



January 08, 2025

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

**Subject: Strategic Expansion: New Ethnic Production Line which has potential to Generate Over Rs. 500 Million in Annual Revenue**

Dear Sir,

In compliance with Section 96 of the Securities Act, 2015 and clause 5.6.1 of the PSX Regulations, we hereby convey the following information.

Big Bird Foods Limited (**BBFL**) is proud to announce the successful completion and commissioning of a new production line in the ethnic food segment. This milestone is expected to drive annual revenue growth exceeding Rs. 500 million.

This expansion aligns with our strategy to diversify offerings, capitalize on growing demand for premium ethnic products, and enhancing shareholder value through sustainable growth and enhanced market competitiveness.

You may please inform the members of the Exchange accordingly.

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