecutive years of winning

#### 3 CSR Awards

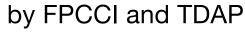
At NFEH's Annual Corporate Social Responsibility Summit



#### **LEADING EXPORTER**

Listed among

Top **Exporters** 



#### **SKILL DEVELOPMENT**

Imparted

42,022 Man Hrs. (50)

To train and develop human resources at ISL Factory and offices



Maintaining

A+ / A-1 Rating

By VIS Credit Rating **Company Limited** 



#### **ENVIRONMENTAL RESPONSIBILITY**

Practicing

## Clean, Lean and Green

Manufacturing approach and sustainable practices





## Regional Network and Geographical Presence



# Islamabad Regional Office Lahore Regional Office

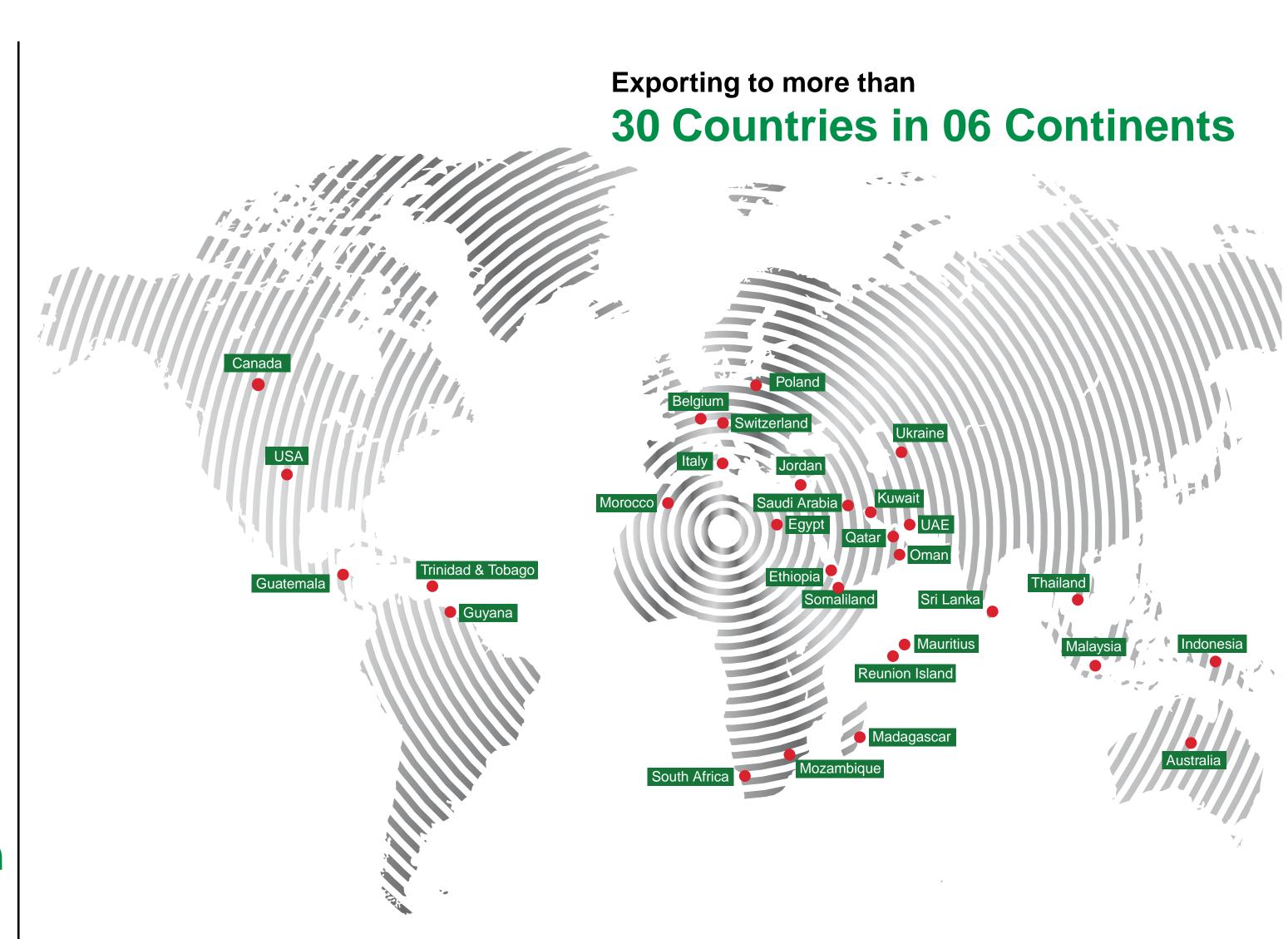
## Regional Office

Multan

## Karachi Head Office,

Factory and Service Center

Comprising
500 Cities and
Towns in Pakistan







## **Products and Production Capabilities**



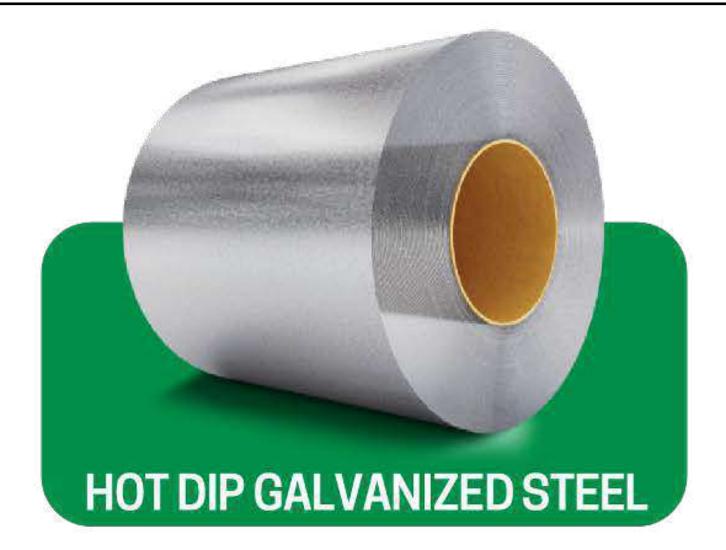


1,000,00

**METRIC TONS** 

ISL provides a wide range of CRC products, meeting diverse commercial and industrial needs, with its advanced Cold Rolling Mills from SMS Siemag, Germany, ensuring top-quality finishes and workability. ISL products are in high demand across automotive, home appliances, furniture, drum, tube, filter, tin plate, and various industrial sectors.





462,00

METRIC TONS

ISL's Hot Dipped Galvanized Steel is produced on a state-of-the-art, fully automated galvanizing complex. Our manufacturing facility, a dynamic production team, and adherence to strict quality control measures, paired with best available raw materials and processes, are applied under controlled conditions to produce premium-quality zinc-coated steel.

#### **Applications:**



84,00

METRIC TONS

With a coating capability of 84,000 MT, ISL's Color Coating Line delivers top-tier color coating across diverse substrates, including Cold Rolled, Galvanized, Galvalume, Aluminium, and Stainless-Steel. ISL's color coating facility offers a broad spectrum of colors, suitable for a range of indoor and outdoor applications.

#### **Applications:**



















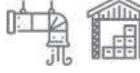


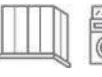










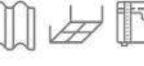


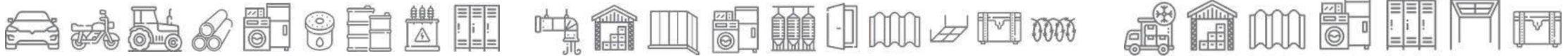














## **Certificates and Compliance**



















ISO 9001: 2015

Quality Management System

ISO 14001: 2015
Environment Management System

ISO 45001: 2018

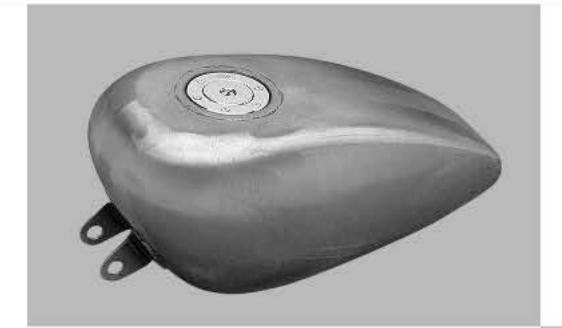
Occupational Health & Safety Management System



## **Cold Rolled Steel Applications**



AUTOMOTIVE COMPONENTS



HARDWARE AND SANITARY



TIN MILL BLACK PLATE (TMBP)



**▼ PACKAGING DRUMS** 



DOMESTIC APPLIANCES



ELECTRICAL GOODS



**OIL FILTERS** 



BASE MATERIAL FOR GALVANIZING AND COATING



SWITCH GEARS



TUBES AND SECTIONS



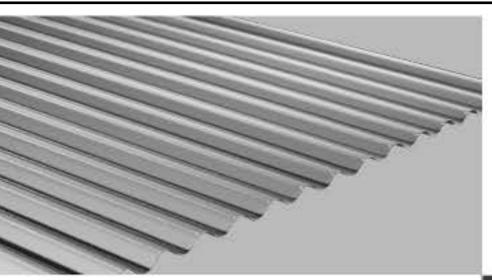


## Hot Dip Galvanised Steel Applications





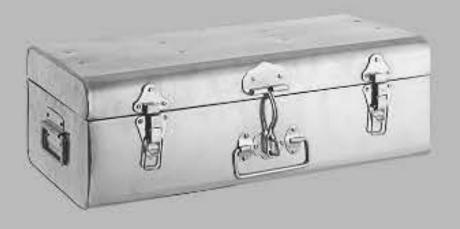
CONSTRUCTION AND ROOFING



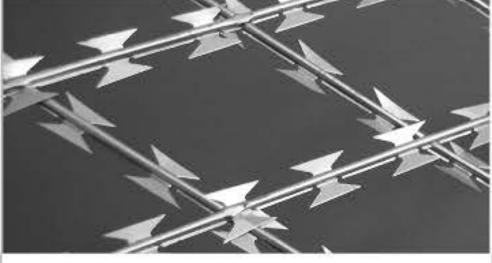
HVACR AND DUCTING



**PIPING** 



TRUNKS AND STORAGE BOXES



RAZOR WIRE



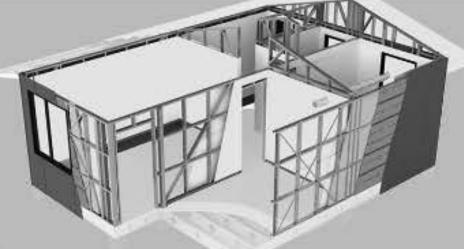
GUARDRAILS, HANDRAILS AND STREET FURNITURE



SUSPENDED CEILINGS



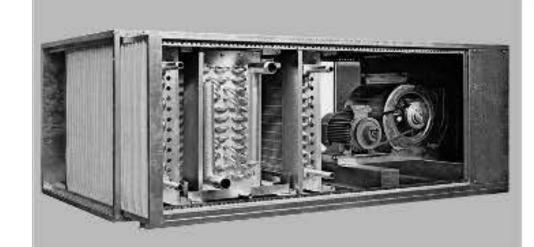
AIR HANDLING UNITS (AHU)



LIGHT GAUGE
STEEL STRUCTURES



DOMESTIC APPLIANCES



WALL PARTITIONS



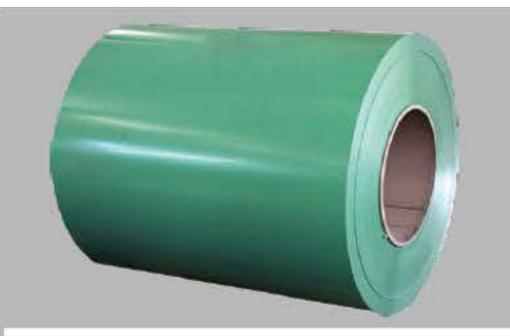
AGRICULTURE AND HORTICULTURE





## **Color Coated Steel Applications**





#### **AGRICULTURE**

(Grain silos, sprayers, pans, feeding troughs)



## COLD STORAGES AND UNITS





#### **DOMESTIC USE**

(Trunks, tubs, buckets, storage bins, water tanks)



CONSTRUCTION



## **ELECTRICAL APPLIANCES**



FURNITURE AND FIXTURES



#### MEP APPLICATIONS

(Ducting, drums/barrels, containers, thermal cladding, air-conditioning ducts, railway coaches and others)





FALSE



OUTDOOR







## Service Center at Bin Qasim Industrial Park



Service Center shapes flat rolled steel into various forms for a wide range of industrial and commercial applications, ranging from profiles that form highly durable structures to custom-cut sheets and slitted coils that serve as ready-to-use input for various purposes.

Slitting



C Channels for LGSS / Wall Partitions



**Profiling** 

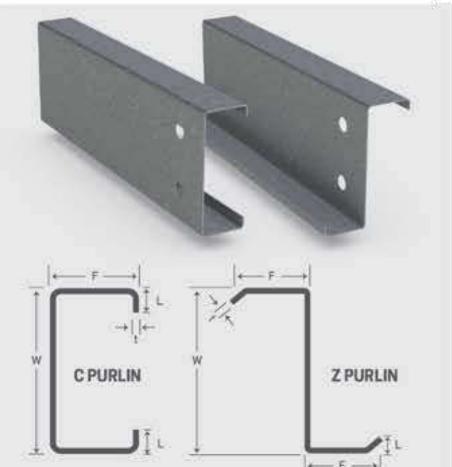


**Cut-to-Length** 

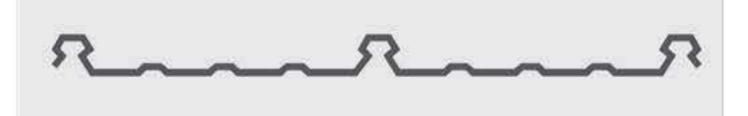


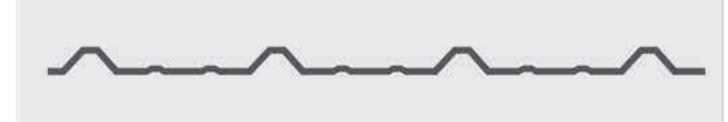
C and Z Purlins













## **Business Review FY 2024**





## **External Business Environment**

Subdued Industrial & LSM Growth Industry 1.21% LSM 10.07% (PBS provisional)

163% increase in Gas Tariff for (PBS provisional) Telectricity Generation

Uneven Playing Field

Misuse of sales tax exemptions for FATA/PATA and duty circumvention

High-Interest Rate Environment
High Borrowing Costs and Reduced
Business Liquidity

**Utility Cost Increase** 

High Inflationary Regime
Erosion in consumer purchasing power,
impacting demand

Price Volatility

↓9% HRC Prices ↓25% Iron Ore

↓35% Coking Coal

**Subdued Global Demand and Trade Volatility** 



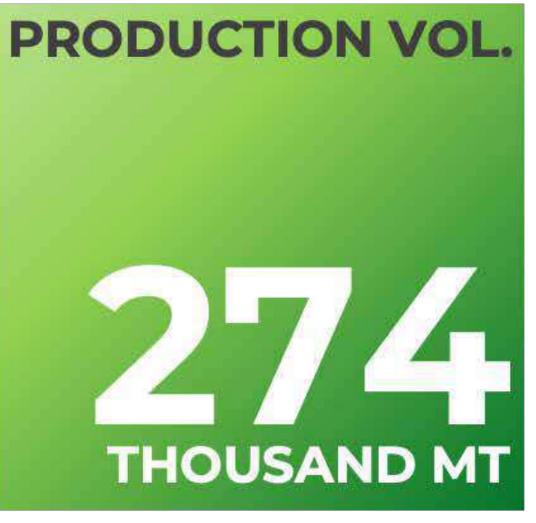
## **Business Review FY 2024**





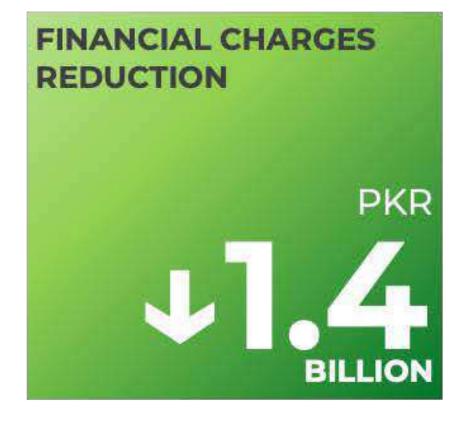
## ISL Performance Highlights



















## **Business Review FY 2024**





## ISL Manufacturing Initiatives

Implementation of

## Lean Manufacturing and Six Sigma

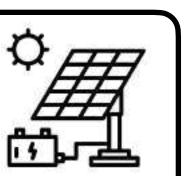
to boost production efficiency and minimize waste.



Installation of



aimed at reducing energy costs and carbon footprint.



**Utilisation** of

# Advanced Supply Chain Optimization

to improve efficiency and streamline operations.



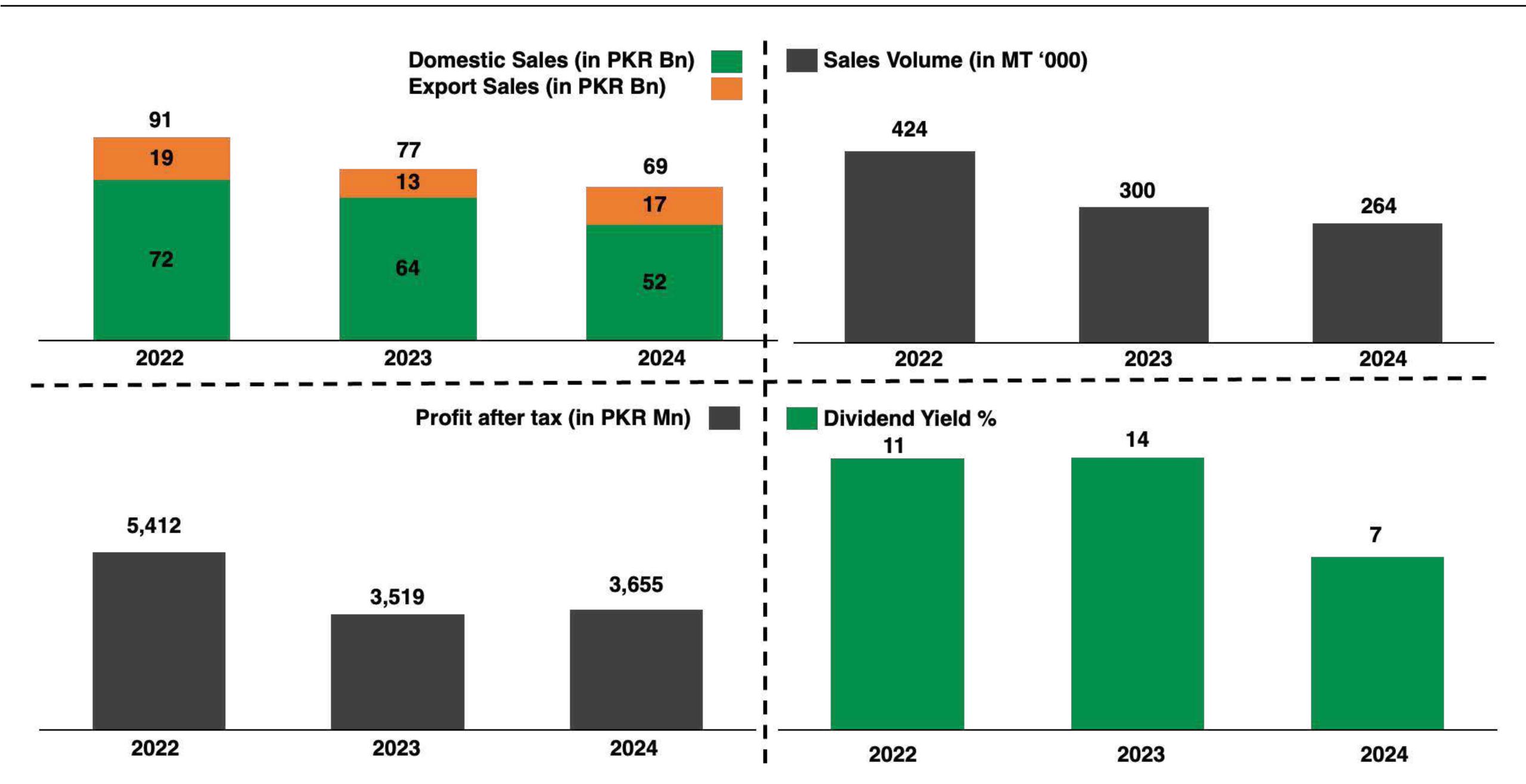
Implementation of



to conserve water resources and support eco-friendly operations.

## Financial Highlights







## Statement of Financial Position (As at June 30, 2024)



#### **ASSETS**

#### NON-CURRENT ASSETS

Property, plant and equipment Right-of-use assets Intangible assets Long term deposit with Central Depository Company of Pakistan Limited

#### CURRENT ASSETS

Stores and spares Stock-in-trade Trade debts Receivable from K-Electric Limited (KE) Advances, trade deposits and prepayments Staff retirement benefits Sales tax receivable Taxation - net Cash and bank balances

#### TOTAL ASSETS

Note	2024	2023
	(Rupees ii	n '000)
4	20,016,449	20,304,569
5.1	23,846	43,839
6	408,853	309,580
	100	100
	20,449,248	20,658,088
7	902,140	1,004,646
8	18,259,002	17,261,712
9	1,423,286	1,148,499
200	25,537	16,685
10	140,894	55,862
11	55,521	( <del>-</del> C
	580,296	480,954
12	145,754	(5#6)
13	2,708,102	1,765,136
4.0	24,240,532	21,733,494
10	44,689,780	42,391,582

	Note	2024	2023
EQUITY AND LIABILITIES		(Rupees i	n '000)
SHARE CAPITAL AND RESERVES		W49. X	
Share capital Issued, subscribed and paid-up capital Revenue reserve	14	4,350,000	4,350,000
Unappropriated profit Capital reserve		16,735,347	15,146,402
Revaluation surplus on property, plant and equipment	15	2,112,083	2,187,478
TOTAL SHAREHOLDERS' EQUITY		23,197,430	21,683,880
LIABILITIES			
NON-CURRENT LIABILITIES			
Long term financing - secured	16	845,316	1,005,986
Deferred income - government grant	17	98,244	126,738
Gas Infrastructure Development Cess	18.1	-	148,993
Deferred taxation - net	19	1,811,362	1,989,947
Lease liabilities	5.2.1	4,415	29,426
CURRENT LIABILITIES		2,759,337	3,301,090
Trade and other payables	20	12,822,416	10,712,974
Contract liabilities	21	1,834,506	1,816,607
Short term borrowings - secured	22	3,560,288	3,334,225
Unpaid dividend		430	1,527
Unclaimed dividend		7,079	8,497
Current portion of long term financing - secured	16	344,944	377,378
Current portion of lease liabilities	5.2.1	24,886	19,859
Taxation - net	12	-	920,894
Accrued mark-up		138,464	214,651
		18,733,013	17,406,612
TOTAL LIABILITIES		21,492,350	20,707,702
CONTINGENCY AND COMMITMENTS	23		
TOTAL EQUITY AND LIABILITIES		44,689,780	42,391,582



## Statement of Profit and Loss (As at June 30, 2024)



	Note	2024	2023
		(Rupees in '000)	
Revenue from contracts with customers Cost of sales	24 25	69,299,633 (60,726,441)	76,753,334 (66,145,658)
Gross profit		8,573,192	10,607,676
Selling and distribution expenses Administrative expenses	26 27	(2,090,474) (472,739)	(997,224) (389,057)
		(2,563,213)	(1,386,281)
Operating profit		6,009,979	9,221,395
Finance cost Other expenses	28 29	(856,088) (588,930)	(2,264,167) (1,921,613)
		(1,445,018)	(4,185,780)
Other income	30	133,384	155,796
Profit before levies and income tax		4,698,345	5,191,411
Levies	31	(223,913)	(167,362)
Profit before income tax		4,474,432	5,024,049
Income tax expense	32	(819,618)	(1,505,259)
Profit for the year		3,654,814	3,518,790
		(Rupees)	
Earnings per share - basic and diluted	33	8.40	8.09



## Statement of Cash Flows (As at June 30, 2024)



	Note	2024	2023
		(Rupees in '000)	
CASH FLOWS FROM OPERATING ACTIVITIES			
Cash generated from operations	34	7,942,887	26,624,898
Finance cost paid		(897,959)	(2,296,540)
Income on bank deposits received - Conventional		282,846	89,310
Income on bank deposits received - Islamic		9,843	-
Staff retirement benefits paid	11.2.9	(39,304)	(63,012)
Payment on account of compensated absences		(9,269)	(10,618)
Income tax and levies paid	12	(2,310,328)	(1,982,315)
		(2,964,171)	(4,263,175)
Net cash generated from operating activities		4,978,716	22,361,723
CACH ELOWO EDOM INVECTINO ACTIVITIES			
CASH FLOWS FROM INVESTING ACTIVITIES		(4 700 000)	(1.077.640)
Payment for acquisition of property, plant and equipment		(1,708,323)	(1,277,643)
Payment for acquisition of intangible asset		(100,878)	(133,084)
Proceeds from disposal of property, plant and equipment		82,002	53,932
Investments in Term Deposit Receipt		(350,000)	(384,000)
Net cash used in investing activities		(2,077,199)	(1,740,795)
CASH FLOWS FROM FINANCING ACTIVITIES			
Proceeds from long term financing		150,000	245,465
Repayment of long term financing		(371,598)	(3,070,248)
Short term borrowings - net		400,000	(3,882,781)
Lease rentals paid	5.2.1	(25,213)	(23,366)
Dividend paid		(2,177,515)	(3,262,777)
Net cash used in financing activities		(2,024,326)	(9,993,707)
Net increase in cash and cash equivalents		877,191	10,627,221
			70 F00 0 101
Cash and cash equivalents at beginning of the year		1,096,911	(9,530,310)
Cash and cash equivalents at end of the year	35	1,974,102	1,096,911
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## Statement of Cash Flows (As at June 30, 2024)



	Note	2024	2023
		(Rupees in '000)	
CASH FLOWS FROM OPERATING ACTIVITIES			
Cash generated from operations	34	7,942,887	26,624,898
Finance cost paid		(897,959)	(2,296,540)
Income on bank deposits received - Conventional		282,846	89,310
Income on bank deposits received - Islamic		9,843	-
Staff retirement benefits paid	11.2.9	(39,304)	(63,012)
Payment on account of compensated absences		(9,269)	(10,618)
Income tax and levies paid	12	(2,310,328)	(1,982,315)
		(2,964,171)	(4,263,175)
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The state of the s			THE PROPERTY OF STREET STREET,



## **Advanced Supply Chain Optimization**



The company is in the process of implementing an automated supply chain optimization module that utilizes advanced data analytics in order to:

- Enhance Visibility throughout the Supply Chain
- Improve Demand Forecasting and Planning
- Improve Efficiency
- Reduce Delivery Times, and
- Enhance Service Levels to Customers







## Elevating Customer Experience: ISL Customer Portal



ISL Customer Portal is a self-service online application developed to digitalise and streamline the user journey of order booking till order delivery for registered customers.

Through this application, registered customers can easily book orders, view comprehensive real-time information of transactions, and conduct various other functions right from their PCs or smartphones.





## Sustainability Leap: Renewable Energy Project



At ISL, we are committed to driving innovation for a greener future.

Our **6.4 MW solar power project**, backed by a **PKR 1 billion** investment at our Karachi facility, exemplifies our dedication to environmental sustainability and responsible manufacturing.

As part of our *Clean, Lean, and Green initiative,* this project aims to significantly reduce our carbon footprint and lower energy costs.

By investing in solar energy, we are not only reducing reliance on external power but also actively contributing to the generation of clean energy.



## **Awards and Recognition**



#### **FPCCI 46th Best Export Performance Award for FY 2021-22**





## KCCI Best Export Performance Award for FY 2019-20 and FY 2020-21



## MAP's 38th Corporate Excellence Award (Engineering Category)



11th FPCCI Achievement Award for the year 2022





10th EFP Employer of the Year 2024 - Diamond Recognition Award



1st Prize in the EFP 17th Occupational Safety, Health, and Environment Awards

