



At-Tahur Limited

CORPORATE BRIEFING
SESSION
2024



MISSION

*Our Mission is to
manufacture &
process world class,
pure, natural, healthy
products of
immaculate quality.*



The principal activity of the Company is to run dairy farm for the production & processing of milk & dairy products.

ABOUT US

	Incorporated 2007
	Listed at PSX 2018
	Major Business Production & Processing of Milk & Dairy Products primarily and becoming a food company
	Production Capacity 21,146 M.Tones
	Book Value PKR 23.67
	Paid-up Capital PKR 2,186 Million
	Market Capitalization Rs. 3.08 bn

Board Of Directors



MR. IJAZ NASIR
Chairman

MR. RASIKH ELAHI
Chief Executive Officer

MR. ABID SATTAR
Independent Director

MR. AURANGZEB FIROZ
Independent Director

**MR. SYED KASHIF UL
HASSAN SHAH**
Independent Director

DR. FARZANA FIROZ
Independent Director

MR. SHABBI ZAHID ALI
Non-Executive Director



OUR BRAND

At-Tahur launched its PREMA Milk brand in 2008 which has become a household name in Pakistan during the short span of time.

BRAND OF THE YEAR



IN THE CATEGORY OF :

MILK & YOGURT

RECOGNITION ACHIEVED :

Fastest growing brand





Retail Operations

Islamabad

Punjab

Lahore

Faisalabad

Rawalpindi

Multan

Gujranwala

Sahiwal

Okara

Vehari

Pakpattan

Depalpur

Chichawatni

Bahawalpur

Lodhran

Hujra Shah Muqem

Pattoki

Renala

Mian Channu

Sialkot

Chichawatni

Kotla

Phalia

Jalalpur Jattan

Mandi Bahauddin

Kunjah

Daska

Sambrial

Shahdara

Muridke

Sargodha

Sadhoke

Kamoke

Sharaqpur

Narowal

Gujrat

Wazirabad

Sheikhupura

Bure Wala

Chiniot

Jhung

Gojra

Toba Teka Singh

Jaranwala

Arif wala

Mian Wali

Wah Cantt

Jehlum

Sargodha

Attock

Gakhar Mandi

Malisi

KPK

Peshawar

Swat Abbotabad

Malam Jabba

Nowshera

Banu

Swabi

Kohat

Mardan

Mangora

Sindh

Karachi

Hyderabad

Rahim Yar Khan

Sukkur

AJK

Muzaffarabad

Bagh

Dheerkot

Rawalkot

Irja

Mirpur

Qadirabad

Balochistan

Quetta

Prema has a market footprint across Pakistan, from
Khyber to Karachi

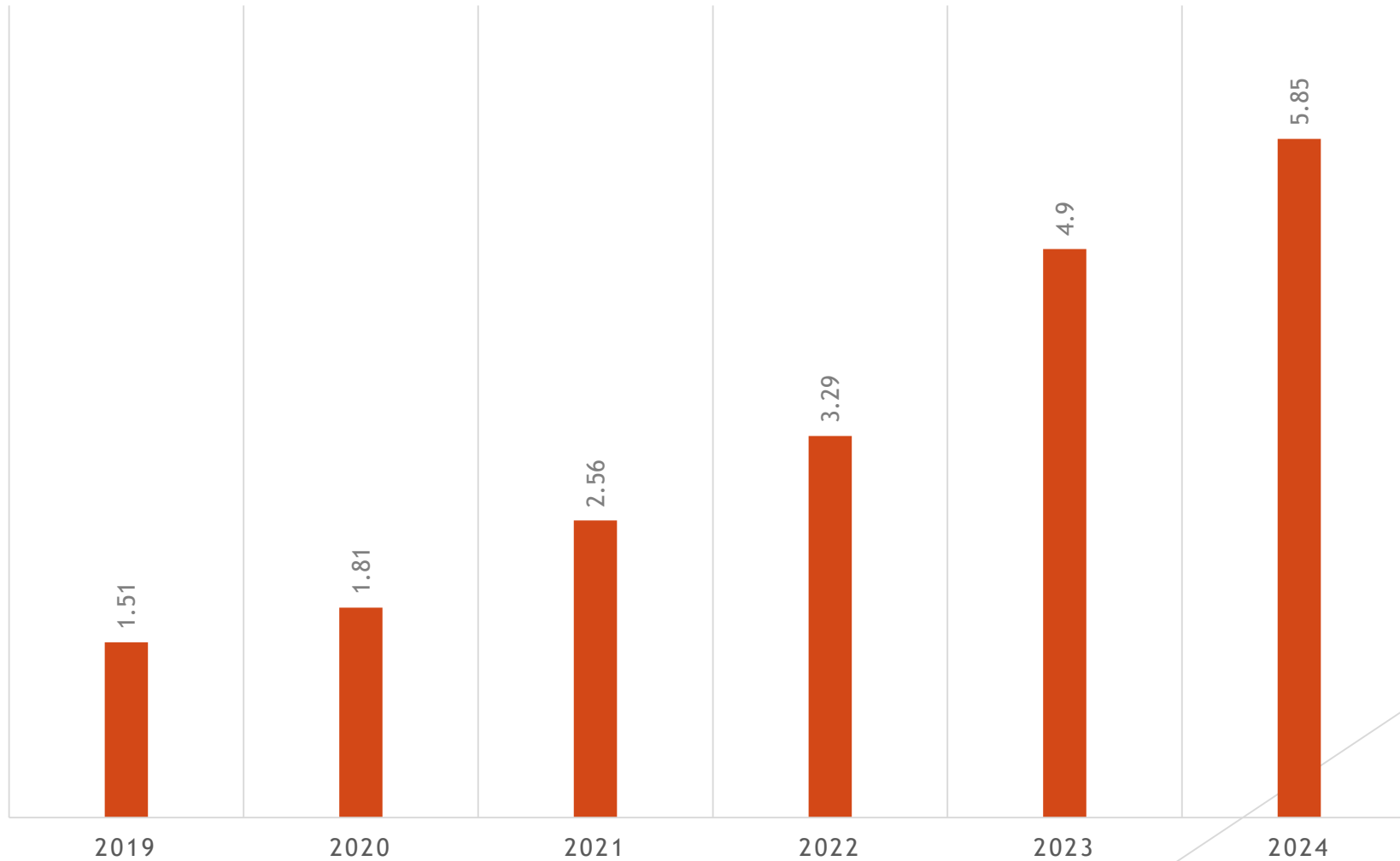


KEY FINANCIAL INDICATORS

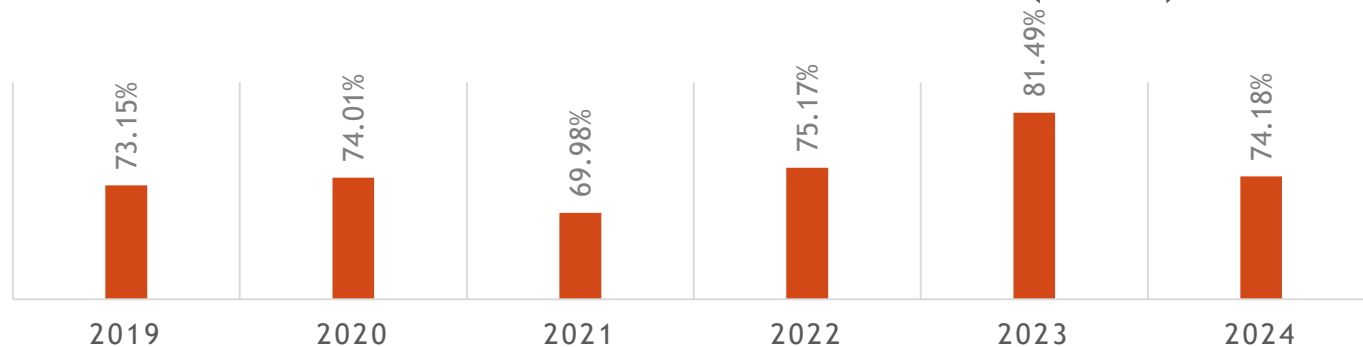


SALES REVIEW

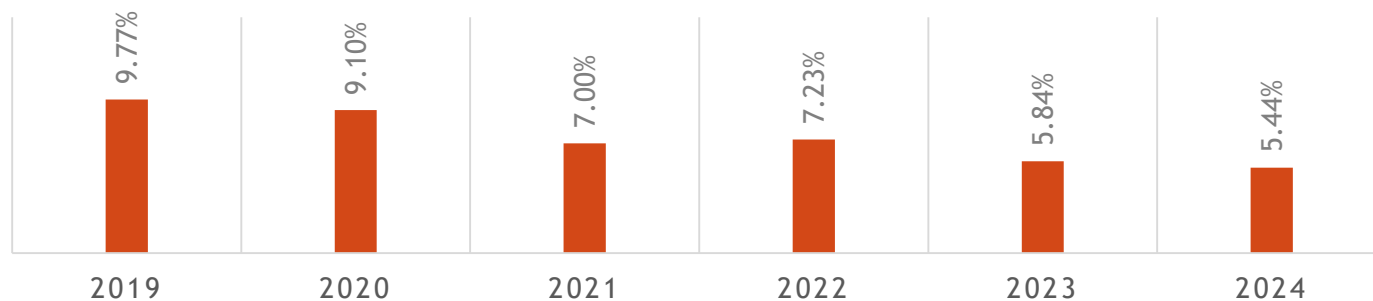
SALES REVENUE (RS. IN MILLION)



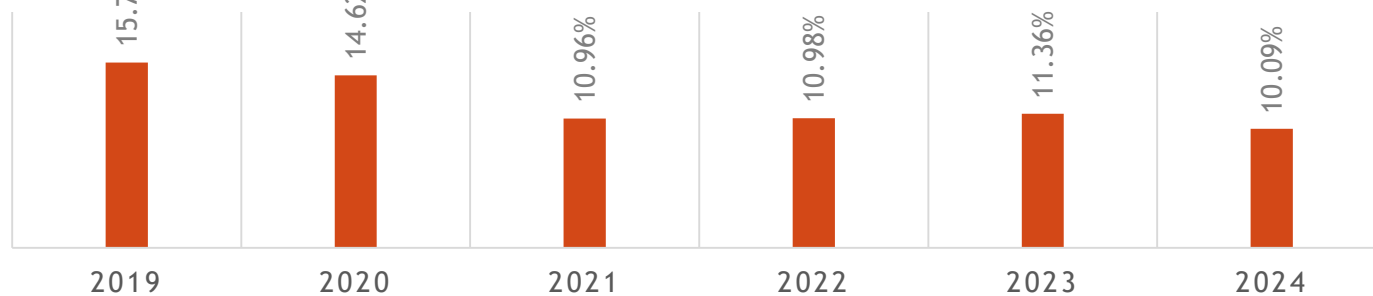
OPERATING EXPENSE RATIO (OER)



ADMINISTRATIVE EXPENSE RATIO (AER)



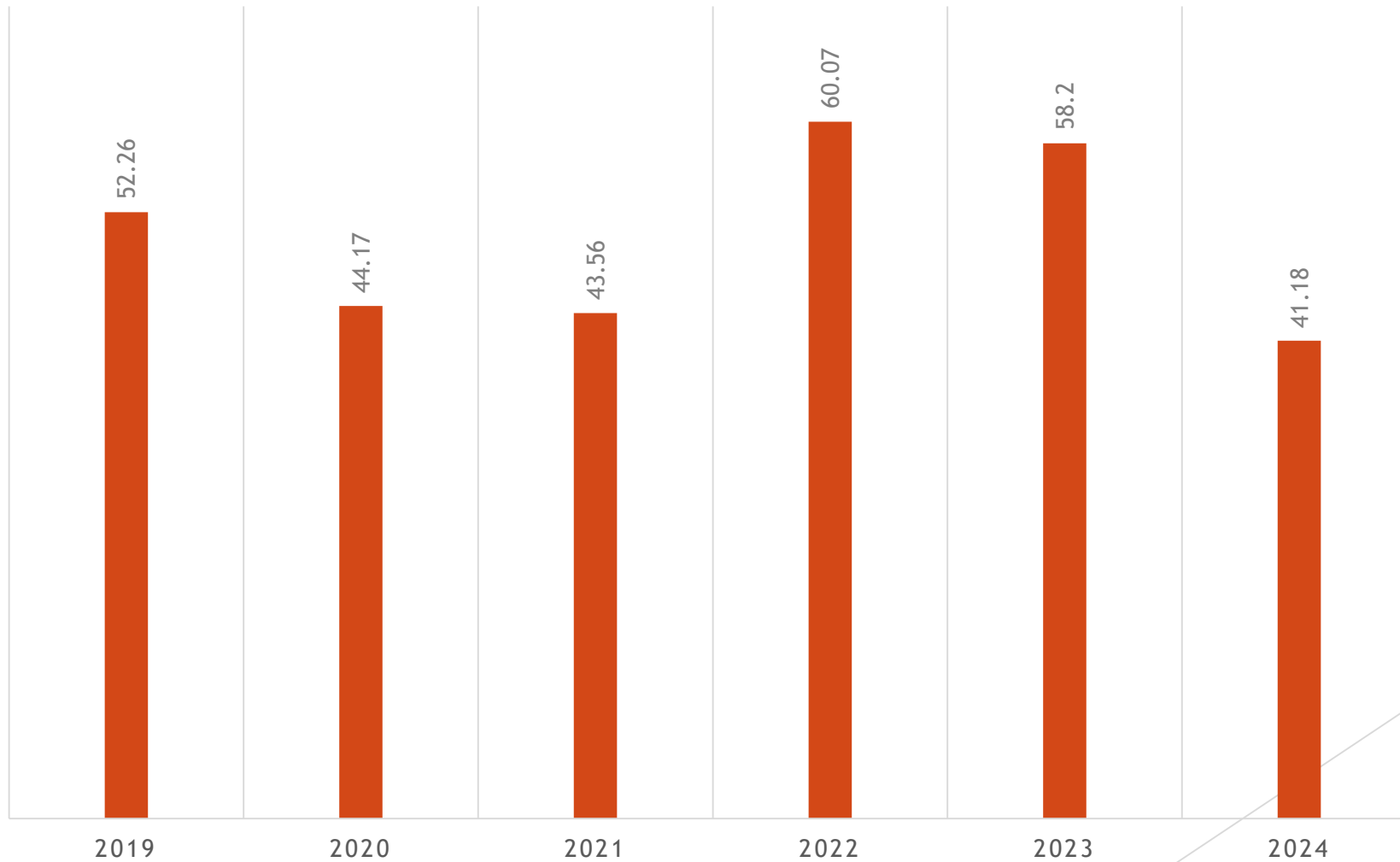
SELLING EXPENSE RATIO (SER)



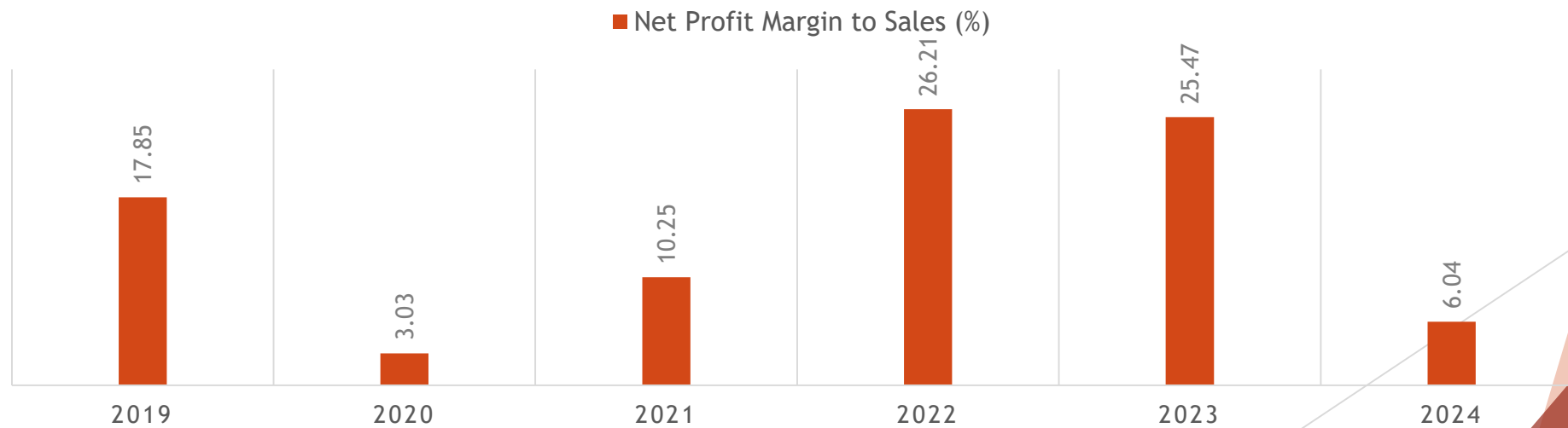
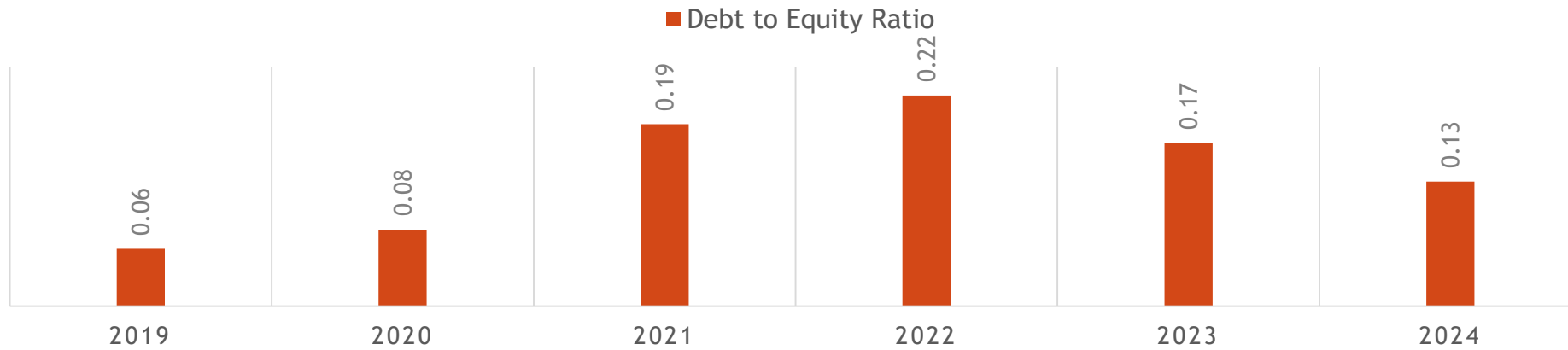


FINANCIAL PERFORMANCE

GROSS PROFIT MARGIN (%)

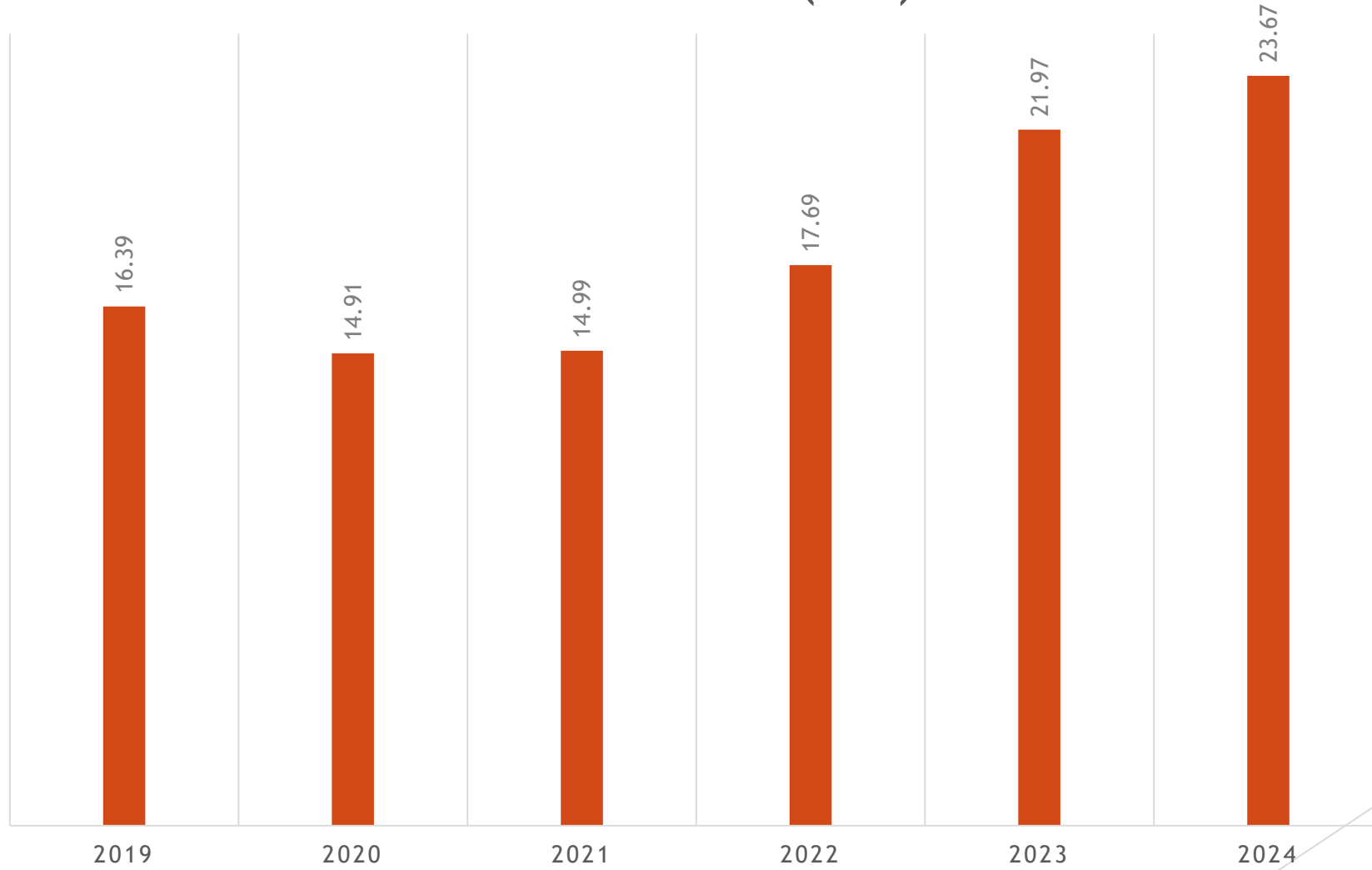


FINANCIAL PERFORMANCE



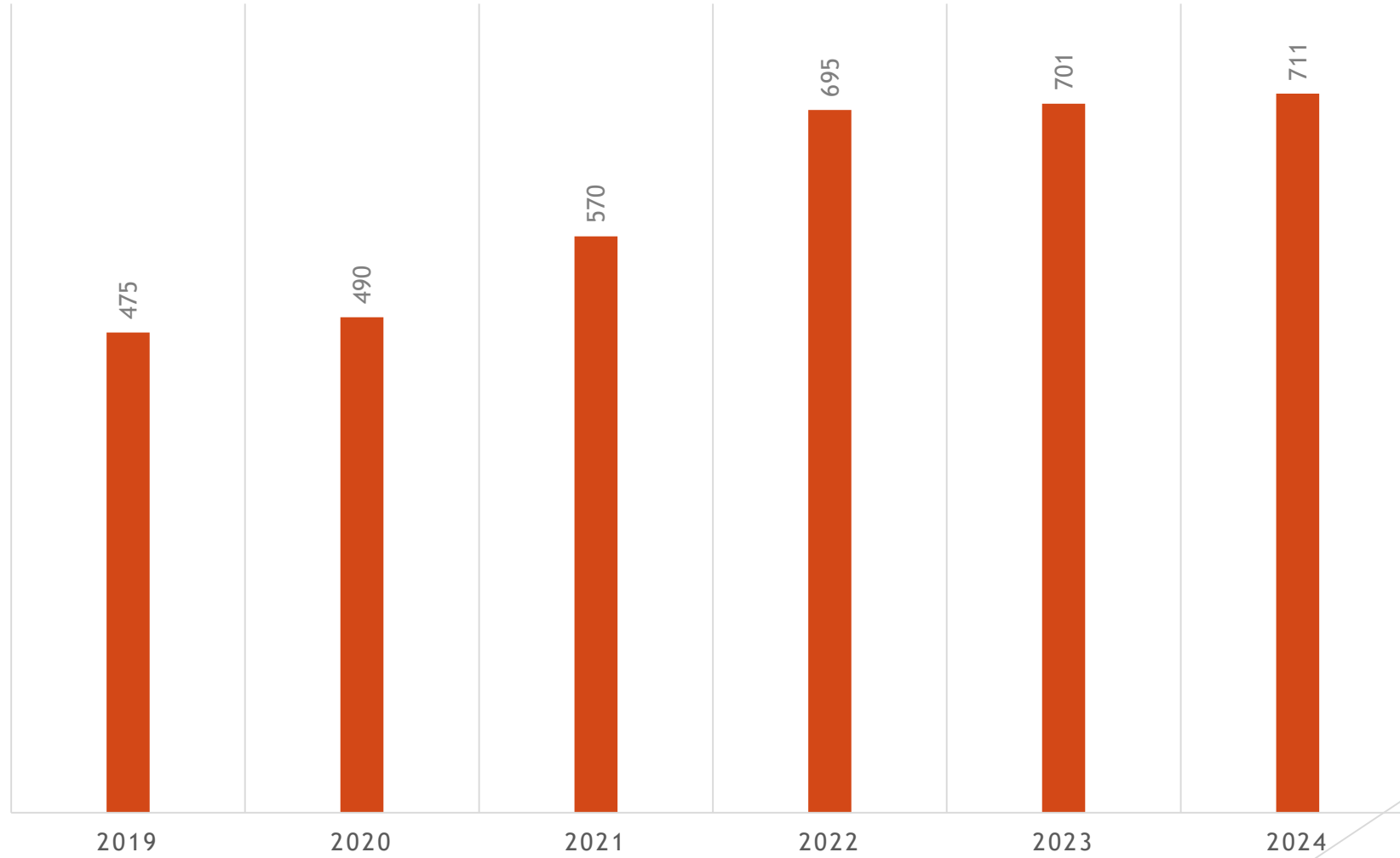


BOOK VALUE (RS.)

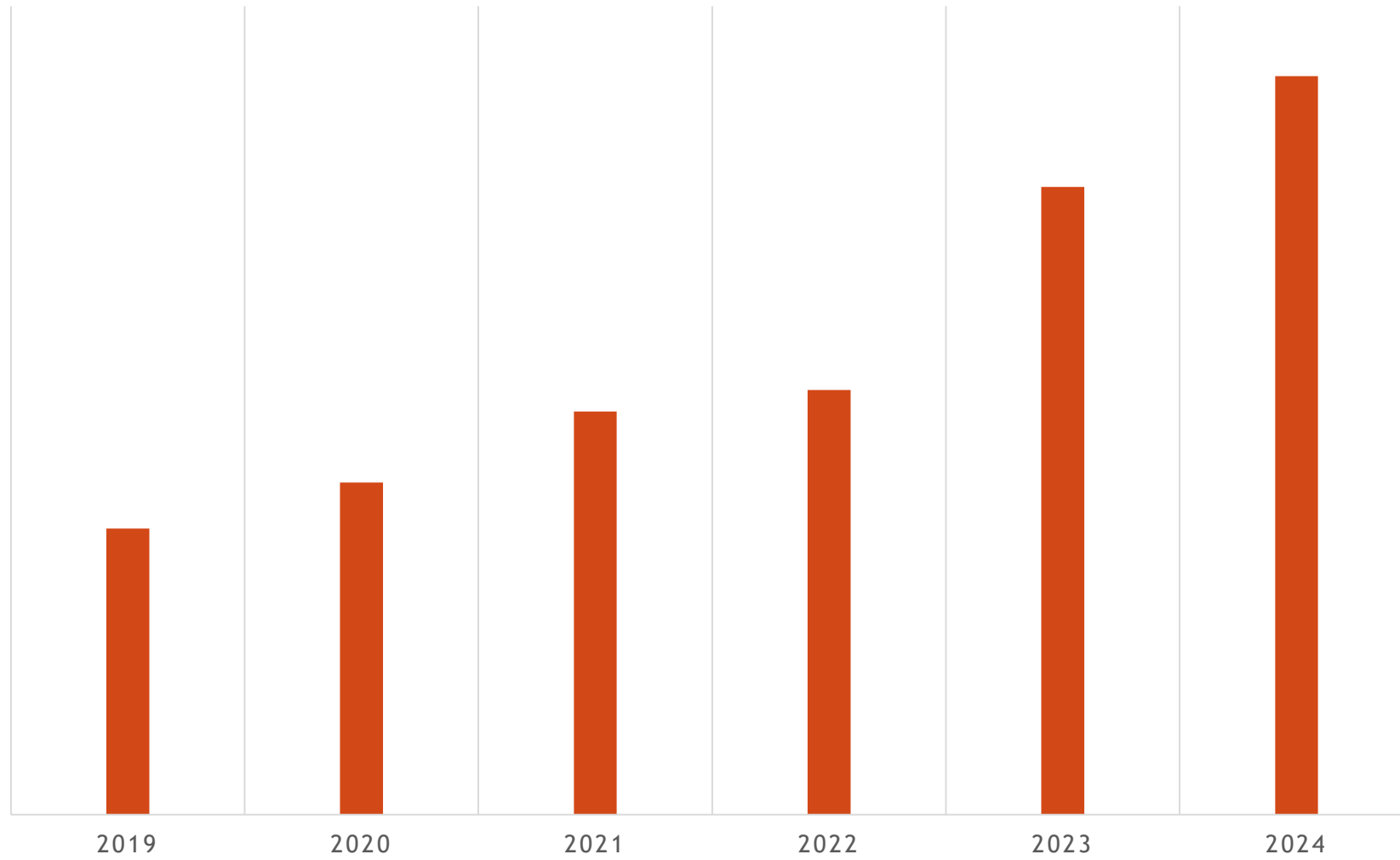




NUMBER OF EMPLOYEES



SALE PER EMPLOYEE (RUPEES)





PERFORMANCE REVIEW

At-Tahur Limited (PSX: PREMA) announced Profit After Tax of Rs. 353.233 Mn, along with the EPS of Rs. 1.62 for the Annual Year ended June 30, 2024.

The company's **Net Sales** stood at Rs. 5.845 Bn, showing an increase of 19% YoY basis. The Gross Profit was recorded at Rs. 2,406.89 Mn.

Increase in the **Revenue** is mainly attributable to the improved turnover on account of launch of new products, change in sales mix & enhanced demand of all our products.



FUTURE OUTLOOK

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The future prospects of our Company are exceedingly promising on account of the Management's efforts towards increasing the Company's market share and through wider participation in all its business segments.

The Company is striving to yield better volumes by expanding and growing relationships with clients through the Company's premium suite of products.

This includes offering new and novel products and services through unrelenting research and focus on quality offering .





Thank You