



At-Tahur Limited

CORPORATE BRIEFING
SESSION
2023



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 21.97
	Paid-up Capital PKR 2,186 Million
	Market Capitalization Rs. 3.92 bn



Board Of Directors

JUSTICE IJAZ NASIR (R) (Ex-Chief Justice Lahore High Court)
Chairman

MR. RASIKH ELAHI
Chief Executive Officer

MR. ABID SATTAR (Ex-President Askari Bank Ltd.)
Independent Director

MR. AURANGZEB FIROZ (Chief Executive Officer City Schools)
Independent Director

MR. SYED KASHIF UL HASSAN SHAH (Advisor Arif Habib Group)
Independent Director

DR. FARZANA FIROZ (Chairperson City Schools Group)
Independent Director

MR. SHABBI ZAHID ALI (FCA)
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.

BRAND OF THE YEAR



IN THE CATEGORY OF :

MILK & YOGURT

RECOGNITION ACHIEVED :

- Brand of the Year Award
- Star Brand of Pakistan
- Brands Icon of Pakistan
- Brand Scientist Award
- Fastest Growing BOYA



RETAIL OPERATIONS

PREMA has a market footprint across Pakistan from Khyber to Karachi.

RETAIL OPERATIONS

- Islamabad
- Punjab

Lahore
Faisalabad
Rawalpindi
Multan
Gujranwala
Sahiwal
Okara
Vehari
Pakpattan
Depalpur
Chichawatni
Bahawalpur
Lodhran
Hujra Shah Muqem
Pattoki
Renala
Mian Channu
Sialkot
Narowal
Gujrat
Wazirabad

Sheikhupura
Bure wala
Chiniot
Jhung
Gojra
Toba tek singh
Jaranwala
Arif wala
Mian wali
Wah Cantt
Jhelum
Sargodha
Attock
Gakhar Mandi
Malisi

- KPK

Peshawar
Swat
Abbottabad
Malam Jabba
Nowshera
Banu
Swabi

Kohat
Mardan
Mangora

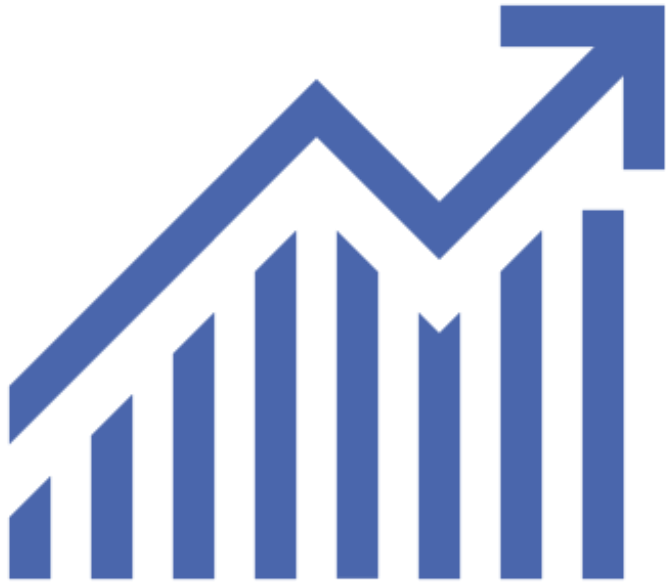
- Sindh

Karachi

- AJK

Muzaffarabad
Bagh
Dheerkot
Rawalkot
Irja
Mirpur
Qadirabad





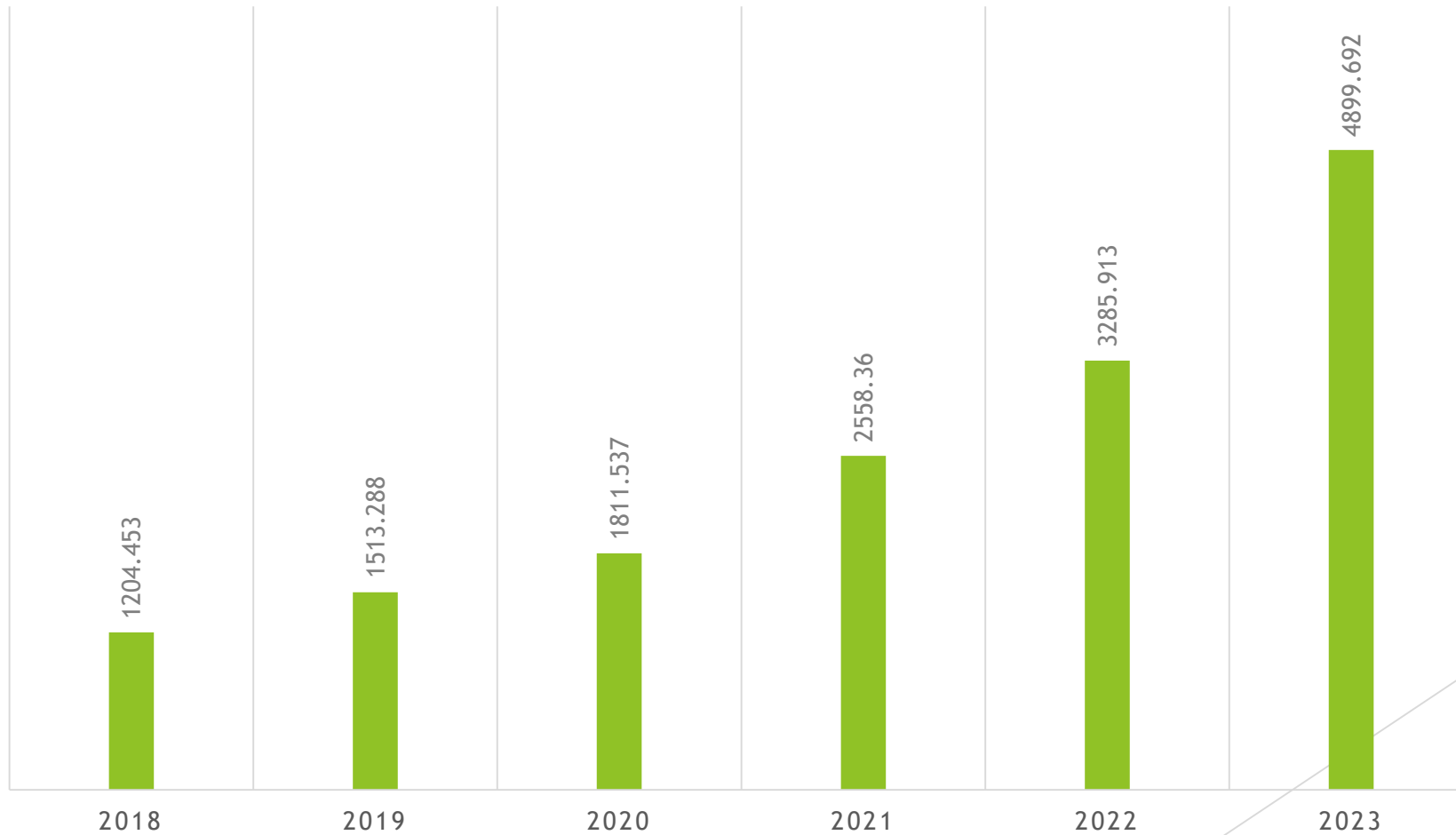
KEY FINANCIAL INDICATORS



SALES REVIEW

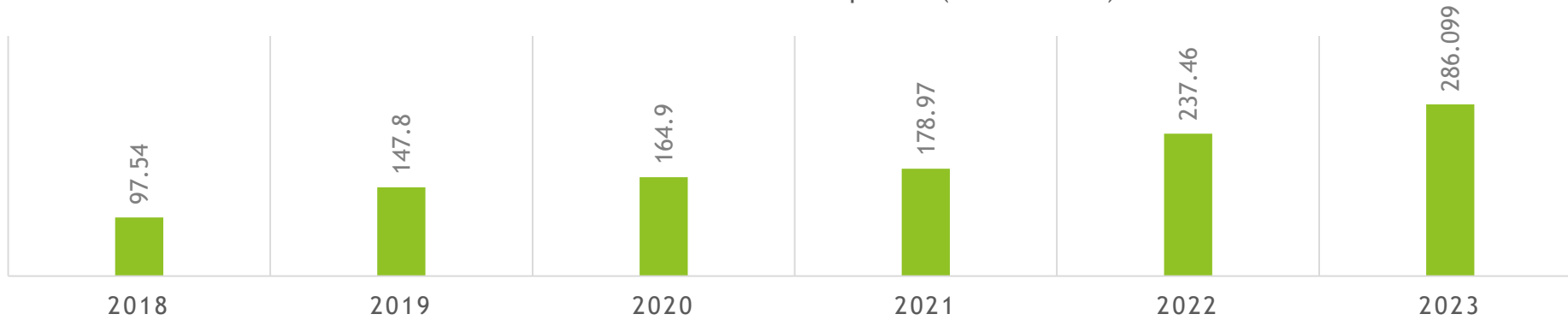
SALES REVENUE (RS. IN MILLION)

■ Sales Revenue (Rs. In Million)

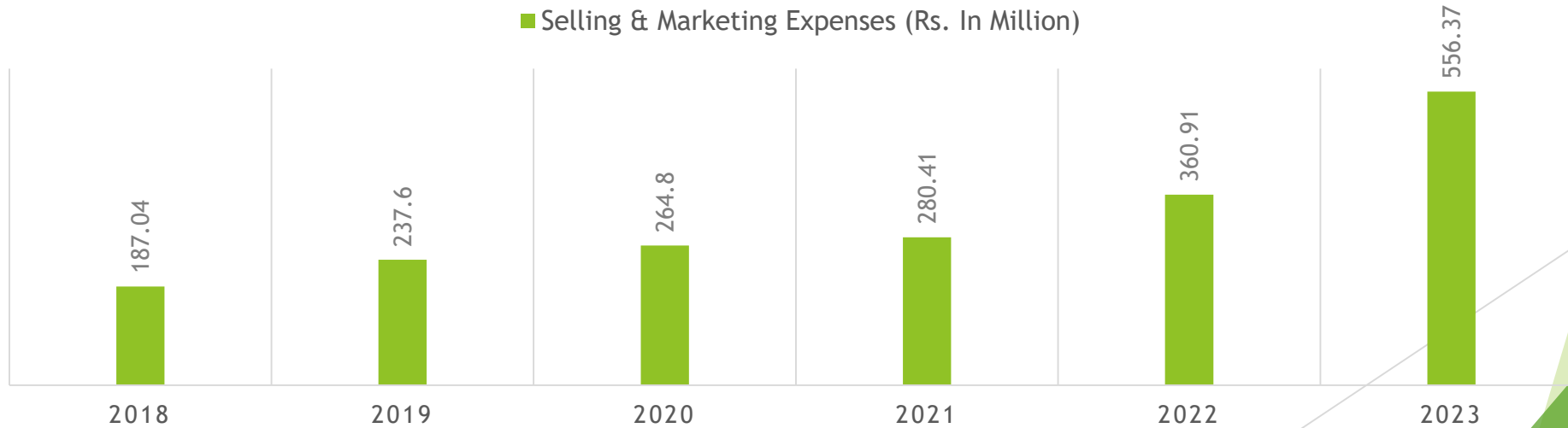


EXPENSES REVIEW

■ Administrative & General Expenses (Rs. In Million)



■ Selling & Marketing Expenses (Rs. In Million)





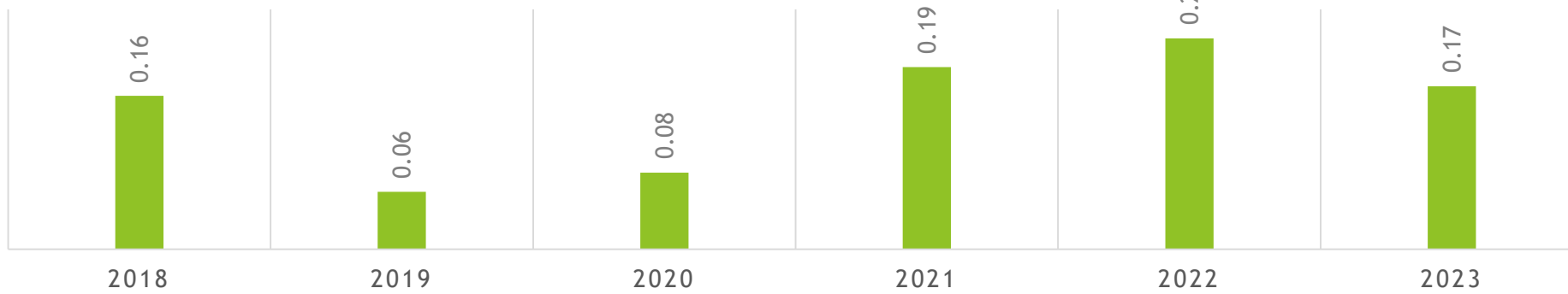
FINANCIAL PERFORMANCE

GROSS PROFIT MARGIN (%)

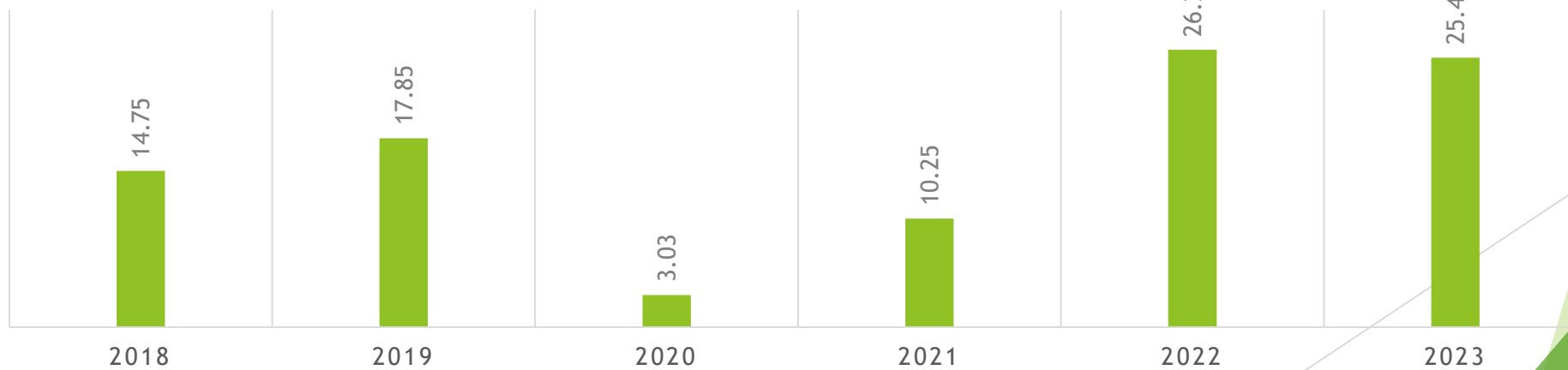


FINANCIAL PERFORMANCE

■ Debt to Equity (%)



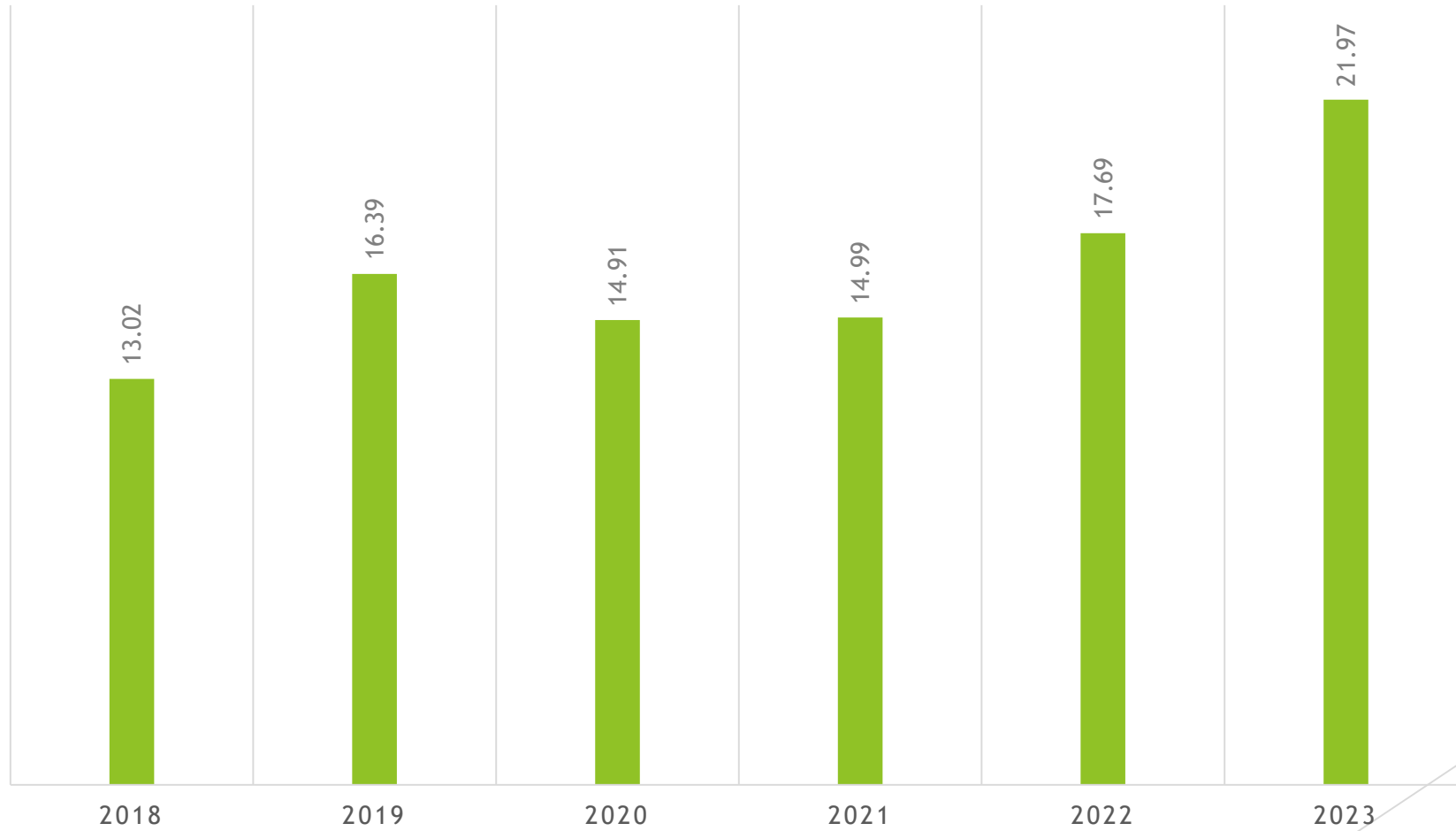
■ Net Profit Margin to Sales (%)





STATISTICAL PERFORMANCE

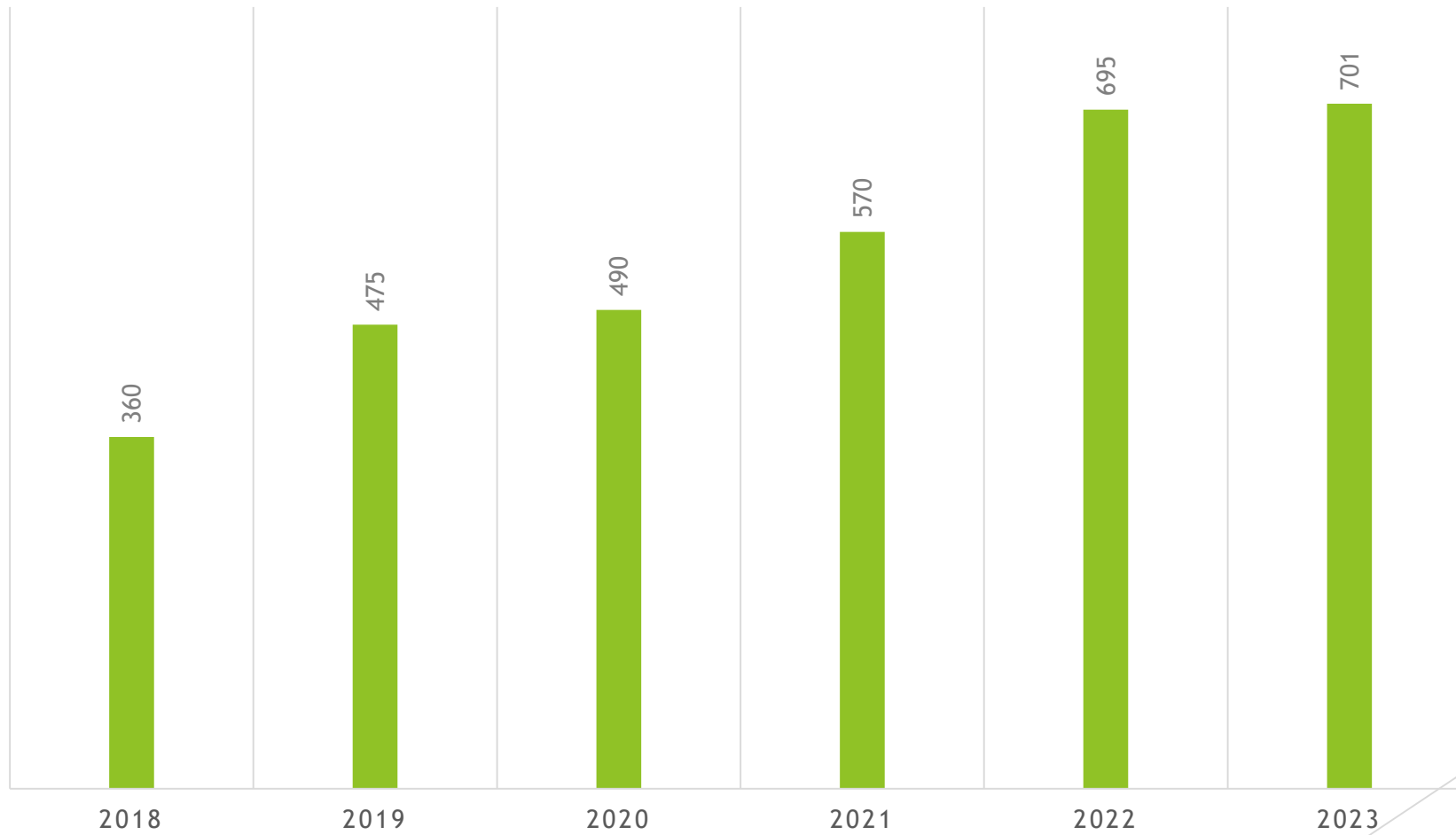
■ Book Value (Rs.)





STATISTICAL PERFORMANCE

■ No. of Employees





PERFORMANCE REVIEW

At-Tahur Limited (PSX: PREMA) announced **Profit After Tax** of Rs. 1,247.78 Mn, along with the **EPS** of Rs. 5.71 for the Annual Year ended June 30, 2023.

The company's **Net Sales** stood at Rs. 4.899 Bn, showing an increase of 49.11% YoY basis. The **Gross Profit** was recorded at Rs. 2,851.76 Mn inched up by 44.47% YoY basis.

Increase in the **Revenue** is mainly attributable to the improved turnover on account of launch of new products, change in sales mix & enhanced demand of all our products.



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