



Unilever Pakistan
Foods Limited
CONDENSED
INTERIM FINANCIAL STATEMENTS
FOR THE THREE MONTHS PERIOD
ENDED MARCH 31, 2026



Company Information

Board of Directors

Mr. Sarfaraz Ahmed Rehman	Independent Director & Chairman of the Board
Mr. Amir R. Paracha	Executive Director & Chief Executive Officer
Mr. Muhammad Shahzad	Executive Director & Chief Financial Officer
Ms. Madiha Saeed Sheikh	Executive Director
Mr. Zulfikar Monnoo	Non-Executive Director
Mr. Muhammad Adil Monnoo	Non-Executive Director
Mr. Kamal Monnoo	Non-Executive Director
Mr. Asad Said Jafar	Independent Director
Mr. Atif Azim	Independent Director
Mr. Ali Tariq	Non-Executive Director

Company Secretary

Mr. Aman Ghanchi

Audit committee

Mr. Asad Said Jafar	Chairman & Member
Mr. Muhammad Adil Monnoo	Member
Mr. Sarfaraz Ahmed Rehman	Member
Mr. Zulfikar Monnoo	Member
Mr. Atif Azim	Member
Ms. Aniqah Bawany	Secretary & Head of Internal Audit

Human Resource & Remuneration Committee

Mr. Asad Said Jafar	Chairman & Member
Mr. Zulfikar Monnoo	Member
Mr. Kamal Monnoo	Member
Mr. Amir R. Paracha	Member
Mr. Sarfaraz Ahmed Rehman	Member
Ms. Sanam Sheikh	Secretary & Head of HR

Sustainability Committee

Mr. Asad Said Jafar	Chairman & Member
Mr. Atif Azim	Member
Mr. Kamal Monnoo	Member
Mr. Muhammad Adil Monnoo	Member
Mr. Zulfikar Monnoo	Member
Mr. Abdul Hannan	Member
Ms. Sanam Sheikh	Member
Ms. Ramla Tariq	Secretary

Auditors

Messrs KPMG Taseer Hadi & Co.
Chartered Accountants
Sheikh Sultan Trust Building No. 2,
Beaumont Road, Karachi – 75530

Share Registration Office

M/s CDC Share Registrar Services Limited
CDC House, 99-B, Block "B", S.M.C.H.S,
Main Shahra-e-Faisal, Karachi - 74400

Registered Office

Avari Plaza
Fatima Jinnah Road
Karachi - 75530

Website Address

www.unilever.pk

Unilever Pakistan Foods Limited

Directors' Review

The directors are pleased to present the financial information for the three months ended March 31, 2026.

The business delivered a sales growth of 26.0% on the back of strong volumetric gains across major portfolio. Gross margin of the company improved to 41.5% vs 38.2% same period last year, while EPS stood at Rs. 331 (an increase of Rs. 68 vs Q1 2025).

Financial Highlights	Three months ended		
	March 31,		Variance
	2026	2025	
	Rs '000'		
Net Sales	13,191,817	10,472,566	26.0%
Profit before Income Tax	3,457,483	2,735,257	26.4%
Profit after Taxation	2,108,488	1,672,779	26.0%
Earnings per Share (Rs.)	331.01	262.60	26.0%

Knorr:

Knorr Noodles continued to build on its growth momentum by strengthening desirability with youth through Knorrverse – an immersive experience combining customised noodle bowls with VR-led engagement. Knorrverse came alive at Karachi Eat and across universities, driving strong talkability and reinforcing the brand's relevance with Gen Z audiences.

Knorr Sauces maintained a strong proposition on taste and value. Ramadan execution was reinforced through improved visibility at shelf, complemented by refreshed price packs and strengthened in-store execution to sustain momentum beyond the season

The company continued to build Knorr's Masterbrand Ramadan campaign 'Refresh Karo Iftar', by offering unique Iftar combinations backed by the first of its kind, Knorr Recipe AI. The campaign delivered strong reach and engagement, with consumers utilizing the AI tool to instantly create tailored Knorr-based recipes from everyday ingredients on hand.

Rafhan:

Rafhan's dessert portfolio remains a preferred choice for special occasions, particularly during festive seasons. During Ramadan, shopper engagement was strengthened through in-store displays and influencer-led content, featuring contemporary dessert ideas, driving a strong uplift in digital engagement

Unilever Food Solutions:

Unilever Food Solutions delivered two key initiatives this quarter. "Future Menus – Ramadan Edition" partnered with chefs and influencers to curate and promote Ramadan menus across partner operators nationwide. The campaign was anchored by a downloadable recipe book and supported by digital content across multiple platforms, generating strong engagement. Additionally, "Jeetay Ga Chef" was hosted for top operators and their families across five non-metro cities, followed by a grand Iftar dinner. The initiative deepened customer engagement and strengthened relationships during the festive season.

Future Outlook

The economic and business environment in Pakistan remains highly vulnerable to shifts in global commodity prices, inflationary trends, and various external factors. Ongoing instability in international markets, particularly due to conflict in the Middle East, continues to elevate input costs and disrupt supply chains, thereby increasing the cost of doing business and eroding consumer purchasing power.

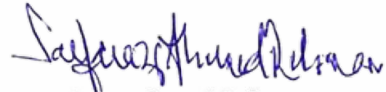
In response, our management team is actively addressing these challenging conditions by capitalizing on our robust brand equity, introducing relevant innovations, and sustaining value-for-money propositions, while continuously enhancing efficiency throughout the value chain.

Thanking you all.

On behalf of the Board



Amir R. Paracha
Chief Executive Officer
Karachi
April 28, 2026



Sarfaraz Ahmed Rehman
Chairman
Karachi
April 28, 2026

Unilever Pakistan Foods Limited
Condensed Interim Statement of Financial Position
As at March 31, 2026

	Note	Unaudited March 31, 2026 (Rupees in thousand)	Audited December 31, 2025
ASSETS			
Non-current assets			
Property, plant and equipment	4	9,229,080	9,348,384
Intangible assets		81,637	81,637
Long term deposit and prepayment		2,980	2,980
		<u>9,313,697</u>	<u>9,433,001</u>
Current assets			
Stores and spares		550,090	508,674
Stock-in-trade		3,637,772	3,742,399
Trade debts - net		1,994,656	1,026,828
Loans and advances		162,341	156,521
Trade deposits and short term prepayments		89,267	102,181
Other receivables		111,215	95,906
Sales tax refundable - net		991,449	897,324
Taxation - net		504,796	1,695,498
Short term investments	5	501,738	-
Cash and bank balances	6	3,499,223	912,014
		<u>12,042,547</u>	<u>9,137,345</u>
Total assets		<u>21,356,244</u>	<u>18,570,346</u>
EQUITY AND LIABILITIES			
Share capital and reserves			
Share capital		63,699	63,699
Reserves		8,412,278	6,303,790
		<u>8,475,977</u>	<u>6,367,489</u>
LIABILITIES			
Non-current liabilities			
Staff retirement benefits		51,174	46,061
Long term borrowing	7	421,305	434,599
Deferred income - government grant		169,948	183,422
Deferred taxation		1,107,723	1,092,373
		<u>1,750,150</u>	<u>1,756,455</u>
Current liabilities			
Trade and other payables		10,671,899	9,991,758
Current portion of deferred income - government grant		56,782	58,140
Current portion of long term borrowings	7	124,611	124,611
Provisions	8	219,878	215,076
Unclaimed dividend		50,523	50,523
Accrued interest / mark up		6,424	6,294
		<u>11,130,117</u>	<u>10,446,402</u>
Total liabilities		<u>12,880,267</u>	<u>12,202,857</u>
Total equity and liabilities		<u>21,356,244</u>	<u>18,570,346</u>
Contingencies and commitments	9		

The annexed notes 1 to 14 form an integral part of these condensed interim financial statements.


Chief Executive


Director


Director &
Chief Financial Officer

Unilever Pakistan Foods Limited
Condensed Interim Statement of Profit or Loss and
Other Comprehensive Income (Unaudited)
For the three months period ended March 31, 2026

	Note	March 31, 2026	March 31, 2025
----- (Rupees in thousand) -----			
Sales - net	10	13,191,817	10,472,566
Cost of sales		(7,715,177)	(6,473,376)
Gross profit		<u>5,476,640</u>	<u>3,999,190</u>
Distribution cost		(1,734,635)	(1,231,862)
Administrative expenses		(236,898)	(178,603)
Other operating expenses		(175,630)	(139,185)
Other income		159,397	320,591
Operating profit		<u>3,488,874</u>	<u>2,770,131</u>
Finance cost		(31,391)	(32,405)
Profit before income taxes and final taxes		<u>3,457,483</u>	<u>2,737,726</u>
Taxation - Final Taxes		-	(2,469)
Profit before income tax		<u>3,457,483</u>	<u>2,735,257</u>
Taxation - Income Tax		(1,348,995)	(1,062,478)
Profit after taxation		<u>2,108,488</u>	<u>1,672,779</u>
Other comprehensive income		-	-
Total comprehensive income		<u><u>2,108,488</u></u>	<u><u>1,672,779</u></u>
----- (Rupees) -----			
Basic and diluted earnings per share		<u><u>331.01</u></u>	<u><u>262.60</u></u>

The annexed notes 1 to 14 form an integral part of these condensed interim financial statements.


Chief Executive


Director


**Director &
Chief Financial Officer**

Unilever Pakistan Foods Limited
Condensed Interim Statement of Changes in Equity (Unaudited)
For the three months period ended March 31, 2026

	SHARE CAPITAL Issued, subscribed and paid-up capital	CAPITAL		RESERVES		SUB TOTAL	TOTAL
		Share premium	Special	General	REVENUE Unappropriated profit		
----- (Rupees in thousand) -----							
Balance as at January 1, 2026	63,699	1,296,499	628	138	5,006,525	6,303,790	6,367,489
<i>Profit for the period</i>	-	-	-	-	2,108,488	2,108,488	2,108,488
<i>Other comprehensive income for the period</i>	-	-	-	-	-	-	-
Total comprehensive income for the period	-	-	-	-	2,108,488	2,108,488	2,108,488
Balance as at March 31, 2026	63,699	1,296,499	628	138	7,115,013	8,412,278	8,475,977
Balance as at January 1, 2025	63,699	1,296,499	628	138	12,019,459	13,316,724	13,380,423
<i>Profit for the period</i>	-	-	-	-	1,672,779	1,672,779	1,672,779
<i>Other comprehensive income for the period</i>	-	-	-	-	-	-	-
Total comprehensive income for the period	-	-	-	-	1,672,779	1,672,779	1,672,779
Balance as at March 31, 2025	63,699	1,296,499	628	138	13,692,238	14,989,503	15,053,202

The annexed notes 1 to 14 form an integral part of these condensed interim financial statements.


Chief Executive



Director


Director &
Chief Financial Officer

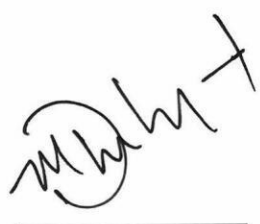
Unilever Pakistan Foods Limited
Condensed Interim Statement of Cash Flows (Unaudited)
For the three months period ended March 31, 2026

	March 31, 2026	March 31, 2025
	(Rupees in thousand)	
CASH FLOWS FROM OPERATING ACTIVITIES		
Profit before income tax	3,457,483	2,735,257
Adjustment for:		
Depreciation on property, plant and equipment	170,211	155,666
Mark-up on long term borrowings	5,314	5,583
Provision for staff retirement benefits	5,113	4,505
Provision for fixed assets	77,029	-
Return on short term investments held at fair value through profit or loss	(1,738)	(44,806)
Return on savings accounts	(53,374)	(81,434)
	<u>202,555</u>	<u>39,514</u>
	<u>3,660,038</u>	<u>2,774,771</u>
Effect on cash flow due to working capital changes		
Decrease / (increase) in current assets		
Stores and spares	(41,416)	(8,655)
Stock-in-trade	104,627	(216,399)
Trade debts - net	(967,828)	(704,616)
Loans and advances	(5,820)	19,304
Trade deposits and short term prepayments	12,914	1,323
Other receivables	(15,309)	12,442
Sales tax refundable - net	(94,125)	(319,410)
	<u>(1,006,957)</u>	<u>(1,216,011)</u>
Increase / (decrease) in current liabilities		
Trade and other payables	680,141	590,022
Provisions	4,802	8,683
	<u>684,943</u>	<u>598,705</u>
Cash generated from operations	<u>3,338,024</u>	<u>2,157,465</u>
Mark-up paid	(5,184)	(5,536)
Income tax paid	(142,944)	(79,425)
Net cash generated from operating activities	<u>3,189,896</u>	<u>2,072,504</u>
CASH FLOWS USED IN INVESTING ACTIVITIES		
Purchase of property, plant and equipment	(127,935)	174,438
Short term investments made during the year held at fair value through profit or loss	(500,000)	-
Return received on savings accounts	53,374	81,434
Net cash (used in) / generated from investing activities	<u>(574,561)</u>	<u>255,872</u>
CASH FLOWS (USED IN) / FROM FINANCING ACTIVITIES		
Repayment of long term loan	(28,126)	(28,121)
Dividend paid	-	(657,749)
Net cash used in financing activities	<u>(28,126)</u>	<u>(685,870)</u>
Net increase in cash and cash equivalents	<u>2,587,209</u>	<u>1,642,506</u>
Cash and cash equivalents at beginning of the period	<u>912,014</u>	<u>4,515,320</u>
Cash and cash equivalents at end of the period	<u><u>3,499,223</u></u>	<u><u>6,157,826</u></u>

The annexed notes 1 to 14 form an integral part of these condensed interim financial statements.


Chief Executive


Director


Director &
Chief Financial Officer

Unilever Pakistan Foods Limited
Notes to and forming part of the Condensed Interim Financial Statements (Unaudited)
For the three months period ended March 31, 2026

1. BASIS OF PREPARATION

1.1 Statement of Compliance

These condensed interim financial statements of Unilever Pakistan Foods Limited ("the Company") for the three months ended March 31, 2026 have been prepared in accordance with the accounting and reporting standards as applicable in Pakistan for interim financial reporting. The accounting and reporting standards as applicable in Pakistan for interim financial reporting comprise of International Accounting Standard (IAS) 34, Interim Financial Reporting, issued by the International Accounting Standards Board (IASB) as notified under the Companies Act, 2017; and provisions of and directives issued under the Companies Act, 2017. Where the provisions of and directives issued under the Companies Act, 2017 differ with the requirements of IAS 34, the provisions of and directives issued under the Companies Act, 2017 have been followed.

1.2 These condensed interim financial statements do not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the financial statements of the Company for the year ended December 31, 2025. However, selected explanatory notes are included to explain events and transactions that are significant to understanding of changes in Company's financial position and performance since the last annual financial statements.

1.3 Basis of Measurement

These condensed interim financial statements have been prepared under the historical cost convention except as disclosed otherwise.

1.4 Functional and Presentation Currency

These condensed interim financial statements are presented in Pakistani Rupees which is the functional currency of the Company and figures are rounded off to the nearest thousand of rupees, except where stated otherwise.

2. ACCOUNTING POLICIES

The accounting policies and the methods of computation adopted in the preparation of these condensed interim financial statements are the same as those applied in the preparation of the financial statements for the year ended December 31, 2025.

3. ACCOUNTING ESTIMATES, JUDGEMENTS AND FINANCIAL RISK MANAGEMENT

The preparation of these condensed interim financial statements, in conformity with accounting and reporting standards as applicable in Pakistan requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Company's accounting policies. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectation of future events that are believed to be reasonable under the circumstances. Actual results may differ from the estimates.

During the preparation of these condensed interim financial statements, the significant judgements made by management in applying the Company's accounting policies and the key sources of estimation and assumptions are consistent with those that were applied to the annual audited financial statements of the Company for the year ended December 31, 2025.

4. PROPERTY, PLANT AND EQUIPMENT

	Unaudited March 31, 2026	Audited December 31, 2025
	(Rupees in thousand)	
Operating assets - at net book value	8,567,301	8,383,369
Capital work in progress - at cost	<u>661,779</u>	<u>965,015</u>
	<u>9,229,080</u>	<u>9,348,384</u>

- 7.1 During the year 2020, the Company entered into a long term borrowing arrangement with a commercial bank for installation of solar panels under State Bank of Pakistan's Refinancing Scheme for Renewable energy. The total facility is available for twelve years ending in 2032 and amounts to Rs. 149 million. The loan carries mark-up at the rate of 3.65% per annum.
- 7.2 During the year 2021, the Company also entered into a long term borrowing arrangement with commercial banks under State Bank of Pakistan's Temporary Economic Refinance Facility amounting to Rs. 900 million which has been completely utilized as at year end. This loan carries a concessional mark-up rate of 2.3% per annum and is repayable in 32 quarterly installments with a 2 year grace period commencing from first disbursement.

The TERF scheme qualifies for the recognition criteria of a Government Grant as per IAS 20 Accounting for Government Grants and Disclosure of Government Assistance. As a result, the liability has been broken down into two components. First one being recognition of a financial liability in accordance with IFRS 9 Financial Instruments which has been measured at fair value, that is, present value of future cashflows at the prevailing market rate. Second component is the recognition of deferred income as a liability. This is the difference between the fair value of the financing facility and loan proceeds received from the bank.

8. PROVISIONS	Unaudited March 31, 2026	Audited December 31, 2025
	(Rupees in thousand)	
Sindh Infrastructure Cess	<u>219,878</u>	<u>215,076</u>

- 8.1 The change represents provision made during the period.

9. CONTINGENCIES AND COMMITMENTS

9.1 Contingencies

There were no contingencies as at March 31, 2026.

9.2 Commitments

The commitments for capital expenditure outstanding as at March 31, 2026 amounted to Rs. 230.34 million (December 31, 2025: Rs. 199.20 million).

10. SALES - net

	Unaudited	
	March 31, 2026	March 31, 2025
	(Rupees in thousand)	
The Company analyses its net revenue by the following product groups:		
Products used by end consumers	11,128,745	8,822,845
Products used by entities	<u>2,063,072</u>	<u>1,649,721</u>
	<u>13,191,817</u>	<u>10,472,566</u>

11. RELATED PARTY TRANSACTIONS

Related party transactions during the period other than those disclosed elsewhere in these condensed interim financial statements are as follows:

Relationship with the company	Nature of transactions	Unaudited March 31, 2026	Unaudited March 31, 2025
		(Rupees in thousand)	
i) Holding company	Royalty	38,207	30,191
ii) Associated companies	Royalty and technology fee	537,346	415,025
	Purchase of goods & Property, Plant & Equipment	682,866	705,341
	Sale of goods	-	787
	Reimbursement of shared expenses to related parties	523,269	416,825
iii) Staff retirement funds	Contribution to: - Defined Contribution plan	6,046	5,281
	Settlement on behalf of: - Defined Contribution plan	18,367	9,111
iv) Key management personnel	Salaries and other short-term employee benefits	40,434	27,269

Aggregate amount charged for fee to eight (March 31, 2025: seven) non-executive directors during the period amounted to Rs. 3.6 million (March 31, 2025: Rs. 2.3 million).

12. FINANCIAL RISK MANAGEMENT

The Company's activities are exposed to a variety of financial risk namely credit risk, foreign exchange risk, interest rate risk, and liquidity risk. The Company has established adequate procedures to manage these risks.

These condensed interim financial statements do not include the financial risk management information and disclosures required in the annual financial statements; they should be read in conjunction with Company's annual financial statements for the year ended 31 December 2025. There have been no changes in the risk management policies since the year end.

	Carrying amount Unaudited March 31, 2026	Carrying amount Audited December 31, 2025
		(Rupees in thousand)
FINANCIAL ASSETS		
<i>Fair value through profit or loss</i>		
Short term investment	501,738	-
<i>Amortized cost</i>		
Trade debts	1,994,656	1,026,828
Long term deposits	2,980	2,980
Trade deposits	44,758	44,758
Other receivables	111,215	68,718
Cash and bank balances	3,499,223	912,014
	<u>6,154,570</u>	<u>2,055,298</u>
FINANCIAL LIABILITIES		
<i>Financial liabilities - not measured at fair value</i>		
Long term borrowing	545,916	559,210
Trade and other payables	9,657,358	9,159,745
Unpaid dividend	-	-
Unclaimed dividend	50,523	50,523
Accrued interest / mark up	6,424	6,294
	<u>10,260,221</u>	<u>9,775,772</u>

13. PROPOSED INTERIM DIVIDEND

The Board of Directors in its meeting held on April 28, 2026 declared a first interim cash dividend for the three months ended March 31, 2026 of Rs. ___ per share (three months ended March 31, 2025: Rs. 525 per share) amounting to Rs. ___ million (three months ended March 31, 2025: Rs. 3,344 million).

14. DATE OF AUTHORISATION FOR ISSUE

These condensed interim financial statements were authorised for issue on April 28, 2026 by the Board of Directors of the Company.


Chief Executive


Director


Director &
Chief Financial Officer

یونی لیور پاکستان فوڈز لمیٹڈ

ڈائریکٹرز کا جائزہ

ڈائریکٹرز 31 مارچ 2026 کو ختم ہونے والے تین مہینوں کی مالی معلومات پیش کرنے پر خوش ہیں۔

کمپنی نے اپنے بڑے پورٹ فولیو میں مضبوط مجموعی نمو کی بدولت 26.0% سیلز گروتھ حاصل کی۔ کمپنی کا مجموعی مارجن گزشتہ سال کے اسی عرصے کے 38.2% کے مقابلے میں بڑھ کر 41.5% ہو گیا، جبکہ فی حصص آمدنی 331 روپے رہی جو Q1 2025 کے مقابلے میں 68 روپے زیادہ ہے۔

کاروباری نتائج

تین ماہ کا عرصہ جو 31 مارچ کو ختم ہوا۔

	2025	2026		
تبدیلی	'000' روپے			
	26.0%	10,472,566	13,191,817	نیٹ سیلز
	26.4%	2,735,257	3,457,483	انکم ٹیکس سے پہلے منافع
	26.0%	1,672,779	2,108,488	ٹیکس کے بعد منافع
	26.0%	262.60	331.01	فی حصص آمدنی (روپے)

کنور:

Knorr Noodles نے Knorrverse کے ذریعے نوجوان صارفین میں برانڈ کی پسندیدگی کو مزید مضبوط بنا کر اپنی ترقی کی رفتار برقرار رکھی۔ یہ ایک منفرد اور بھرپور تجربہ تھا جس میں حسب پسند تیار کردہ نوڈلز کو VR پر مبنی انگیجمنٹ کے ساتھ یکجا کیا گیا۔ Knorrverse کو Karachi Eat اور مختلف یونیورسٹیز میں متعارف کرایا گیا، جس سے برانڈ کے بارے میں نمایاں گفتگو پیدا ہوئی اور Gen Z صارفین میں اس کی مطابقت مزید مستحکم ہوئی۔

Knorr Sauces نے ذائقے اور بہتر قدر کی اپنی مضبوط پیشکش برقرار رکھی۔ رمضان کے دوران شیلیف پر بہتر نمایاں موجودگی، refreshed price packs، اور ان-اسٹور عملدرآمد میں بہتری کے ذریعے برانڈ کی موجودگی کو مزید مضبوط بنایا گیا تاکہ سیزن کے بعد بھی یہ رفتار برقرار رہے۔

کمپنی نے Knorr کی ماسٹر برانڈ رمضان مہم "Refresh Karo Iftar" کو مزید آگے بڑھایا، جس کے تحت منفرد افطار امتزاجات پیش کیے گئے، جنہیں اپنی نوعیت کے پہلے Knorr Recipe AI کی معاونت حاصل تھی۔ اس مہم نے مضبوط رسائی اور بھرپور انگیجمنٹ حاصل کی، جبکہ صارفین نے اس AI ٹول کی مدد سے اپنے پاس موجود روزمرہ اجزاء سے فوری طور پر اپنی ضرورت کے مطابق Knorr پر مبنی تراکیب تیار کیں۔

رفحان:

رفحان کا ڈیزٹ پورٹ فولیو خصوصی مواقع، بالخصوص تہواروں کے موسم میں، بدستور ایک پسندیدہ انتخاب برقرار رکھے ہوئے ہے رمضان کے دوران ان-اسٹور ڈسپلے کے ذریعے خریداروں کی شمولیت کو مزید مضبوط بنایا گیا، جبکہ جدید ڈیزٹ آئیڈیاز پر مشتمل انفونرسز کے تیار کردہ مواد کے ذریعے ڈیجیٹل انگیجمنٹ میں نمایاں اضافہ حاصل ہوا۔

یونی لیور فوڈ سلوشنز:

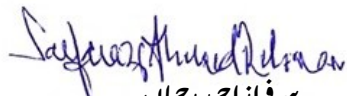
یونی لیور فوڈ سلوشنز نے اس سہ ماہی کے دوران دو اہم اقدامات کیے۔ "Future Menus – Ramadan Edition" کے تحت شیفز اور انفونرسز کے ساتھ اشتراک کیا گیا تاکہ ملک بھر میں پارٹنر آپریٹرز کے لیے رمضان مینیوز تیار کیے جائیں اور انہیں فروغ دیا جائے۔ اس مہم کی بنیاد ایک ڈاؤن لوڈ کیے جانے والے ریسیپ بک پر رکھی گئی، جبکہ مختلف ڈیجیٹل پلیٹ فارمز پر شائع کیے گئے مواد نے اسے مزید تقویت دی، جس کے نتیجے میں مضبوط انگیجمنٹ حاصل ہوئی۔ مزید برآں، "Jeetay Ga Chef" کا انعقاد پانچ نان میٹرو شہروں میں منتخب آپریٹرز اور ان کے اہل خانہ کے لیے کیا گیا، جس کے بعد ایک شاندار افطار ڈنر کا اہتمام بھی کیا گیا۔ اس اقدام نے تہوار کے موسم میں صارفین کے ساتھ روابط کو مزید گہرا کیا اور تعلقات کو مضبوط بنانے میں اہم کردار ادا کیا۔

مستقبل کا نقطہ نظر

پاکستان کا معاشی اور کاروباری ماحول اب بھی عالمی اجناس کی قیمتوں میں تبدیلی، منگائی کے دباؤ اور دیگر بیرونی عوامل کے باعث غیر یقینی صورتحال کا شکار ہے۔ بالخصوص مشرق وسطیٰ میں تنازعے کے سبب بین الاقوامی منڈیوں میں جاری عدم استحکام خام مال کی لاگت میں اضافہ اور سپلائی چین میں خلل کا باعث بن رہا ہے، جس کے نتیجے میں کاروباری لاگت بڑھ رہی ہے اور صارفین کی قوت خرید دباؤ کا شکار ہے۔

ان چیلنجز سے نمٹنے کے لیے انتظامیہ مسلسل متحرک ہے۔ کمپنی اپنی مضبوط برانڈ ایکویٹی سے فائدہ اٹھاتے ہوئے متعلقہ اختراعات متعارف کرا رہی ہے، صارفین کے لیے مناسب قیمت پر بہتر قدر کی فراہمی برقرار رکھے ہوئے ہے، اور ویلیو چین میں مجموعی کارکردگی کو مزید موثر بنانے پر توجہ دے رہی ہے۔

بورڈ کی جانب سے آپ سب کا شکریہ۔


سرفراز احمد رحمان

چیئرمین

کراچی

28 اپریل 2026



عامر واچار

چیف ایگزیکٹو آفیسر

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