

# Ismail Industries Limited



CORPORATE BRIEFING  
SESSION



# COMPANY PROFILE

## BOARD OF DIRECTORS

Mr. Muhammad M. Ismail	Chairman
Mr. Munsarim Saifullah	Chief Executive Officer
Mr. Ahmed Muhammad	Executive Director
Mr. Hamid Maqsood Ismail	Non-Executive Director
Mr. Maqsood Ismail Ahmed	Non-Executive Director
Mr. M Zubair Motiwala	Independent Director
Ms. Tasneem Yusuf	Independent Director

## AUDIT COMMITTEE

Ms. Tasneem Yusuf	Chairperson
Mr. Muhammad M. Ismail	Member
Mr. Maqsood Ismail Ahmed	Member

## HUMAN RESOURCE & REMUNERATION COMMITTEE

Mr. M Zubair Motiwala	Chairman
Mr. Maqsood Ismail Ahmed	Member
Mr. Hamid Maqsood Ismail	Member

## EXTERNAL AUDITOR

Grant Thornton Anjum Rahman Chartered Accountants

## LEGAL ADVISOR

Mohsin Tayebaly & Co.

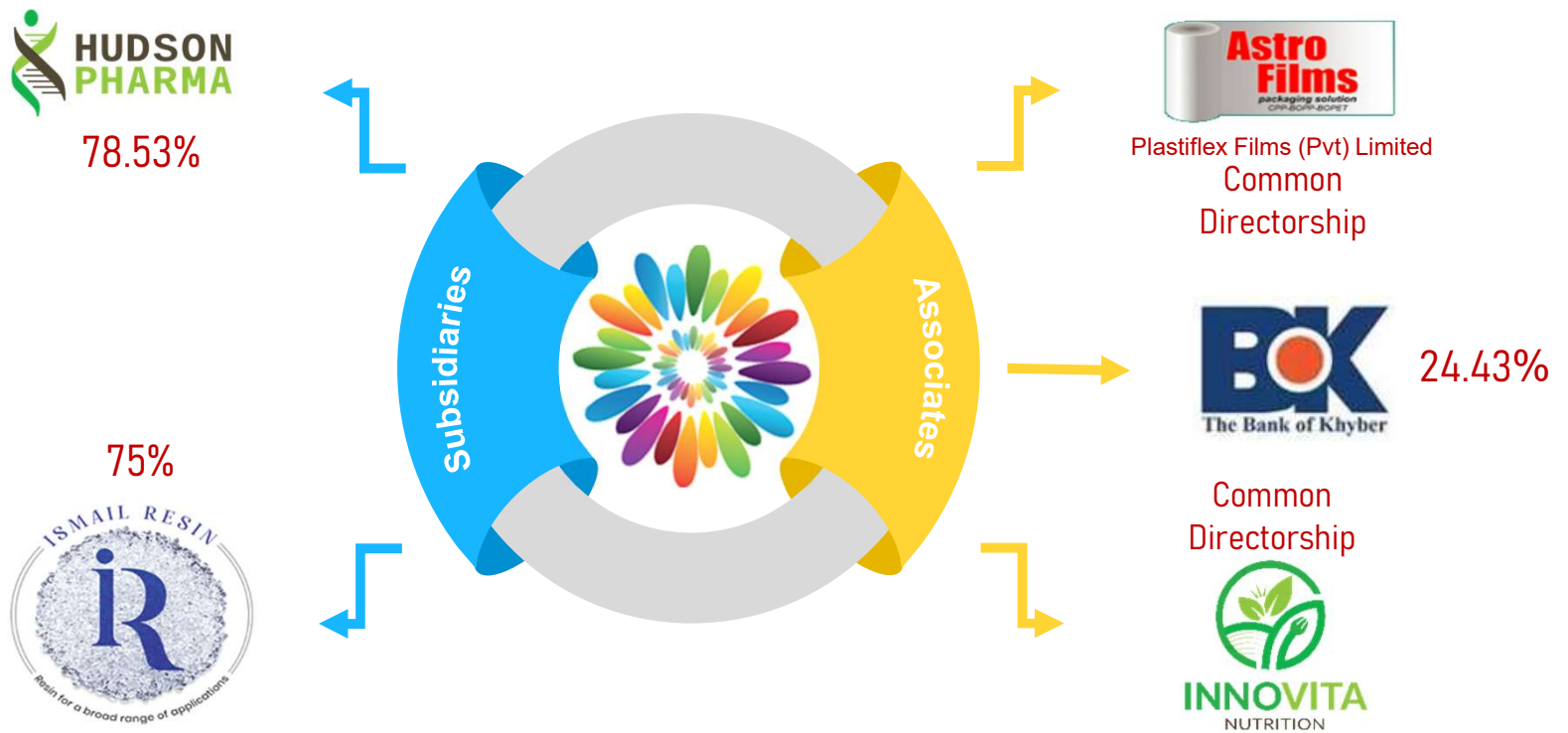
## SHARE REGISTRAR

THK Associates (Pvt.) Limited

## BANKS / INSTITUTIONS

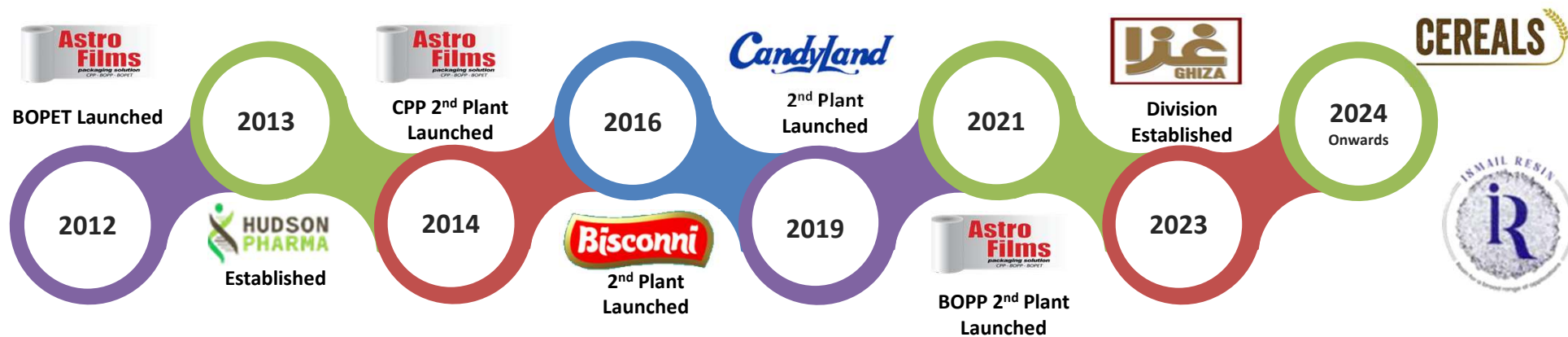
- Allied Bank Limited
- Askari Bank Limited
- Al Baraka Bank
- Bank Alfalah Limited
- Bank Al-Habib Limited
- Bank Islami Pakistan Limited
- Dubai Islamic Bank (Pakistan) Limited
- Faysal Bank Limited
- Habib Bank Limited
- Habib Metropolitan Bank Limited
- Industrial & Commercial Bank of China Limited
- JS Bank Limited
- MCB Bank Limited
- MCB Islamic Bank Limited
- Meezan Bank Limited
- National Bank of Pakistan
- PAIR Investment Company Limited
- Pak Brunei Investment Co. Ltd
- Pak Oman Investment Co. Ltd
- Soneri Bank Limited
- Standard Chartered Bank (Pakistan) Limited
- The Bank of Punjab

# GROUP STRUCTURE





## IIL STORY





## DIRECTORS' PROFILE

# CHAIRMAN



## **Mr. Muhammad M. Ismail**

Mr. Muhammad M. Ismail did his B.S. in Industrial Engineering from the University of Florida , USA in 1974.

He joined the family concern Union Biscuits and served as a Director till 1989 when he established Ismail Industries Limited. As Chairman of IIL, he oversees all aspects of management including production, sales and distribution, marketing, and expansion and acquisitions. He also has a keen interest in bridge and is an avid golfer.



## **Mr. Maqsood Ismail Ahmed**

*Non-Executive Director*

Mr. Maqsood Ismail did his B.S. in Economics from the University of Delaware, U.S.A, in 1981.

He joined Union Biscuits and looked after Finance, Government Affairs and Import Departments prior to the setting up of Ismail Industries Limited. Currently, he is Director of Ismail Industries Limited and Bank of Khyber, where the Ismail family owns a significant share. Mr. Maqsood Ismail was the Chairman of the Export Processing Zones Authority, Pakistan. He has also been the Vice President of the Federation of Chambers of Commerce and Industry of Pakistan, Chairman of Yarn Merchants Association of Pakistan and President of Lasbela Chamber of Commerce. He was also on the board of IDBP, and is now a trustee of the Karachi Port Trust. He was also on the Board of Port Qasim Authority. He was awarded Tamgha-e-Imtiaz (one of the highest civil awards) by the Government of Pakistan in recognition of his services to the community.



### **Mr. Hamid Maqsood Ismail**

*Non-Executive Director*

---

Mr. Hamid Maqsood Ismail completed his graduation from Middlesex University (UK), majoring in the field of Business Administration and his MBA from Oxford.

He has a deep interest in improving the technological capabilities of the company and implementing the accounting software.



### **Mr. Ahmed Muhammad Ismail**

*Executive Director*

---

Mr. Ahmed Muhammad Ismail completed his graduation from George Washington University (USA), majoring in the field of Economics.

He has been active in modernizing the business while bringing in a more object oriented approach to managing the company. Apart from business, he also has a keen interest in golf.





## **Mr. Munsarim Saifullah**

*Chief Executive Officer*

---

Mr. Munsarim Saif did his Bachelors of Engineering from N.E.D. University of Engineering and Technology, Pakistan.

He worked for Pakistan International Airlines prior to joining Ismail Industries Limited. Currently, he is the Chief Executive Officer of Ismail Industries Limited. He played for the National Table Tennis Team for many years and was Pakistan's Table Tennis champion in 1984. He has been with the company since its inception and played a key role in setting up the business.



## **Mr. Bilal Ismail Ahmed**

Bilal Ismail is a young and vibrant architect who has recently joined Ismail Industries Limited. Bilal completed his undergraduate in the French & Francophone Studies from the University of California, LA and then went on to do his master's in architecture from Rhode Island School of Design.

Bilal has displayed his potential through multiple projects that he worked on as an intern, including working alongside the Performance Arts Center & Graphics teams at MGA Partners.



### **Mr. M. Zubair Motiwala**

*Independent Director*

---

Mr. Muhammad Zubair Motiwala completed his graduation from Adamjee Science College, Karachi.

Mr. Muhammad Zubair is serving as an independent director at Ismail Industries Limited. He is a prominent industrialist and has played an outstanding role for strengthening the national economy especially for promoting industrialization in the country. He has served the business community in various capacities throughout his illustrious career as one of the leading representatives from the industrial sector.



### **Ms. Tasneem Yusuf**

*Independent Director*

---

Ms. Tasneem Yusuf serves as an independent director on the board of Ismail Industries Limited.

She is a fellow member of ICAP and currently working as Partner in Munaf Yusuf & Co. where she heads the audit and assurance services department. Tasneem holds a healthy experience of working with Unilever Pakistan, Deloitte Dubai and Nasdaq Dubai. She is also a fellow member of ACCA and CPA. Tasneem has served ICAP as a member of its Auditing Standards & Ethics Committee and CA Women's Committee.

## OUR BUSINESSES



### MISSION

Our mission is to capitalize on our values and maximize our customers' satisfaction through continuous efforts of delivering consistent quality of products. We aim to constantly empower and enable our people to deliver value for our consumers. Our target is to extensively cater to the home markets and strengthen our roots in international ones. The overarching mission of Ismail Industries Limited is to become a socially responsible organization that contribute towards the betterment, growth and development of Pakistan.

### VISION

Ismail Industries' vision is to continue its growth trajectory in the coming years and to become the largest food manufacturing company in Pakistan. I aims to serve its customers with delightful treats and products with the promise of taste and bringing smiles. The company plans to become the best snacking company in the country through its strategy focused on quality products, leveraging people's capabilities, implying technology for efficiency, bold innovation and continuous process improvement.

**CandyLand**

CandyLand offers an impressive range of product categories including Jellies, Chocolates, Marshmallows, Candies, Toffees, Chews, Lollipops, Gums, Milk chocolates, Spreads, Brittles, Truffles and Bunties. These categories carry one of the most renowned brands of the country including Chilli Milli, ABC Jelly, Yums, NOW, Sonnet, Paradise, Bisca, You Chocolate, Puffs, Jammin, Bubble Pop, etc. The key success driver of this division is the state-of-the-art and technologically advanced production facilities ensuring to deliver products which provide utmost satisfaction to the consumers.



The Bisconni logo is displayed in a red, rounded rectangular shape with a white border. The word "Bisconni" is written in a white, stylized font with a red outline.

Bisconni has now become a household brand ambitious to deliver unparalleled quality every time and with every new product. Over the past 17 years, Bisconni has spread its footprint in the industry day by day with an unbelievable and impressive pace and unmatched loyalty of its customers despite the competition this industry possesses. Its consumers are served with the tantalizing, tempting brands under the category of cakes and cookies. The flagship brands include; Cocomo (a nostalgic name and taste to its, now grownups, consumers and popular among the children), Chocolatto, Chocolate Chip Cookie, Novita, Rite, Craving, Flo Cake, Chai Wala Biskut and much more.





Snackcity proudly held its position as one of the most famous crinkle chips company of the country with an impressive range of product offerings. It has been home to an impressive range of snacks with popular brands' options; Kurleez, Chillz, Fillz, Peanuts and Nimco.





Ismail Industries Limited has been working with United Nations to supply products that help reduce malnutrition in Pakistan and many other countries. We are approved suppliers of UNICEF, WFP & MSF for both local & international markets. Our products are made in state of the art facilities with stringent Quality Controls.





Ghiza was launched during the last quarter of the fiscal year with the objective of backward integration, offering high quality of flour to Industrial and HoReCa (Hotels/ Restaurants/ Canteen) segment across Pakistan, and to ensure proper nutrition across the nation with quality of super fine flour. Commitment towards smooth and effective processes in selection of high-quality wheat at the time of purchasing and its careful sorting at the time of production is the key indicator of exceptional quality of the products the company delivers. The products under the brand of Ghiza include Ghiza Maida, Ghiza Special Fine Atta and Ghiza Bran.







Astro Films, being one of the leading packaging film manufacturers in the country has proven itself as one of the best recognized regional as well as international supplier and one of the fastest growing flexible packaging exporters having its clients in more than 26 countries across 5 continents of the world.

The Company is committed to expanding its local business as well as export market share by capturing more untapped regions of the globe and growing business there.





Hudson Pharma (Private) Limited (HPPL), a subsidiary of Ismail Industries Limited, has been on the path of growth since its inception and has introduced new and advanced innovations each year in the market. With the help of innovative launches of the molecules that are considered as an effective treatment all across the globe, the company is expected to become one among the biggest players in the industry very soon. This year also, has been a remarkable one for HPPL with an increase of nearly 60% in the top line sales. Cosmetology products including cleansing moisturizers, manufactured without harmful and allergic chemicals are the new entrants and are expected to drive the business into new horizons as a part of product diversification thus helping the company to grow and turn the bottom-line into green.



We provide injectable medicines in sterile, easy, and safe to administer polyethylene ampoules and bottles.



Inhalation solutions available in single dose plastic repulse.



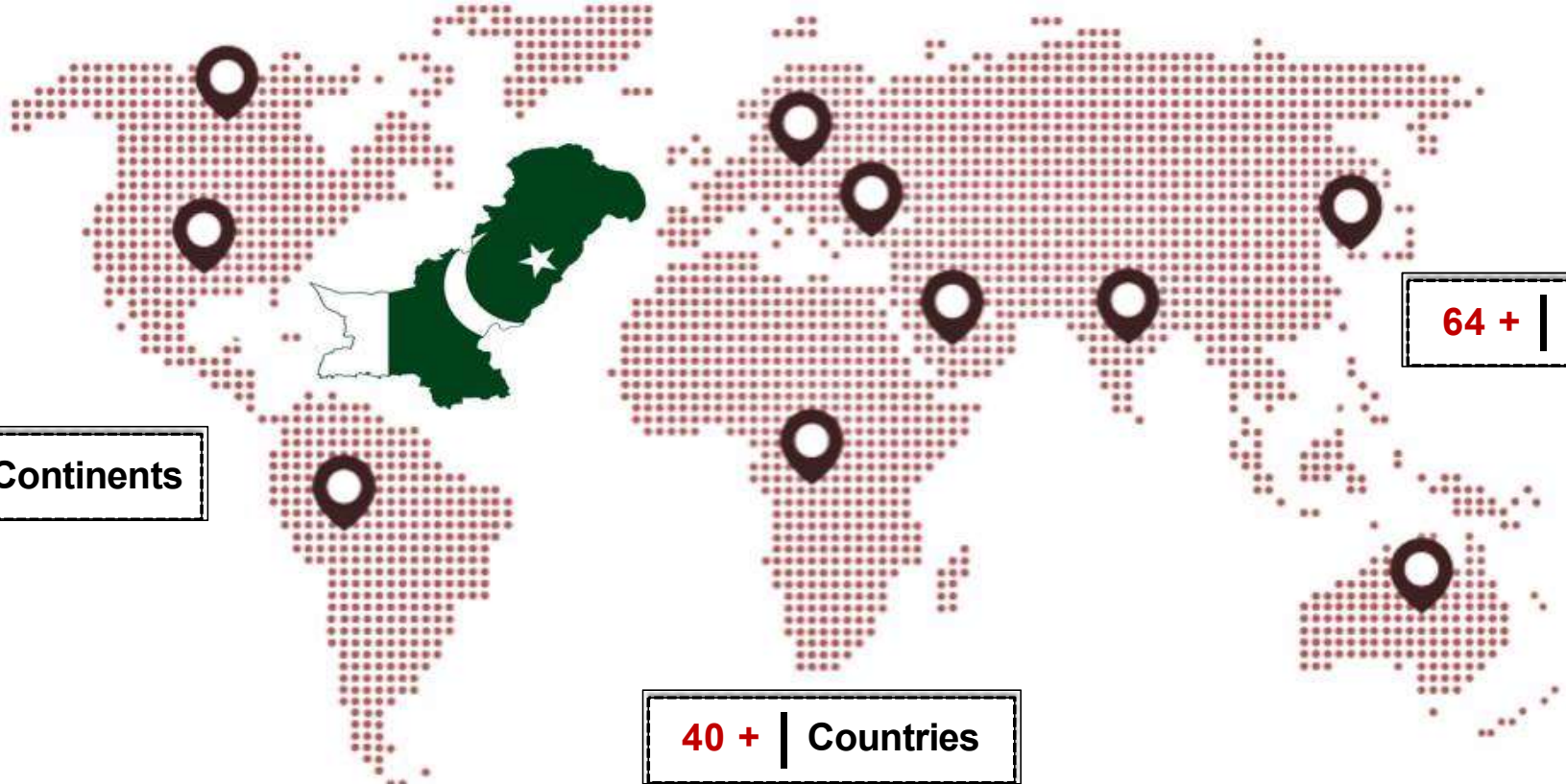
First in Pakistan to market injectables packaged in plastic.



Ismail Resin (Private) Limited is a subsidiary company of Ismail Industries Limited. Ismail Resin is believed to be a major venture for the expansion of plastic business of Ismail Industries Limited helping it as a backward integrator of its major raw materials' procurement and is also set with the vision to expand its own operations and become an industry leader considering the current growing PET Resin demand across the globe.



# GLOBAL FOOTPRINTS

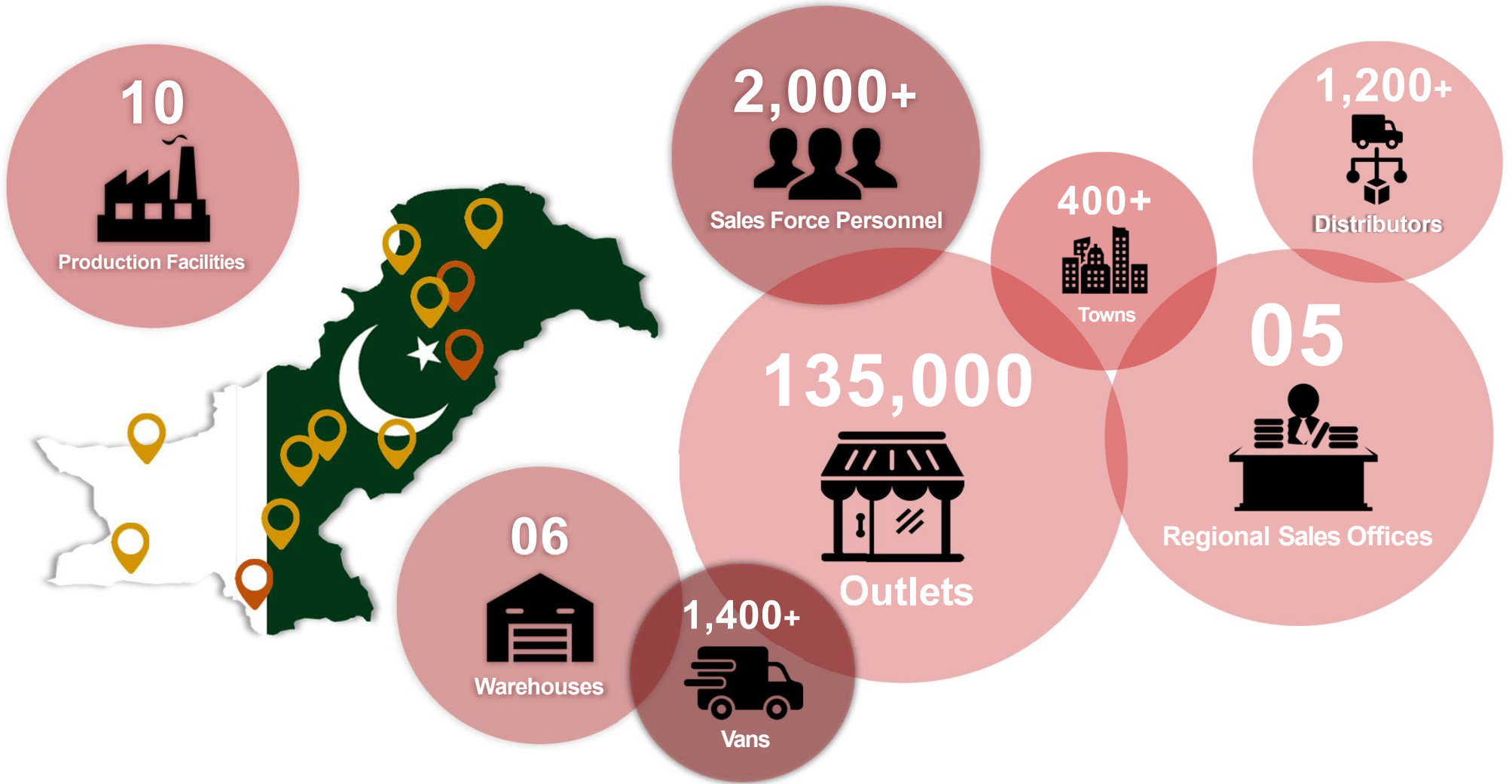


**6 +** | Continents

**40 +** | Countries

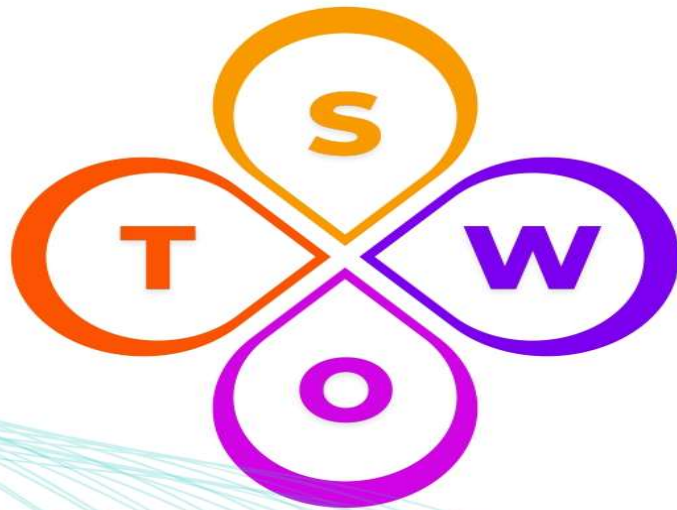
**64 +** | Customers

# LOCAL PRESENCE





# SWOT ANALYSIS



## STRENGTHS

Strong organizational culture & economies of scale  
State of the art production facilities  
Wide range of products  
Market leader in the confectionary, nutrition & plastic business



## WEAKNESSES

Labor intensive operations  
Mature market with numerous product substitutes  
Reliance on international market for material procurement



## OPPORTUNITIES

Strengthening & expanding export business  
Backward integration in food & plastic business  
Augmentation in production capacity



## THREATS

Severe hike in fuel, power & interest cost  
Rapid currency devaluation  
Pathetic socio-economic circumstances



# QUALITY & SAFETY MANAGEMENT PROTOCOLS



## Food Safety Management

Executing comprehensive Food Safety Management covering PRP Plan, HACCP Plan, OPRP Plan, scheduled internal & external audits, scheduled trainings, and Food Safety meetings.



## Microbial Testing

Microbial Testing as per quality plan covering Personnel, Equipment, Environment, Raw/Packing, CIP Verification, Product Testing & Assurance.



## RM/PM

Assurance of RM/PM Inspection, Testing and Record Keeping.



## Quality Analytical Plan

Process monitoring as per Quality Analytical Plan covering In-Process inspection, Packing & Finished Goods inspection.

## Certifications

- 1. ISO 22000 BUREAU VERITAS CERTIFICATION**  
Food Safety and Quality Management Systems  
Registered since 2007
- 2. SANHA HALAL**  
South African National Halal Authority (SANHA)  
Registered since 2007
- 3. BRCGS APPROVED MARSHMALLOW LINE**  
BRCGS formerly known as BRC (British Retail Consortium); BRCGS stands for Brand Reputation Compliance Global Standard Registered since 2010
- 4. FDA**  
Registration Number 10536823774

# CORPORATE SOCIAL RESPONSIBILITY



**Ismail Industries Limited runs the following two schools in marginalized part of Karachi to promote societal progress.**

*Khadijah Girls College, named the mother of the founders*



*Ismail Academy named the father of the founders*

**1000+**

**No. of underprivileged students who are provided with subsidized education at these two schools.**

## EDUCATION

## SPORTS



**Ismail Industries Limited runs cricket academies in Pakistan in an effort to promote sports in the country.**



**The academies are located in underdeveloped rural areas to provide an opportunity to the youth in those areas to showcase their talent at a national level.**



**The academies have played host to a number of renowned ex-cricketing superstars who provide guidance and mentorship to the enrolled athletes.**



**Tree plantation drives are initiatives by the group to convert various barren parks and university grounds into green fields. 20,000+ trees have been planted to date.**



**Ismail Industries Limited aims to provide clean drinking water in low lying areas of Karachi. IIL has already established 2 Reverse Osmosis plants and 1 filtration plant to ensure clean drinking water for low lying areas where water is scarce**



**The company is also moving towards alternate sources of energy. Our solar installations now generate 4.48 MWh of electricity to provide sustainable power to our production plants**

## ENVIRONMENT

## HEALTH



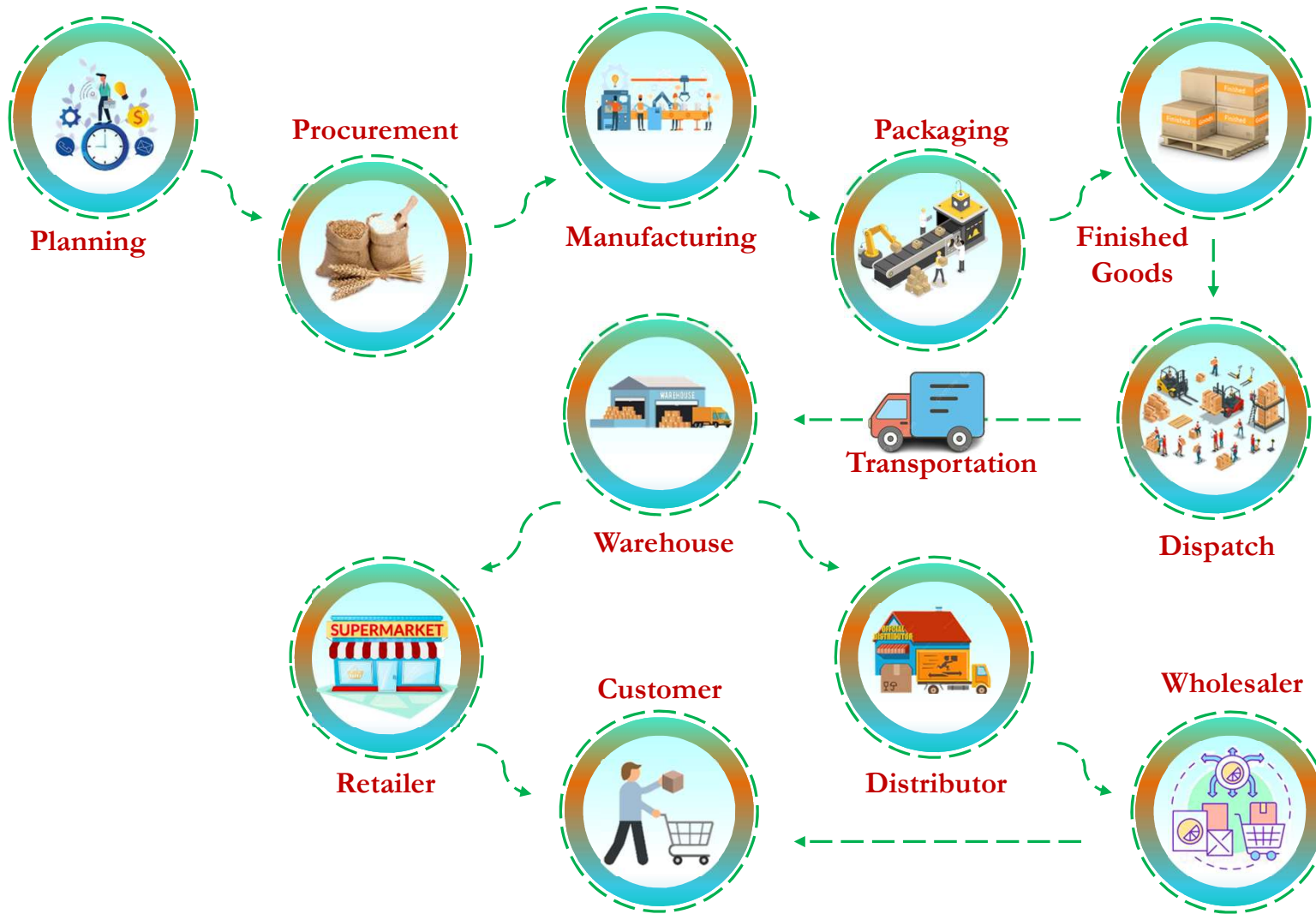
**In addition to offering Health Insurance to all its employees, Ismail Industries Limited recently launched an initiative to provide free health insurance to over 2000 strong on ground sales team.**



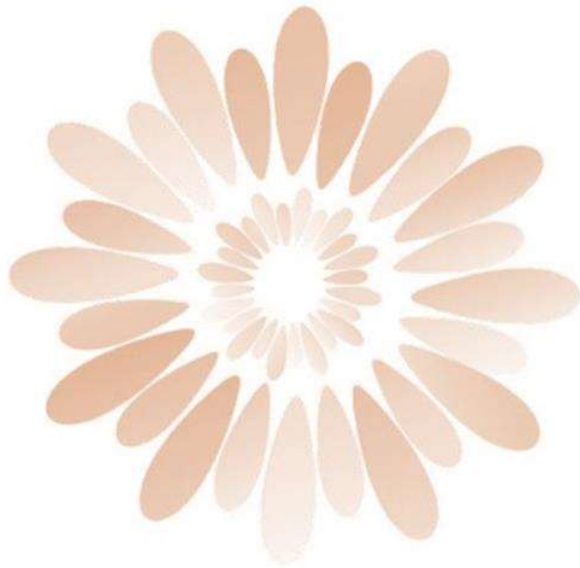
**The group also donates generously to leading health care institutions to help them deliver quality healthcare to the underprivileged people.**



# POSITION IN THE VALUE CHAIN



# KEY OPERATING & FINANCIAL DATA



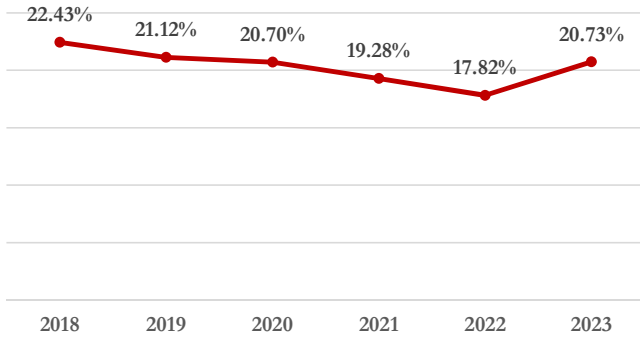
	2023	2022	2021	2020	2019	2018
	------(Rs. in millions)-----					
<b>Assets employed</b>						
Operating fixed assets	24,468	21,364	19,903	13,731	12,121	10,756
Capital work - in - progress	4,370	3,762	976	5,843	638	157
Intangible assets	2	6	34	55	86	42
Long term investment	8,751	7,145	5,278	5,276	3,212	3,560
Long term deposits	26	24	27	37	44	39
Net current assets / (liabilities)	5,765	2,328	258	632	97	133
<b>Total Assets Employed</b>	<b>43,382</b>	<b>34,629</b>	<b>26,476</b>	<b>25,574</b>	<b>16,198</b>	<b>14,687</b>
<b>Financed by</b>						
Shareholders equity	17,716	12,579	11,275	9,900	7,374	7,220
Long term financing	23,192	19,691	12,910	13,605	7,191	6,037
Deferred liabilities	2,474	2,359	2,291	2,069	1,633	1,430
	<b>43,382</b>	<b>34,629</b>	<b>26,476</b>	<b>25,574</b>	<b>16,198</b>	<b>14,687</b>
<b>Sales &amp; profit</b>						
Gross sales	99,733	65,256	44,949	40,807	37,011	29,971
Net sales	88,906	55,261	37,308	33,218	30,091	23,906
Gross profit	18,432	9,845	7,194	6,878	6,354	5,361
Profit before taxation	7,531	3,387	2,213	1,323	1,404	1,838
Profit after taxation	6,382	2,551	1,777	932	967	1,412
Dividend (%age)	120	40	150	35	45	28
Reserves	17,052	11,916	10,611	9,236	6,736	6,582

## FINANCIAL RATIOS

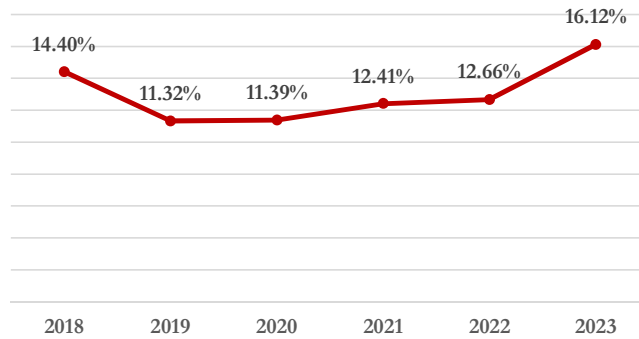
<b>Profitability Ratios</b>	<b>UOM</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Gross profit ratio	Percentage	22.43%	21.12%	20.70%	19.28%	17.82%	20.73%
Net profit to sales	Percentage	5.91%	3.21%	2.81%	4.76%	4.62%	7.18%
EBITDA margin to sales	Percentage	14.40%	11.32%	11.39%	12.41%	12.66%	16.12%
Return on equity	Percentage	22.52%	13.39%	12.64%	17.95%	22.63%	50.73%
Return on capital employed	Percentage	16.29%	15.72%	15.30%	11.37%	18.13%	34.45%
Shareholders' fund	Rupees	7,220	7,374	9,900	11,275	12,580	17,716
<b>Liquidity Ratios</b>							
Current ratio	Times	1.02	1.01	1.05	1.02	1.14	1.19
Quick ratio	Times	0.40	0.51	0.50	0.46	0.61	0.64
<b>Investment /Market Ratios</b>							
Earning per share	Rupees	22.13	15.15	14.49	26.77	38.44	96.17
Breakup value per share	Rupees	113.16	115.58	149.19	169.91	189.57	266.98
Cash Dividend per share	Rupees	4.50	3.50	3.00	15.00	4.00	12.00
<b>Activity / Turnover Ratios</b>							
Total Assets turnover ratio	Times	1.04	1.12	0.89	0.91	1.08	1.22
Inventory turnover	Days	51	81	83	89	68	66
Receivables turnover	Days	20	22	29	28	26	30
Payables turnover	Days	16	18	25	25	14	20
Net operating cycle	Days	55	85	87	92	80	76

# GRAPHICAL REPRESENTATION

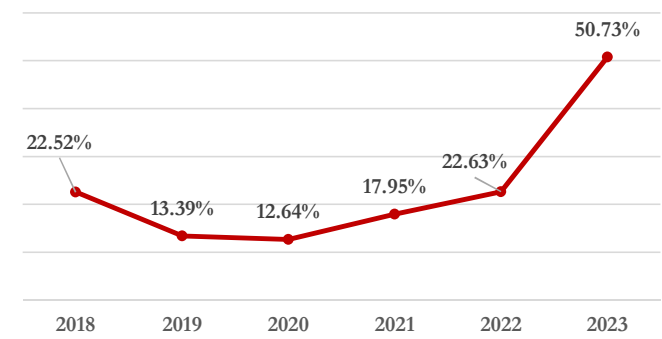
### Gross profit ratio



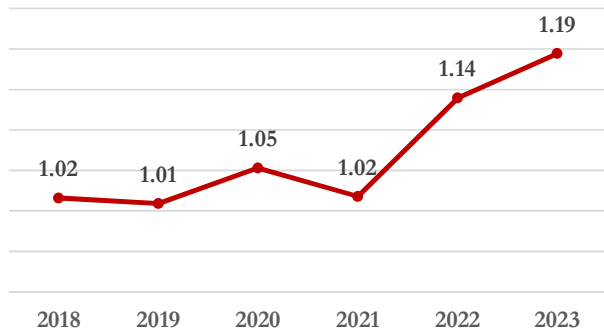
### EBITDA Margin to Sales



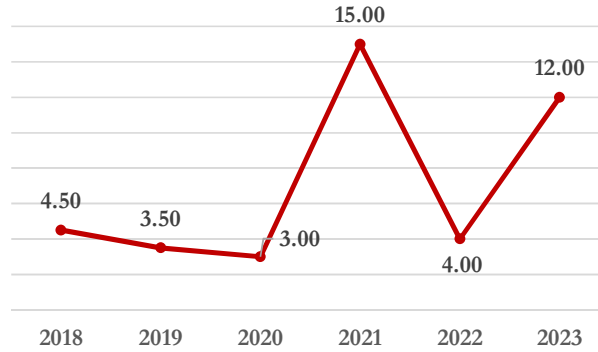
### Return on equity



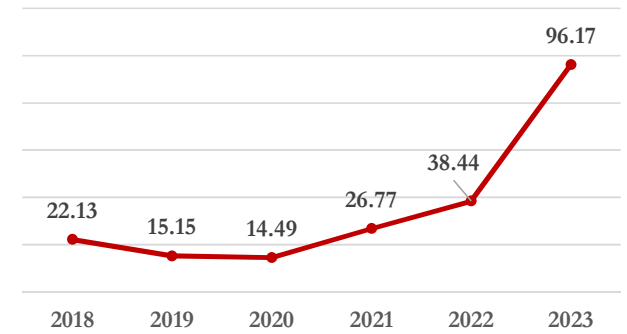
### Current ratio



### Cash Dividend per share

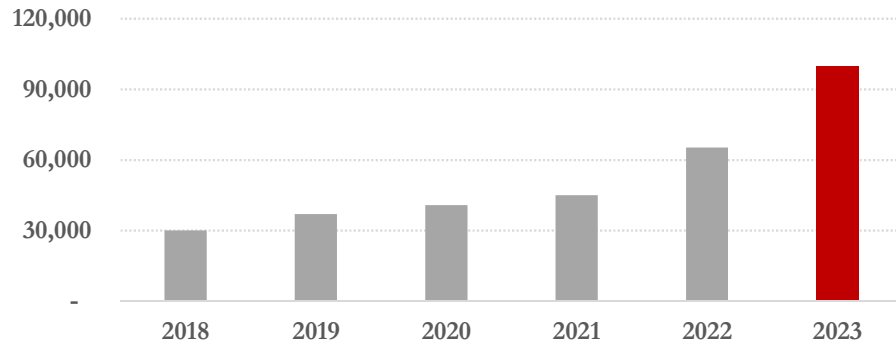


### Earning per share (EPS)

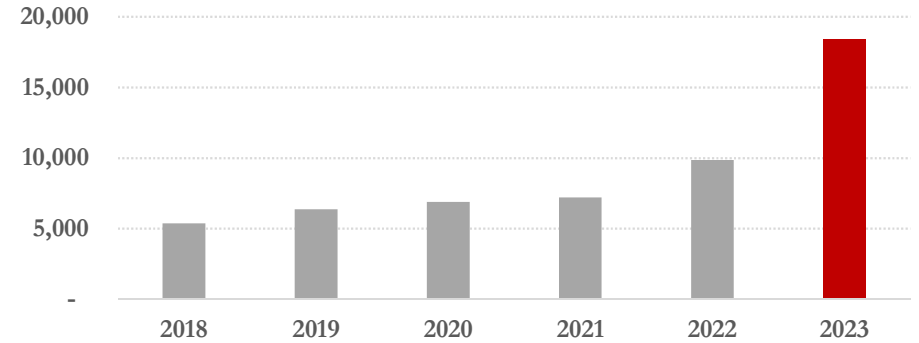


# GRAPHICAL REPRESENTATION

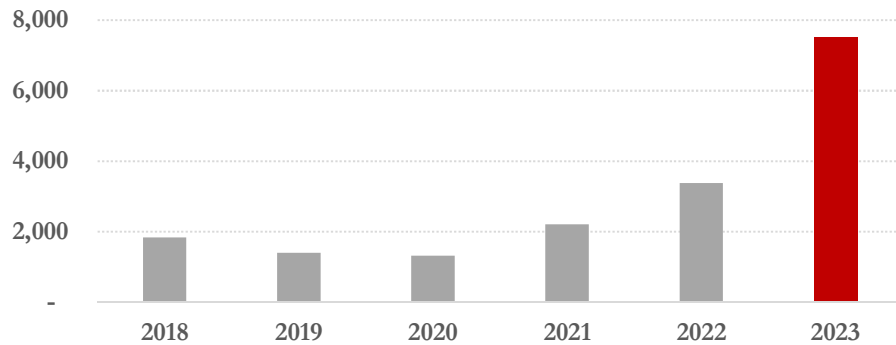
## Gross Sales (in millions)



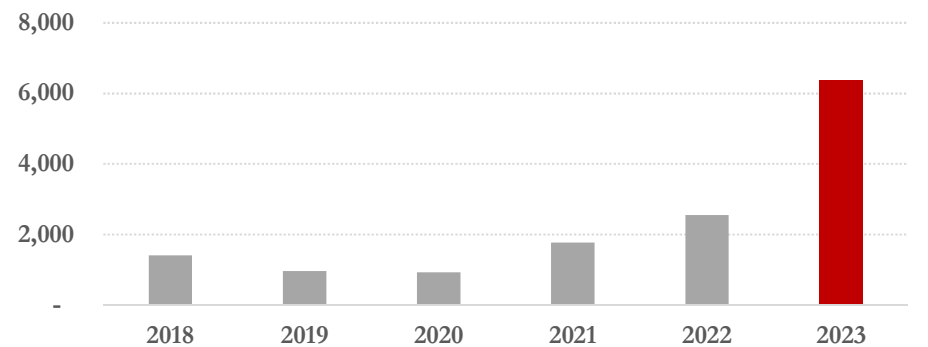
## Gross Profit (in millions)



## Profit before tax (in millions)

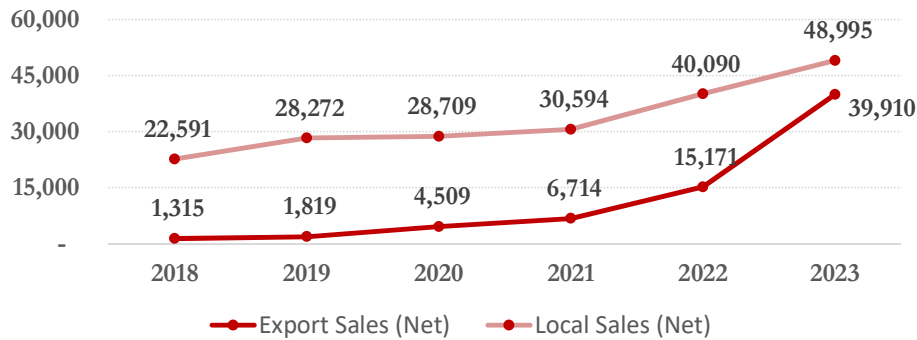


## Profit after tax (in millions)

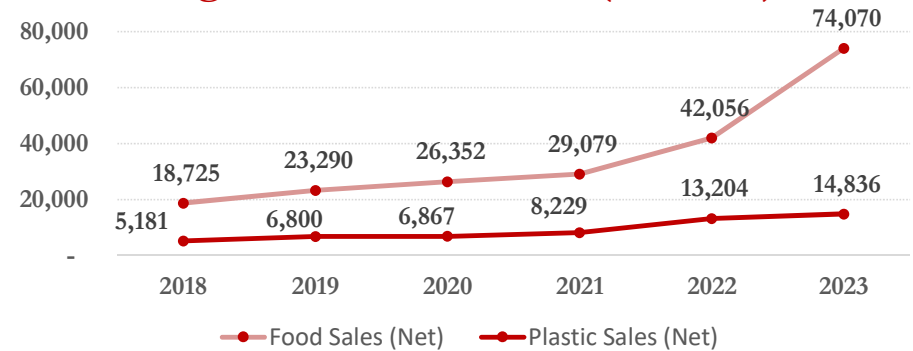


# GRAPHICAL REPRESENTATION

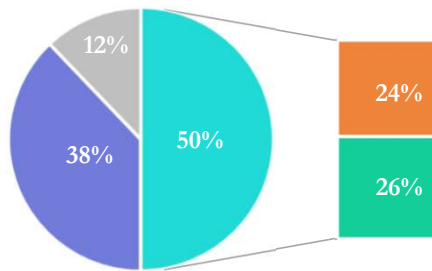
### Category wise net-sales (millions)



### Segment wise net-sales (millions)

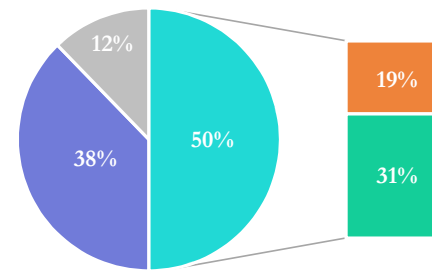


### Financial Position 2023



■ Total Liability ■ Total Equity ■ Current Asset ■ Non- Current Asset

### Financial Position 2022



■ Total Liability ■ Total Equity ■ Current Asset ■ Non- Current Asset

## CURRENT FISCAL YEAR'S PLANS



Ismail Resin (Private) Limited (IRPL) is an associated company of Ismail Industries Limited. The company was incorporated in Karachi, Pakistan on January 13, 2021 with the intention of setting-up a 108,000 tons per annum PET Resin Plant at Port Qasim Authority. The trial operations of IRPL has been commenced in last week of October 2023.



The Company is extending the Nutrition manufacturing facility for producing new product 'Super Cereal' for these institutions to counter malnutrition in countries where people are suffering from acute malnutrition. Super Cereal is intended for children older than 5 years of age and adults. The annual production capacity of this product would be around 25,000 tons per annum.

# THANK YOU



ISMAIL  
INDUSTRIES  
LIMITED

