



PAKISTAN CABLES
TRUSTED NOT TO COMPROMISE



**SEVEN
UNCOMPROMISING
DECADES**



**CORPORATE
BRIEFING SESSION
2023-2024**

30th September, 2024

FINISHED
GOODS AREA



INTRODUCTION



AMIR S. CHINYOY GROUP

Key Companies of the ASC Group are:



Incorporated in 1948
Listed on PSX since 1984
Credit Rating AA/A-1

Product Lines:

Steel Pipes and Tubes
Polymer Pipes and Fittings
Stainless Steel Tubes
Scaffolding and
Formwork Solutions

29 PKR Billion
Turnover
(2023 - 2024)



Incorporated in 1953
Listed on PSX since 1955
Credit Rating A/A-1

Product Lines:

Wires and Cables
Conductors, Aluminium
Profiles, Wiring Accessories
Copper Rod
PVC Compounds

26 PKR Billion
Turnover
(2023 - 2024)



TRUSTED NOT TO COMPROMISE

Incorporated in 2007
Listed on PSX since 2011
Credit Rating A+/A-1

Product Lines:

Cold Rolled Steel
Hot Dip Galvanized Steel
Color Coated Steel

69 PKR Billion
Turnover
(2023 - 2024)

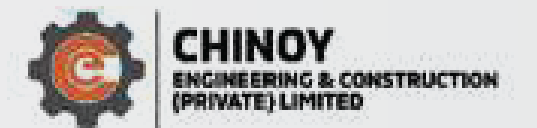


Shaping Tomorrow

Incorporated in 2024

Services:

Contracting services
in the construction
and engineering industry



A member of

INTRODUCTION

“ We, therefore, have to consider and plan on a long term basis, find and build our own enterprises with a long term view of setting up not just ordinary businesses or industries but institutions surviving and lasting for many generations and fulfilling a social and national objective, which could be identified and be synonymous with our finer sentiments of patriotism, in addition to its benefits for us, and the society”

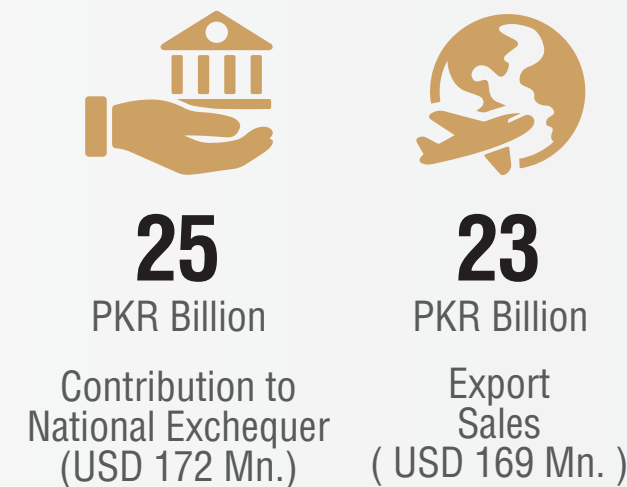
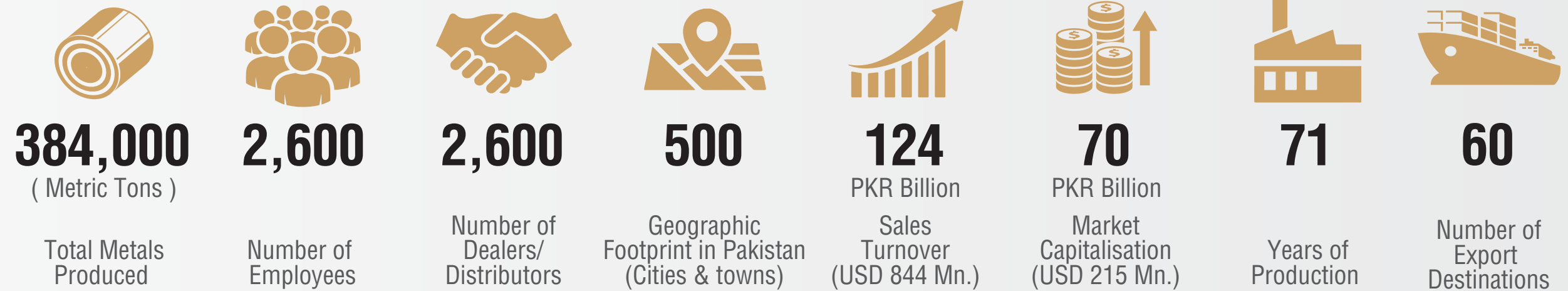


Founder, Mr. Amir.S. Chinoy
Amir chinoy
 1921-1998



Over 70 years of leading industrialization in Pakistan

- Founded by Mr. Amir S. Chinoy, pioneering in Engineering products since 1947.
- The ASC group has been at the forefront of Pakistan’s industrialization for over 70 years.

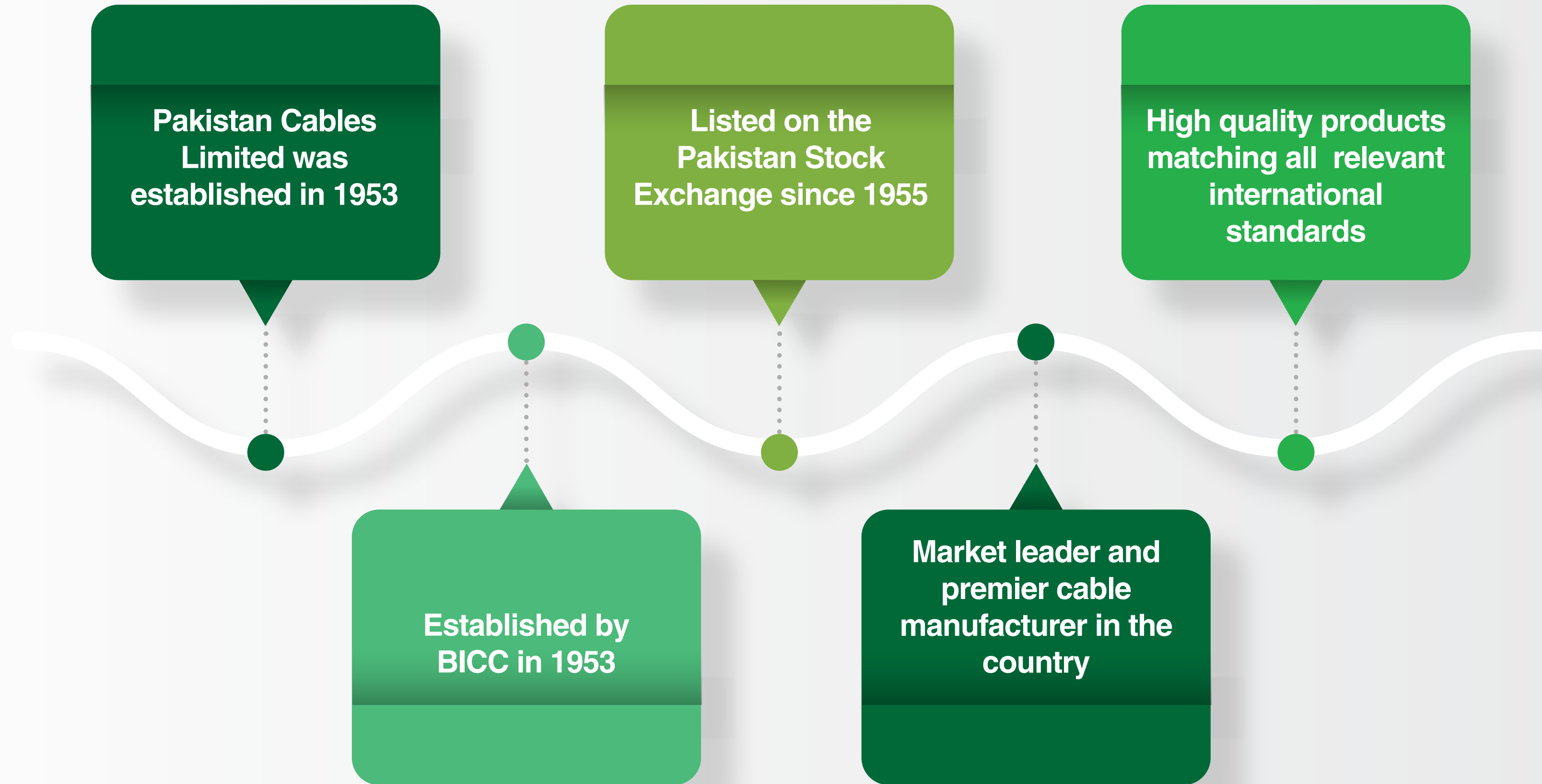


LEADING EQUITY PARTNERS

British Insulated Callender’s Cable (BICC), UK
 Doogood, Australia.
 International Finance Corporation (IFC)
 JFE Steel Corporation, Japan
 MEVA Formwork Systems, Germany General Cables, USA
 Sumitomo Corporation, Japan



INTRODUCTION



HISTORY OF FOREIGN AFFILIATIONS

Rich heritage of global expertise

1953 - 1993



Established as a JV with British Insulated Callender's Cables (BICC), the global cable leader of the time.

2010 - 2017



General Cable maintained 24.6 percent shareholding in Pakistan Cables Limited.

2017 - TO DATE



Technical collaboration with CTC Global Inc. US to introduce first ever Aluminum Conductor Composite Core (ACCC®) in Pakistan.

BUSINESS



HOW WE DO BUSINESS

Setting an unbeatable benchmark

Sales

PKR 26 bn

Pakistan's

1st Wire and Cable
Company

Extensive Portfolio

6,000+ SKUS

Employees

574

Operating Profit

RKR 2.0 bn

Active Nationwide

200+ Towns
& Cities

JCR-VIZ 2018

A/A-1 Credit
Rating

Karachi Site

12 Acres

Nooriabad Site

42 Acres

Urban Forest

3 Acre

Exporting to

40 Countries
with Pride

Committed to

UN Global
Compact

Dedicated

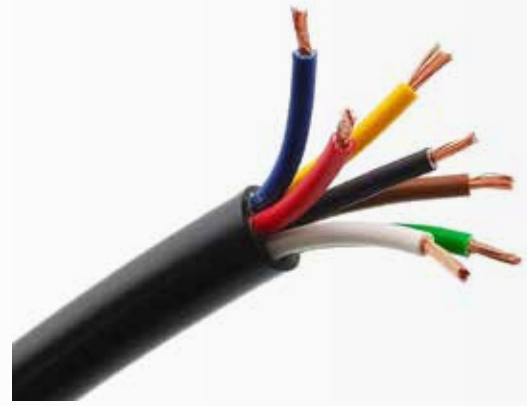
80+ Machines

Source: (*) Avg USD for 2022-23 is Rs. 248

PRODUCTS



PRODUCTS RANGE



WIRES & CABLES

That power and connect



CONDUCTORS

That power the nation



ALUMINUM RODS

That meet versatile needs



COPPER RODS

That are unparalleled in quality



ALUMEX

Aluminium Sections for
Architectural Applications



PVC

That insulates our wires



WIRING ACCESSORIES

World class Electrical Switches

MARKET SEGMENTS



- Sale of products via a network of distributors and dealers
- Over 1000 dealers and distributors across the country in 200+ cities and towns
- Product sold through trade is mostly General House Wiring



- Direct sales to projects and institutions.
- Industry, housing projects, infrastructure.
- Large range of products sold including Medium Voltage, Low Voltage, General House Wiring etc.



- Sales to Utilities – NTDC, K-Electric and DISCOs
- Aluminium conductors and cable



- 40 international markets.

ACHIEVEMENTS

AWARDS

Results of our hard work

- **Top 25 Companies by the PSX** in 1973, 1980, 2004, 2006, 2007, 2013, 2022 and 2023
- **Corporate Excellence Award from Management Association of Pakistan** in 1982, 1983, 2021, 2022 and 2023
- **Achievement Award for Outstanding Performance from the President of Pakistan** in 1998
- **Best Corporate Report from ICMA** in 2006, 2008, 2019, 2020, 2021, 2022 (Merit Award)
- **Brand of the Year Award** in 2007 and 2008
- **Environment Excellence Award from the National Forum for Health & Environment** in 2010, 2011, 2013 and 2015
- **Superbrands Pakistan's Choice Award** in 2015
- **Consecutive wins FPCCI Export Trophy** 2016 upto 2022
- **Won "Employer of the Year Award"** in 2014 and **"Best Practices Award in Occupational Health and Safety"** in 2018 from Employer Federation of Pakistan
- **Won the NFEH CSR Award by the National Forum for Health & Environment** in 2018, 2019 and 2021
- **Won FPCCI Achievement Award** in 2019, 2020 and 2023
- **Won 11th FPCCI Award for loyalty Club Mobile App** in 2023
- **Recepient of the EFP's "Women Empowerment and Gender Equality Gold Award** 2024
- **Won 14th, 15th, 16th and 17th Consumer's Choice Award consecutively during** 2019 upto 2023



ACHIEVEMENTS

CERTIFICATIONS

Proof of our commitment to quality

- First cable manufacturer to attain **KEMA** certification for LV and MV cables in Pakistan since 1984
- Received a total of eight **KEMA** certifications
- Amongst the first five companies in Pakistan to be certified for **ISO 9001:2000**
- First cable manufacturer in Pakistan to update to **ISO 9001:2008**
- **CE certified** – This certifies that Pakistan Cables Limited meets European health, safety, and Environmental protection legislation and can be legally sold and moved within the European Union
- Received certification for photovoltaic Solar Cable by **TUV Austria**
- **International approvals** DCRP Oman, Maldives Electricity Authority, Ghana Standards Authority, Ethiopia Electricity Authority and Trinidad and Tobago Bureau of Standards amongst others
- **Achieved International** TUV certification for Solar DC Cables





NOORIBAD FACTORY



A member of **ASC** AMIR S. CHINYOY GROUP

NOORIABAD FACTORY

Pakistan's 1st highest voltage grade - 69 KV
CCV line - for Medium Voltage cables with
world class German technology.

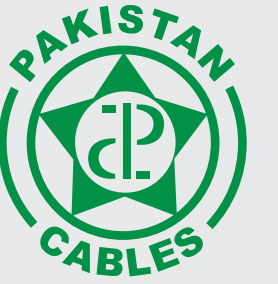


BREAKING BARRIERS IN THE INDUSTRY



NOORIABAD FACTORY

ALUMINUM ROD PLANT



NOORIABAD FACTORY



NEW MACHINES COMMISSIONED



NOORIABAD FACTORY



MACHINE RELOCATION

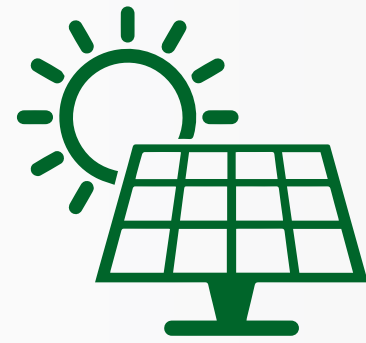


WATER TREATMENT FACILITY



TOWARDS SUSTAINABLE BUSINESS PRACTICES

Highlights at Nooriabad



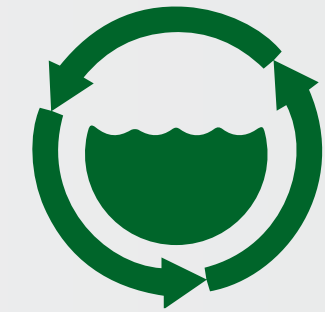
(2MW) SOLAR ENERGY
Reduced Carbon Foot Print

Inaugurated



(45,000 gal.) WATER CONSERVED
300,000 gal. Storm water Storage +150,000 gal.
Urban Forest pond

Inaugurated

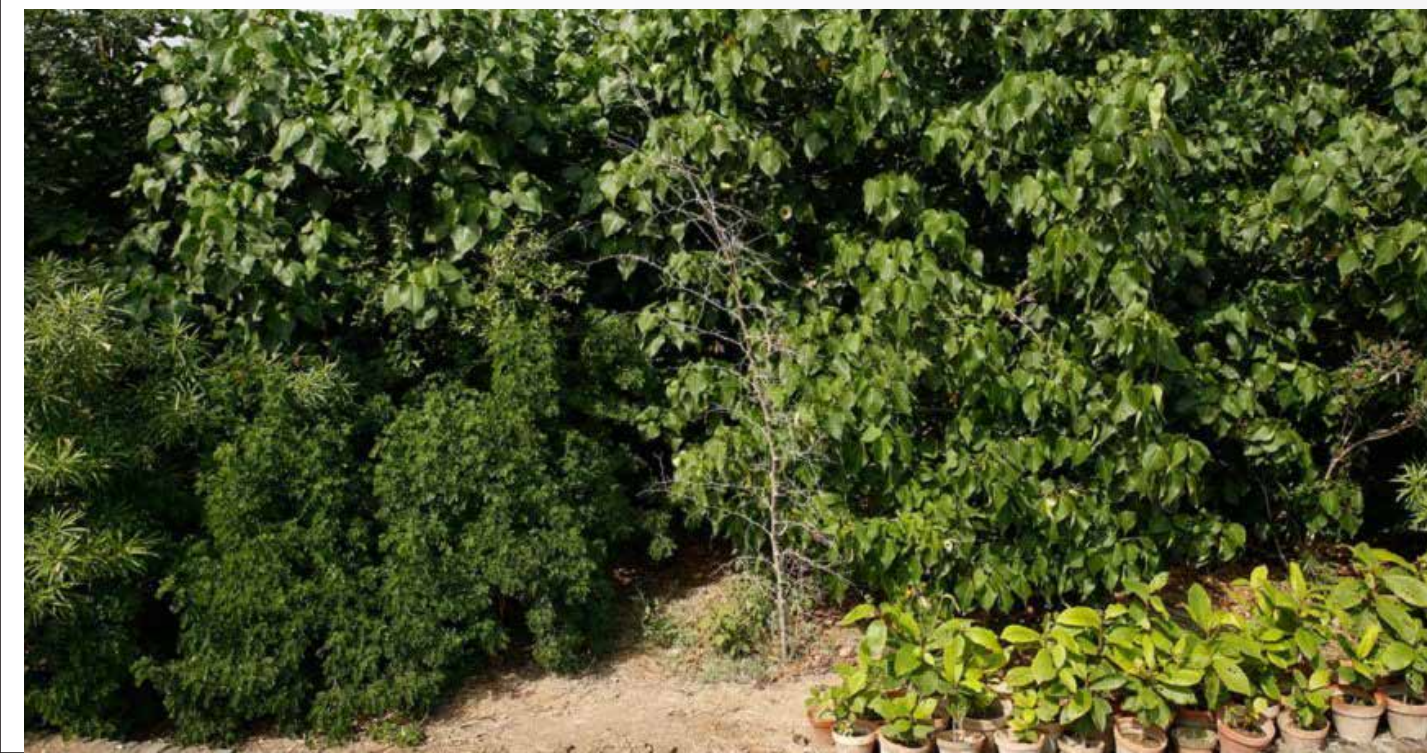


EFFLUENT
TREATMENT PLANT

Inaugurated



50,000 trees planted = estimated carbonfoot print 1,175 tons/year



JOURNEY TO NET ZERO EMISSIONS

1. Pakistan's 1st building material company with its Science based emission reduction targets validated and approved by SBTi.



2. Among first 26 compaines in Pakistan to sign up for the pledge to Net Zero emissions

The commitment aligns the Company's ambition with keeping warming to 1.5°C and reaching science-based net-zero emissions by 2050.

Pakistan Cables is amongst the first 26 companies in Pakistan to sign on to the Race to Zero.





Transform Lives.

CSR Collaborations



Employee Volunteer Program

- STEAM Pakistan- Safer Program
- STEAM Safari
- Child Life Foundation

Flood Relief & Rehabilitation

- Employee Donation
- Help Balochistan
- Amir S. Chinoy Foundation x DAWN Relief rehabilitating Bajara, Sindh

Female Empowerment

- ASCEND – Cooperative Education Program with NED
- Scholarships for female students at UET (LHR & FSD)
- Student Webinars
- Student Factory Visits

COLLABORATIONS AND INITIATIVES

Transform Lives



Aga Khan Education Services





METALS PRICING

AVG. MONTHLY LME OF COPPER AND ALUMINIUM US\$/ TON JULY 23 TO AUG 24



FIVE YEARS FINANCIAL DETAILS

STATEMENT OF FINANCIAL POSITION

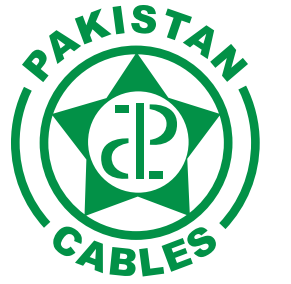
Rs. in Million

	Jun-20	Jun-21	Jun-22	Jun-23	Jun-24
Total Assets	8,417	11,032	19,493	23,395	31,671
Total Shareholders' Equity	4,770	5,349	9,006	9,494	9,680
Stock-In-Trade	1,902	2,504	3,863	3,761	5,101
Trade Debts	1,653	2,787	4,104	4,147	6,371
Fixed Assets	4,076	4,791	10,647	14,456	16,649
Total Bank Debts	2,161	3,322	6,546	9,909	16,074

FIVE YEARS FINANCIAL DETAILS

STATEMENT OF PROFIT & LOSS ACCOUNT

	Jun-20	Jun-21	Jun-22	Jun-23	Jun-24
Sales – Rs. in Mil.	9,086	13,145	21,168	21,653	26,167
Gross Profit – Rs. in Mil.	860	1,526	2,751	3,184	3,363
Profit / (Loss) After Tax – Rs. in Mil.	(92)	554	828	724	209
Gross Profit – %	9.5%	11.6%	13.0%	14.7%	12.9%
Earnings / (Loss) Per Share - Rupees	(2.58)	15.56	23.27	14.62	4.22



FINANCIAL PERFORMANCE

- Sales increased to Rs. 26.1 billion (21% over SPLY) due to growing volumes in some areas on account of new capacity coming on-line.
- Copper prices were higher in 2023-24 vs. 2022-3, whereas PKR was relatively stable in 2023-24.
- Finance cost increased to Rs. 1.7 billion in 2023-4 (vs. Rs. 954 million in 2022-3) due to higher working capital, project debt and higher interest rates.
- PAT = Rs. 209 million (EPS of 4.22 per share).

KEY MILESTONES

- CCV Line commissioned in September 2023. Al. Rod Plant Commissioned in July 2024.
- All new equipment purchased under TERF has been commissioned is operational.
- 4.33 acres land transaction was initiated and 1 acre has been handed over.
- 6.8 acres land transaction approved by PCL BOD.

FUTURE PROSPECTS

- Company is in the process of consolidating operations in Nooriabad, which is expected to complete by June 2025.
- Market conditions have started to show a recent uptick with respect to underground housing projects and some early signs of industrial activity picking up (although still quite slow).
- Demand from solar has remained consistent .
- Market activity in the Trade segment is lagging.
- Continued momentum in Export.



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