



1st Floor, NESPAK House  
Sector G-5/2, Islamabad  
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E: psl@hashoohotels.com

**PAKISTAN  
SERVICES  
LIMITED**

OWNERS AND OPERATORS OF PEARL-CONTINENTAL HOTELS

CA/BOD/24-25/ **608**  
November 22, 2024

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

**SUBJECT: Presentation on Corporate Briefing Session – Pakistan Services Limited**

Dear Sir,

In continuation of our letter CA/PSL/24-25/580 dated November 20, 2024, regarding the Corporate Briefing Session, we are pleased to provide the attached presentation for the upcoming brief session of **Pakistan Services Limited**. The session is scheduled to be held on **Monday, November 25, 2024, at 12:00 p.m. at Islamabad Marriott Hotel.**

You may please inform the TRE Certificate Holders of the Exchange, accordingly.

Yours faithfully,  
for **Pakistan Services Limited,**

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**Muhammad Amir**  
Company Secretary

**Encl: As Above**



Pearl-Continental  
HOTELS & RESORTS

KARACHI  
T: +92 21 111 505 505

LAHORE  
T: +92 42 111 505 505

RAWALPINDI  
T: +92 51 111 505 505

BHURBAN  
T: +92 51 3355700-29

MUZAFFARABAD  
T: +92 5822 111 505 505

MALAM JABBA\*  
T: +92 946 111 505 505

# CORPORATE BRIEFING SESSION

FOR THE YEAR ENDED  
JUNE 30, 2024

Islamabad Marriott Hotel  
November 25, 2024



PAKISTAN SERVICES LTD.

# CONTENTS & FORMAT OF PRESENTATION

- CORPORATE INFORMATION
- OUR JOURNEY TO SUCCESS
- FINANCIAL INFORMATION
- OPERATIONAL DEVELOPMENTS
- QUESTIONS & ANSWERS





# CORPORATE INFORMATION



<b>INCORPORATED</b>	<b>DECEMBER 06, 1958</b>
<b>LISTED ON STOCK EXCHANGE</b>	<b>JANUARY 18, 1964</b>
<b>PSX SYMBOL</b>	<b>PSEL</b>
<b>REGISTERED OFFICE</b>	<b>FIRST FLOOR, NESPAK HOUSE, G-5/2, ISLAMABAD</b>
<b>CORE BUSINESS</b>	<b>HOTELS</b>
<b>AUDITORS</b>	<b>M/S. KPMG TASEER HADI &amp; CO, CHARTERED ACCOUNTANTS</b>
<b>SHARE REGISTRAR</b>	<b>M/S. THK ASSOCIATES (PVT) LIMITED</b>





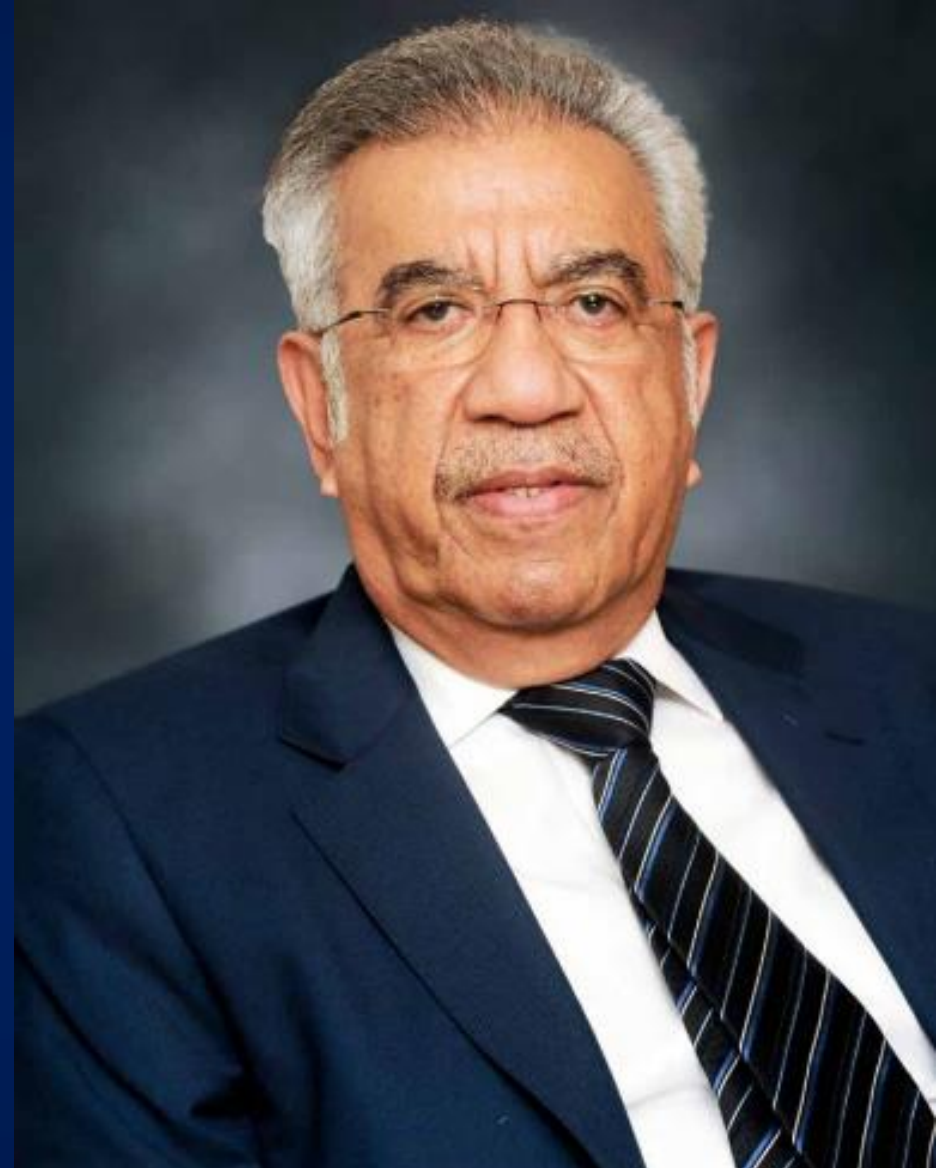
LOBBY, PC LEGACY, SKARDU



# BOARD OF DIRECTORS



**MR. SADRUDDIN HASHWANI**  
**CHAIRMAN**





# EXECUTIVE DIRECTORS



**Mr. Murtaza Hashwani**

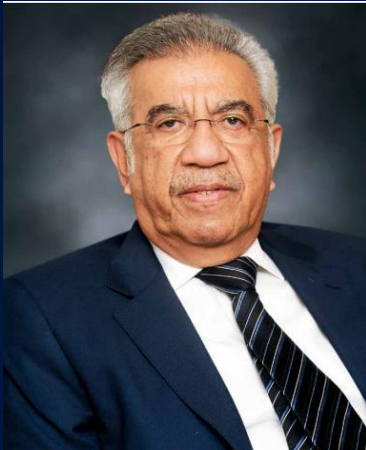


**Mr. Shakir Abu Bakar**



**Syed Haseeb A. Gardezi**

# NON-EXECUTIVE DIRECTORS



**Mr. Sadruddin Hashwani**



**Mr. M. A. Bawany**

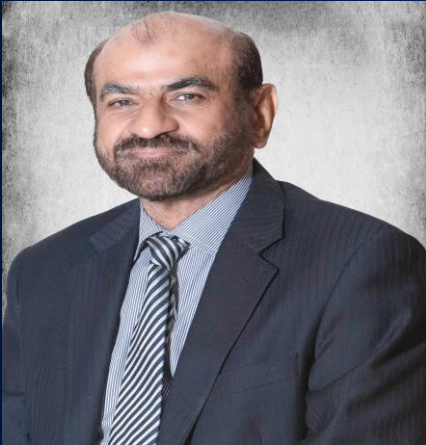


**Mr. M. A. Ghazali Marghoob**



**Ms. Ayesha Khan**

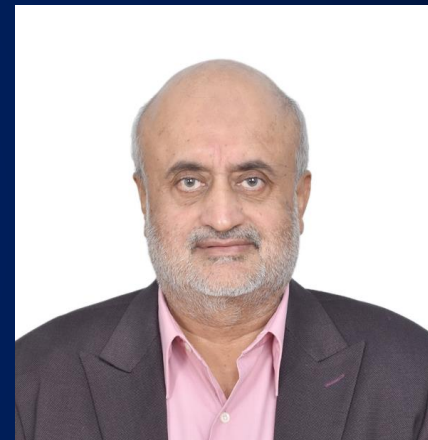
# INDEPENDENT DIRECTORS



**Mr. Rohail Ajmal**



**Mr. Shahid Hussain**



**Mr. M. Saleem A. Ranjha**





CIGAR LOUNGE, RUMANZA BY PEARL-CONTINENTAL, MULTAN

# STATUTORY OFFICERS





**Mr. Bastien Paul Emile Blanc**  
**Chief Executive Officer**



**Mr. Tahir Mahmood**  
**Chief Financial Officer**



**Mr. Muhammad Amir**  
**Company Secretary**



**Syed Nehal Ahmed Zaidi**  
**Head of Internal Audit**





CARD ROOM, RUMANZA BY PEARL-CONTINENTAL, MULTAN

# OUR JOURNEY TO SUCCESS



# OUR JOURNEY

## **Pakistan Services Limited**

Incorporated in Karachi as a Public Limited Company

**1958**

The current management took over its ownership in the year 1985

**1985**

## **Pearl Continental Hotel Bhurban**

Addition of the resort property

**1992**

## **Pearl Tours & Travels (Pvt) Ltd.**

Rent a Car and Tour operations.

**1993**

## **Privilege Club Cards**

Membership of Privilege Club Cards entitles the card holder to obtain complimentary stay and discounts.

**1999**

## **Destinarios of The World (DOTW)**

Master franchise agreement signed with DOTW, Dubai.

**2002**



# OUR JOURNEY

**Zaver Pearl Continental  
Hotel Gwadar**

Under Franchise Agreement

**2006**

**Pearl Continental Hotel  
Muzaffarabad**

Addition of the new property

**2007**

**Excellence Award – Best Performing  
Company**

Employers Federation of Pakistan

**2011**

**Life Time Achievement Award**

Presented to Chairman Hashoo Group at  
Asian Business Leadership Forum

**2014**

**City Properties (Pvt) Ltd.**

Entered into a Real Estate Development

**2016**

**Elite Properties (Pvt) Ltd.**

Entered into Real Estate  
Development

**2016**

# OUR JOURNEY

## **PC Hotel Malam Jabba**

PSL has signed a Franchise and Management Agreement with M/s Samsons Group of Companies for a 76-room hotel, which is now fully operational.

**2018**

## **CECIL HOTEL**

CECIL signed a Franchise and Management MOU with PSL for a 61-room resort-cum-business hotel in Murree, operational since April 27, 2023

**2020**

## **PC Legacy in Nasirabad**

Linked International Pvt. Ltd signed Hotel lease agreement under the name PC Legacy in Nasirabad, Hunza with 57 rooms. Operational since May 25, 2023

**2021**

## **NISHAN E IMTIAZ**

Presented to Hon. Chairman of Hashoo Group Mr. Sadruddin Hashwani

**2019**

## **Brand of the year Award**

Pakistan Services Limited won brand of the year award

**2020**

## **Rumanza by Pearl Continental**

PSL has signed management agreement with DHAM Developers (Pvt) Limited which is now fully operational

**2024**



MARCO POLO RESTAURANT, RUMANZA BY PEARL-CONTINENTAL, MULTAN



# OPERATIONAL DEVELOPMENTS



# Operational Pearl Continental Hotels

Project Names	No. of Rooms
Pearl Continental Hotel Bhurban (Owned Property)	197
Pearl Continental Hotel Karachi (Owned Property)	288
Pearl Continental Hotel Lahore (Owned Property)	607
Pearl Continental Hotel Muzaffarabad (Owned Property)	102
Pearl Continental Hotel Rawalpindi (Owned Property)	200
Pearl Continental Hotel Gwadar (Franchise Property)	114
Pearl Continental Hotel Malam Jabba (Franchise Property)	96
Cecil by Pearl Continental (Franchise Property)	39
Rumanza By Pearl Continental (Franchise Property)	42
<b>Grand Total</b>	<b>1,630</b>

# Operational Properties Overview

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Operational		
Brand Name	Count	Rooms
PC Legacy Hotel	1	59
Pearl Continental Hotel	8	1,588
<b>Grand Total</b>	<b>9</b>	<b>1,647</b>

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# Upcoming Projects Overview

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Brand Name	Count	Rooms
PC Legacy Hotel	6	481
PC Residences	1	33
Pearl Continental Hotel	5	629
<b>Grand Total</b>	<b>12</b>	<b>1,143</b>

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# Hotels Opening 2024-25

Property Name	Keys	Launch Year
<u>PC Legacy Skardu</u>	40	Dec-24
<u>Green Pak Kalam by Pearl Continental</u>	37	Mar-25
<u>PC Residences Lahore</u>	33	Jan-25
<u>PC Legacy Valley Road Naran (Partial Opening)</u>	68	Apr-25
<u>PC Legacy Airport Lahore</u>	99	May-25
<b>Grand Total</b>	<b>277</b>	

# Upcoming Pearl Continental Hotels

Project Names	Rooms
Pearl Continental Attabad Lake Resort and Hotel	117
Pearl Continental Hotel Kaghan	150
Pearl Continental Hotel Mirpur	157
Pearl Continental Hotel Multan	168
Green Pak Kalam by Pearl Continental	37
<b>Grand Total</b>	<b>629</b>



# Operational and Upcoming PC Legacy

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Operational Properties	Rooms
PC Legacy Nasirabad Hunza	59
<b>Grand Total</b>	<b>59</b>

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Upcoming Project	Rooms
PC Legacy Airport Lahore	99
PC Legacy Bahria Town Rawalpindi	124
PC Legacy Gujranwala	100
PC Legacy Highland Islamabad	50
PC Legacy Valley Road Naran	68
PC Legacy Skardu	40
<b>Grand Total</b>	<b>481</b>

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# Upcoming PC Residences Projects

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Project Name	Keys
PC Residences Kalma Chowk Gulberg Lahore	33
<b>Grand Total</b>	<b>33</b>

# Restaurants

BRANDS	OPERATIONAL	UPCOMING
<b>Dumpukht Lahore</b>	<b>1</b>	
<b>Tai-Pan Lahore</b>		<b>1</b>
<b>Sakura Karachi</b>	<b>1</b>	
<b>Grand Total</b>	<b>2</b>	<b>1</b>



# Financial Highlights



**FINANCIAL INFORMATION**  
**KEY INDICATORS**

<b>Description</b>	<b>June 30, 2024</b>	<b>June 30, 2023</b>
Gross Profit Margin	39.37%	37.90%
Operating Profit Margin	15.53%	13.43%
Net Profit/(Loss) Margin	2.83%	(1.65%)
Debt Service Coverage	0.31	0.46
Earning/(Loss) per share (Rupees)	13.08	(6.71)

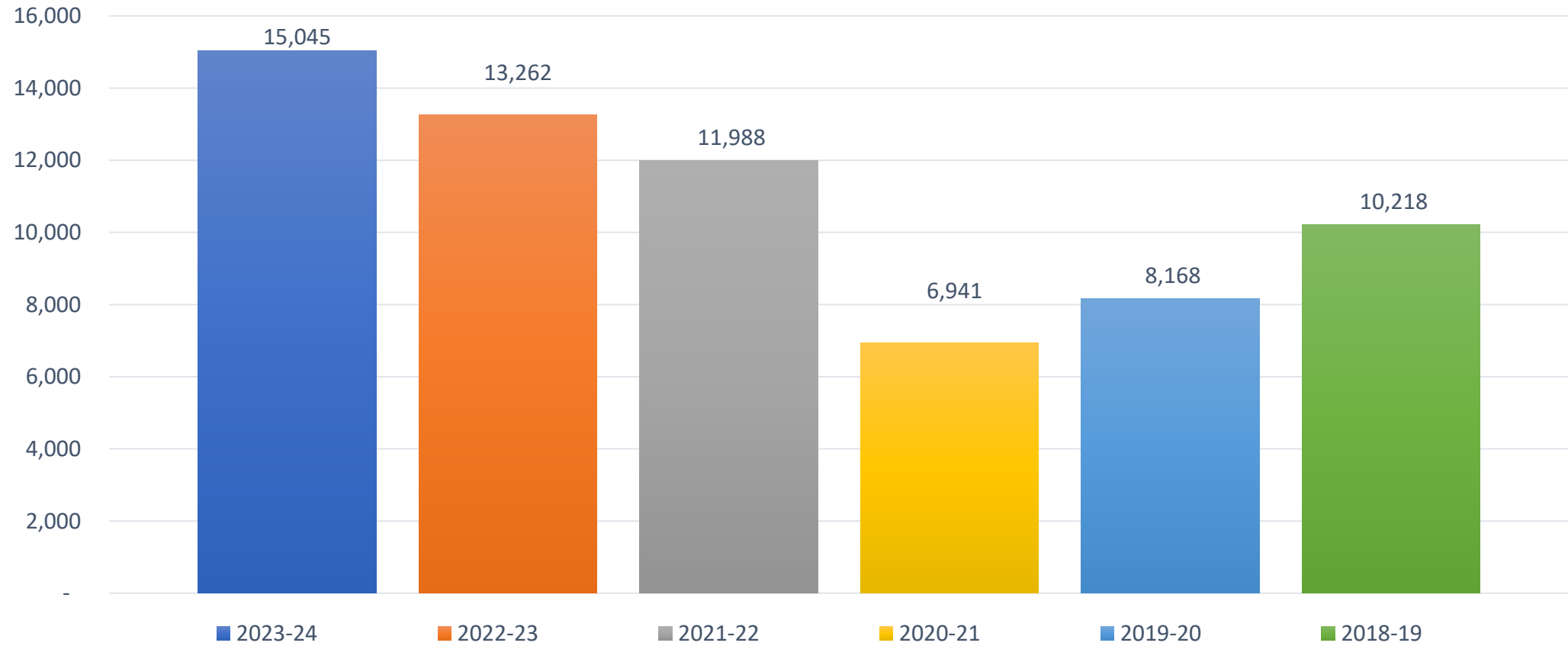
## FINANCIAL INFORMATION KEY INDICATORS

Description	June 30, 2024	June 30, 2023
Value of Current Assets (PKR.M)	4,558	15,040
Value of Current Liabilities (PKR.M)	14,671	16,983
Current Assets and Current Liabilities Gap (PKR.M)	(10,113)	(1,943)
Current Ratio (Current Assets / Current Liabilities) - with NCA HFS (2023 Only)	0.31	0.89
Current Ratio (without non-current assets held for sale)	0.31	0.34
Total Debt to Equity Ratio (LT+RF+Markup/Equity)	0.22	0.31
EBITDA (Rs. '000) (June 30 2024: June 30 2023)	3,694,270	2,965,254
Finance cost (Including B. Cost 2023-24: Rs. 597.0 m & 2022-23 Rs. 699.45 m)	2,463,829	1,924,677
Interest Coverage Ratio	1.50	1.54
Break-up Value Per Share (PKR) with Rev. Surplus of Land	1,411	1382
Break-up Value Per Share (PKR) excluding Rev. Surplus of Land	343	260
Market Rate Per Share (PKR)	837	775
Market Rate Per Share (PKR) as on November 19, 2024	847	-



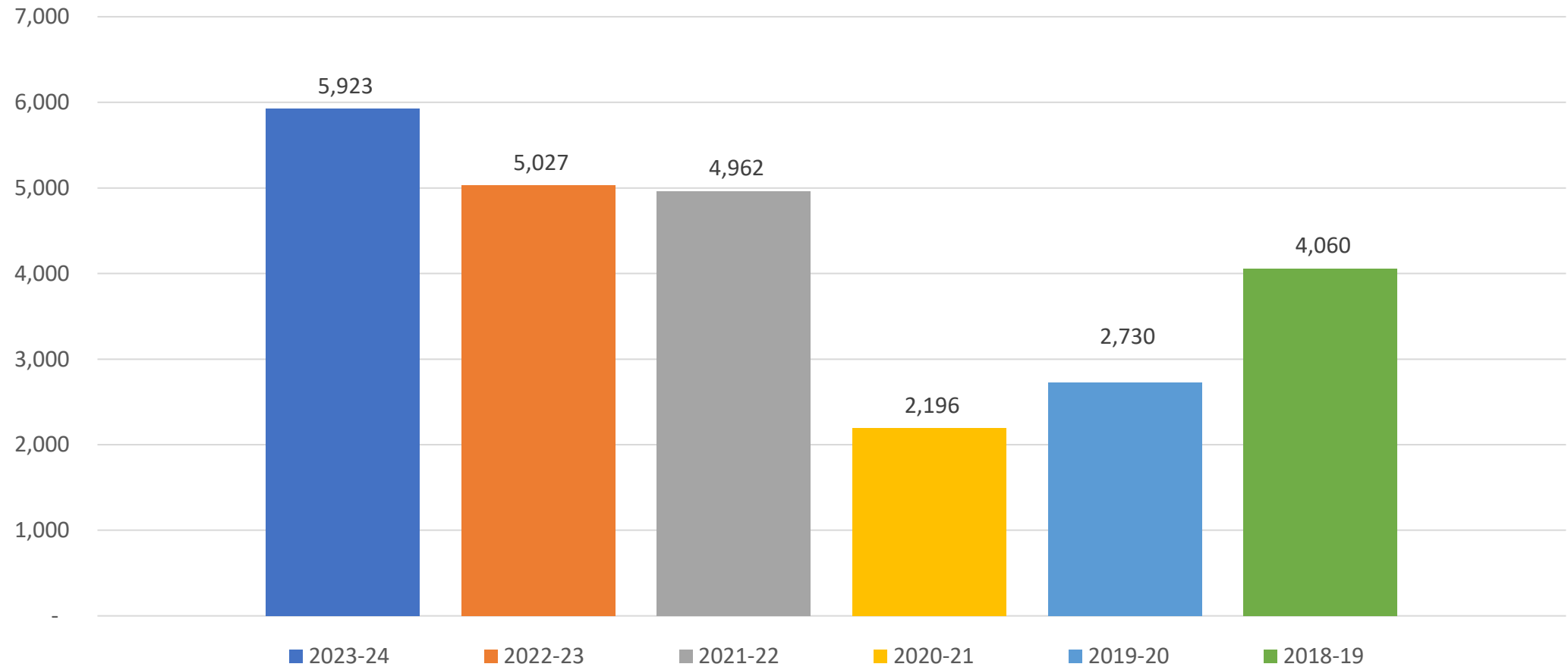
# FINANCIAL INFORMATION

## REVENUE

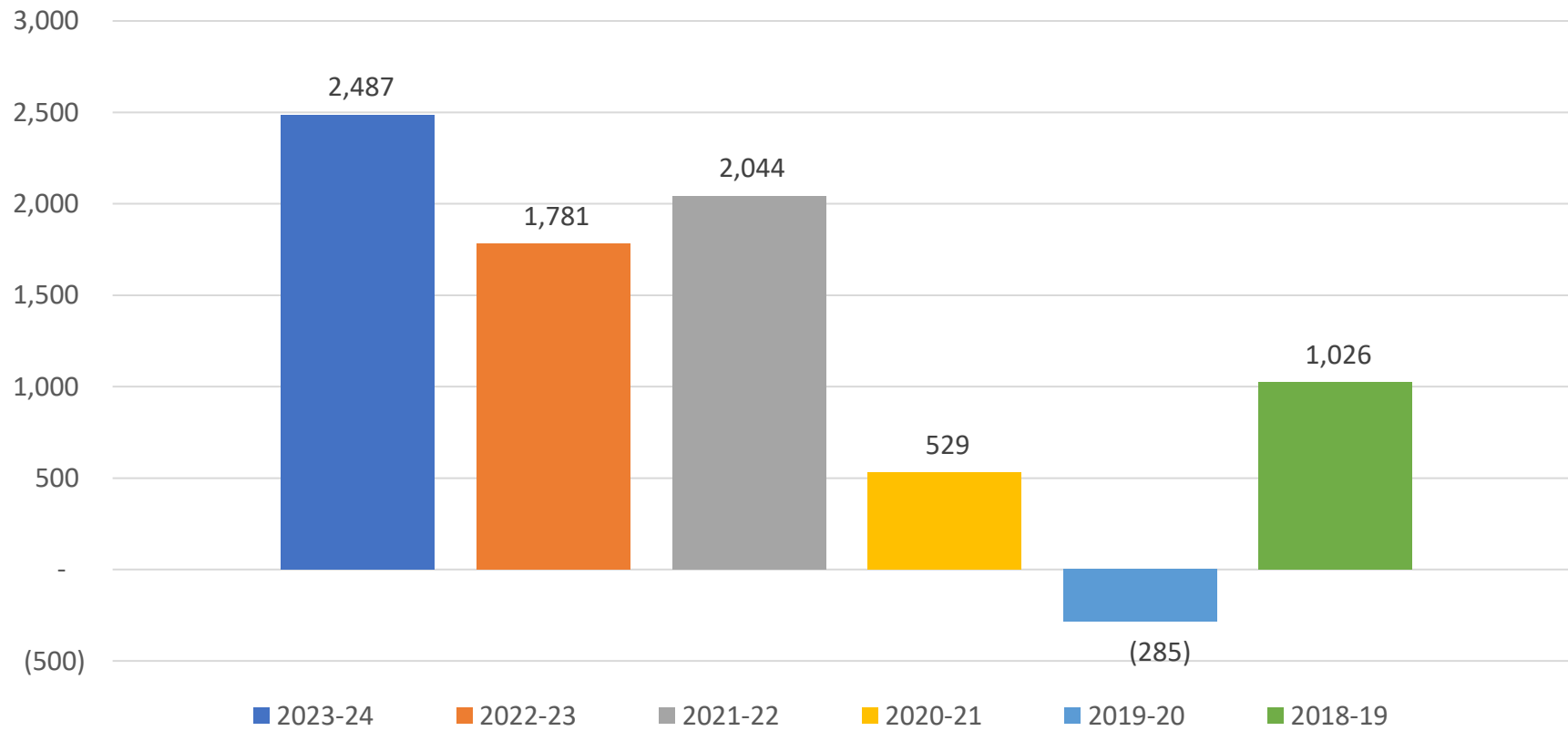


# FINANCIAL INFORMATION

## GROSS PROFIT



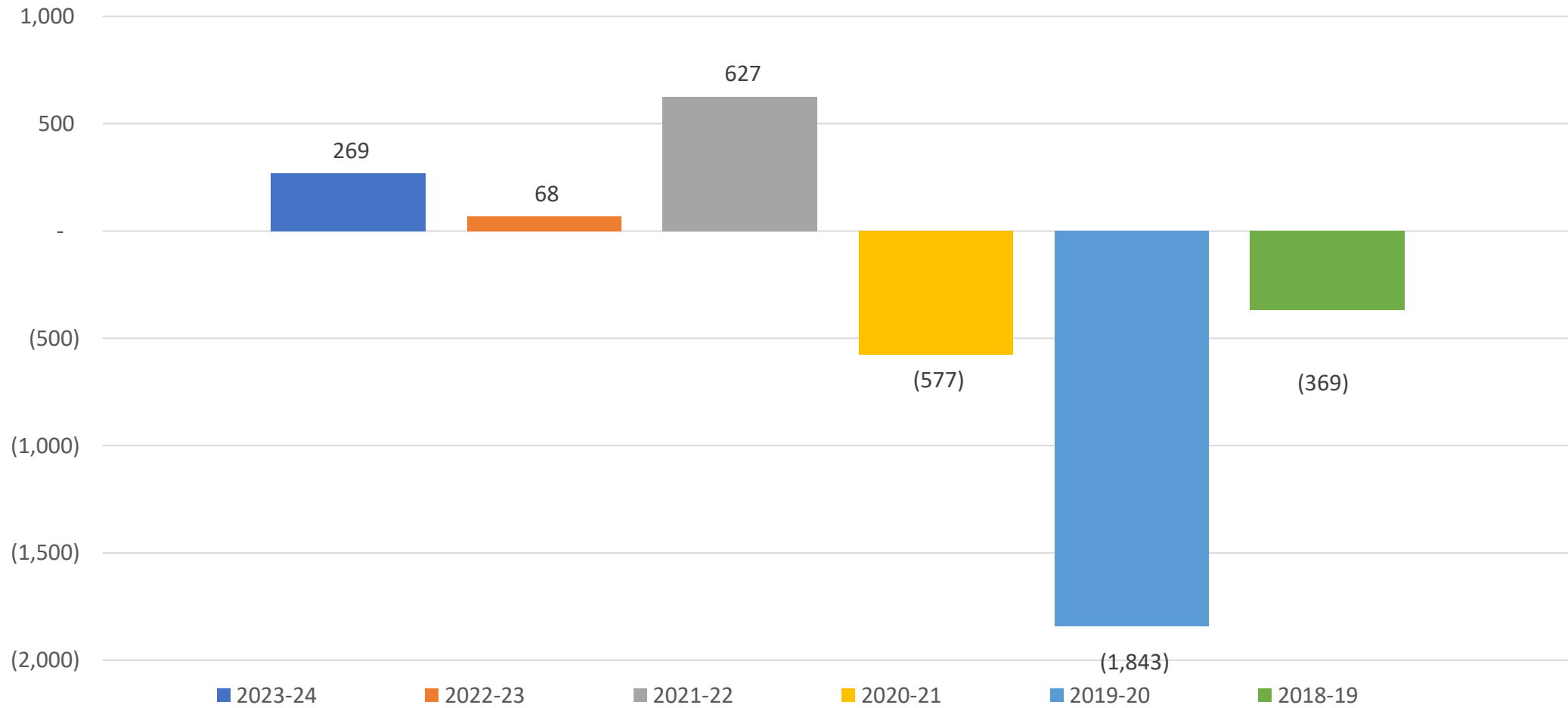
## FINANCIAL INFORMATION OPERATING PROFIT / (LOSS)





# FINANCIAL INFORMATION

## PROFIT / (LOSS) BEFORE TAXATION



EXCITING HORIZONS

PICTORIAL VIEW

2024 - 2025

# PC Legacy – Skardu



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# Green Pak Kalam by Pearl Continental



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# PC Legacy – Valley Road Naran



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# PC Legacy – Airport Lahore



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# PC Residences – Kalma Chowk Lahore



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EXCITING HORIZONS

PICTORIAL VIEW

2025 - 2026



# Pearl-Continental Hotel – Attabad Lake



[Back](#)



# Pearl-Continental Hotel – Kaghan





# PC Legacy – Islamabad Zone 5





# PC Legacy – Gujranwala





# PC Legacy – Highland Resort Islamabad



# Q & A SESSION



# THANK YOU

