

# **Shield Corporation Limited**

## **Corporate Briefing Session 2025**

**November 21, 2025**  
**Karachi**

# Contents

- Company Profile
- Product Portfolio
- Operational Developments / Activities
- Financial Results for the year ended 30 June 2025
- Q & A

# Corporate Profile

Shield Corporation Limited established in 1975 has strategically expanded its product portfolio in Baby Care and Oral Care over last 50 years while maintaining prominent position in the market.

Shield is committed to providing the best quality products to our consumers in accordance with ISO 9001 system requirements, while also ensuring environmental protection and enforcing the strict codes and regulations of both ISO 9001 and ISO 14001 systems. Shield is the first local brand to introduce entire range of BPA free products including Feeders, Nipples, Soothers, Teethers, Training Cups and Cleaning Brushes.

# Shield Vision & Mission

**Vision:** To become the best personal and household care company and amongst the most trusted names in product categories we decide to be in.

**Mission:** To become the best consumer products company by focusing on quality, consumer needs and marketing excellence, while maintaining an ethical code of conduct, showing care and compassion towards employees, being fair to all shareholders and symbolizing responsible corporate citizenship.

# Auditors

BDO Ebrahim & Co. Chartered Accountants  
(External Auditors)



Yousuf Adil Chartered Accountants  
(Internal Auditors)



# Board of Directors

- |                                      |                 |
|--------------------------------------|-----------------|
| ▪ Mr. Ebrahim Qassim                 | Chairman        |
| ▪ Mr. Muhammad Haroon Qassim         | Chief Executive |
| ▪ Mr. Vali Muhammad A. Habib         | Director        |
| ▪ Mr. Abdul Ghaffar Umer Kapadia     | Director        |
| ▪ Mrs. Saadia Naveed                 | Director        |
| ▪ Mr. Muhammad Rafique Umer Afinwala | Director        |
| ▪ Mr. Muhammad Salman Qassim         | Director        |

# Product Portfolio





# Babycare Portfolio

# Feeding Range



# Accessories Range



# Toiletries Range



# Oralcare Portfolio

# Toothbrush Range



# Toothpaste Range



# Operational Developments / Activities

- Introduced Essential Feeder, a premium-quality feeder at an affordable price.
- Rolled out nationwide campaign "Hanso Zara Aur Khilkhila Ke Pakistan" to promote oral hygiene among children.
- Conducted engaging sessions in schools to encourage healthy dental habits.
- Organized free dental check-ups across multiple cities.



# Operational Developments / Activities

- Created Mother's Corner at community events for safe spaces.
- Partnered with Karachi Down Syndrome Program for oral care and free dental check-ups.

# Financial Highlights

# Key Highlights

Net-Sales (Rs.)		
2025	2024	%
2,965,832,976	3,867,121,389	(23.31)

The Company's net sales declined by 23.31% compared to last year, mainly due to the volume drop and price adjustment in the current year.

# Key Highlights

Gross Profit %		
2025	2024	
23.52%	22.52%	100 bps

Gross profit margin improved due to exchange stability and drop in some of the commodity prices.

# Key Highlights

Finance Cost (Rs.)		
2025	2024	%
144,893,932	300,970,556	(51.86)

Finance costs reduced by 51.86% due to drop in policy rate and reduction in borrowing. Borrowing mainly reduced due to net further loan from Sponsors during the year amounting to Rs. 510 million

# Key Highlights

## Loss per Share (Rs.)

**2025**

**(3.25)**

**2024**

**(92.99)**

# Future Outlook

- For the financial year 2026, the domestic economy is expected to improve due to factors like trade balance, stable exchange rates, and lower interest rates and inflation. The government's efforts to stabilize the economy are showing progress, but it will take time for the business environment and demand to fully recover.
- Challenging targets are set for growth for the coming year, and aiming to achieving volume efficiencies and increase in sales, which will help in improvement of the results. Also, we are in a quest to increase our exports. Despite of the prevailing challenges, management endeavors to achieve sustainability of the Company.



Q & A

Thank you