



# CORPORATE BRIEFING SESSION

## 2022

FRIDAY NOVEMBER 18, 2022 AT 3 PM



SHABBIR TILES AND CERAMICS LIMITED



# About Stile



- Stile was founded by the "House of Habib" in 1978 which is one of the largest groups of Pakistan.
- House of Habib is a reputable group with market reputable names like;



- First private sector enterprise & Market Leader in the Ceramic and Porcelain Tiles industry of Pakistan.
- We were incorporated in Pakistan as a Public Limited company and listed on the Pakistan Stock Exchange Limited.
- We have Latest state of the art plants producing tiles for every market segment.
- ISO 9001:2015 certified from Lloyd Quality Assurance.

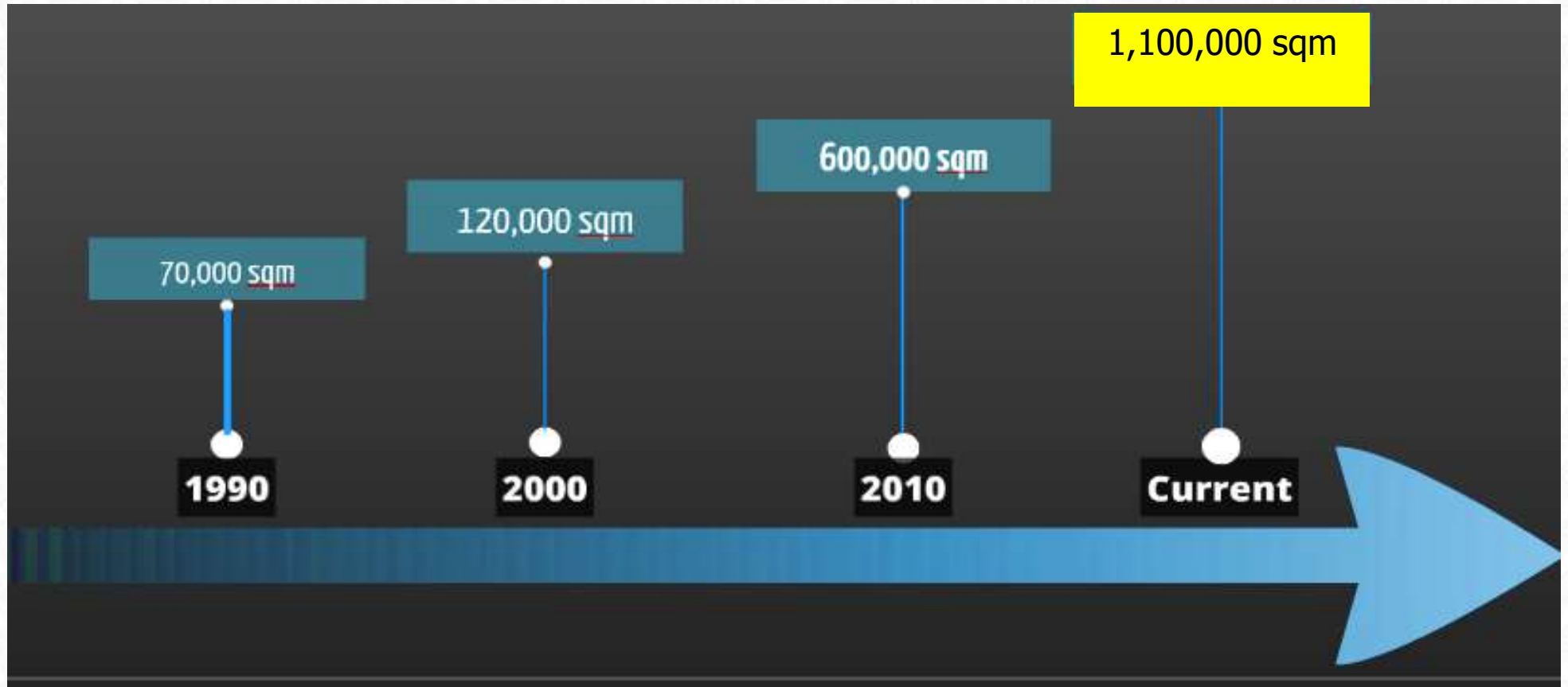


## Why Stile?

- We are committed to provide the Best Quality products to our customers.
- Stile is the only Brand in Pakistan certified on ISO standards by Centro Ceramico, Italy.
- Stile is also the only brand making Real Porcelain Tiles in Pakistan of water absorption less than 0.5%
- We have acquired Latest European technology to produce best quality tiles.
- Stile is the first brand in Pakistan which introduced digital printing on tiles.
- Research & development is the backbone of Stile where we invest heavily.
- Development of Human resource is our success.
- Our strength is our Huge dealership network which has spread over to 300 plus dealers from Karachi to Gilgit.
- We are the only vertically integrated tiles manufacturer. Having retail presence with 16 company operated retail outlets currently operating in Karachi, Hyderabad, Lahore, Faisalabad, Multan, Peshawar, Rawalpindi and counting.



# Average Production (Monthly)<sub>approx.</sub>





# Product Portfolio

**CERAMIC TILES**

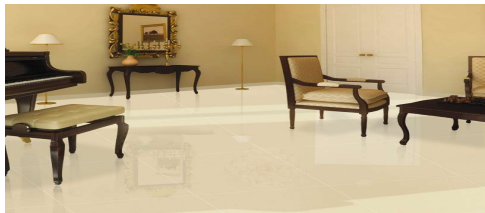


BATHROOM TILES



KITCHEN TILES

**PORCELAIN TILES**



NANO POLISH



GLAZED POLISH



GLAZED MATT

**VITRIFIED TILES**



OUTDOOR TILES



WOODEN PLANKS



**12 x 12 | ARABESQUE**





**12 x 12 | KASHI KARI**



**12 x 24 | BRICKS**



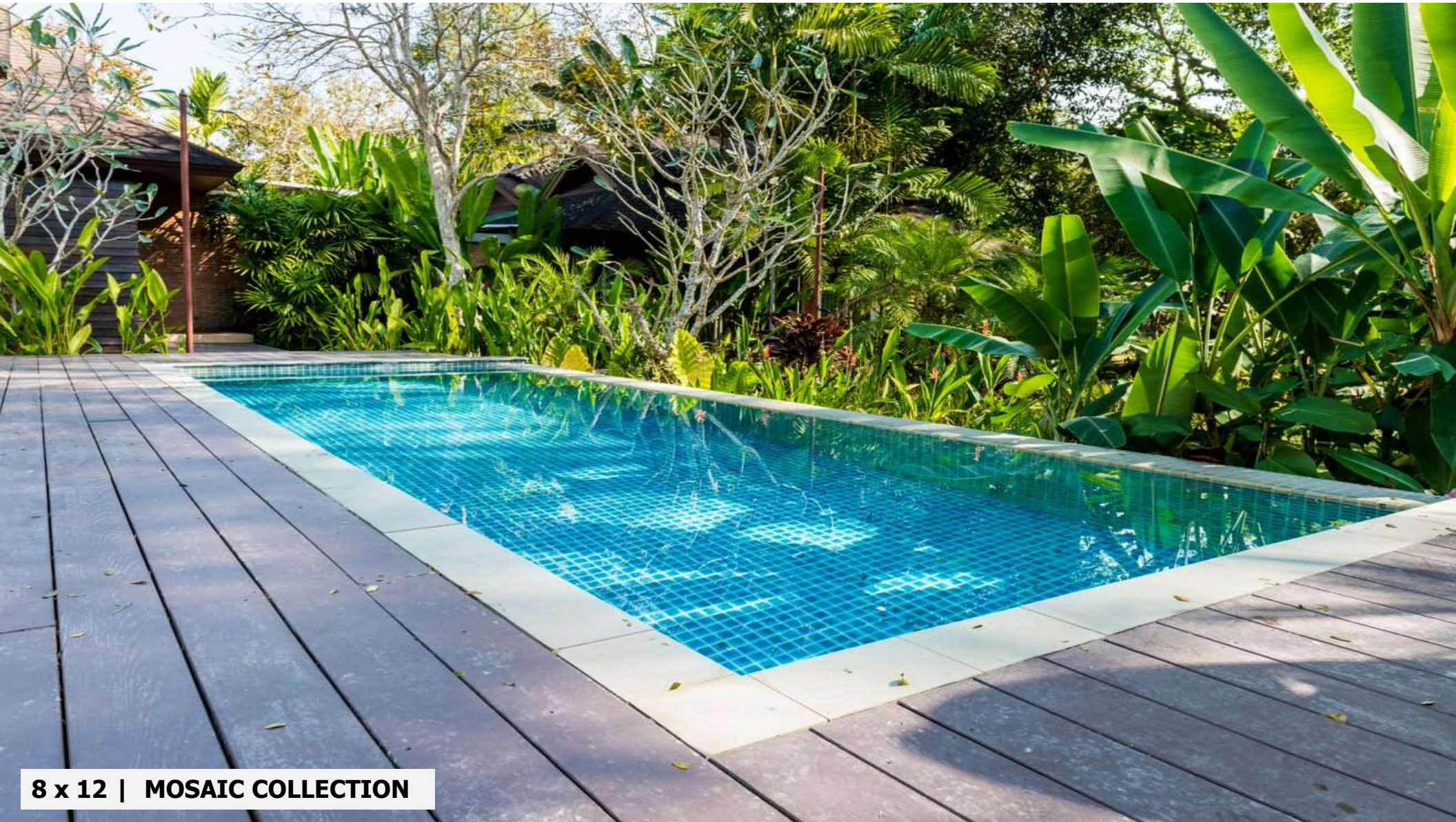
**24 x 48 | GREY WHITE MATT**



**24 x 48 | GREY GLOSSY**



**24 x 48 | JA-NAMAZ TILE**



**8 x 12 | MOSAIC COLLECTION**



## BUILDING MATERIAL PRODUCTS

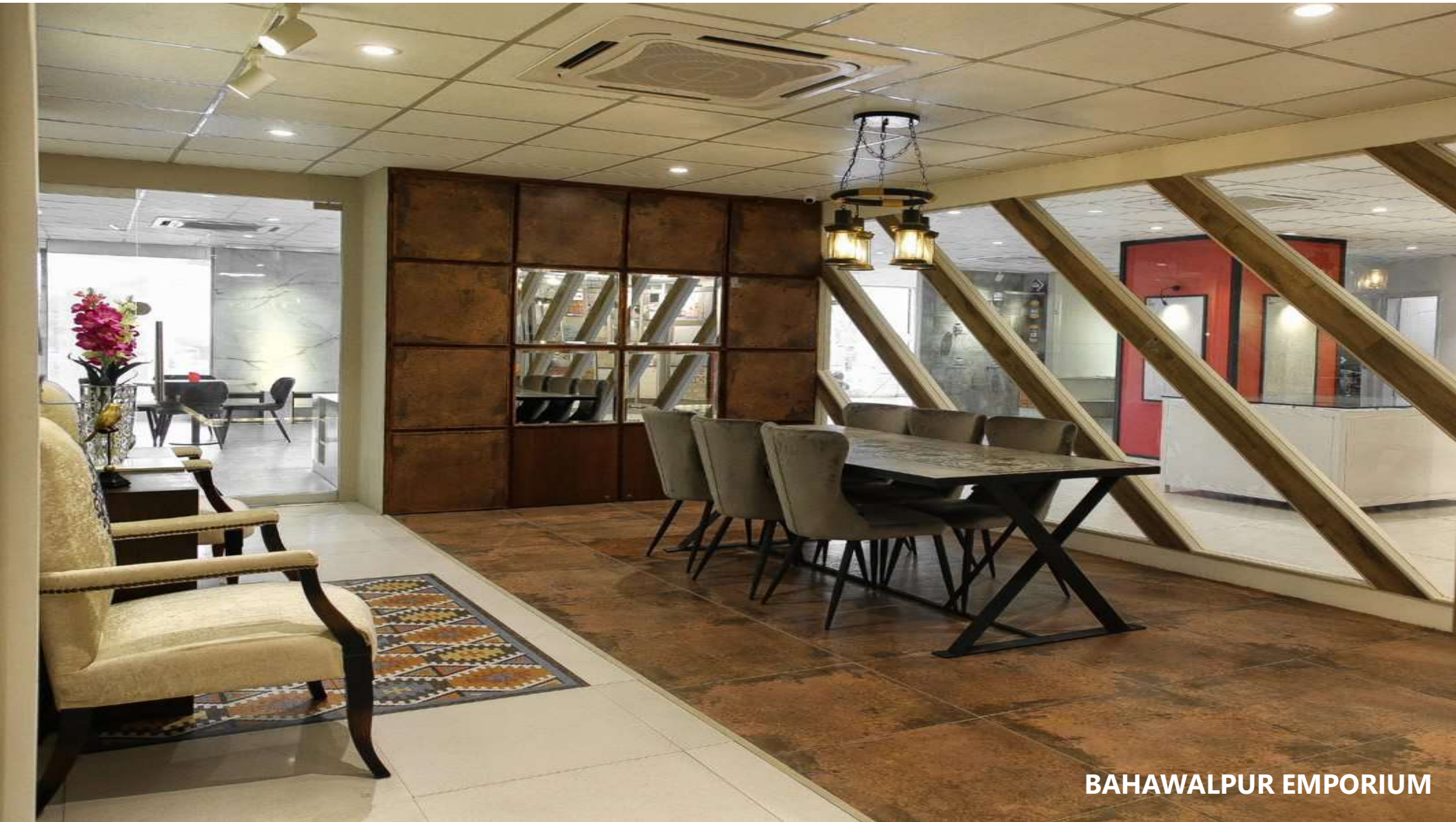
Stile Bond  
Grout  
Latex 73  
Stile Waterproof  
and  
Epoxy Flooring



# Stile Emporium & Design Studio



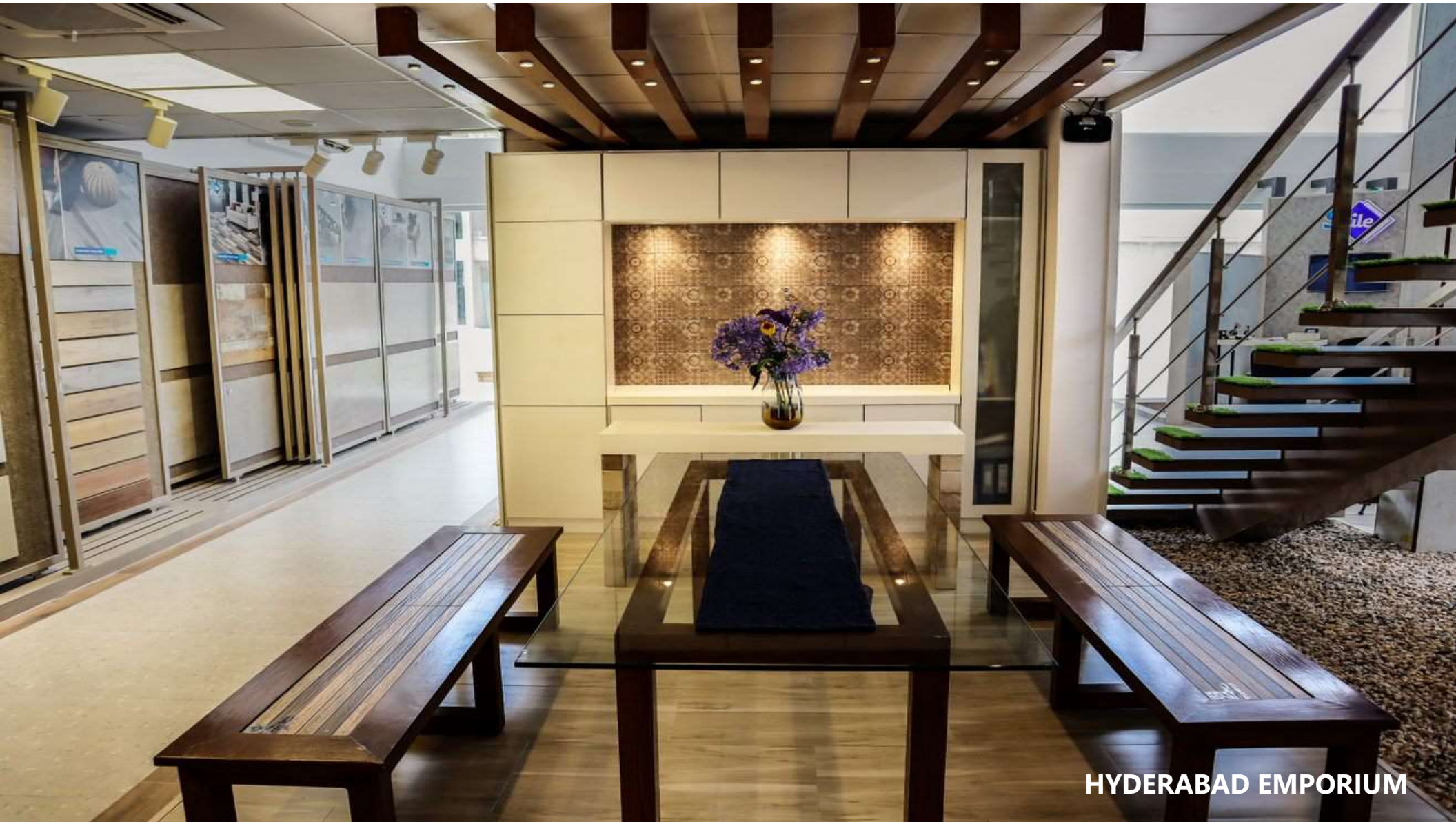




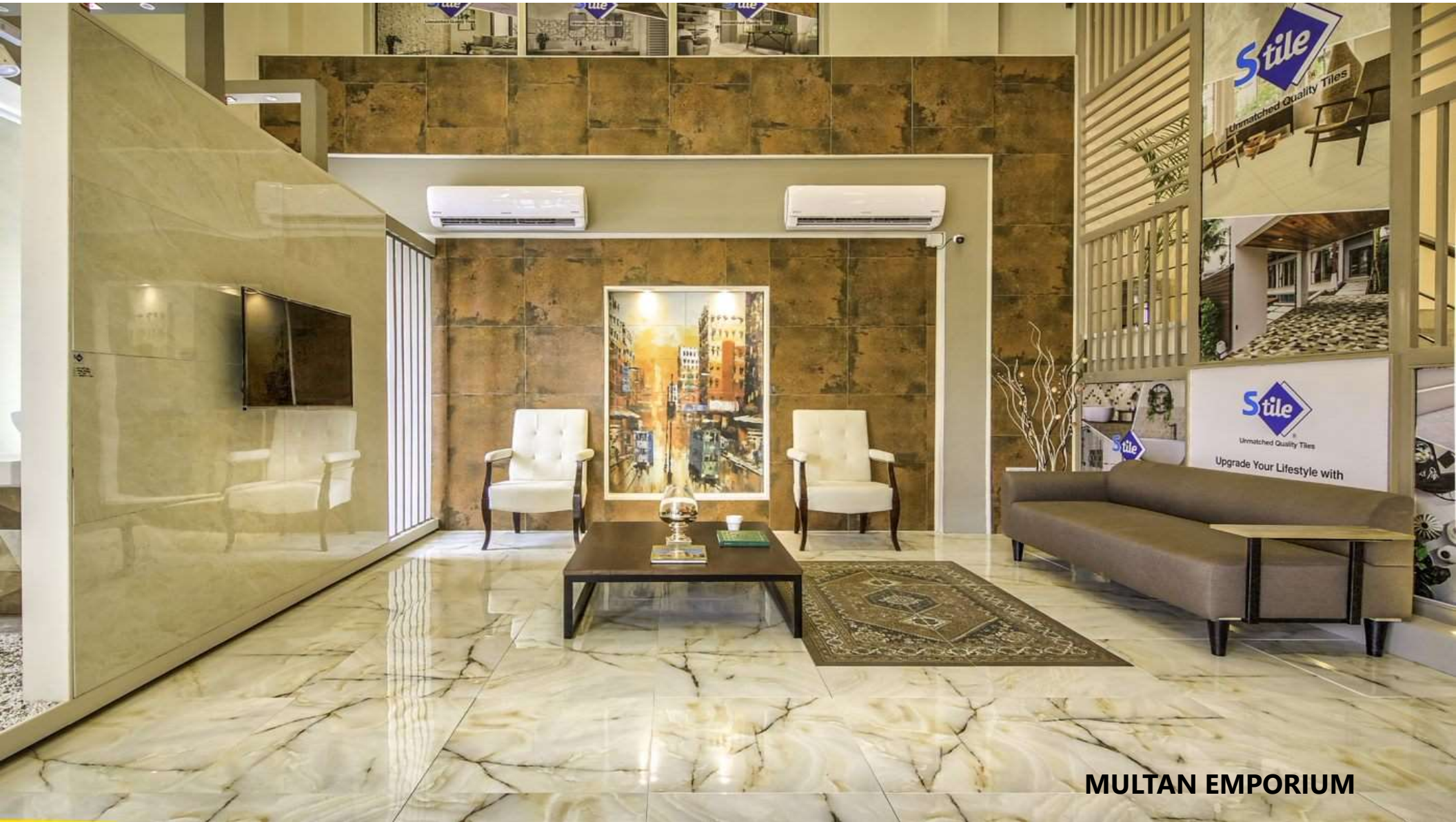
**BAHAWALPUR EMPORIUM**



**FAISALABAD EMPORIUM**



**HYDERABAD EMPORIUM**



**MULTAN EMPORIUM**



**PESHAWAR EMPORIUM**



**WAH CANTT EMPORIUM**

**NEW**



**DHA ITTEHAD EMPORIUM**

**COMING SOON**





INTRODUCING FOR THE  
**FIRST TIME IN PAKISTAN**  
STILE ONLINE EMPORIUM



VISIT OUR SAFE  
**STILE EMPORIUM & DESIGN STUDIO**  
WITH YOUR FAMILY  
&  
UPGRADE YOUR LIFESTYLE WITH STILE TILES

PROVIDING YOU WITH  
A SAFE SHOPPING ENVIRONMENT

THERMAL SCANNING



MANDATORY WEARING OF MASK



SANITISING STATION



FREQUENT EMPORIUM CLEANING  
AND DISPLAY SANITISATION





# DIGITAL TRANSFORMATION

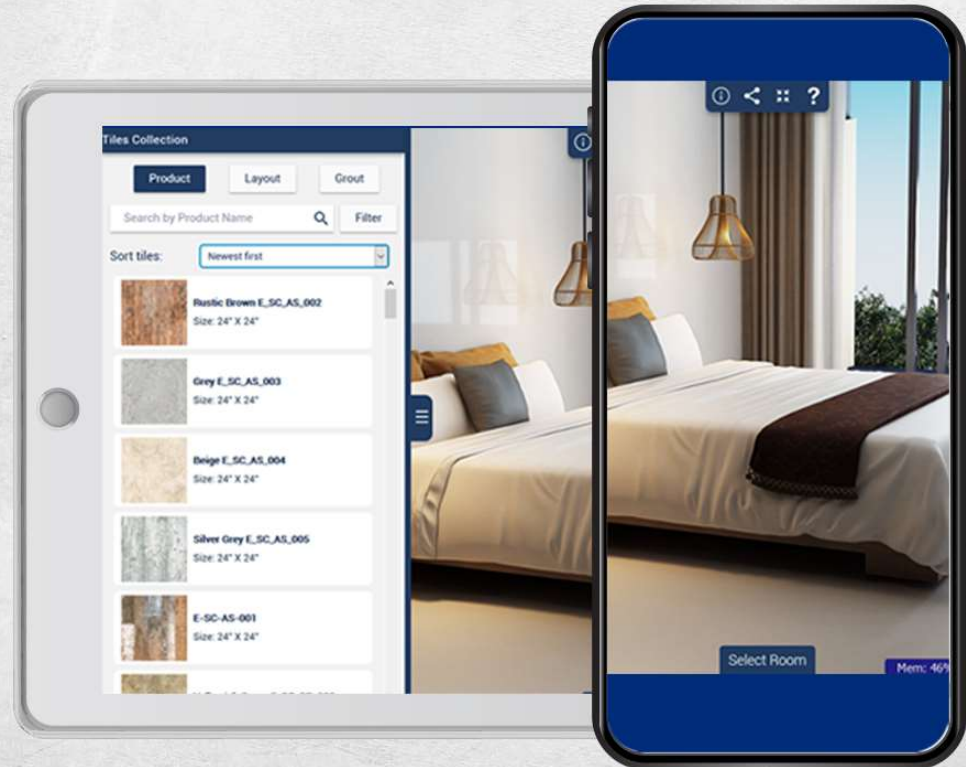


# VISUALIZER

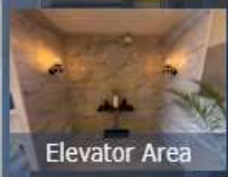
## STILE TILE VISUALISER

NOW CONVERT YOUR  
INSPIRATION INTO

# REALITY!



# 360 VIRTUAL TOUR



# 360 VIRTUAL TOUR



# ARCHITECTS USING VISUALIZER



# ARCHITECTS USING VISUALIZER







# SOCIAL MEDIA PRESENCE



stiletilesceramic

Edit profile

Ad Tools



759 posts

8,324 followers

1 following

Stile Tiles & Ceramics Ltd.

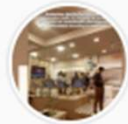
Product/service

The Leading Brand of Porcelain, Vitrified & Ceramic Tiles that empowers people to redefine lifestyle choices of their living spaces.

[bit.ly/3hCtNAh](https://bit.ly/3hCtNAh)



Happy Clie...



Sustainability



Archi Talks



Stile Talks



Sunday Op...



Mother's Day



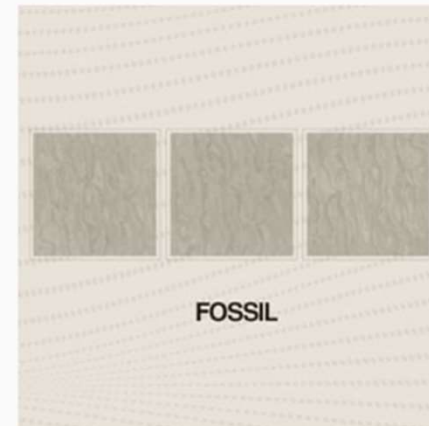
Expo 2020 ...

POSTS

REELS

SAVED

TAGGED



# MAJOR ACTIVITIES ON SOCIAL MEDIA IN LAST YEAR

- Pakistan ka Stile Campaign (August 2021 – March 2022)
  - Architect Testimonials
  - Dubai Expo 2021
  - Win with Stile
- Living with Stile Campaign (April 2022 – October 2022)
  - Customer Testimonials
  - Promoting Emporiums
- Why Stile Campaign (November 2022 – Present)
  - Promoting Collections



# ENGAGEMENT WITH ARCHITECTS RECOMMENDING STILE PRODUCTS





Unmatched Quality Tiles

Renowned architect, Nayyar Ali Dada shares his idea and inspiration towards making a better Pakistan with Stile.

He is one of the most celebrated architects in Pakistan. He has received the Pride of Performance Award, Sitara-e-Imtiaz and Hilal-e-Imtiaz and is the pioneer in revolutionizing the field of architecture in our country.

Pakistan  
ka  
\*stile



Nayyar Ali Dada  
ARCHITECT



Unmatched Quality Tiles

Renowned Pakistani Architect,  
Mr. Shahid Abdulla shares his ideas and  
inspirations towards making a better  
Pakistan with Stile Tiles & Ceramics Ltd.

Shahid Abdulla has excelled at the  
Architecture and Interior Design for many  
notable projects. He is also one of the  
founding members of The Citizens  
Foundation (TCF), The Hunar Foundation  
(THF), The Indus Valley School of Art and  
Architecture and The Institute of Interior  
Designers. Relocating the 100-year-old  
Nusserwanjee building was also one of  
his feats.

Pakistan  
ka  
Stile



Shahid Abdulla  
ARCHITECT



Unmatched Quality Tiles

Renowned Pakistani Architect,  
Yasmeen Lari shares her idea and  
inspiration towards making a better  
Pakistan with Stile Tiles & Ceramics Ltd.

She is the first female architect of  
Pakistan, receiver of Sitara-i-Imtiaz and  
Founder of the Heritage Foundation,  
Pakistan. She has excelled at the  
architecture and interior design of many  
notable projects including the PSO House  
and FTC Building.

Pakistan  
ka  
Stile



Yasmeen Lari  
ARCHITECT





Unmatched Quality Tiles

Renowned Pakistani Architect,  
Mr. Akeel Bilgrami shares his idea and  
inspiration towards making a better  
Pakistan with Stile Tiles & Ceramics Ltd.

He is one of the founders of the Indus  
Valley School of Art & Architecture (IVS),  
Karachi. Throughout his architectural  
practice, he has promoted sustainable  
design solutions.

His projects have been showcased in  
national and international architecture  
journals and on the electronic media.

Pakistan  
ka  
Stile



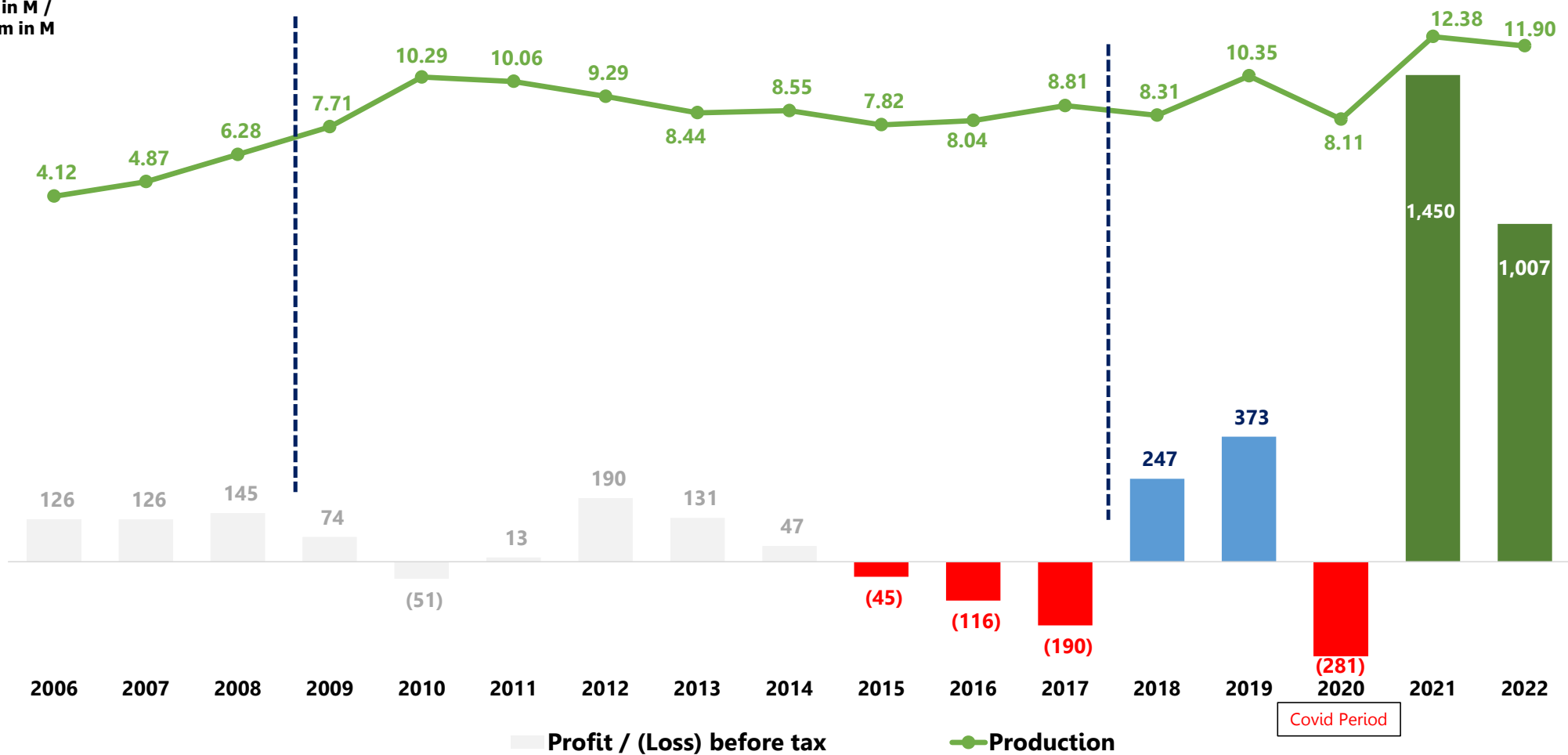
**Akeel Bilgrami**  
ARCHITECT

# **FINANCIAL HIGHLIGHTS**



# STILE EVOLUTION

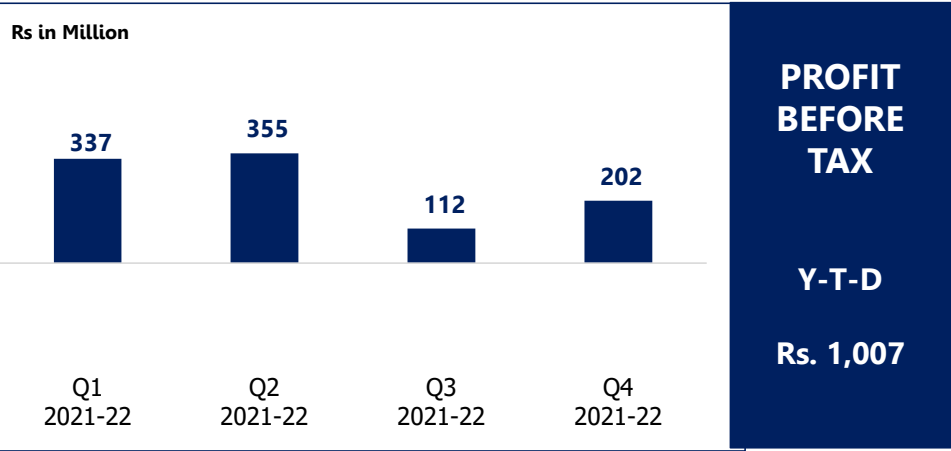
Rs in M /  
Sqm in M



# KEY HIGHLIGHTS

FY 2021-22

Rs in Million



**PROFIT BEFORE TAX**

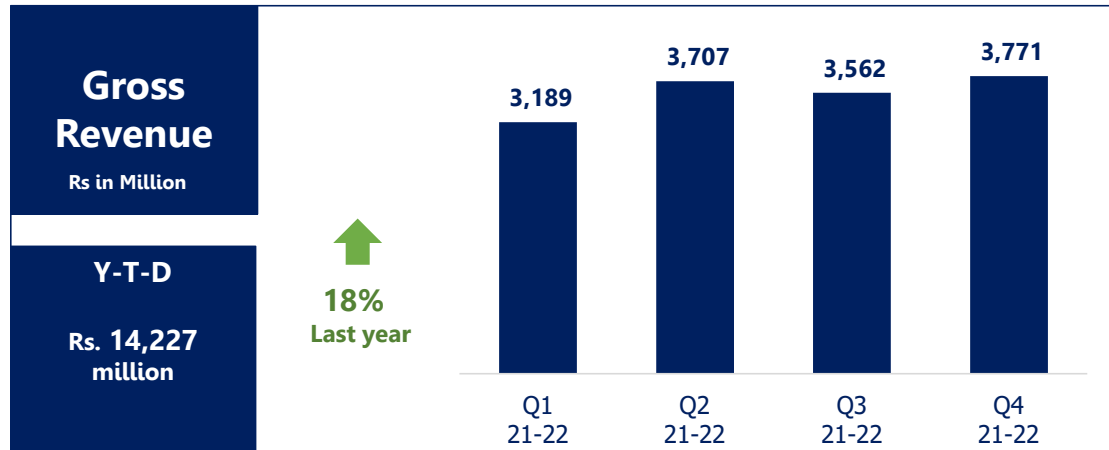
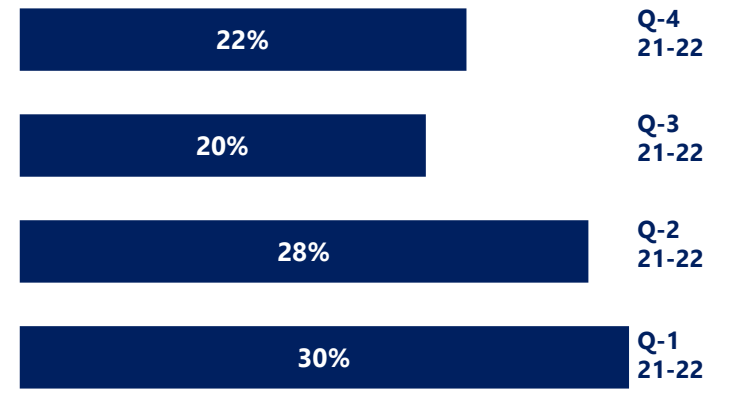
Y-T-D

Rs. 1,007

**GROSS MARGIN**

Y-T-D

Act : 25%  
Last : 31%



**Gross Revenue**

Rs in Million

Y-T-D

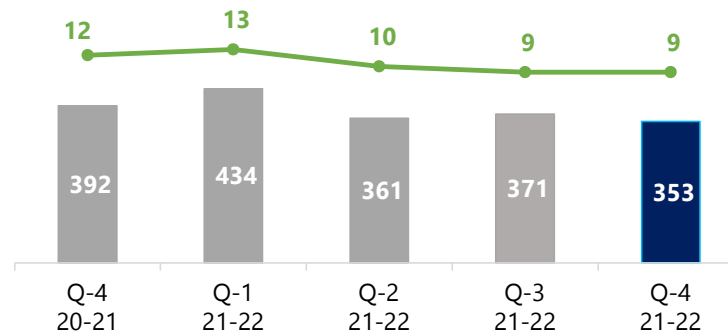
Rs. 14,227 million

# KEY HIGHLIGHTS

FY 2021-22

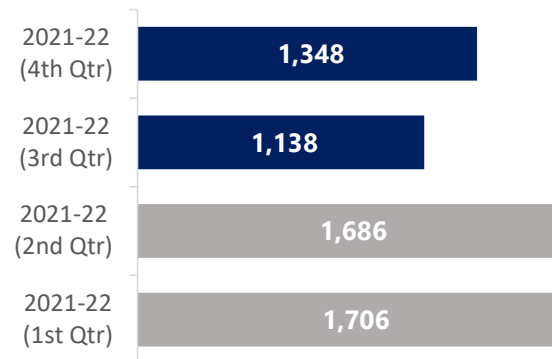
## DEBTORS

Rs in Million and  
No of Days



## SHORT TERM INVESTMENT

Rs in Million

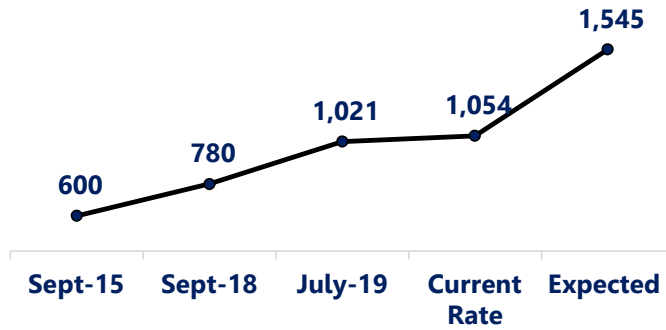


# **KEY CHALLENGES**

# KEY CHALLENGES

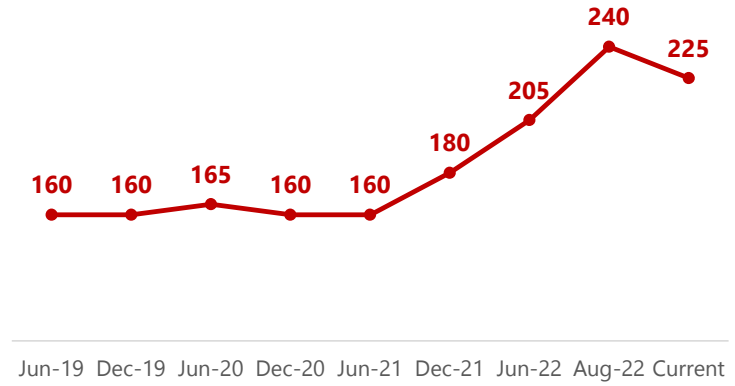
## GAS TARIFF

Rs./MMBTU



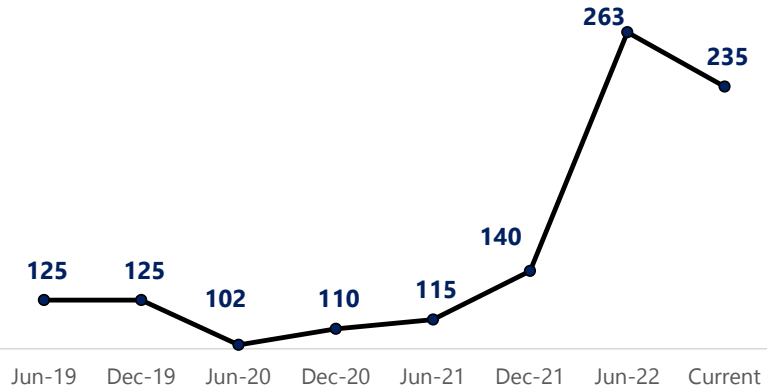
## RUPEE DEVALUATION

Rs./USD



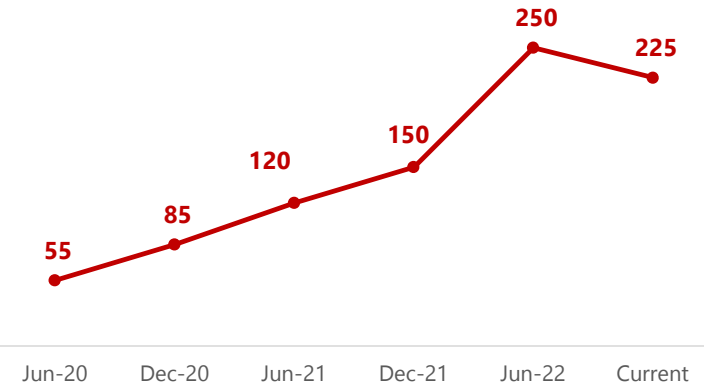
## DIESEL PRICE TREND

Rs./Litre



## COAL PRICE TREND

USD per Ton



# KEY CHALLENGES – 2022-23



## **1. MARKET CHALLENGES**

- WITHDRAWAL OF SUBSIDIZED MARKUP HOUSING LOAN INCENTIVE SCHEMES
- SLOWDOWN OF ACTIVITIES AT GOVERNMENT PROJECTS
- MARKET DEPRESSION POST FLOODS AND UNPRECEDENTED MONSOON SEASON

## **2. COST IMPACTS:**

- VULNERABLE EXCHANGE RATE PARITY (CONTINUED RUPEE DEVALUATION)
- CHANGE IN ENERGY MIX – SHIFT FROM NATURAL GAS TO COAL/LPG/DIESEL
- UNSTABLE GAS PRESSURES – QUALITY ISSUES
- TAX ON UNREGISTERED DEALERS MARGIN (U/S 108B OF INCOME TAX ORDINANCE 2001)

## **3. COMPETITION**

- CONTINUED COMMODITIZATION OF TILES MARKET FROM EXISTING AND NEW CHINESE MANUFACTURERS
- NO LEVEL PLAYING FIELD FOR ALREADY ESTABLISHED TILES MANUFACTURERS (Facilitation to new industries establishing in SEZs).
- BUSINESS PRACTICES OF LOCAL COMPETITION – DEALING WITH UNDOCUMENTED ECONOMY
- SMUGGLING FROM NEIGHBOURING COUNTRIES





Q&A

THANK YOU!

