

CORPORATE BRIEFING SESSION 2024



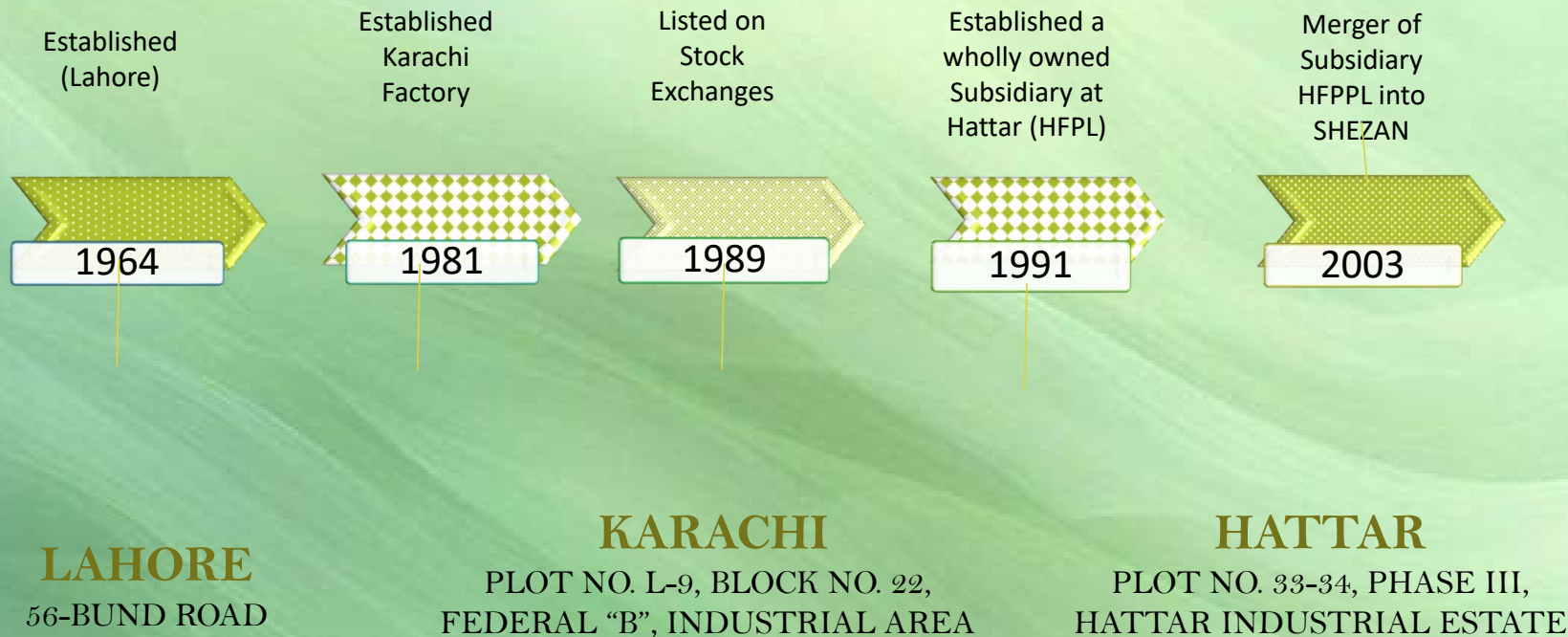
WARM WELCOME TO ALL PARTICIPANTS

Our journey:-

Shezan International Limited was established in 1964 and since then it kept on growing under the umbrella of Shahnawaz Family. Juices and drinks, has always been the core business of company, however, over the period the company's consumer products like Jams, Ketchups, Syrups and Pickles have made a decent share in the market. In due course of time the company has successfully established two other manufacturing units one in KPK and the other one in the Sindh province.

Over the years, through continuous efforts of all the members of governing board and stakeholders it has gained a good market share and repute in both local and international market.

COMPANY INFORMATION



CERTIFICATIONS



**LAHORE CHAMBER
OF COMMERCE**



Vision and Mission

- **OUR VISION ...** To be known as leader of quality products in the region. Dedication to quality is a way of life at our Company, so much so that it goes far beyond rhetorical slogans. It is the objective of Shezan International Limited to produce and provide products and services of the highest quality. In its activities the Company will pursue goals aimed at the achievement of quality excellence and succeed as a profitable business. These results will be derived from the dedicated efforts of each employee in conjunction with supportive participation from management at all levels of the Company. To play its role in the economic development of the country and to enhance quality of life of its people.
- **OUR MISSION ...** Is to provide the highest quality fruit and vegetable related juices and products to retail and food service customers. We want to be the recognized industry leader in quality and service, providing more than expected for our customers, employees and stakeholders. We will accomplish this by maintaining a tradition of pride in our products, growth through innovation, integrity in the management of our business, commitment to Team Management and the Quality Improvement Process

Corporate Social Responsibility

- ❖ The Company believes that Corporate Social Responsibility is the continuing commitment to behave ethically and contribute to the economic development of the workforce and their families as well as of the local community and society at large.
- ❖ Shezan places special emphasis on health, safety and environment (HSE) and all our plants strive to ensure strict compliance with our HSE policies. As an essential service, the Company is focused on protecting the health and well-being of its people, maintaining business continuity and broadening its social outreach. The health and safety of our people are paramount while ensuring the security of our product supply. Overall, the Company believes its proactive and comprehensive efforts should mitigate operational impacts. The Company complies with all applicable rules and regulations in the formulation, manufacture, labeling, and marketing of its products and also takes active measures to reduce the discharge of hazardous waste in the environment. To remain environment friendly, the Company encourages its employees to identify potentially hazardous conditions, incorporates health and safety considerations into their daily activities and provides training on work safety and sound environmental practices.

CORE BUSINESS ACTIVITIES

Manufacturing of Juices, Pickles, Jams, Ketchups, Cooked Food, Syrups & Squashes etc.

Based upon or derived from fruits and vegetables

Returnable Bottle Juice
Non Returnable Bottle Juice



Pickles, Jams, Tomato
Ketchup, Sauces, Vinegar,
Squashes and Syrups

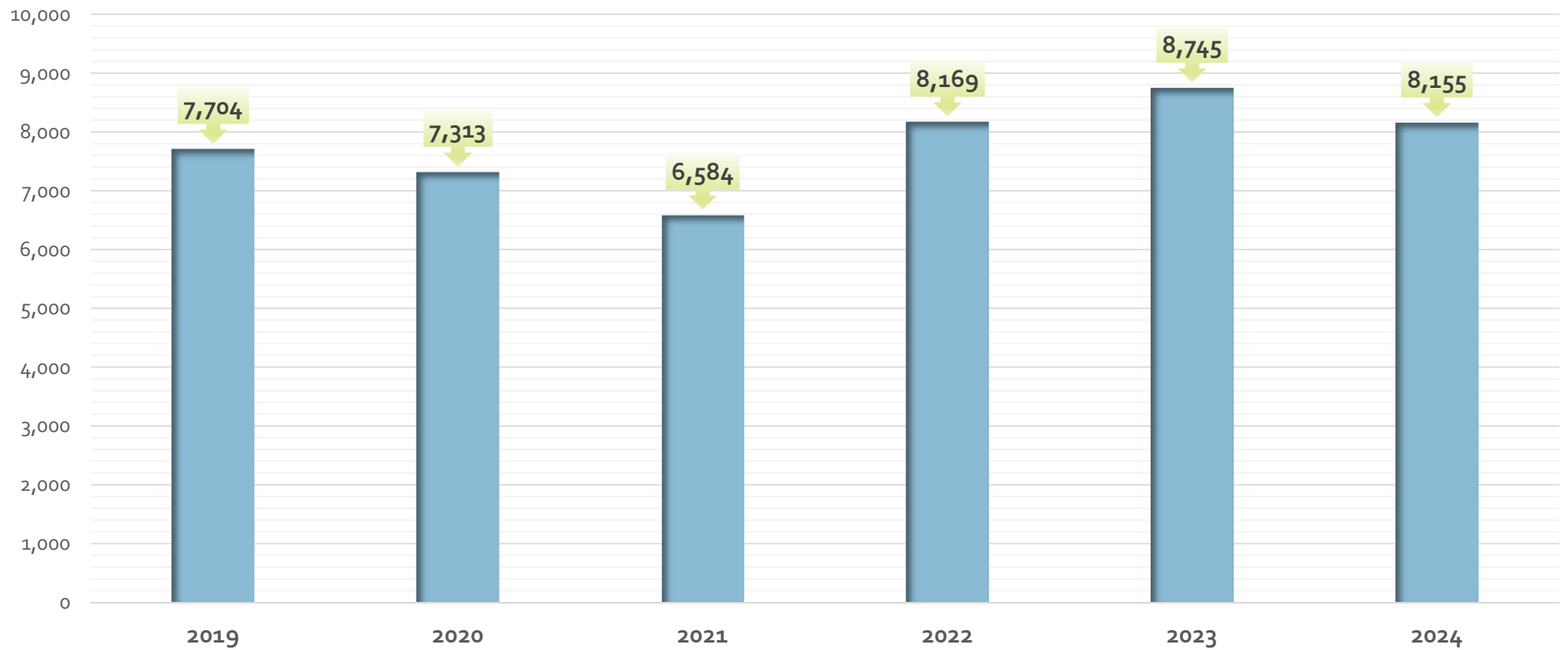


Tetra Pak Juices
125 ml, 200 ml, 250 ml, 1000 ml



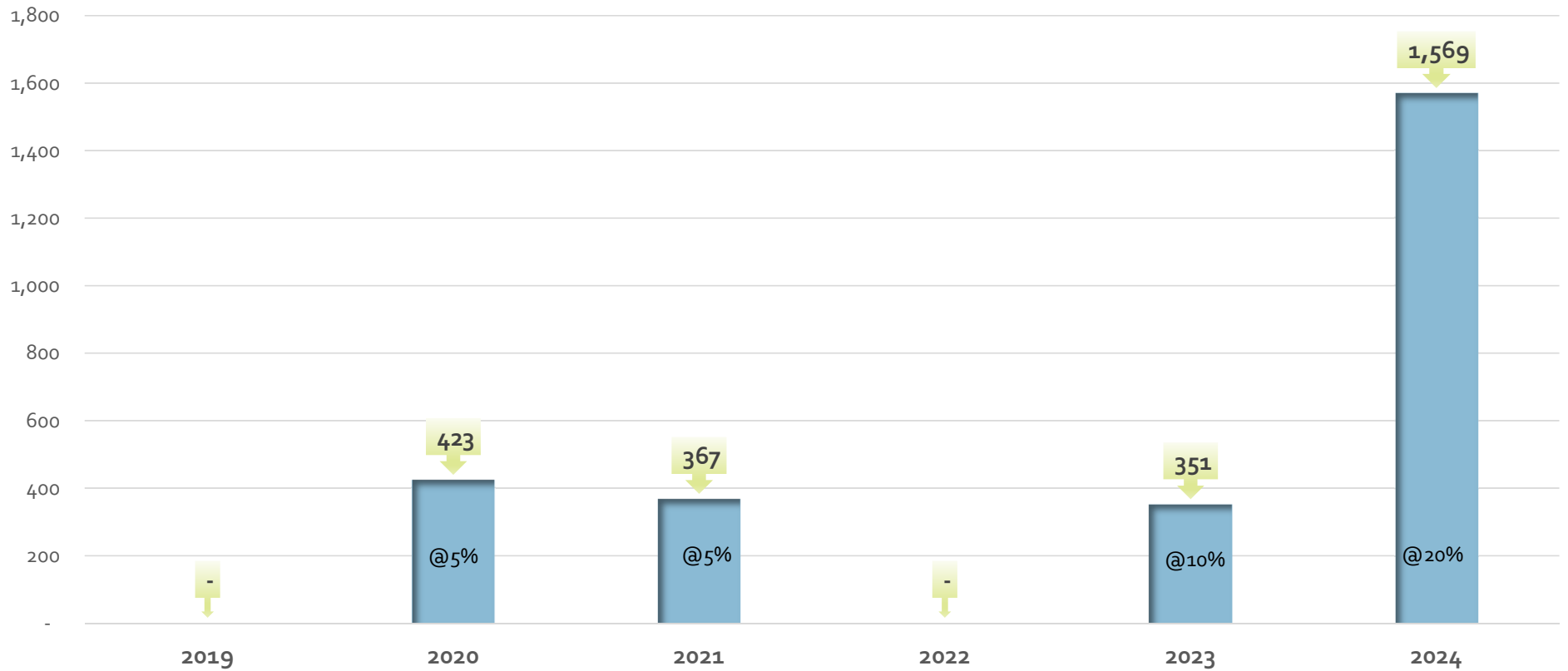
FINANCIAL PERFORMANCE

Revenue
(Rupees in Millions)



FEDERAL EXCISE DUTY

Federal Excise Duty Paid
(Rupees in Millions)



FINANCIAL PERFORMANCE

(Loss)/Profit after tax (Rupees in Millions)



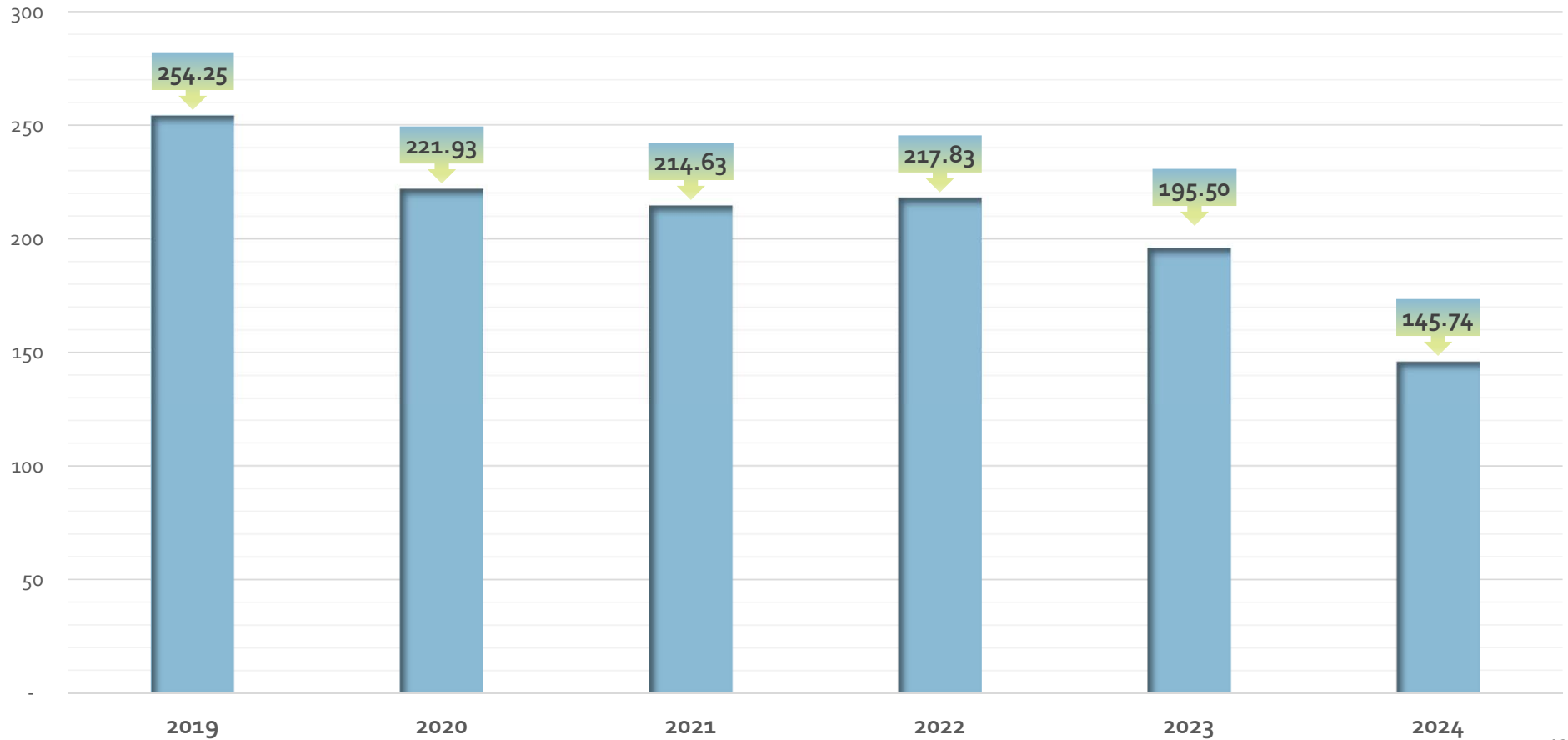
FINANCIAL PERFORMANCE

(Loss) / Earnings per share - Rupees



FINANCIAL PERFORMANCE

Break up value per share - Rupees



FINANCIAL PERFORMANCE

Dividend payout ratio - % age



RISKS AND UNCERTAINTIES

The Company is exposed to the following risks and uncertainties:-

- ❖ Taxes and Duties imposed by the Government are the major risks company is facing at the moment
- ❖ Government Imposed Federal Excise Duty last year. It was imposed in two steps. Initially 10% was imposed in February 2023 which was increased to 20% in June 2023.
- ❖ Sales Tax was also increased from 17% to 18% in February 2023.
- ❖ During the year 2023-2024 company deposited Rs. 1.57 Billion FED to the Government Treasury.
- ❖ Due to the vigorous efforts of Fruit Juice Council Government did not increase the rate of FED in 2024 budget, however, there are news that due to deficit in revenue targets Government is considering again to increase the FED rate by at least 5% via mini budget.
- ❖ Minimum wage increased by Government from Rs.32,000 per month to Rs.37,000 per month.

FRUIT JUICE COUNCIL

FRUIT JUICE COUNCIL CONSIST OF :-

- SHEZAN NESTLE CITRO PAK HALEEB FOODS
- SLICE TETRA PAK POPULAR JUICES IFTIKHAR & CO

Shezan remained an active member of the council who strongly pleaded the FED reduction case, before the various Government Ministries and FBR at the time of Budget preparation in May – June 2024.

The council presented with all key information and devastating effects of FED on not only Juice but Fruit and Pulp industry.

FUTURE OUTLOOK

- ❖ We are hopeful for the revenue growth in future. We will strive to overcome our deficiencies and will try to maintain sales of non-seasonal products with aggressive marketing and sales efforts.
- ❖ The management contemplates that a continuous increase in exports is one of the much-needed solutions to overcome the economic crises for the country as well as the Company.
- ❖ The company will continue to invest in research and development to introduce new products that cater to the evolving needs of consumers. The Company will soon step into the **Bottled Water Segment** of the market as well, which is a necessity item of life.
- ❖ By leveraging our strong brand portfolio and optimizing our supply chain, we are confident that we can achieve sustainable growth in the quarters ahead.

Disclaimer:

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QUESTION & ANSWERS SESSION