



Big Bird Foods Limited

Address 2-A, Ahmad Block, New Garden Town,
Lahore, Pakistan

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Web www.bigbirdfoods.com

October 8, 2024

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

Subject: Disclosure of Material Information:

Launch of New Product Line (Fish)

Dear Sir

In accordance with section 96 of Securities Act, 2015 and clause 5.6.1(a) of Pakistan Stock Exchange Regulations contained in PSX Rule Book, we hereby convey the following information;

We are pleased to inform you that Big Bird Foods Limited (BBFL) is expanding its product portfolio with the introduction of a new line of **raw fish fillets** and **raw finger fish**. This product line will cater to the growing demand for high-quality seafood products in the market, aligning with our vision to innovate in the food sector and further expand our product line.

Key features of this new product line include:

- **Premium Raw Fish Fillets and Raw Finger Fish** sourced from trusted suppliers, ensuring freshness and quality, aimed at both retail consumers and the food service industry.
- The product line is designed to meet the growing consumer trend towards healthier, ready-to-cook food options.
- **Local Market Size:** According to industry estimates, the fish and seafood market in Pakistan currently has a **demand of over 700,000 tons annually**. With a growing preference for healthy and protein-rich diets, this segment is expected to grow at a rate of 4-5% per annum. The introduction of premium raw fish fillets and finger fish products will allow BBFL to capture a significant share of this expanding market.



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This strategic initiative is expected to enhance our market presence and contribute positively to our revenue streams.

We remain committed to delivering excellence and innovation to our customers and stakeholders.

Please inform the TRE Certificate Holders of the Exchange accordingly.

Yours Sincerely,



Muhammad Riaz
Company Secretary
& Head of Legal

Cc:

Executive Director/HOD

Offsite-II Department, Supervision Division
Securities & Exchange Commission of Pakistan
63-NIC Building, Jinnah Avenue,
Islamabad