



At-Tahur Limited

CORPORATE BRIEFING
SESSION
2025



MISSION

*Our Mission is to
manufacture &
process world class,
pure, natural, healthy
products of
immaculate quality.*



The principal activity of the Company is to run dairy farm for the production & processing of milk & dairy products.

ABOUT US

| | |
|--|---|
|  | Incorporated 2007 |
|  | Listed at PSX 2018 |
|  | Major Business Production & Processing of Milk & Dairy Products primarily and becoming a food company |
|  | Production Capacity 21,146 M.Tones |
|  | Book Value PKR 25.88 |
|  | Paid-up Capital PKR 2,186 Million |
|  | Market Capitalization Rs. 8.47 bn |

Board Of Directors



MR. IJAZ NISAR
Chairman

MR. RASIKH ELAHI
Chief Executive Officer

MR. ABID SATTAR
Independent Director

DR. FARZANA FIROZ
Independent Director

MR. MUSTAFA HAMDANI
Independent Director

**GENERAL (RETD) MUHAMMAD
MASOOD ASLAM**
Non-Executive Director

**MR. SYED KASHIF UL
HASSAN SHAH**
Non-Executive Director



OUR BRAND

At-Tahur launched its PREMA Milk brand in 2008 which has become a household name in Pakistan during the short span of time.

Major Products

PASTEURIZED MILK



Whole milk

Low fat milk

YOGURT RANGE



Low Fat Yogurt



Natural Yogurt



Sweet Yogurt



Pouch Yogurt

RAITA RANGE



Podina Raita



Zeera Raita

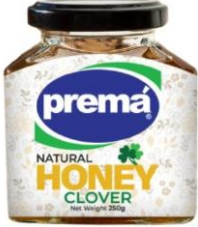
BUTTER



Honey Acacia and Clover



DESI GHEE



CREAM CHEESE

CHUNKY YOGURT



Strawberry chunky



Peach chunky



Blueberry chunky

PORTION SIZE PACKAGING



250ML



250ML



Mango yogurt



Strawberry yogurt



Vanilla yogurt



Banana yogurt

LABAN RANGE



Sweet Laban



Salted Laban



Mango Laban

PURE FLAVORED MILK



Badam Zafran



Chocolate Milk



Strawberry milk



Blueberry Laban



Strawberry Laban

Eggs



White Eggs



Brown Eggs



Omega 3 Eggs

Prospective Products

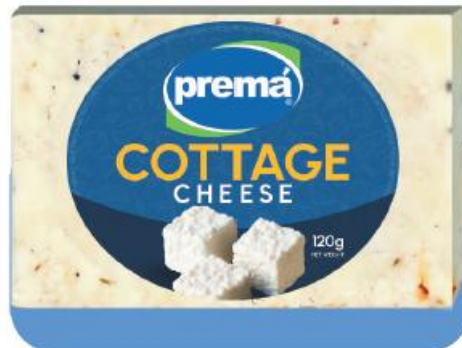
Canola Oil



Greek Yogurt



Cottage Cheese



Fundamental Information

Approx herd size 6000



BRAND OF THE YEAR



IN THE CATEGORY OF :

MILK & YOGURT

RECOGNITION ACHIEVED :

Fastest growing brand





Retail Operations

Islamabad

Punjab

Attock

Wah Cantt

Rawalpindi

Jehlum

Gujrat

Jalalpur Jattan

Phalia

Mandi Bahauddin

Kunjah

Sargodha

Gakhar Mandi

Malisi

Sheikhupura

Shahdara

Muridke

Sadhoke

Kamoke

Sharaqpur

Gujranwala

Wazirabad

Daska

Sambrial

Sialkot

Kotla

Lahore

Chiniot

Faisalabad

Jaranwala

Toba Tek Singh

Gojra

Jhang

Sahiwal

Okara

Pattoki

Hujra Shah Muqem

Renala

Depalpur

Pakpattan

Vehari

Bure Wala

Arif Wala

Multan

Mian Channu

Bahawalpur

Lodhran

KPK

Malam Jabba

Swat

Abbottabad

Mangora

Mardan

Nowshera

Peshawar

Swabi

Kohat

Bannu

AJK

Muzaffarabad

Bagh

Dheerkot

Rawalkot

Irja

Mirpur

Qadirabad

Sindh

Sukkur

Hyderabad

Karachi

Balochistan

Quetta

Prema has a market footprint across Pakistan, from
Khyber to Karachi

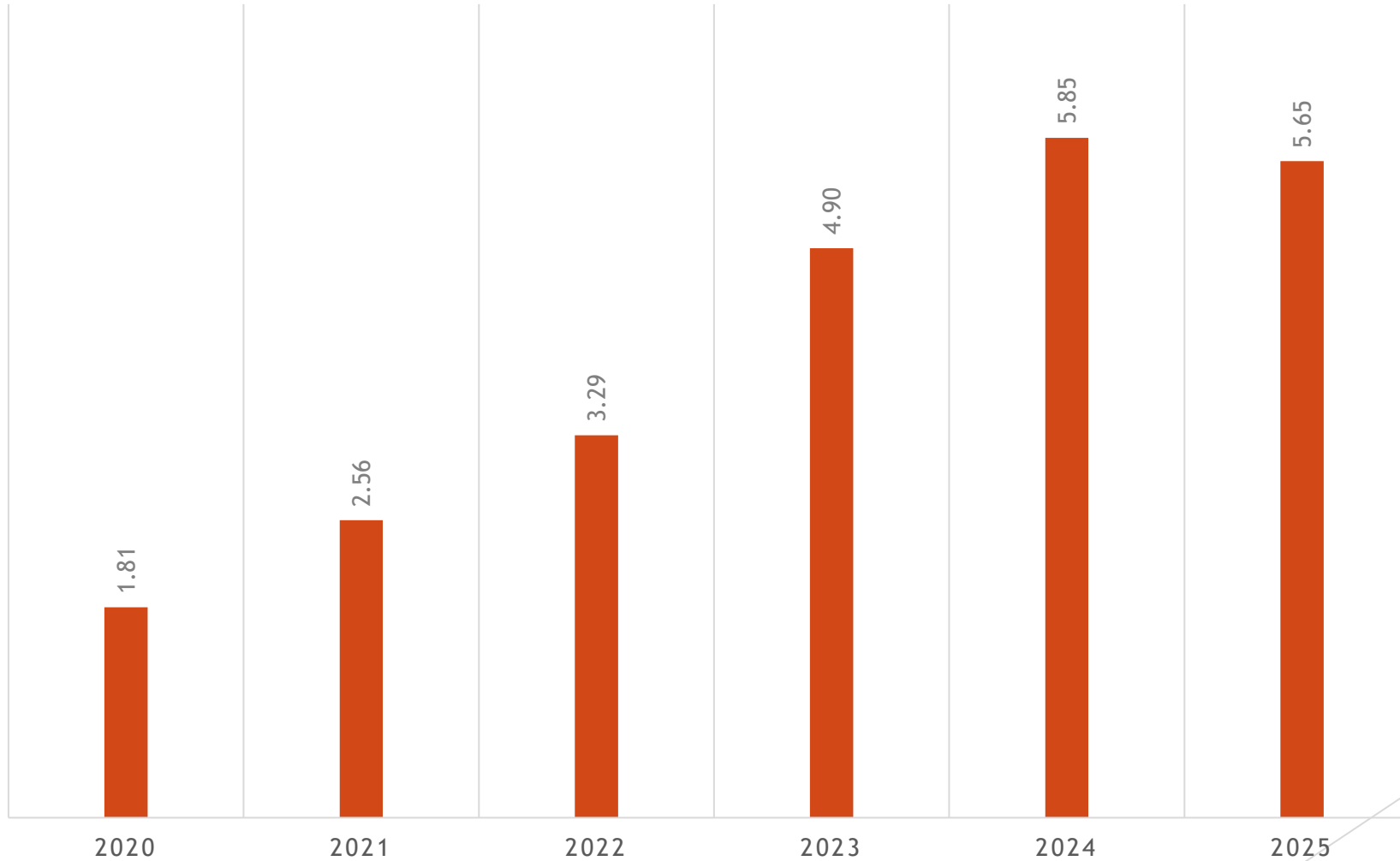


KEY FINANCIAL INDICATORS

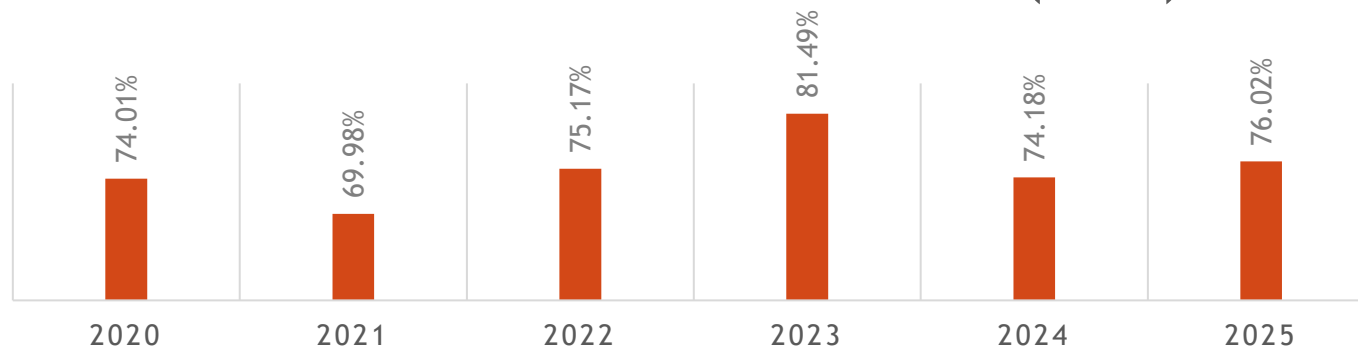


SALES REVIEW

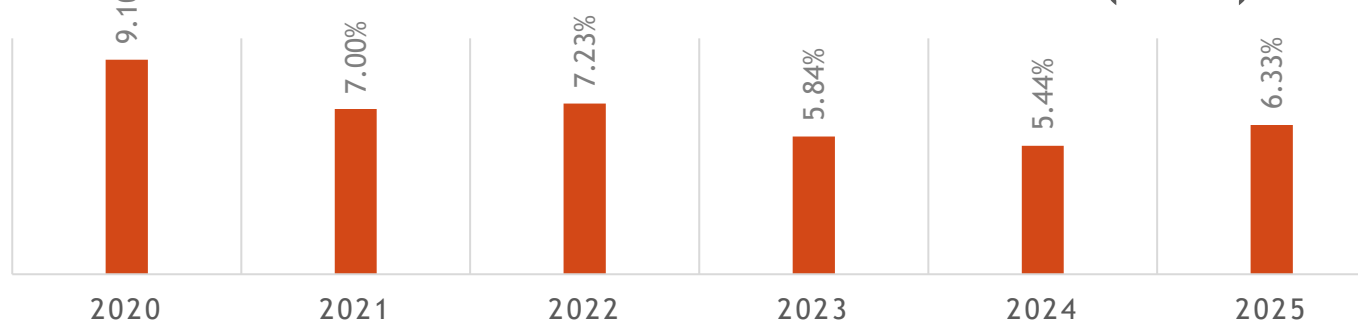
SALES REVENUE (RS. IN MILLION)



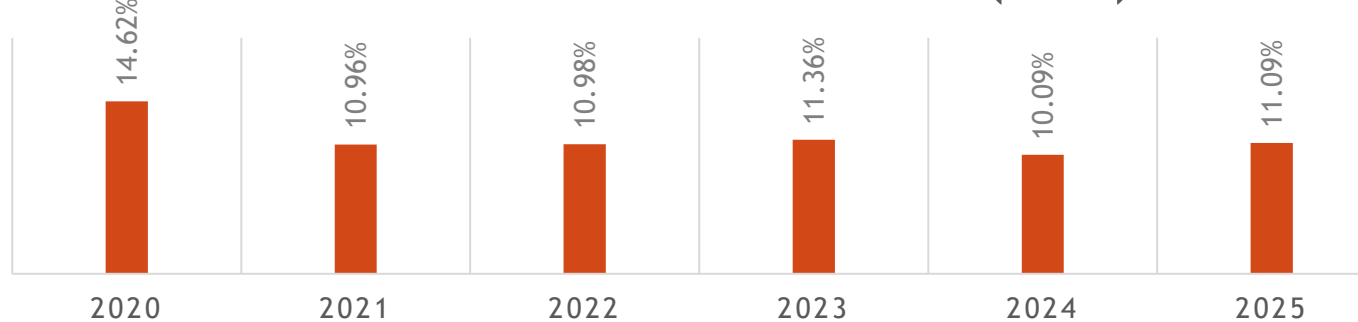
OPERATING EXPENSE RATIO (OER)



ADMINISTRATIVE EXPENSE RATIO (AER)

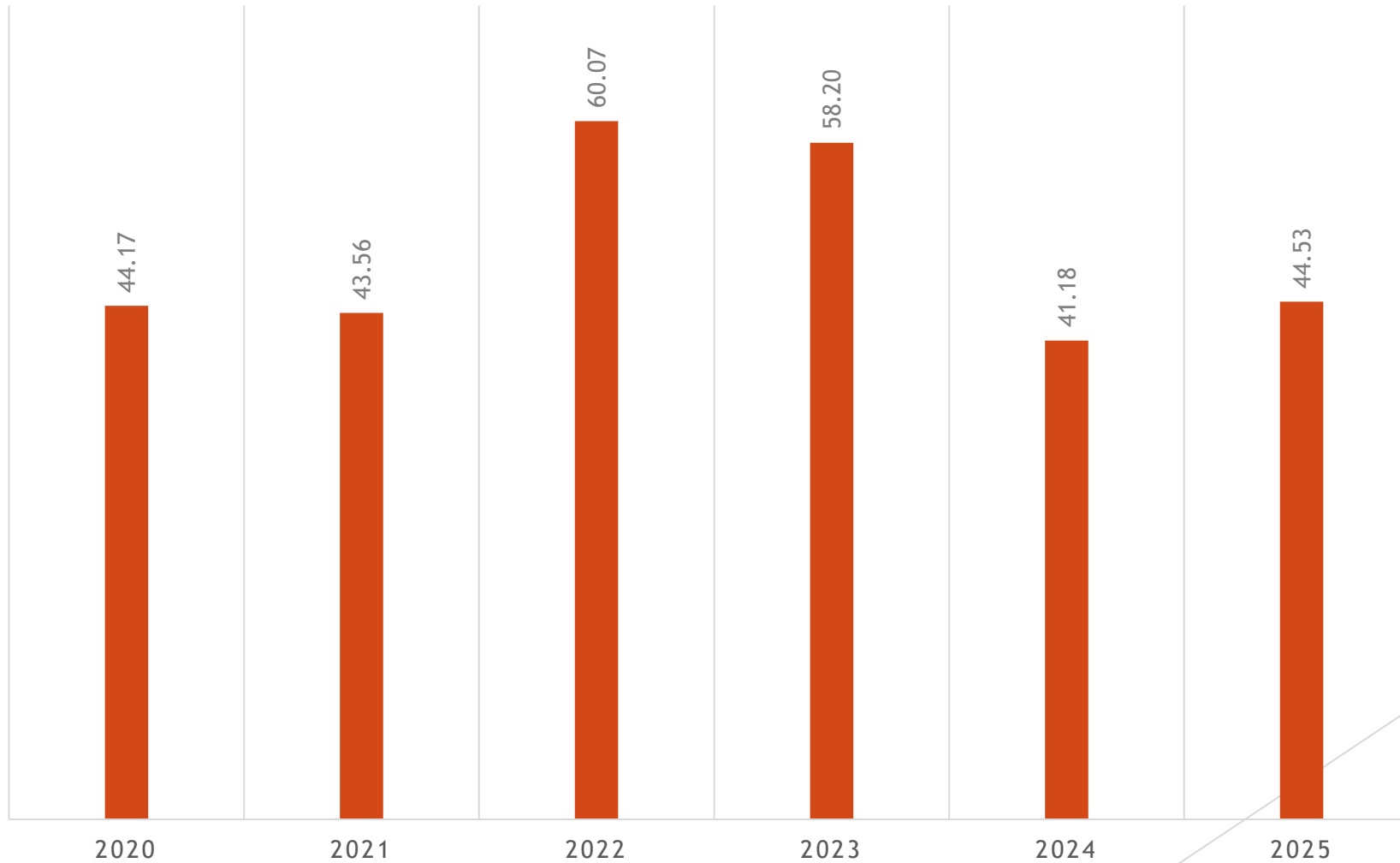


SELLING EXPENSE RATIO (SER)

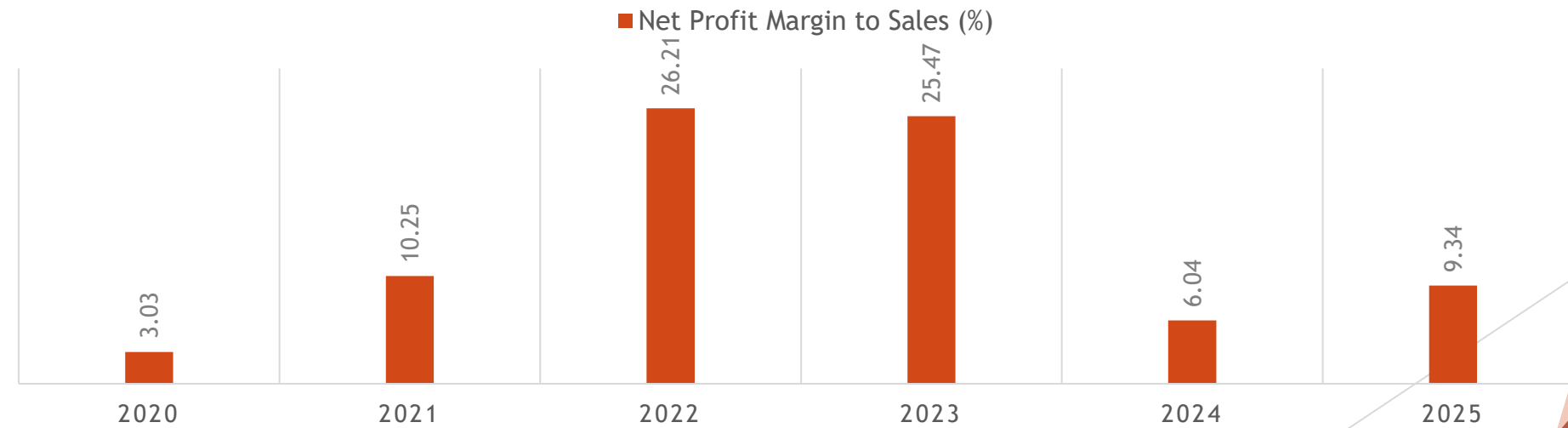
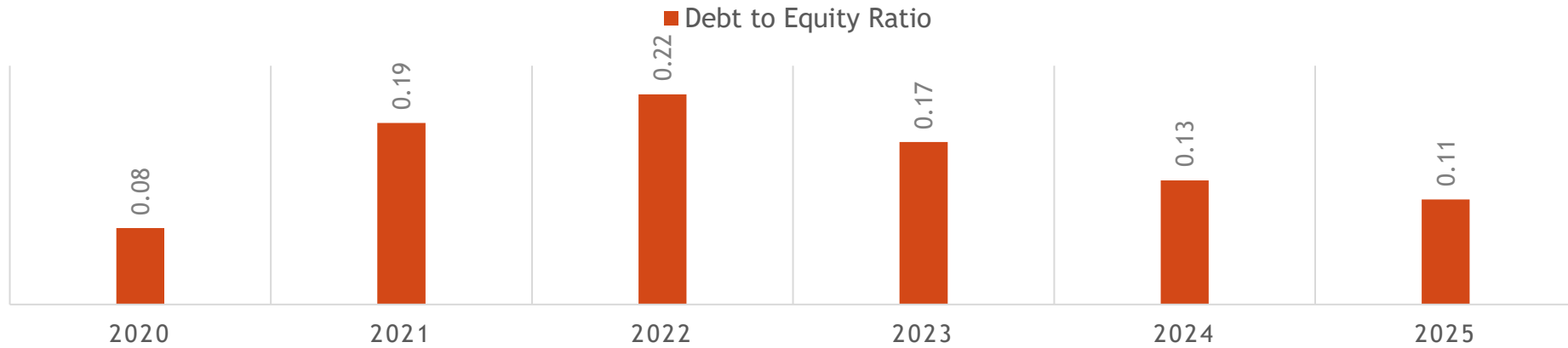


FINANCIAL PERFORMANCE

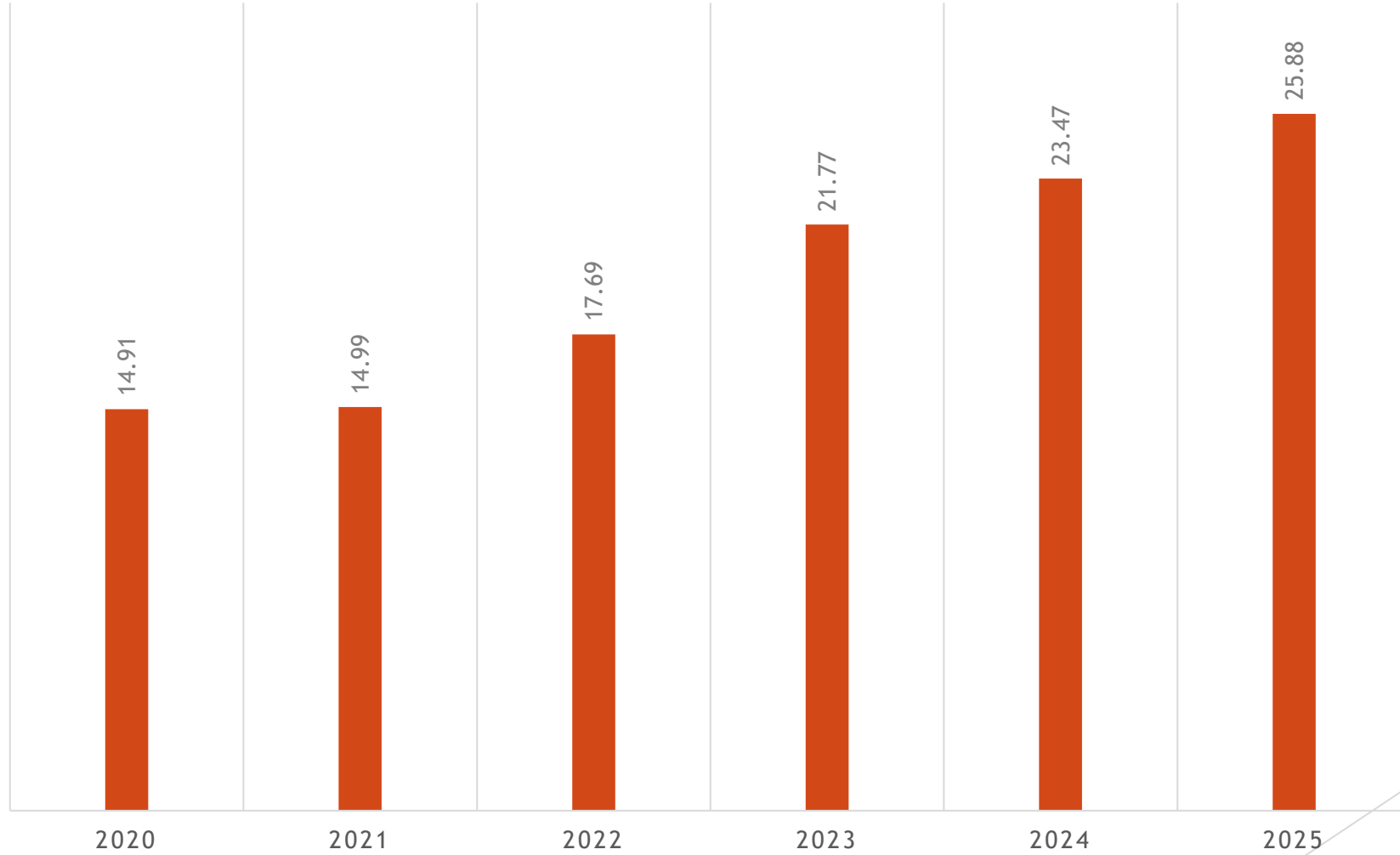
GROSS PROFIT MARGIN (%)



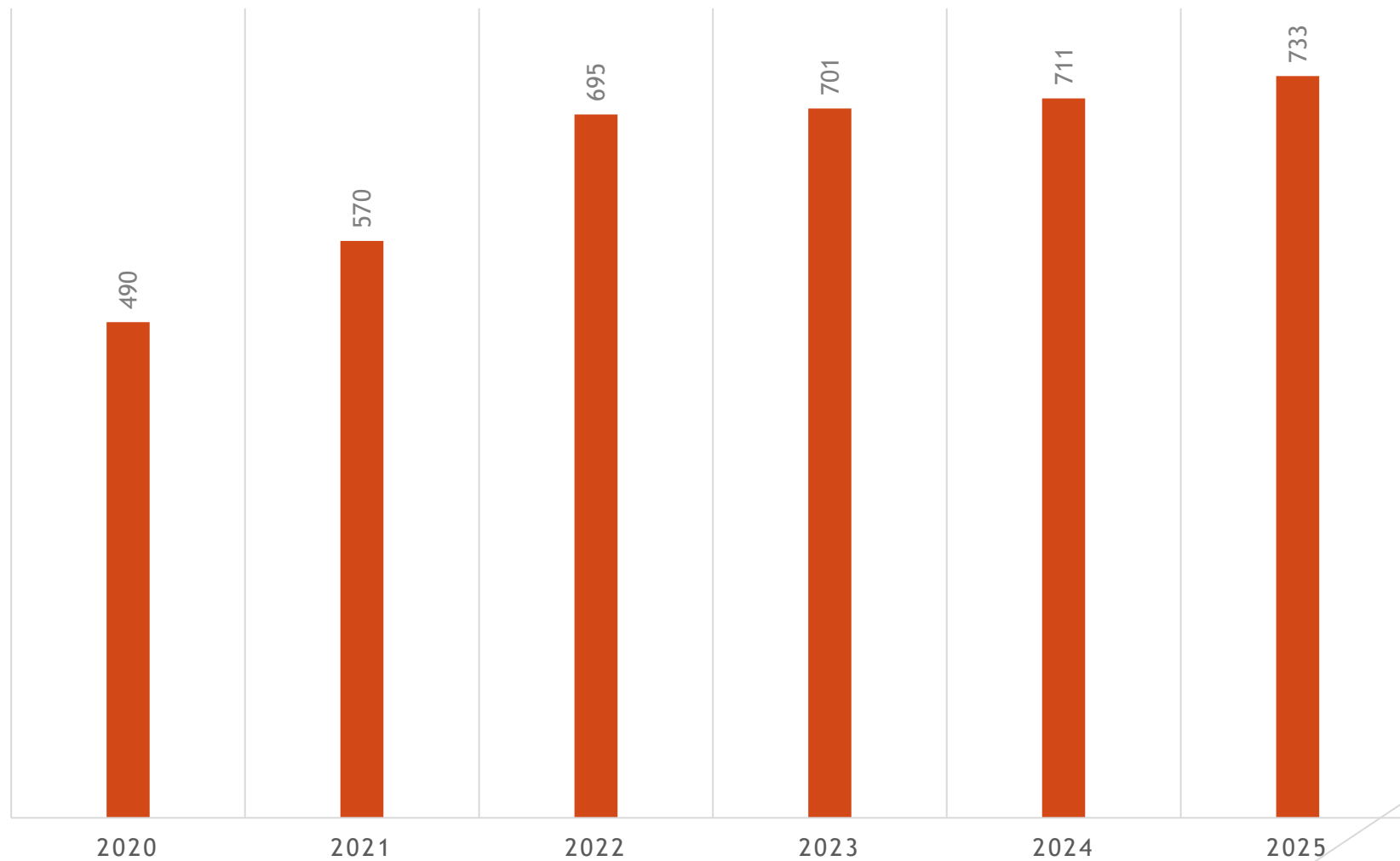
FINANCIAL PERFORMANCE



BOOK VALUE (RS.)

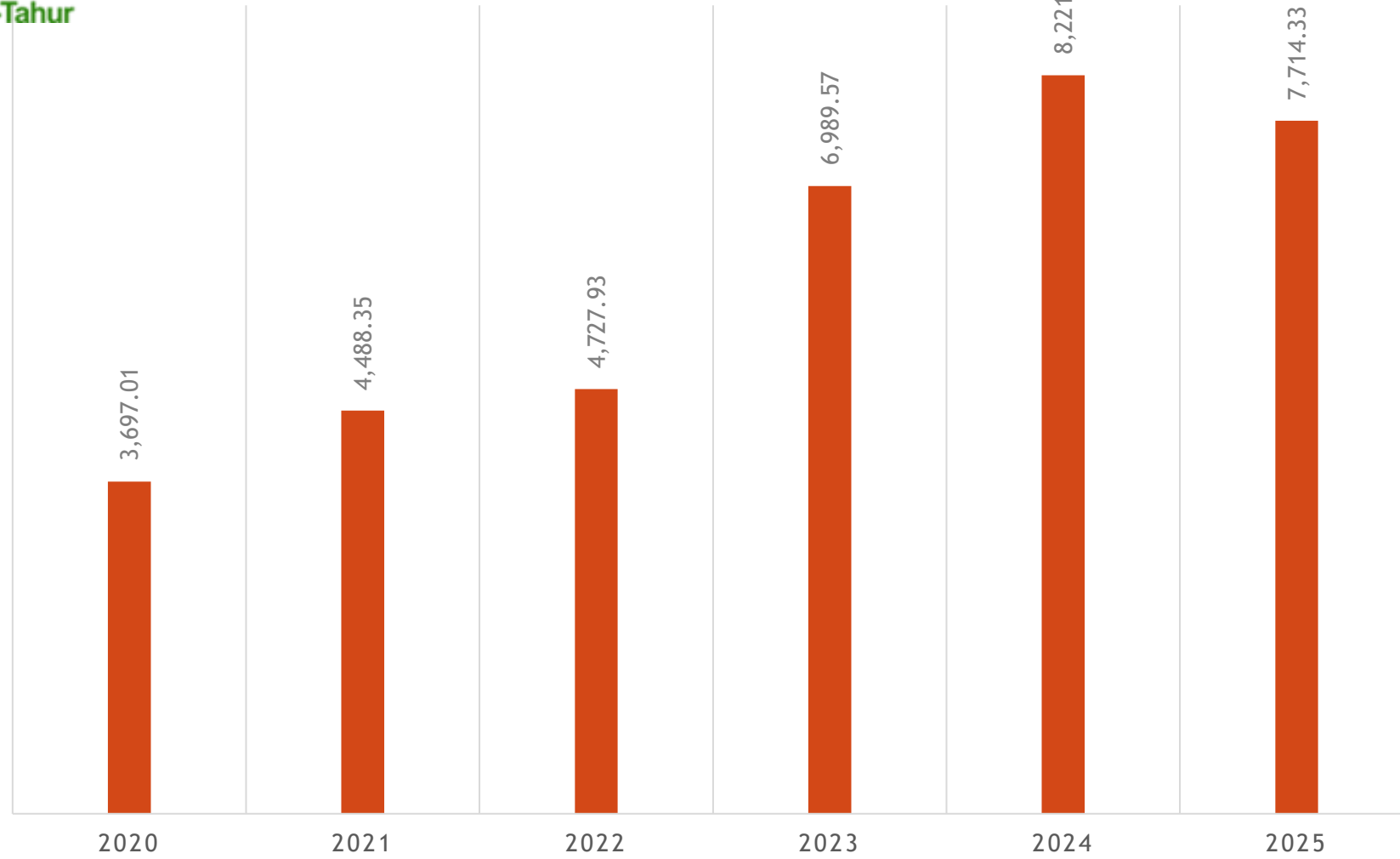


NUMBER OF EMPLOYEES





SALE PER EMPLOYEE (RUPEES)





PERFORMANCE REVIEW

At-Tahur Limited (PSX: PREMA) announced Profit After Tax of Rs. 528.149 Mn, along with the EPS of Rs. 2.42 for the Annual Year ended June 30, 2025.

The company's Net Sales stood at Rs. 5.655 Bn. The Gross Profit was recorded at Rs. 2,517.86 Mn showing an increase of 4.61%.

Increase in the Gross Profit is mainly attributable to a decrease in feed cost and effective management measures implemented during the year.



FUTURE OUTLOOK

FUTURE OUTLOOK

The future prospects of our Company are exceedingly promising on account of the Management's efforts towards increasing the Company's market share and through wider participation in all its business segments.

The Company is striving to yield better volumes by expanding and growing relationships with clients through the Company's premium suite of products.

This includes offering new and novel products and services through unrelenting research and focus on quality offering .





Thank You