



Unmatched Quality Tiles

# 7<sup>th</sup> Corporate Briefing Session

2025

# ABOUT STILE



Founded in 1978 by one of Pakistan's largest conglomerate - House of Habib, Shabbir Tiles & Ceramics Limited (STCL) is the pioneer and first private sector enterprise in the ceramic industry of Pakistan, listed at Pakistan Stock Exchange. Our company brand "STILE" enjoys the leading position in the tile industry of Pakistan. With a heritage of over 45 years in the tile industry.

**"STILE is the only brand of Pakistan, which has been tested & certified on ISO and European Quality Standards by Centro Ceramico, Italy."**





# OUR BUSINESS ACTIVITIES

- Our products are distributed through the largest nationwide network comprising of over 300 retailers operating in more than 35 cities of Pakistan.
- We have our flagship company operated outlets, “STILE EMPORIUMS”, located across the country where the Company is committed to fulfilling customers’ aesthetic aspirations and providing them with exceptional customer experience to create exquisite home interiors and exteriors.
- We take pride in having the highest reputation within the architects’ fraternity with over 100 clients operating in more than 10 industries.



# OUR MANUFACTURING FACILITIES



- Our 3 state-of-the-art plants based in Karachi, employ the latest Italian technologies to manufacture premium quality porcelain, vitrified & ceramic wall and floor tiles, conforming to international standards. We have 4 manufacturing facilities for our building materials where we produce high quality products in this segment.
- We stay ahead of the curve by keeping up with the latest developments and advancements in our field. Our commitment to Research & Development drives continuous innovation, enabling us to develop cutting-edge products.



# STILE OFFERINGS



**STILE PORCELAIN TILES**



**STILE VITRIFIED TILES**



**STILE CERAMIC TILES**

# STILE PRODUCT PORTFOLIO

## PORCELAIN COLLECTIONS



The **Elite** Collection **24"x48"**  
600mm x 1200mm

The **BOOKMATCH** Signature Collection **24"x48"**  
600mm x 1200mm

**ALL NEW**  
**SIGNATURE**  
**COLLECTION**  
SPECIAL FINISHES

**24"x24"**  
600mm x 600mm

**24"x48"**  
600mm x 1200mm

**ALL NEW**  
The **LUXE** Signature Collection **24"x48"**  
600mm x 1200mm



**ALL NEW**

**HP** **HOMOGENEOUS**  
**POLISHED PORCELAIN**  
A FULL BODY MATERIAL & DESIGN TILE

**24"x24"**  
600mm x 600mm

**24"x48"**  
600mm x 1200mm

**MODISH** **COLLECTION** **24"x24"**  
600mm x 600mm

**LANDSCAPE** Signature Collection **24"x24"**  
600mm x 600mm



# STILE PRODUCT PORTFOLIO

## VITRIFIED COLLECTIONS



### WOODEN PLANKS 6'x37'

140mm x 925mm



### The VINTAGE 6'x37'

Collection 140mm x 925mm



### Outdoor VITRIFIED 16'x16'

Collection 400mm x 400mm





# STILE PRODUCT PORTFOLIO

## CERAMIC COLLECTIONS



**Tile Art**  
**The Origami Collection**  
**The Kashi Kari Collection**  
**The Arabesque Collection**  
**The Mirage Collection**  
**Heritage MOROCCAN**  
**The Renaissance of Art**  
**Chic**  
**Inkjet Wall Tiles**  
**The Nature's Nest Collection**  
**The Panache Collection**  
**Distinctive in style**

ALL NEW

ALL NEW



**Magnifico**  
**Die Punch & Plain Inkjet Wall Tiles**  
**MODISH COLLECTION**  
**BRICKS**  
**The Eclipse Collection**  
**The Ornament Collection**  
**The Mystique Collection**  
**Radiance Collection**

ALL NEW

12"x24"  
300mm x 600mm

8"x26" | 9"x36" | 12"x24"

12"x24"  
300mm x 600mm

10"x24" | 12"x24"

10"x20"  
250mm x 500mm

10"x24"  
250mm x 600mm

10"x24"  
250mm x 600mm



# STILE OFFERINGS

## BUILDING & INSTALLATION MATERIALS



STILE BOND

STILE LATEX 73

STILE GROUT ADMIX

STILE UNSANDED  
GROUT

ALL NEW

STILE STAIN-RESISTANT  
GROUT

ALL NEW

STILE EPOXY TILE  
GROUT





Unmatched Quality Tiles

# STILE EMPORIUM

• Design Studio • Wall & Floor Tiles • Building Materials



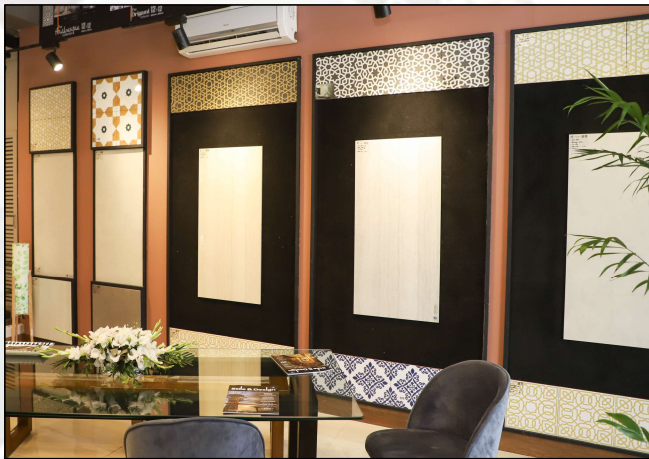
# STILE EMPORIUMS

## OUR NATIONWIDE FOOTPRINT



# THE ALL-NEW STILE EMPORIUMS

## PESHAWAR



## BAHRIA TOWN, KARACHI



**STILE continued to strengthen its retail presence** with the launch of a new Emporium in Peshawar and the revamp of its Bahria Town Emporium, further enhancing the brand's presence & accessibility across the country.





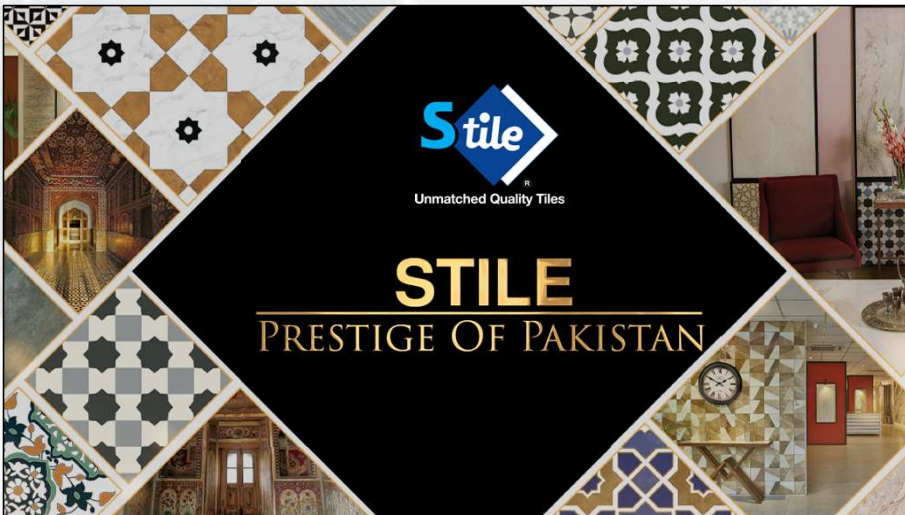
Unmatched Quality Tiles

# MARKETING CAMPAIGNS & EVENTS

Transforming to Extraordinary Lifestyles

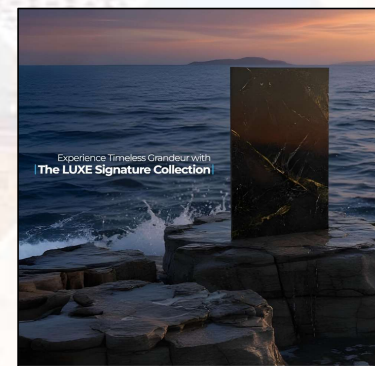
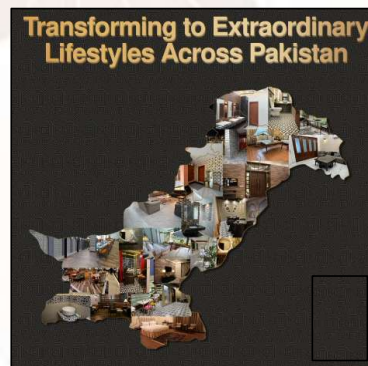
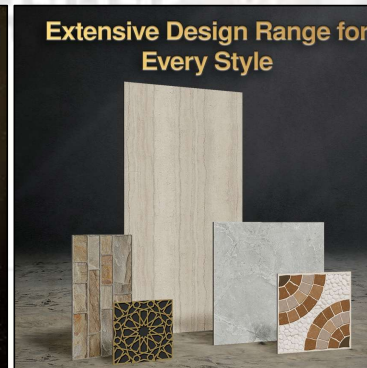


# 360 DEGREE GRAND MARKETING CAMPAIGN



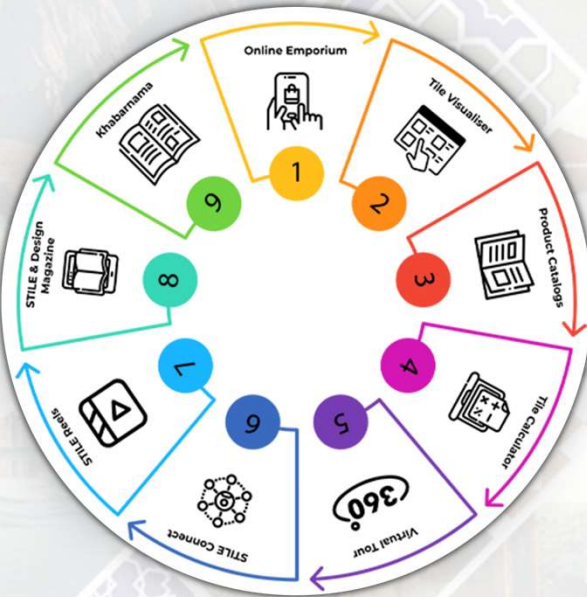
**STILE  
PRESTIGE OF PAKISTAN**

**2024 - 2025**





# DEVELOPING STATE-OF-THE-ART MARKETING TOOLS



Architects' Magazine



Retailers' Magazine



Catalogs



Facebook & Instagram



YouTube



STILE Visualiser



STILE Virtual Tour



STILE Calculator



Online Emporium

# FUELING BRILLIANCE IN STADIUMS

## THE PAKISTAN SUPER LEAGUE 2025



**SOFT-SIGNING CEREMONY**



**PARTNERSHIP CELEBRATION MEETUP**



**STILE GLADIATORS MEETUP**



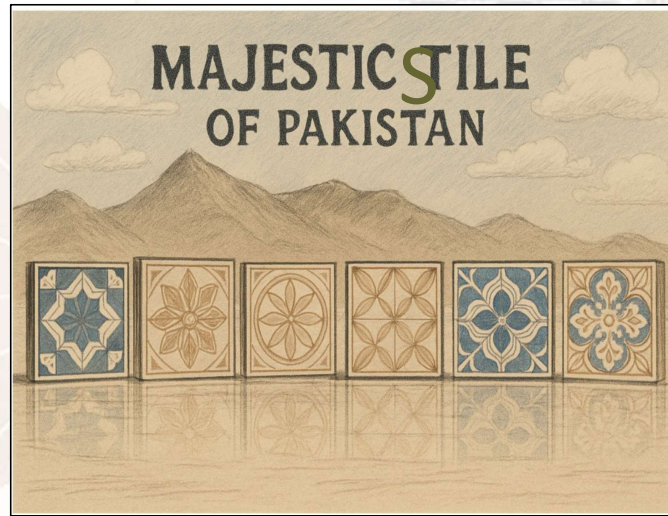
# STILE STAIN-RESISTANT GROUT

## Launched Across Pakistan





# STILE's FIRST-EVER LARGE-SCALE MARKETING CAMPAIGN



Goes On Air in NOVEMBER 2025!





Unmatched Quality Tiles

# RECENT ADVANCEMENTS

# STILE's NEW WEBSITE



# STILE

With a Touch of Extraordinaire  
Presents the **REVOLUTION !!**

VISIT US AT

**WWW.STILE.COM.PK**

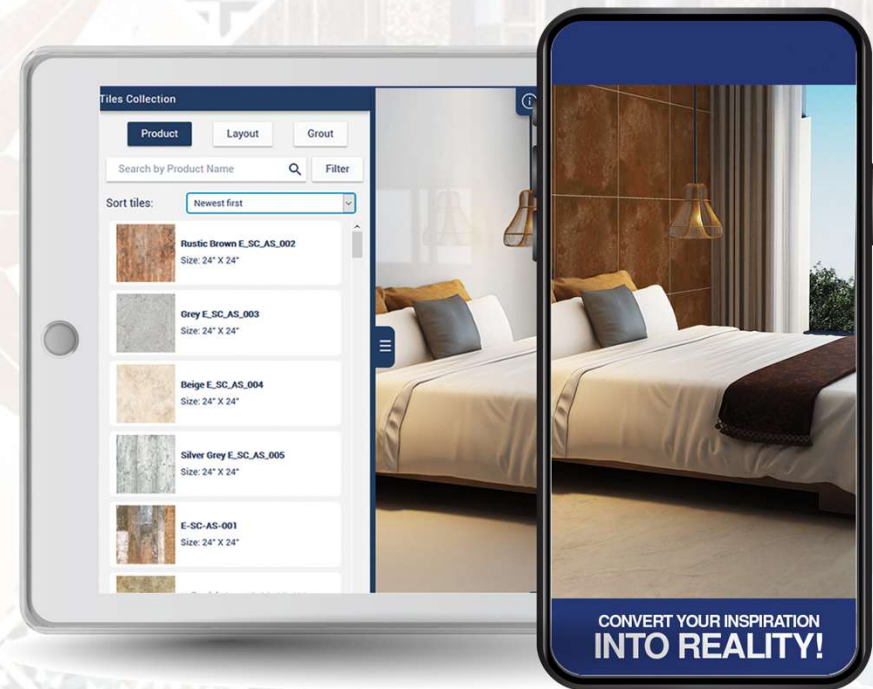
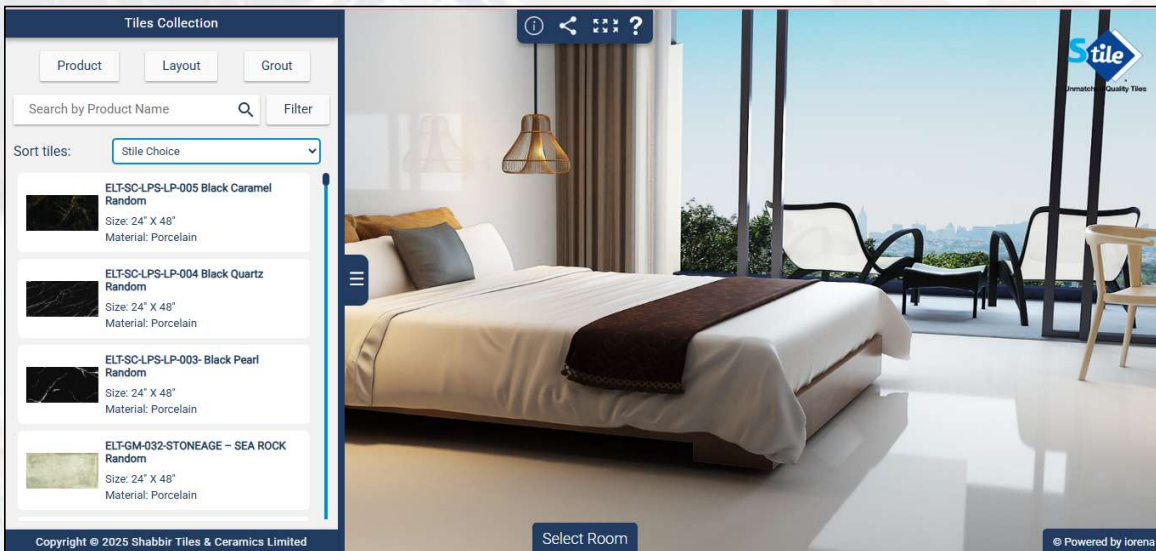
- Extraordinary Design • Futuristic Interface • Seamless Navigation
- World-class Functionality • Exceptional User Experience





# The All-New STILE Visualiser

## Design Power, Now for Everyone



# DIGITAL TRANSFORMATION WITH SAP S/4 HANA







Unmatched Quality Tiles

# PROJECTS & CLIENTS

# Our Prestigious Clients

+100 Clients | +10 Industries



## Banks

- Habib Metro Bank
- Meezan Bank
- HBL
- Askari Bank
- Bank Al Habib
- Faysal Bank
- DIB
- ABL

## Hotels & Resorts

- Marriott Hotel
- Falettis Grand Hotel
- Movenpick Hotel
- Gulmohar Golf Club
- Garrison Recreational Club
- Dreamworld Resort

## Builders

- Paragon Constructors
- Principal Builders
- Saima Builders
- Ruffi Builders
- Saima Paari Builders
- Shaikhani Builders

## Corporations

- National Foods
- Philip Morris
- Colgate Palmolive
- GlaxoSmithKline
- Gul Ahmed Textiles
- Mondelez Pakistan

## Hospitals

- The Aga Khan Hospital
- Civil Hospital
- Jinnah Hospital
- Liaquat National Hospital
- Shifa International Hospital
- Abbasi Shaheed Hospital

## Forces

- Pakistan Army
- Pakistan Navy
- ASF

## Malls

- Dolmen Mall
- Emerald Tower
- Fortress Mall

## Institutes

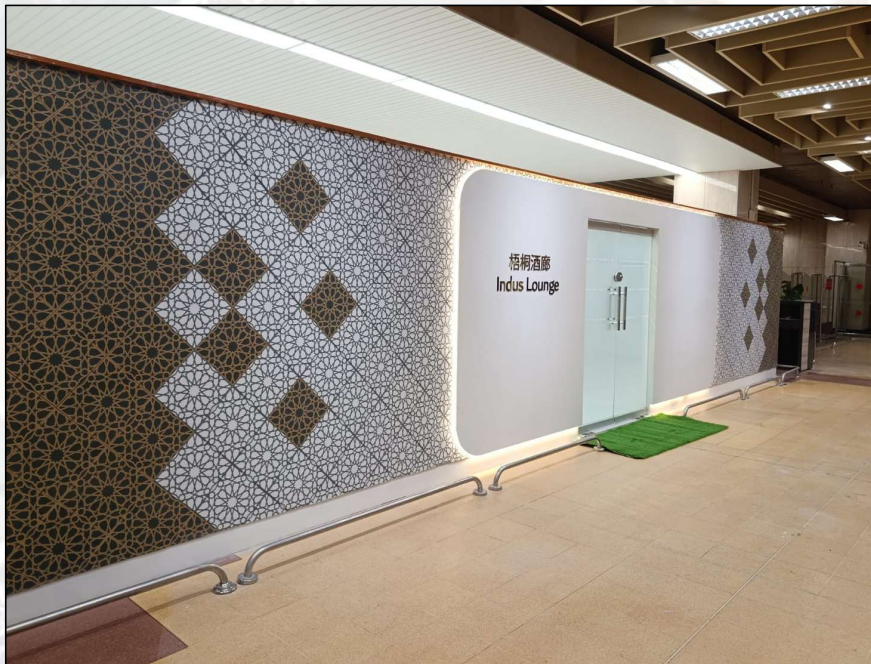
- Dow Medical University
- NED University
- Karachi University
- Punjab University
- University of Lahore
- Hamdard University

## Housing Societies

- EMAAR Pakistan
- Hoshang Pearl
- Askari Housing
- Cantt Villas
- Eden Value Homes
- Deans Complex

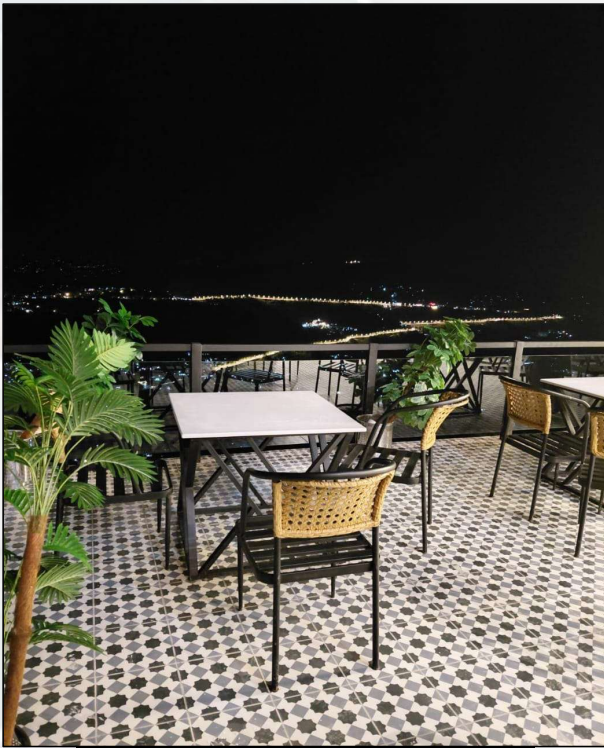


# RECENT PROJECTS

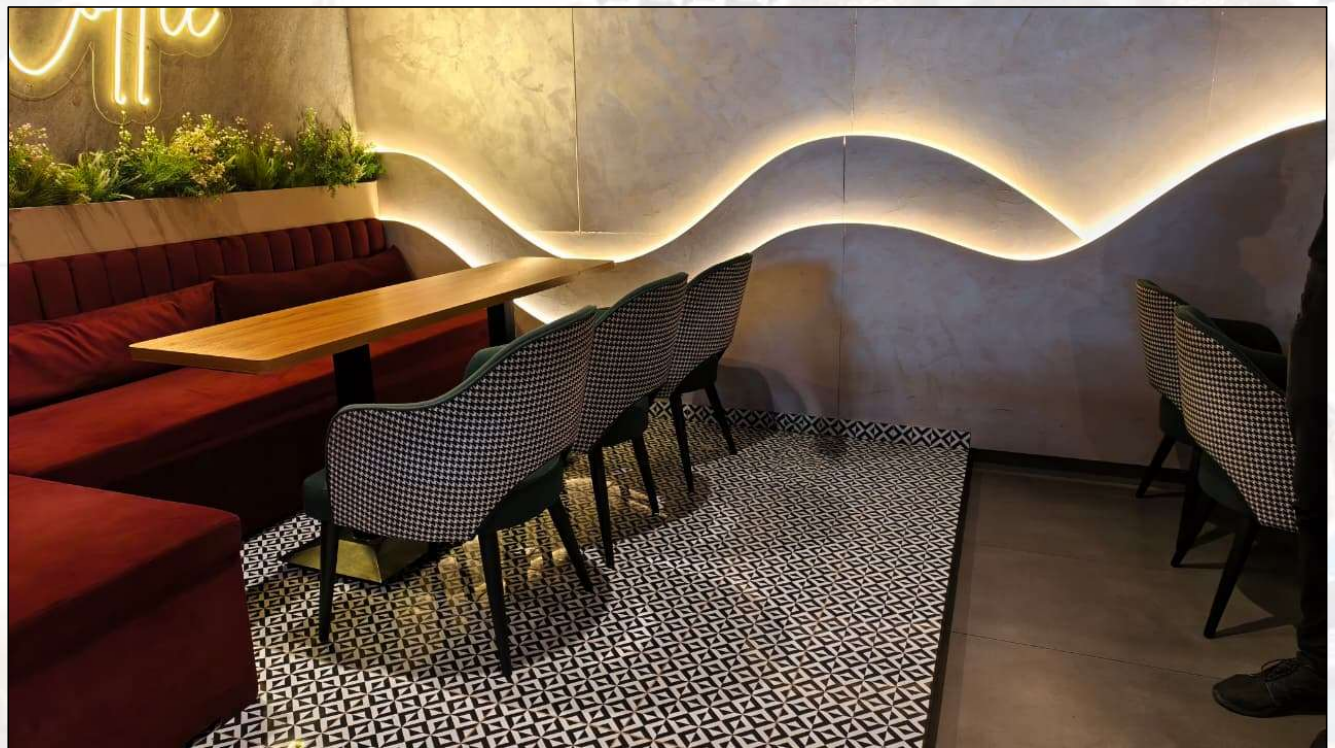


**INTERNATIONAL AIRPORT LOUNGE, KARACHI**

# RECENT PROJECTS



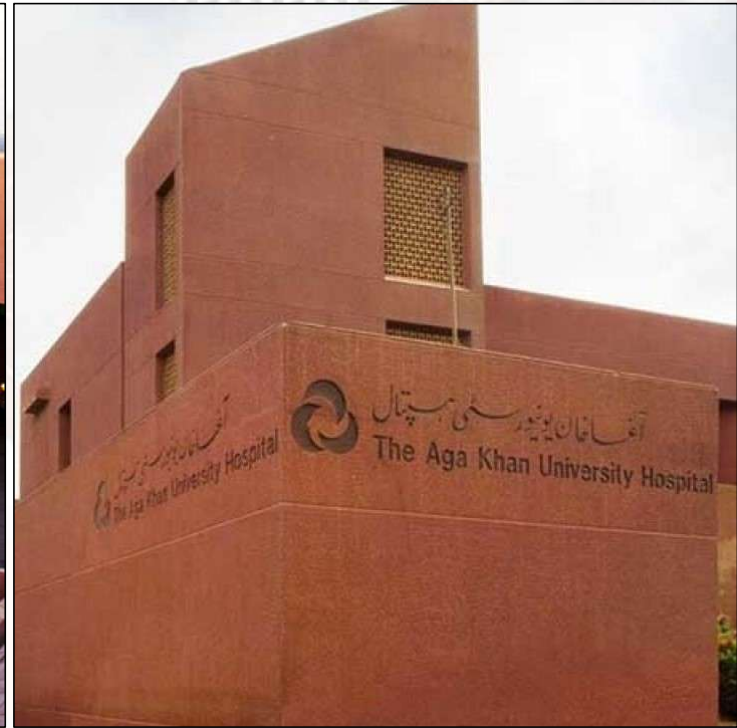
**FIORA HOTEL, MURREE**



**THE HAMPTONS CAFE, MULTAN**



# RECENT PROJECTS



**THE AGA KHAN UNIVERSITY HOSPITAL, KARACHI**

# RECENT PROJECTS



**HIGH COURT, MULTAN**



**DELHI SAUDAGARAN SOCIETY, KARACHI**



# RECENT PROJECTS



**NATIONAL STADIUM, KARACHI**



**GADDAFI STADIUM, LAHORE**

# HONING ARCHITECTS OF THE FUTURE

## STILE ART DESIGN



**ARROR UNIVERSITY OF ARCHITECTURE, ROHRI**



**GOVERNMENT COLLEGE UNIVERSITY FAISALABAD (GCUF)**



# Building Long Term Partnerships Architect Fraternity & Construction Industry



**Factory Visit – Islamabad & Peshawar Consultants**



**Strategic Planning Unit (SPU) of Punjab Government in Karachi**

# STANDING VICTORIOUS AWARDS & RECOGNITION





# TAXPAYER'S AWARD 2023



## Taxpayer's Award 2023

STILE was awarded the Tax Payer's Award for Year 2023 from the FBR Chief Commissioner Mr. Shahid Iqbal Baloch for being the major contributor to the National Exchequer. STILE in 2023 – 2024 has contributed PKR 3.7 Billion to National Exchequer.



# MAKING PAKISTAN PROUD STILE'S REPRESENTATION INTERNATIONALLY



**SUSTAINABLE CONSTRUCTIONS SESSION  
OUR APPROACH TOWARDS CORPORATE SOCIAL RESPONSIBILITY**



**EXPO 2020 DUBAI**




**SAUDI BUILD 2025**









# OUR CULTURE






[Home](#)
[Our Company](#)
[Departments](#)







[Wajejha](#)


Select City to change Weather




33°C  
Thursday, 4:15 PM

Good Afternoon,







CEO's Corner




Date: 10/2/2025  
**CEO'S Message**



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# **FINANCIAL HIGHLIGHTS**

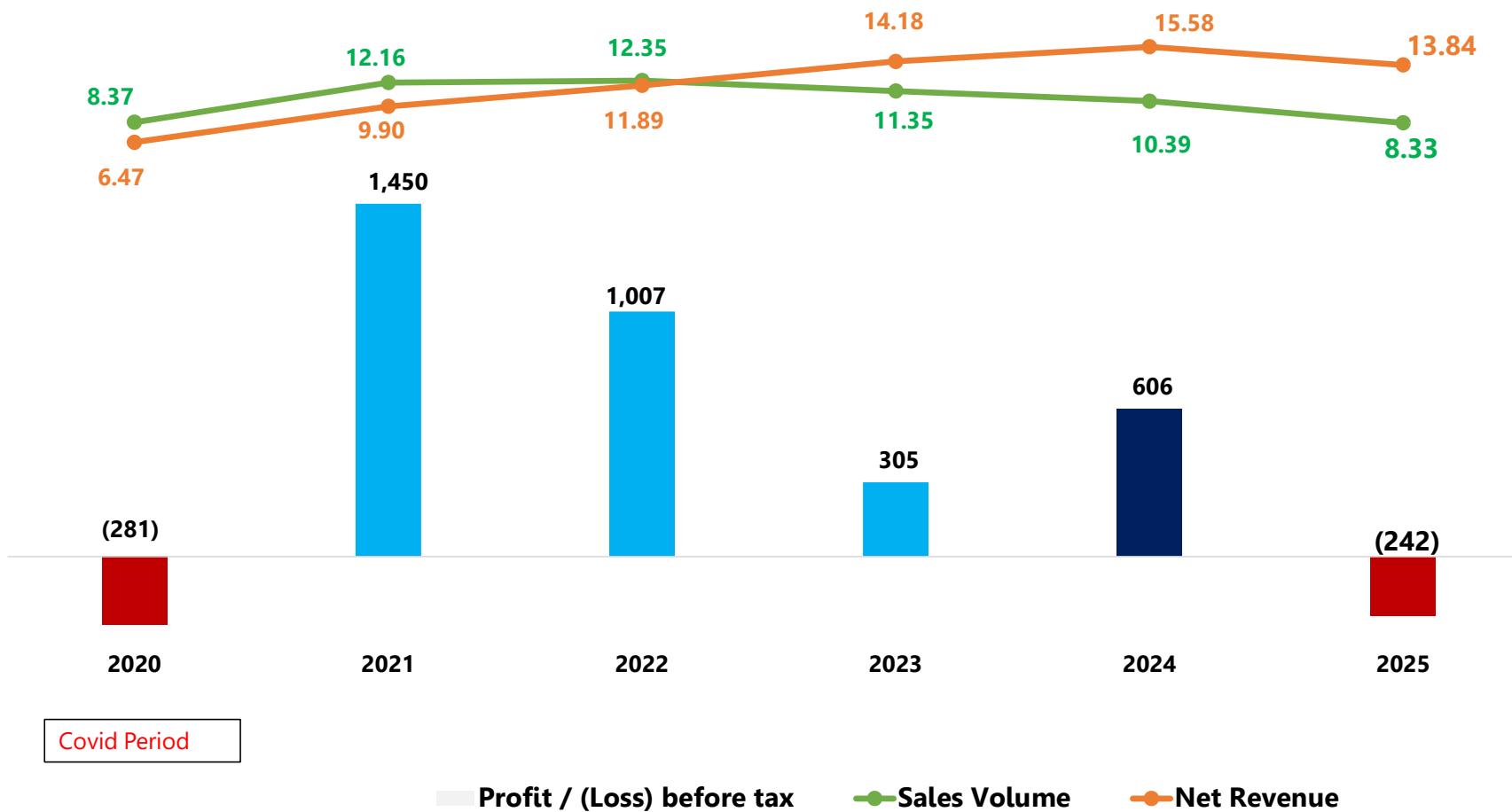




## FINANCIAL SUMMARY

Rs in M

Rs in M /  
Sqm in M



## **KEY CHALLENGES**



## ***Current Challenges***

- Market : The tile market remains subdued with surplus capacity ,
- Customers: Consumer preference is shifting decisively toward larger tile sizes
- Relaxation of regulatory duties on the import of tiles.
- Fluctuation/interruption in gas supply due to curtailment, gas reserves depletion
- Increase in material costs, energy and overheads due to high inflation
- Contraction in construction leading to low secondary sales
- Freight cost upsurge due to diesel prices

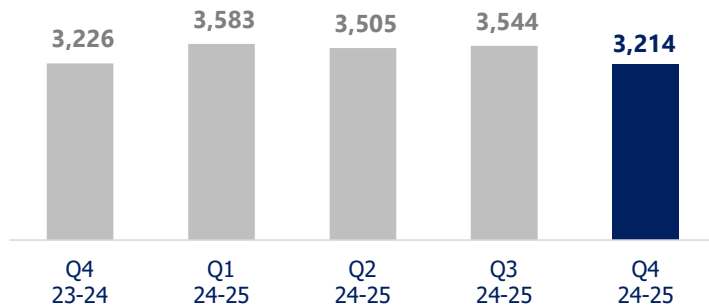


## KEY HIGHLIGHTS

### Net Revenue

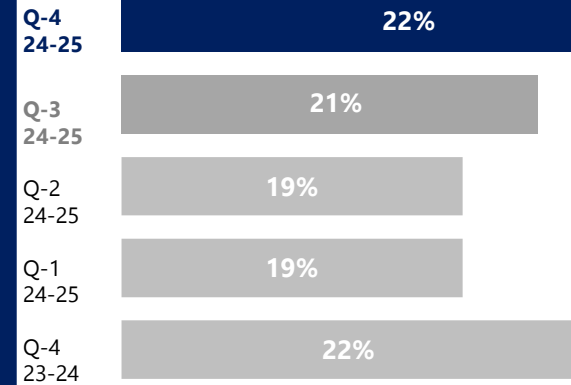
Rs in Million

Y-T-D  
Act : 13,846



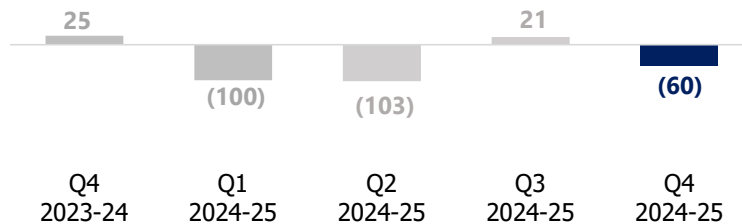
### GROSS MARGIN

Y-T-D  
Act : 20%



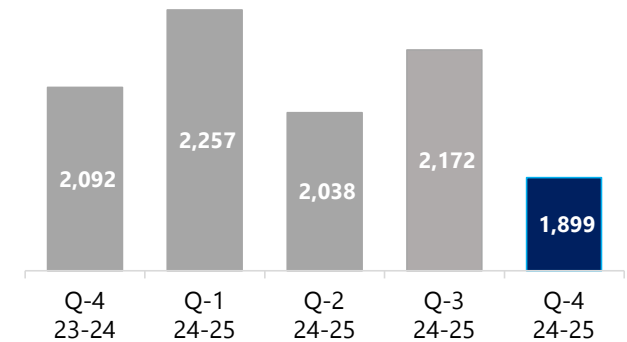
### PROFIT / (LOSS) BEFORE TAX

Y-T-D  
Act : Rs. -242 M



### VOLUMES

Y-T-D  
Act : 8,332k Sqm





**WAY FORWARD**

- Energy : Focus on energy optimization, alternate sources especially green energy initiatives.
- Freight optimization through alternate transportation initiatives.
- Localization of raw material leading toward cost saving initiatives
- Sustainability: recycling of water and recycling of waste.
- Explore export opportunities
- Enhancement of differentiated and value-added product portfolio.
- Efficient measures to control expenses





# Q&A

Shabbir Tiles & Ceramics Limited







Unmatched Quality Tiles

THANK YOU