



ISMAIL
INDUSTRIES
LIMITED



TO A
LEGACY
& MORE...

Company Profile

Board of Directors

Mr. Muhammad M. Ismail	Chairman
Mr. Munsarim Saifullah	Chief Executive
Mr. Hamid Maqsood Ismail	Executive Director
Mr. Ahmed Muhammad	Executive Director
Mr. Maqsood Ismail	Non-Executive Director
Ms. Farzana Muhammad	Non-Executive Director
Ms. Almas Maqsood	Non-Executive Director
Ms. Reema Ismail Ahmed	Non-Executive Director
Mr. M. Zubair Motiwala	Independent Director

Audit Committee Members

Mr. M. Zubair Motiwala	Chairman
Mr. Muhammad M. Ismail	Member
Mr. Maqsood Ismail	Member
Ms. Almas Maqsood	Member
Ms. Reema Ismail Ahmed	Member

Human Resource Committee

Mr. M. Zubair Motiwala	Chairman
Mr. Maqsood Ismail	Member
Mr. Munsarim Saifullah	Member
Ms. Farzana Muhammad	Member

Company Secretary Mr. Ghulam Farooq

Chief Financial Officer Mr. Abdul Qadir

Auditor Grant Thornton Anjum Rahman
Chartered Accountants

Legal Advisor Mohsin Tayebaly & Co.

Share Registrar THK Associates (Pvt.) Limited

Bankers / Institutions

Allied Bank Limited
Askari Bank Limited
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
Meezan Bank Limited
MCB Bank Limited
MCB Islamic Bank Limited
National Bank of Pakistan
Pak Brunei Investment Co Ltd
Pak Oman Investment Co. Ltd
Standard Chartered Bank (Pakistan) Limited
Soneri Bank Limited

The Ismail Family

Ismail family has been associated with the biscuit industry since 1952, with its first biscuits manufacturing operation in Sukkur under the brand-JB Mangaram.

In the early 1960s, Union Biscuits was established and the first fully automated biscuit line was imported from Europe. Union Biscuits became a household name in the biscuit industry of Pakistan.

In 1987, the Ismail family ventured out on its own, parting ways with Union Biscuits and established its confectionery arm by the name of Candyland.

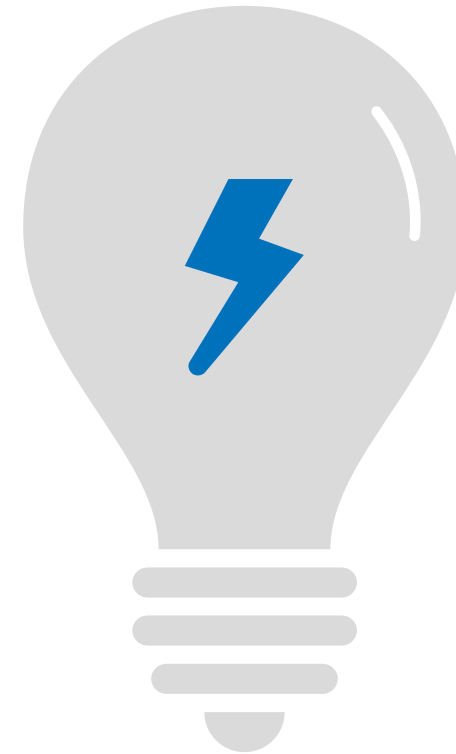
Over the last 30 years Ismail Industries has diversified its operations into biscuits, snacks, plastics, banking and power generation.

Vision

At Ismail Industries Limited, we aim to offer high quality products to our consumers by remaining the most technologically advanced company in our field.

We strive to be the market leaders in all the categories in which we compete.

We work towards establishing a strong foothold within and outside Pakistan, through export and local sales.



Corporate Values

Teamwork

Nobody can get there unless everybody gets there. We focus on leveraging collective efforts and nurture a culture of appreciating every job, big or small.

Fairness

Fairness is a professional skill that must be developed and exercised. We keep fairness paramount, we do what we say.

Belief

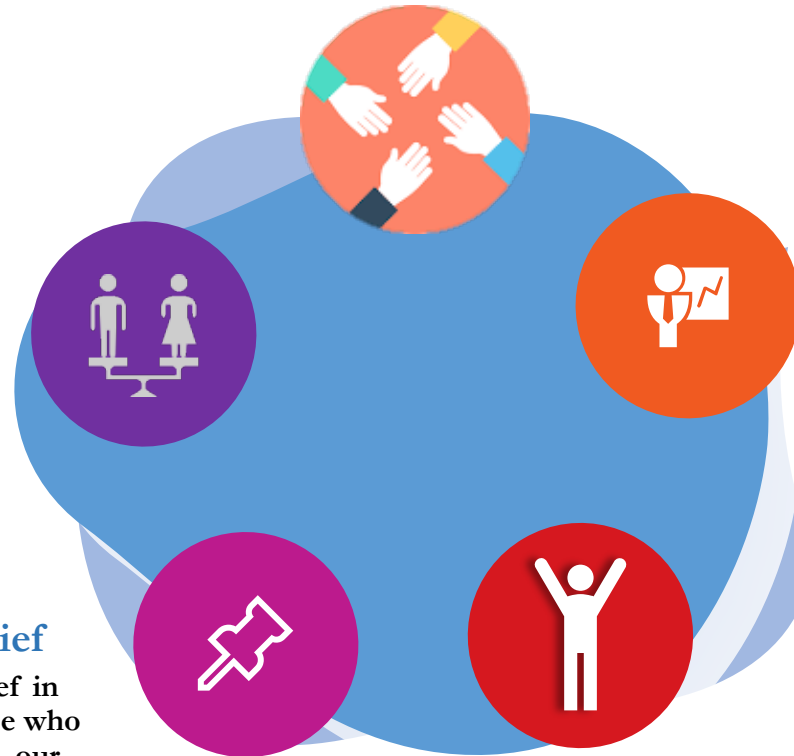
Achieving something requires belief in oneself, anything is possible for those who believe. We believe in our products, our processes, our partners and above all, we believe in each other.

Excellence

Excellence is not an exception, it is a prevailing attitude. We view excellence as a continuous process of raising the bar in everything we do.

Leadership

Business performance is driven by effective leaders who can truly inspire people to unleash their personal and collective potential. We provide leadership as a company and as individuals with vision, communication and passion



Board of Directors

Mr. Muhammad M. Ismail (Chairman)

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 (Director)

Mr. Maqsood Ismail did his B.S. in Economics from the University of Delaware , USA , 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 a Director of Ismail Industries Limited and of the 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 Vice President of the Federation of the Chambers of Commerce and Industry of Pakistan and a 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. 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.

Board of Directors

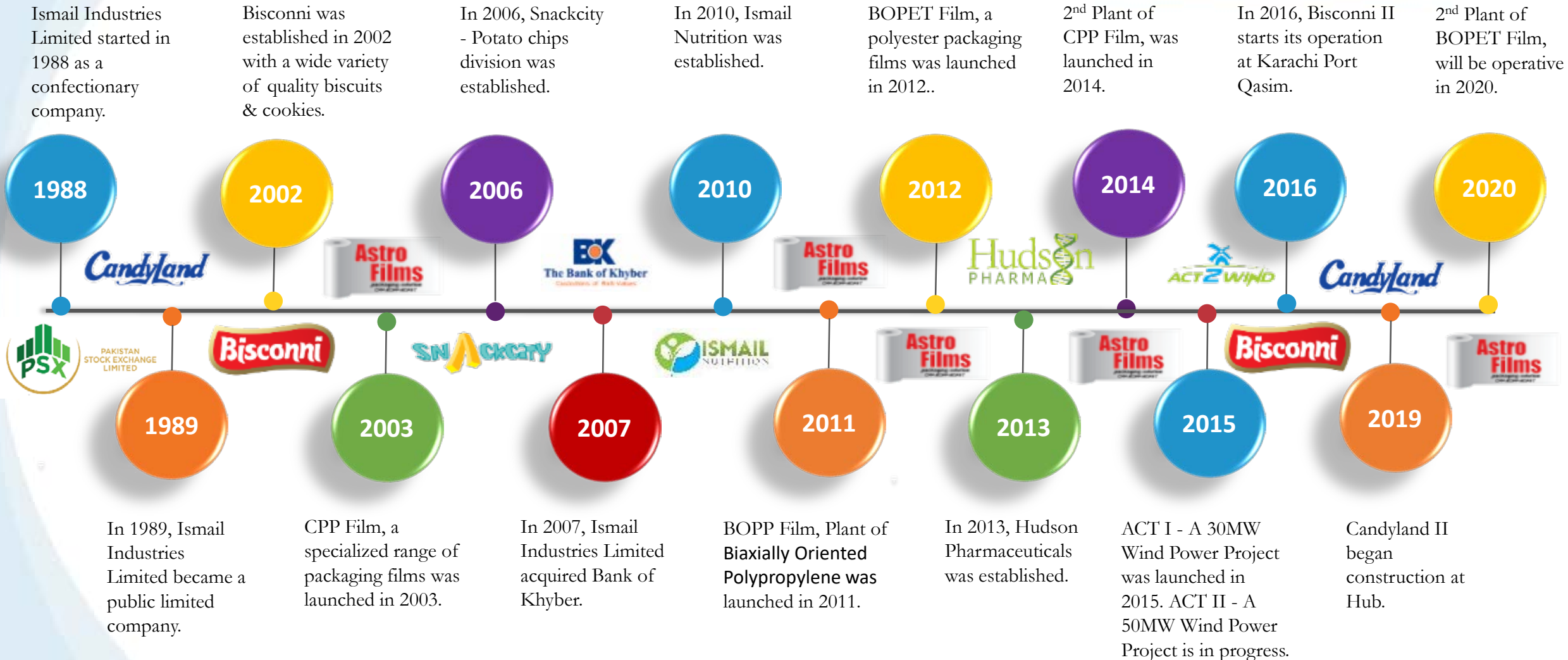
Mr. Hamid Maqsood Ismail (Director)

Mr. Hamid Maqsood Ismail completed his graduation from Middlesex University (London, U.K), majoring in the field of Business Administration. As part of the new vision of the company, Hamid Ismail has recently been assigned the role of CEO of Bisconni and Snackcity, where his achievements include rapid growth in the topline of the business while improving the overall profitability of both segments of the company. He has a deep interest in improving the technological capabilities of the company.

Mr. Ahmed Muhammad Ismail (Director)

Mr. Ahmed Muhammad Ismail completed his graduation from George Washington University (USA), majoring in the field of Economics. As part of the new vision of the company, Ahmed Ismail has recently been assigned the role of CEO of Candyland and Ismail Nutrition divisions of the company, where 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.

Timeline



Financial Details

Balance Sheet

Amounts in PKR MN	2014	2015	2016	2017	2018	2019
Cash & bank balances	24	29	60	33	51	32
Stock in trade	4,999	5,196	5,750	4,863	4,970	5,112
Trade debts	890	779	1,182	1,443	1,566	2,746
Other current assets	475	674	1,305	1,544	1,931	2,974
Total Current Assets	6,388	6,678	8,297	7,883	8,518	10,864
Property Plant & Equipment	3,843	4,372	7,978	10,396	10,913	12,759
Long-term investments	1,315	3,178	4,272	3,926	3,560	3,212
Other non-current assets	53	48	57	33	81	130
Total Non-Current Assets	5,211	7,598	12,307	14,355	14,554	16,101
Total Assets	11,599	14,276	20,604	22,238	23,072	26,965
Trade & other payables	509	820	1,583	1,038	1,425	2,051
Short-term debt	4,070	4,040	4,448	3,783	4,191	6,300
Current portion of long-term debt	785	1,140	2,186	2,158	2,528	2,014
Other current liabilities	177	230	191	179	241	402
Total Short-Term Liabilities	5,541	6,230	8,408	7,158	8,385	10,767
Long-term debt	2,225	3,423	5,397	7,595	6,036	7,191
Other non-current liabilities	580	648	800	1,213	1,431	1,633
Total Non-Current Liabilities	2,805	4,071	6,197	8,808	7,467	8,824
Total Liabilities	8,346	10,301	14,605	15,966	15,852	19,591
Paid-up capital	505	505	638	638	638	638
Reserves / Unappropriated profit	2,748	3,470	5,361	5,634	6,582	6,736
Total Equity	3,253	3,975	5,999	6,272	7,220	7,374

Financial Details

Profit and Loss Account

Amounts in PKR MN ; Per share in PKR	2014	2015	2016	2017	2018	2019
Revenue - gross	12,533	14,317	20,004	24,295	29,971	37,011
Revenue - net	10,777	12,242	17,031	19,605	23,906	30,091
Operating expenses	(9,430)	(10,567)	(14,771)	(17,028)	(20,834)	(26,773)
EBITDA	1,347	1,675	2,260	2,577	3,072	3,318
Depreciation & amortization	(281)	(394)	(710)	(779)	(988)	(1,095)
EBIT	1,066	1,281	1,550	1,798	2,084	2,223
Other expenses	(45)	(78)	(131)	(147)	(253)	(172)
Other income	71	91	166	195	232	213
Financial expenses	(619)	(730)	(798)	(671)	(618)	(906)
Share of associates' profit	106	208	506	468	393	45
Profit before tax	579	772	1,293	1,643	1,838	1,403
Taxation	(77)	(132)	(291)	(477)	(426)	(437)
Profit after tax	502	640	1,002	1,166	1,412	966
EPS - basic	9.94	12.67	15.70	18.27	22.13	15.14

Financial Details

ISMAIL INDUSTRIES – HISTORICAL VALUATIONS

	2014	2015	2016	2017	2018	2019
EPS - Basic	9.94	12.67	15.70	18.27	22.13	15.14
Dividend - PS	2.25	6.00	6.50	2.75	4.50	3.00
BPS	64.39	78.68	94.02	98.30	113.16	115.57
P/E	17.71	20.52	16.42	19.15	18.53	25.76
Dividend Yield	1.28%	2.31%	2.52%	0.79%	1.10%	0.77%
P/B	2.73	3.30	2.74	3.56	3.62	3.37
EV/EBITDA	8.24	9.87	9.64	11.60	10.46	9.66
EV/Sales	1.03	1.35	1.28	1.52	1.34	1.06

EPS : Earning Per Share

PS : Per Share

BPS : Breakup value Per Share

P/E : Price to Earning Ratio

P/B : Price to Book value Ratio

EV : Enterprise Value

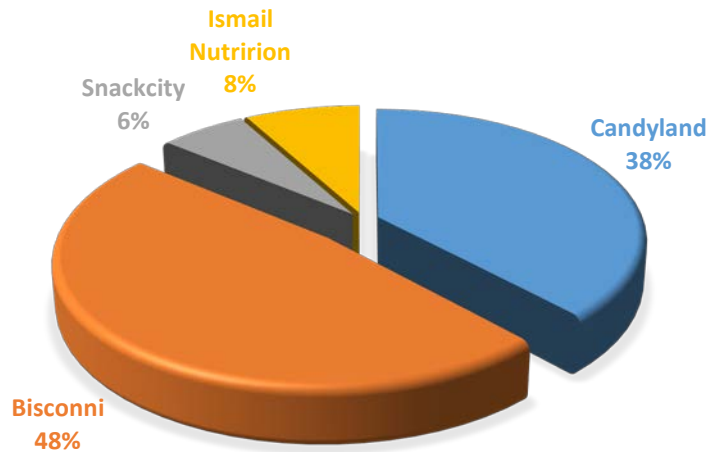
EBITDA : Earning Before Interest, Taxes, Depreciation, Amortization

Profitability Ratio Analysis - Segment wise

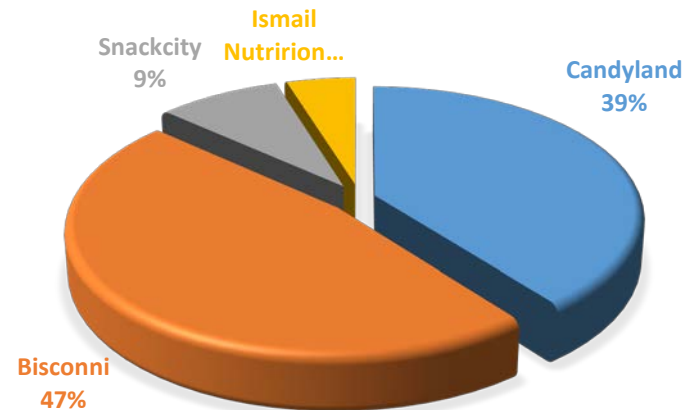
Years	Food		Plastic		Company	
	Gross	Operating	Gross	Operating	Gross	Operating
2014	20.43%	9.58%	12.73%	10.24%	19.82%	9.89%
2015	20.60%	10.37%	11.90%	8.46%	20.23%	10.46%
2016	20.94%	9.86%	10.19%	6.82%	18.28%	9.11%
2017	22.19%	10.26%	9.04%	5.82%	18.98%	9.17%
2018	25.49%	8.71%	11.34%	8.73%	22.43%	8.72%
2019	23.51%	6.72%	12.91%	9.67%	21.12%	7.39%

Food Business Highlights

GROSS TURNOVER 2019



GROSS TURNOVER 2018



Operating Results

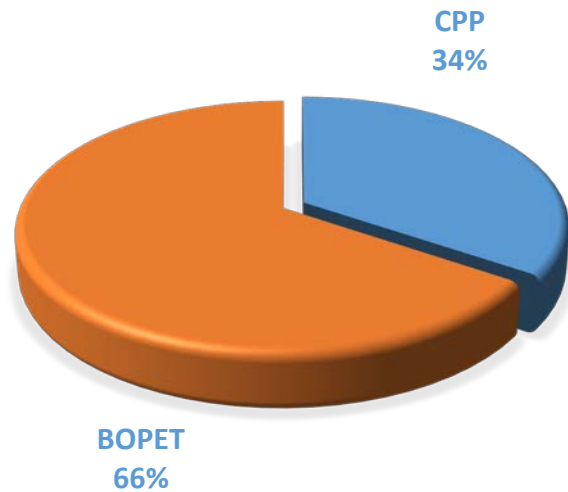
	2019	2018
Gross Turnover	28,925,904,197	23,641,945,796
Net Turnover	23,290,405,543	18,724,739,546
Gross Profit	5,476,246,267	4,773,822,855
Operating Profit	1,565,975,824	1,631,710,339

Gross Turnover

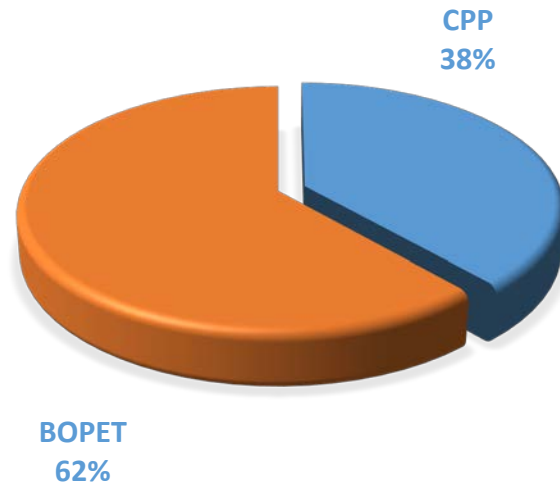
Divisions	2019			2018		
	Tonnage	PKR	%	Tonnage	PKR	%
Candyland	31,962	10,835,668,922	38%	33,013	9,337,460,660	39%
Bisconni	45,512	13,864,807,135	48%	41,584	11,143,637,636	47%
Snackcity	2,919	1,866,217,025	6%	3,198	2,021,689,669	9%
Ismail Nutrition	8,574	2,359,211,115	8%	4,577	1,139,157,831	5%
Total	88,967	28,925,904,197	100%	82,373	23,641,945,796	100%

Plastic (Astrofilms) Business Highlights

GROSS TURNOVER 2019



GROSS TURNOVER 2018



Operating Results

	2019	2018
Gross Turnover	8,085,256,669	6,329,045,252
Net Turnover	6,800,482,909	5,181,478,477
Gross Profit	877,771,872	587,400,130
Operating Profit	657,470,260	452,250,830

Gross Turnover

Divisions	2019			2018		
	Tonnage	PKR	%	Tonnage	PKR	%
CPP	8,792	2,833,937,830	34%	10,495	2,419,915,561	38%
BOPET	16,805	5,251,318,839	66%	17,894	3,909,129,691	62%
Total	25,639	8,085,256,669	100%	28,389	6,329,045,252	100%

Product Portfolio

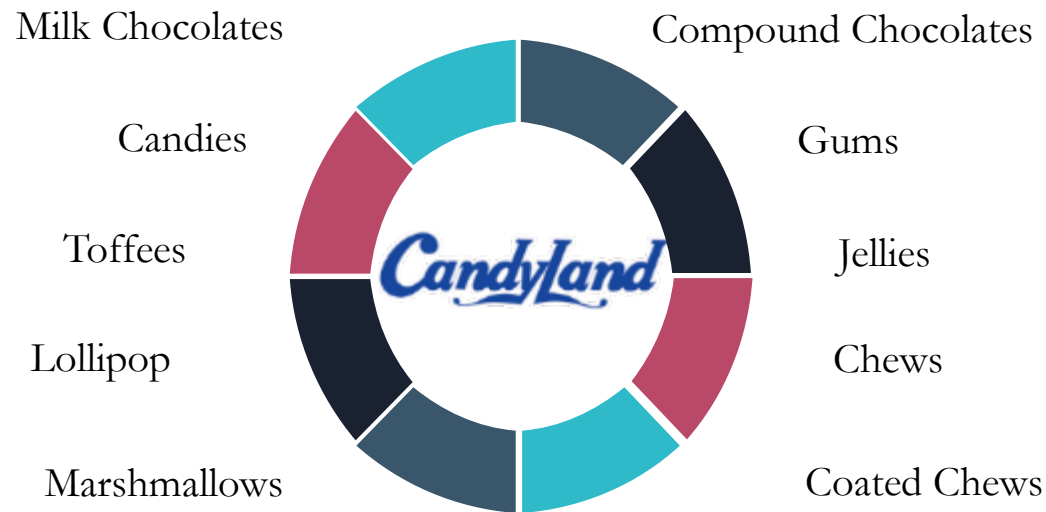


Confectionary | Biscuits | Potato Chips | Packaging Films

IIL Group product portfolio comprises over 200 SKUs in 43 brands across 4 product categories

Product Categories

No. 1 Confectionery Company in Pakistan

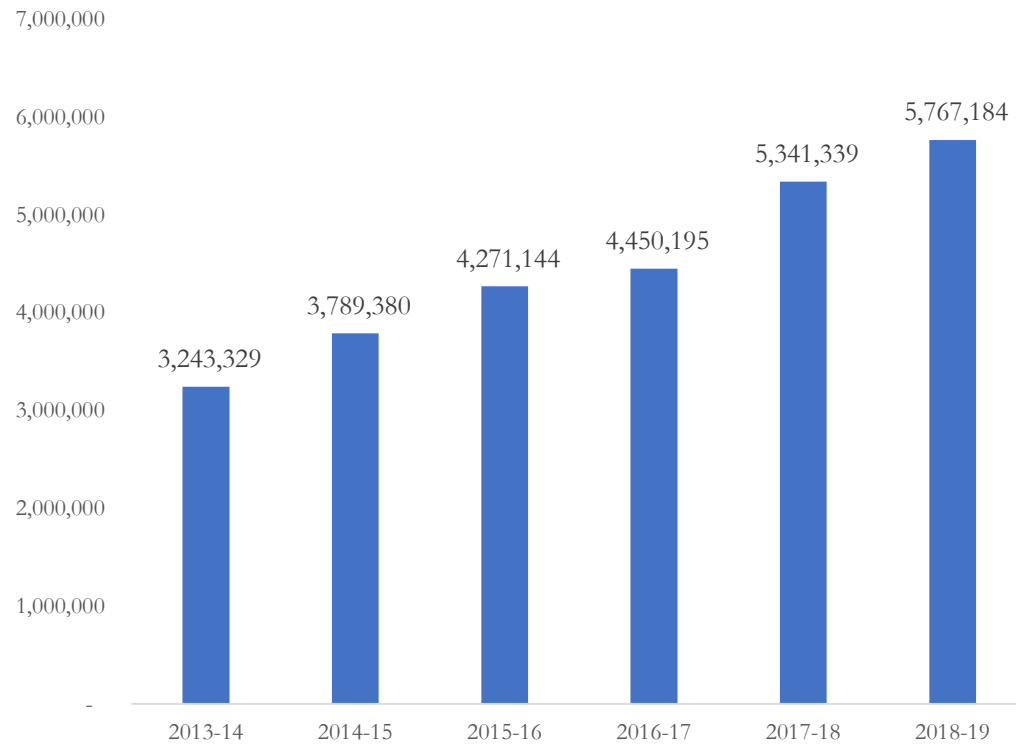


Candyland started its journey on June 21st, 1988 and is now the number one confectionery company in Pakistan, with 38% market share

The portfolio encompasses 10 categories and consists of over 45 brands with 107 SKUs.

Candyland Growth Trend

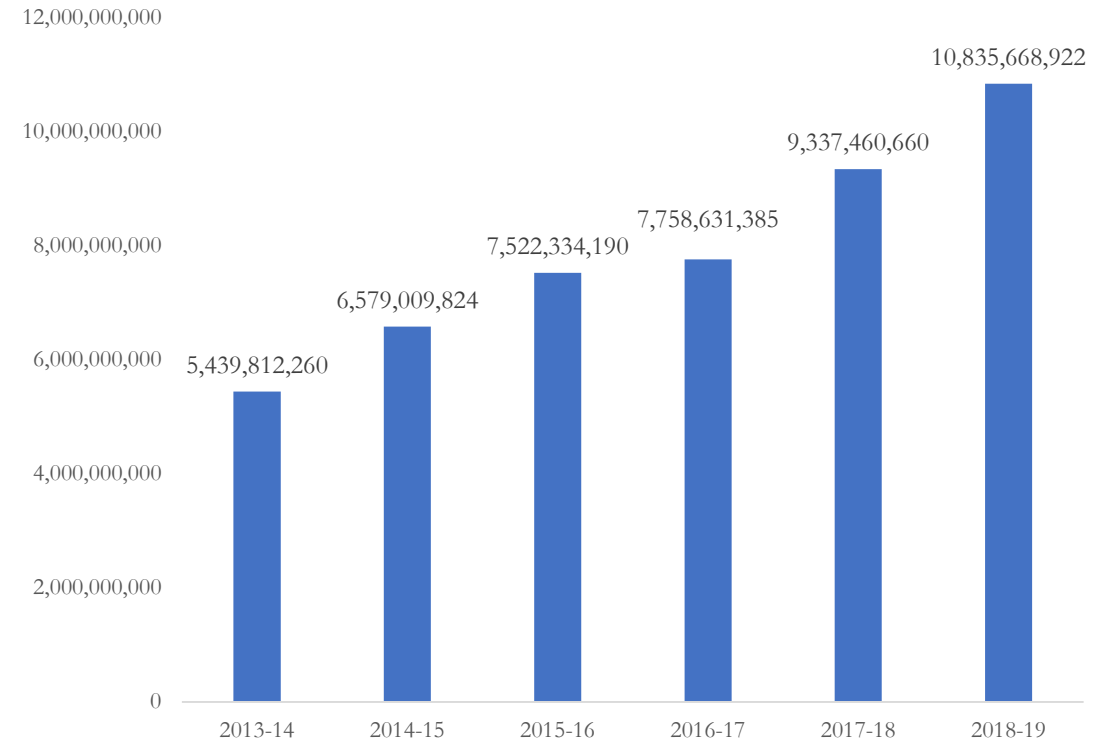
Sales in Volume (Cartons)



CAGR: 10%

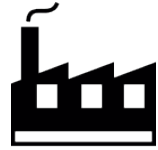
CAGR : Cumulative Annual Growth Rate

Sales in Value (PKR)



CAGR: 12%

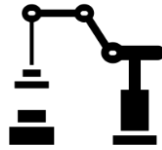
Candyland Snapshot



Factory

Candyland 1 in HUB Balochistan has covered factory area of 310,428 sq ft

Candyland 2 in HUB Balochistan has covered factory area of 81,387 sq.ft



Production Lines

We have multiple production lines for hard boiled candies, toffees, chews, compound chocolates, milk chocolate, marshmallows, gums and lollipops.



Machines

Almost all of the plant machinery is of European origin.

Production Capacity: 60,000 metric tons per annum



Self Sufficient

We meet our own power needs with a 6 MW power plant



Modern

Our plants are fully computerized and modern, with state of the art equipment and laboratories that facilitate a stringent approach to QC.



Factory Employees

We have a workforce of 3000 employees



Sales and Distribution Staff

Total Sales Staff = 816
Total Distributors = 442



Distribution Coverage

135,000 direct coverage and indirect coverage to almost all consumer points in Pakistan

Candyland Marketing Initiatives

Candyland has a leading market share of 38% in the confectionery industry in Pakistan. Candyland is the leader in the jellies, toffees, marshmallows and compound chocolate categories in Pakistan.

Major Campaigns of the Year



10 new brands were launched in addition to Toss, Mello and Crown.







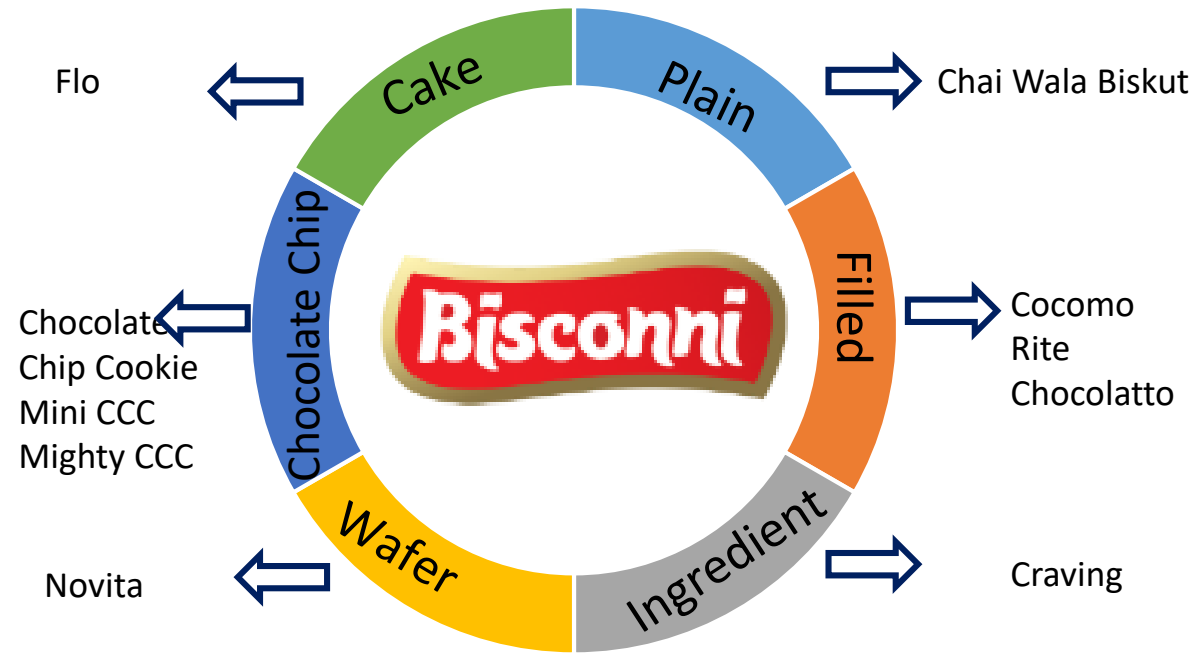


Eclairs Production Line



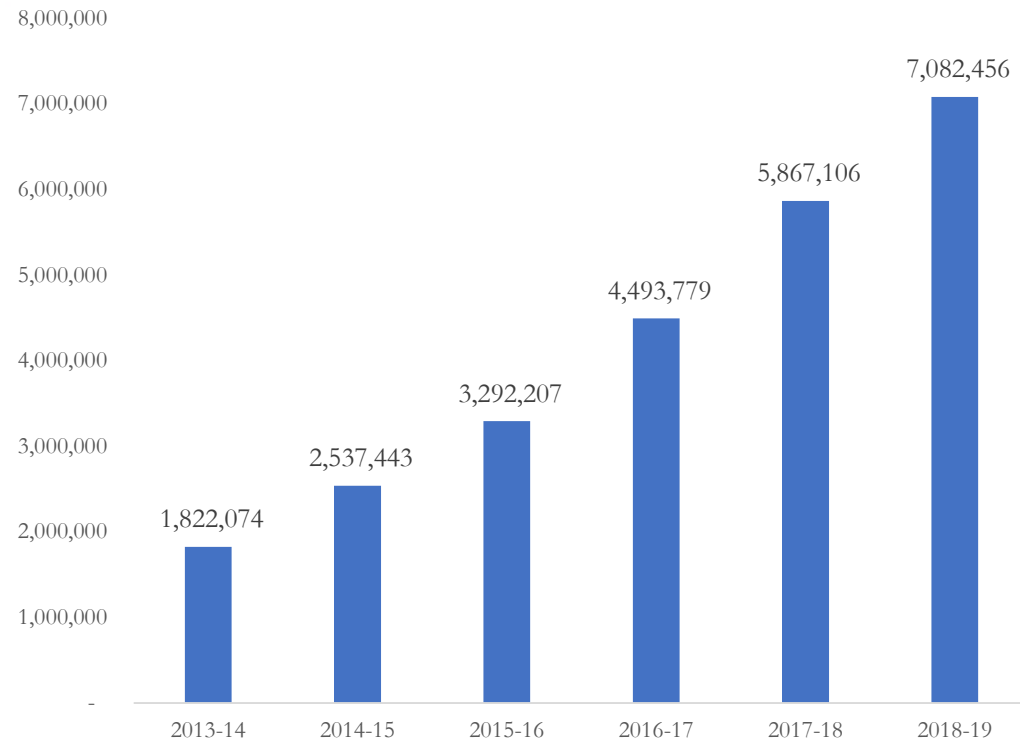
Yums Production Line

Bisconni - Innovation Power Hub



Bisconni Growth Trend

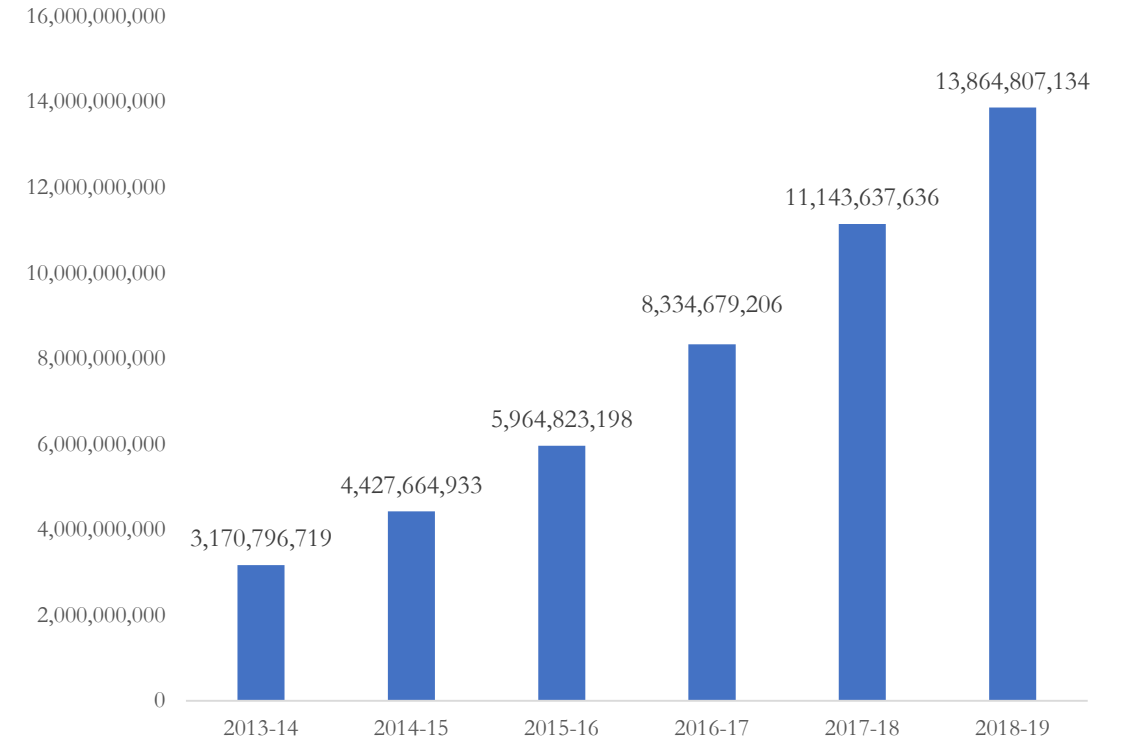
Sales in Volume (Cartons)



CAGR: 25%

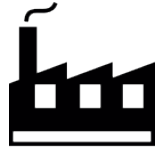
CAGR : Cumulative Annual Growth Rate

Sales in Value (PKR)



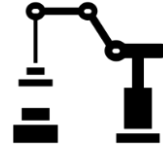
CAGR: 28%

Bisconni Snapshot



Factory

Bisconni has 1 factory in HUB Baluchistan with a covered area of 196,471 sq. ft and 1 factory in Port Qasim Karachi with a covered area of 303,619 Sq.ft



Production Lines

We have 13 dedicated lines. 7 Biscuit/ Cookies Manufacturing Lines. 4 Wafer Manufacturing Lines, 1 Cake Manufacturing Line, 1 Chocolate Chip forming Line.



Machines

Most of our machines are imported from Italy, China, Denmark, Japan, Turkey & UK. Production Capacity: 81,500 Metric tons per annum.



Distribution Coverage

135,000 direct coverage and indirect coverage to almost all consumer points in Pakistan.



Factory Employees

We have 2300 employees (Hub-1400 & PQ- 900)



Sales and Distribution Staff

Total Sales Staff= 750+
Total Distributors= 450

Bisconni Marketing Initiatives

Bisconni is the 3rd largest player in the biscuit industry with a market share of 20%. It leads the category in 3 segments: Wafer, Chocolate Chips, and Centre Filled Biscuits.

Major Campaigns of the Year



5 major campaigns were rolled out on multiple mediums in the year 2019 in order to remain in the Top of Mind of the consumers and further build on the equity of each brand.



Bisconni Factory



Chocolatto Conveyor Belt

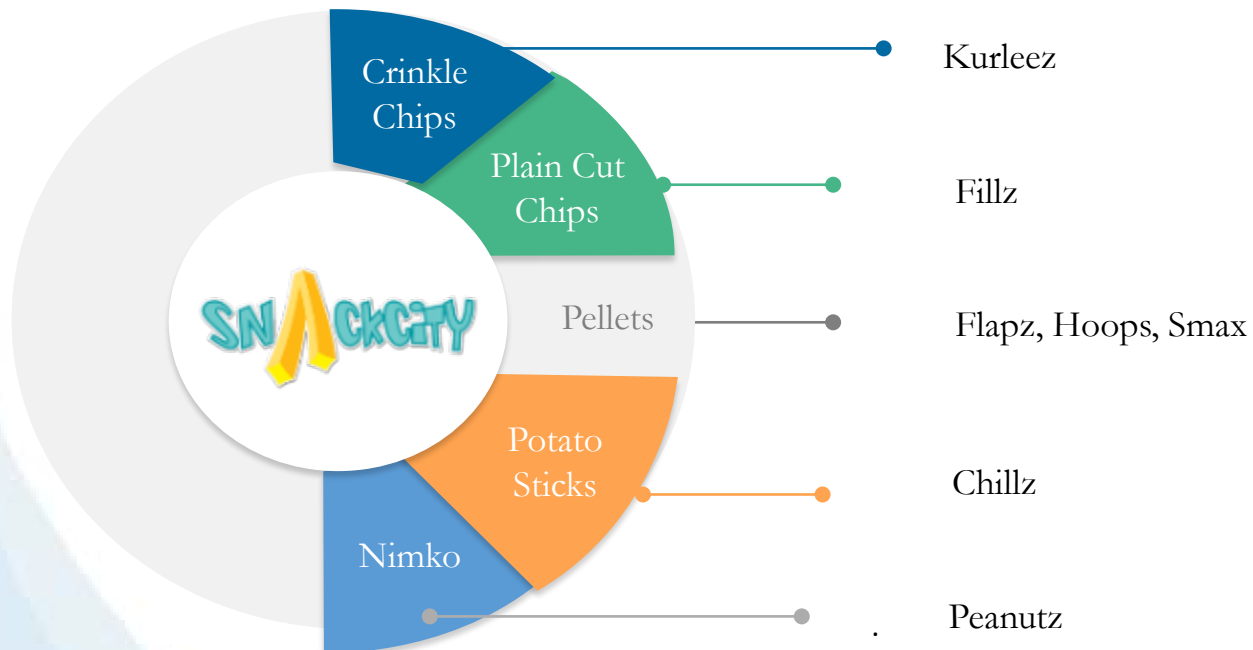




Snackcity

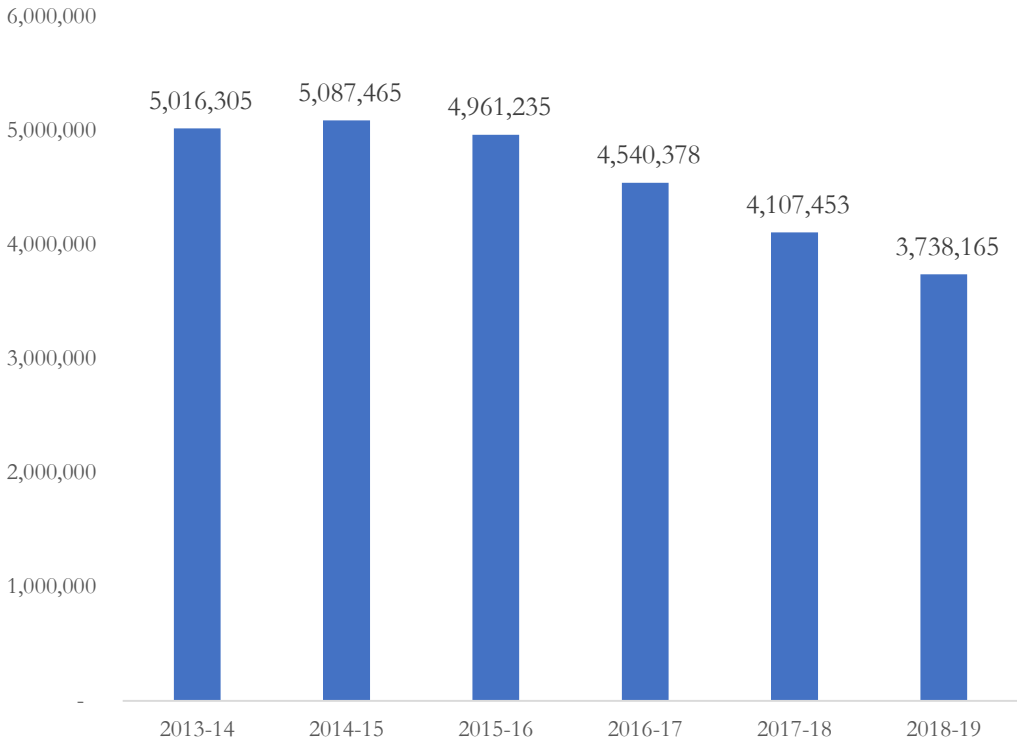
No. 3 Snacks Company in Pakistan

In 2006, Snackcity - Potato chips division was established. Snackcity provides a delightful array of Potato chips and other savory snacks. Since 2006, Ismail Industries Limited has been growing its own potatoes for the Snack City division. Every year, our contractors farm almost 3,000 acres of land to produce 20,000 tons of potatoes for our consumption. We import seeds from Holland which are distributed to our farmers to specifically produce the suited potato for chips. Snackcity portfolio encompasses 5 brands with 50 SKUs.



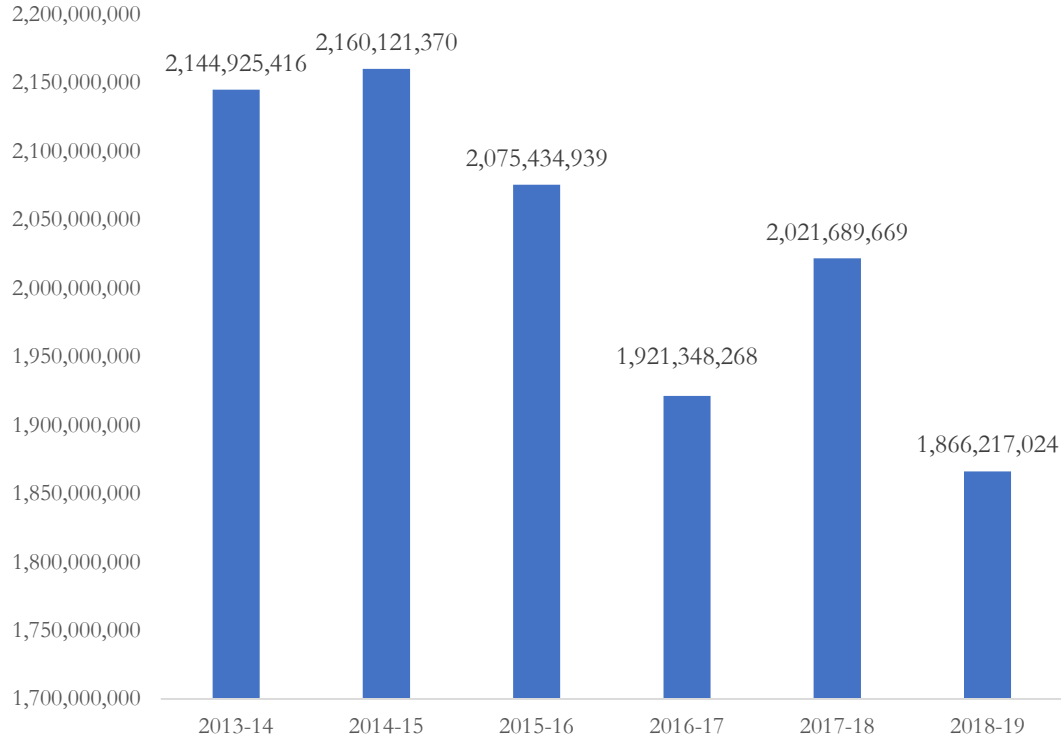
Snackcity Growth Trend

Sales in Volume (Cartons)



CAGR: -5%

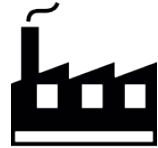
Sales in Value (PKR)



CAGR: -2%

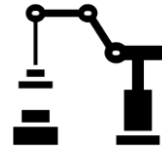
CAGR : Cumulative Annual Growth Rate

Snackcity Snapshot



Factory

Snackcity has a factory in Sunder Industrial Estate Lahore with total covered area of 112,032 sq. ft.



Production Lines

We have 4 production lines

- 2 Potato Chips
- 1 Peanut
- 1 Pellets



Machines

Most of our machines are imported from Australia, China, Italy & Japan
Production Capacity: 10,750 Metric tons per annum.



Distribution Coverage

135,000 direct coverage and indirect coverage to almost all consumer points in Pakistan.



Factory Employees

We have 385 employees



Sales and Distribution Staff

Total Sales Staff = 467
Total Distributors = 323

Snackcity Marketing Initiatives

Snackcity is the 2nd largest player in the Potato Chips and Crisps Segment. Snackcity is the market leader in the Crinkle Chips Category with 15% market share in Pakistan.

Major Campaigns of the year





Potato Sticks Conveyor
Belt

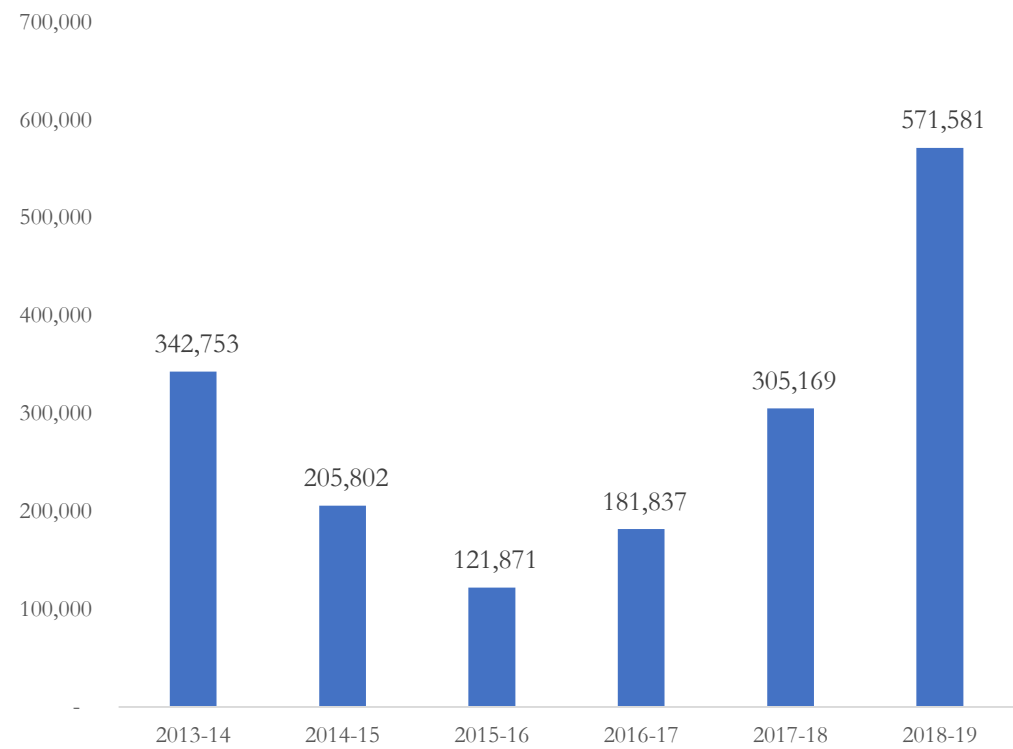
Ismail Nutrition

Ismail Industries Limited has been working with United Nations World Food Program to supply a product to battle malnutrition in Pakistan. This product is made in state of the art facility with stringent QC controls. We are now also approved suppliers of UNICEF to supply this product internationally. Due of our QA and QC, we are the only company in Pakistan to be approved by UNICEF.



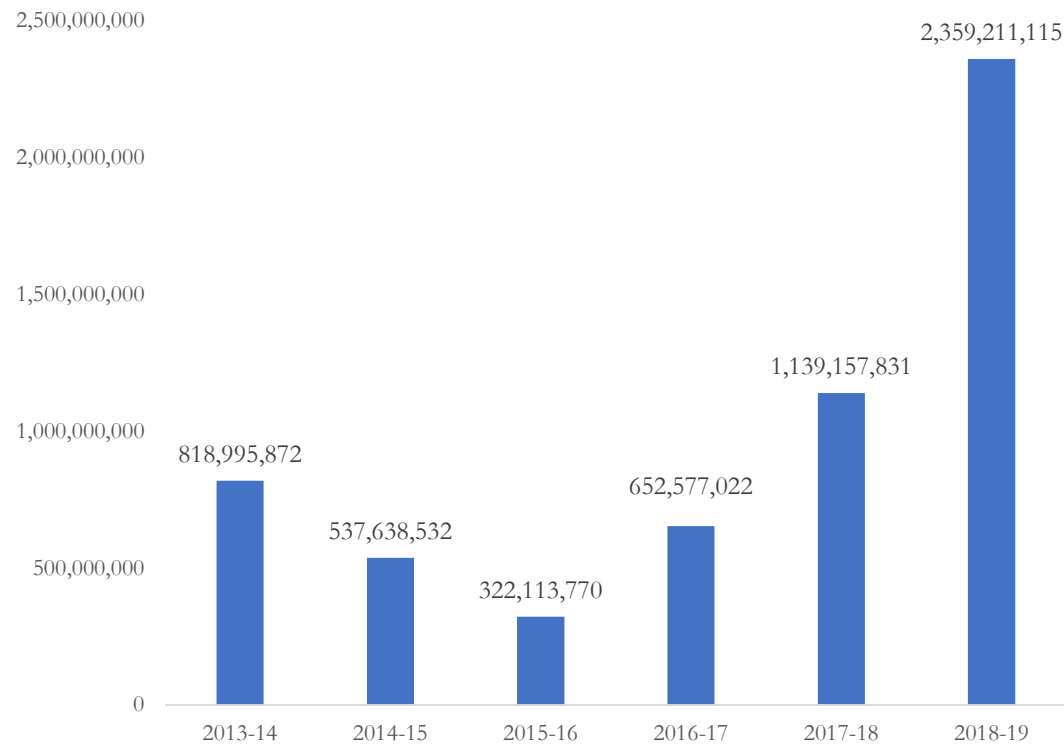
Ismail Nutrition Growth Trend

Sales in Volume (Cartons)



CAGR: 9%

Sales in Value (PKR)



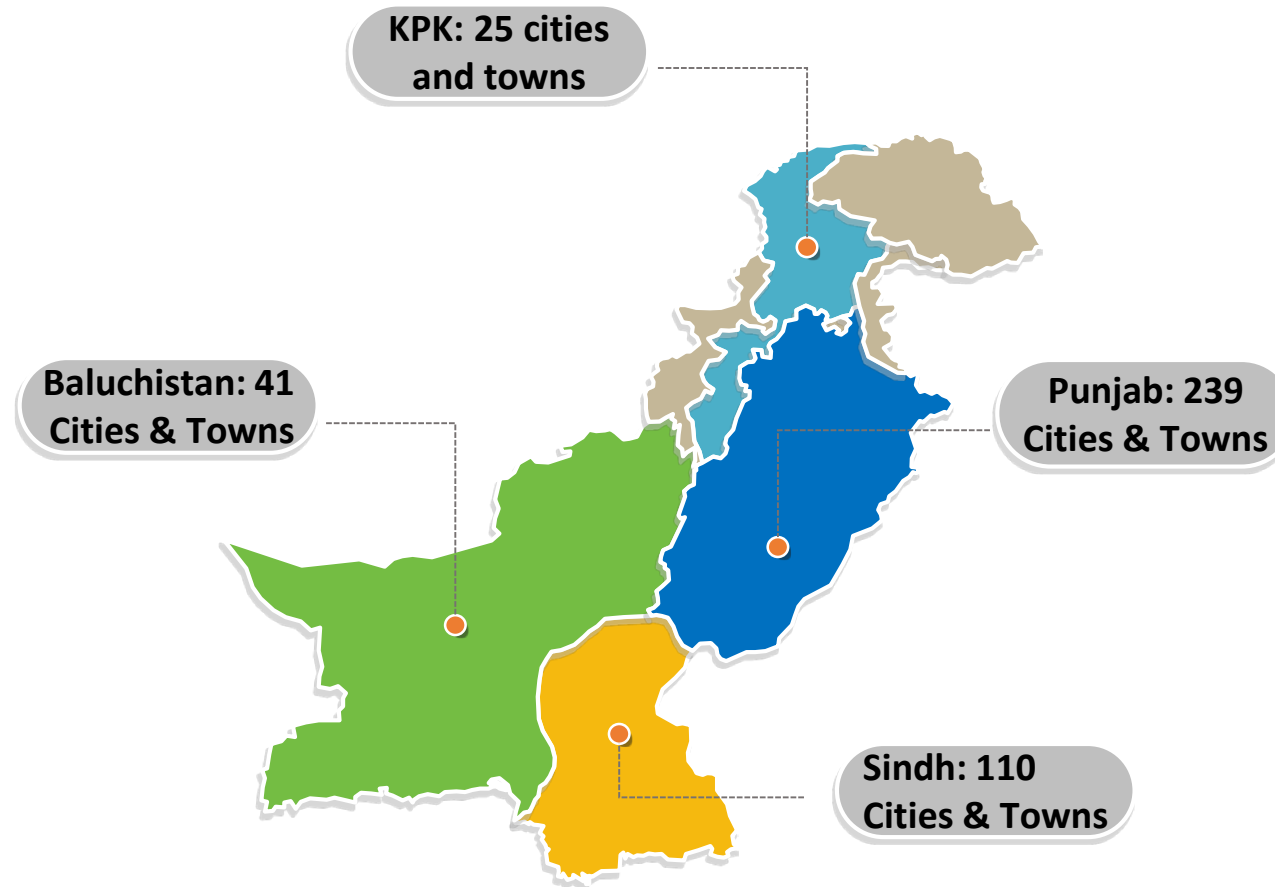
CAGR: 19%

CAGR : Cumulative Annual Growth Rate



Distribution Excellence

Ismail Industries Limited has a vast distribution network which has been set up through extensive planning and strategic efforts over many years. More than 415 cities and towns are covered through direct and indirect distribution via our extensive distribution network. The company has 5 satellite warehouses, in addition to factory warehouses, which are located at Hyderabad, Multan, Lahore, Faisalabad and Rawalpindi. These satellite warehouses provide Ismail Industries Limited significant flexibility to adjust to short-term fluctuations in demand due to seasonality, holidays, weather conditions etc.



National Footprint

3000+
Sales Force
Personnel

400+
Towns

1400+
Vans

10
Production
Facilities

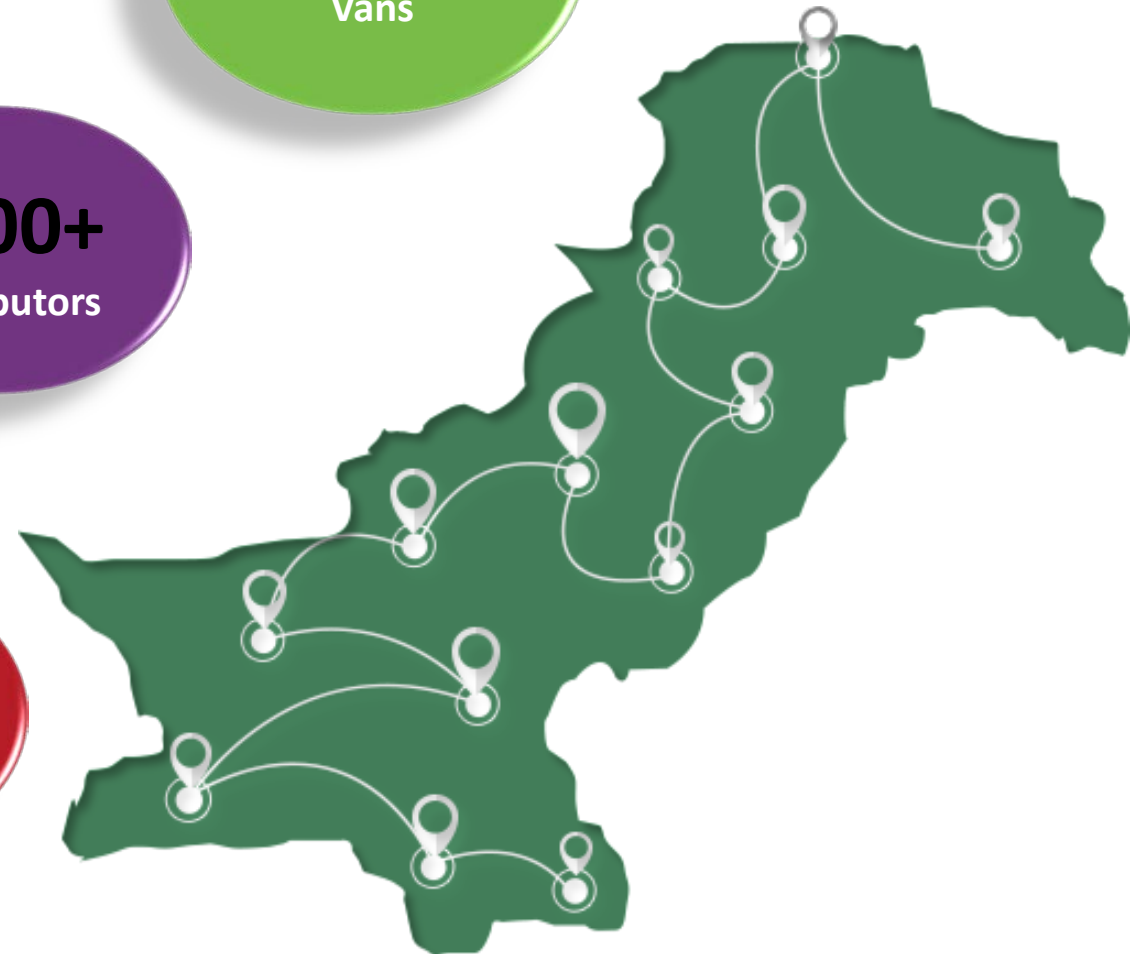
1200+
Distributors

5
Regional Sales
Offices

5
Warehouses

135,000
Outlets

400,000
Weekly Sales
calls



Sales and Distribution Software

We strive to cover even the smallest towns and cities across the country to ensure that our products are readily available to all our consumers. We have a complete secondary sales tracking software which enables us to measure following KPIs on real time basis.

Schedule POPs	Productive POPS
Net Sale Carton	Net Sale Value
SKU Per Bill	Drop Size Carton, Value
Sales Trend	Productivity Trend
Brands Contribution	SKU Contribution
Channel Contribution	POP Type Contribution
Territory Contribution	Sales Hierarchy Contribution

We are in the process of upgrading to hand held devices which will enable us to get the following reports in real time.

Android Based Booking Software	
Master GPS Coordinates for POP's (Location)	POP's / Asset / Stands image capturing
Sales GPS Coordinates for Locations	Asset / Stands Bar Code Scanning
Availability & Visibility of Product	Dashboards & Reports
POP's Credit	Collection
Indications like Must Sale SKU, Scheme SKU, Shortage SKU,LPPC etc	

Astro Films



Astro Films is a leading manufacturer of CPP, BOPP and BOPET films. We are the only packaging film maker in Pakistan that provides its customers with a total solution in flexible packaging. We are currently exporting our packaging films to Europe, USA, Africa and Asia.

Astro Films Product Lines

Pioneering in innovative solutions to packaging needs in Pakistan, Astro Films introduced a CPP film line in 2003. In 2015, commissioned another CPP film line of Colines. Annual Capacity CPP I – 5,700 tons. Annual Capacity CPP II – 9,000 Tons. Combined Annual Turn over of USD 27M. 2 GV Metalizers - Annual Capacity 10,000 Tons

CPP Films

Pioneer of BOPET film manufacturing in Pakistan. 2012 – Bruckner line started PET film production. Annual Capacity 18,000 Tons. Annual Sale USD 30M. Metalizing Capacity 8,400 tons Annually.

BOPET Films



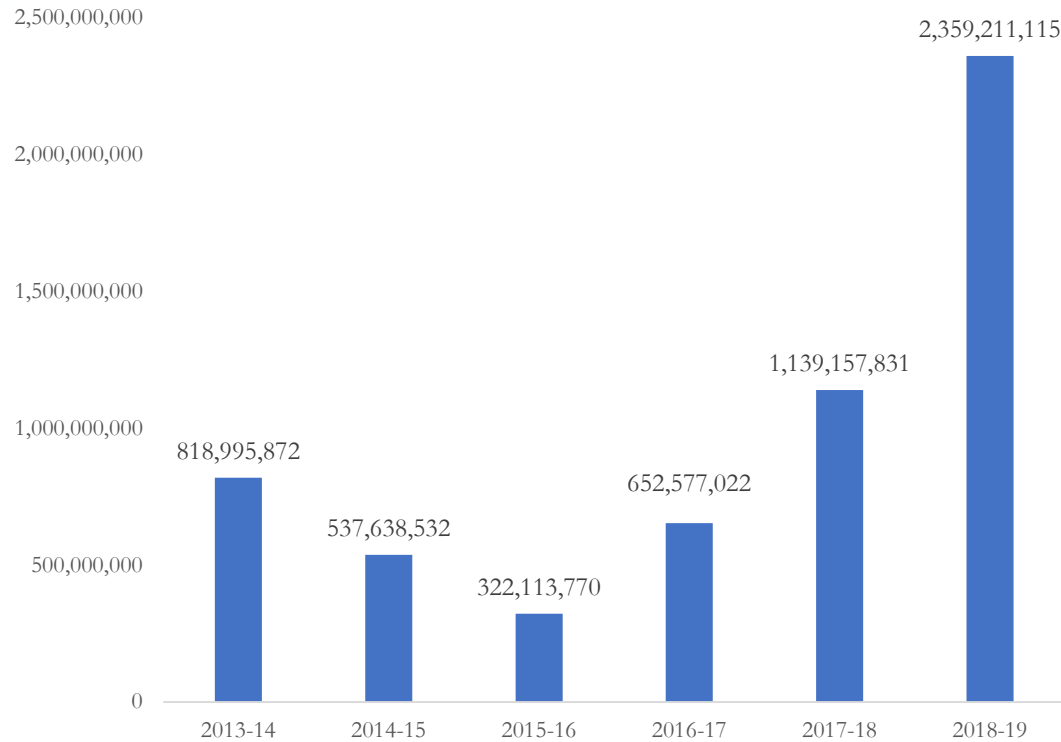
Plastiflex Films (Pvt) Limited, operating under the name of Astro Films, entered into the BOPP Films market in 2011. A Bruckner line is functioning at Gadani (very close to Hub) / Baluchistan. Annual Turnover USD 7.8M. Currently has an annual production capacity of 4,000 tons

BOPP Films



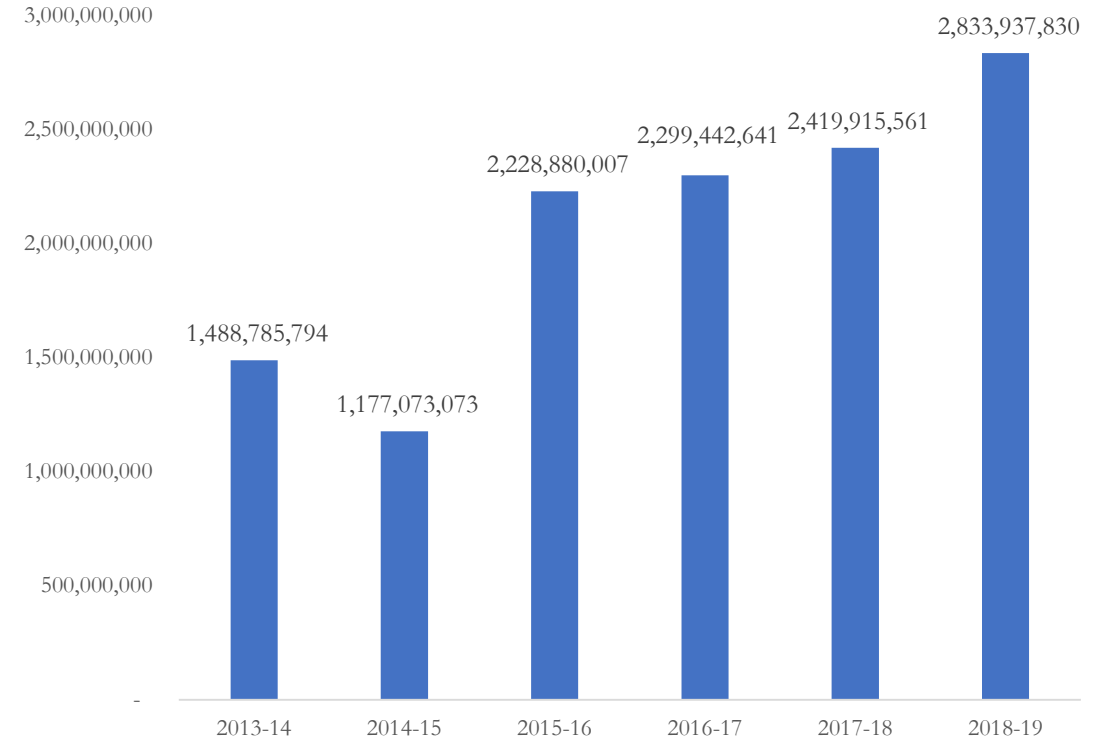
CPP Films Growth Trend

Sales in Volume (Tonnage)



CAGR: 11%

Sales in Value (PKR)

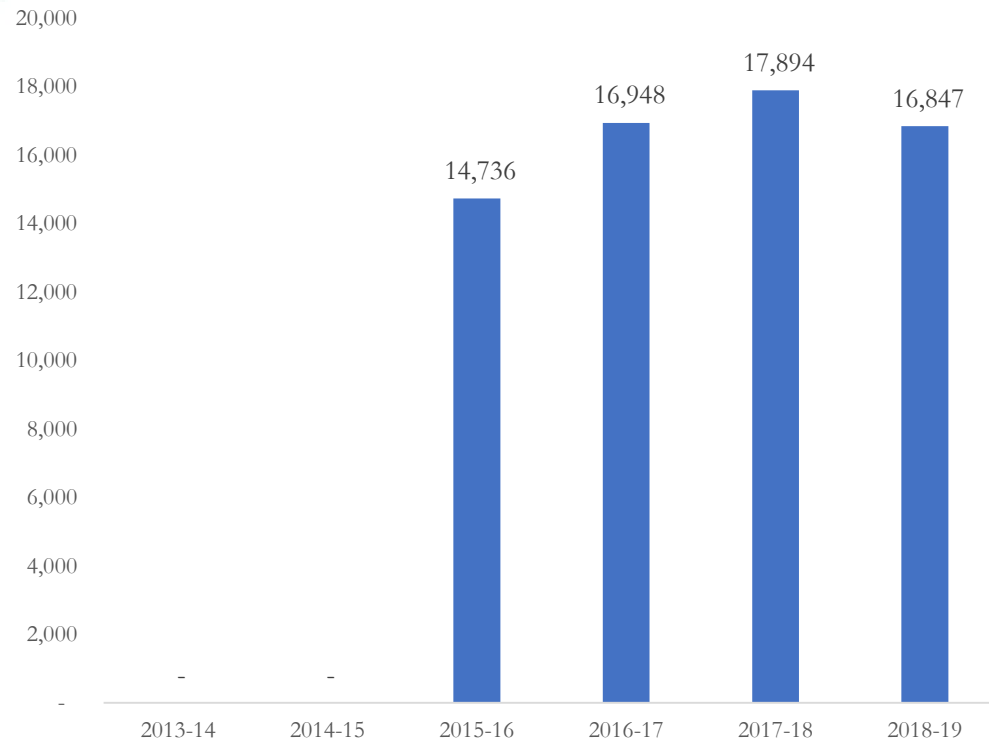


CAGR: 11%

CAGR : Cumulative Annual Growth Rate

BOPET Films Growth Trend

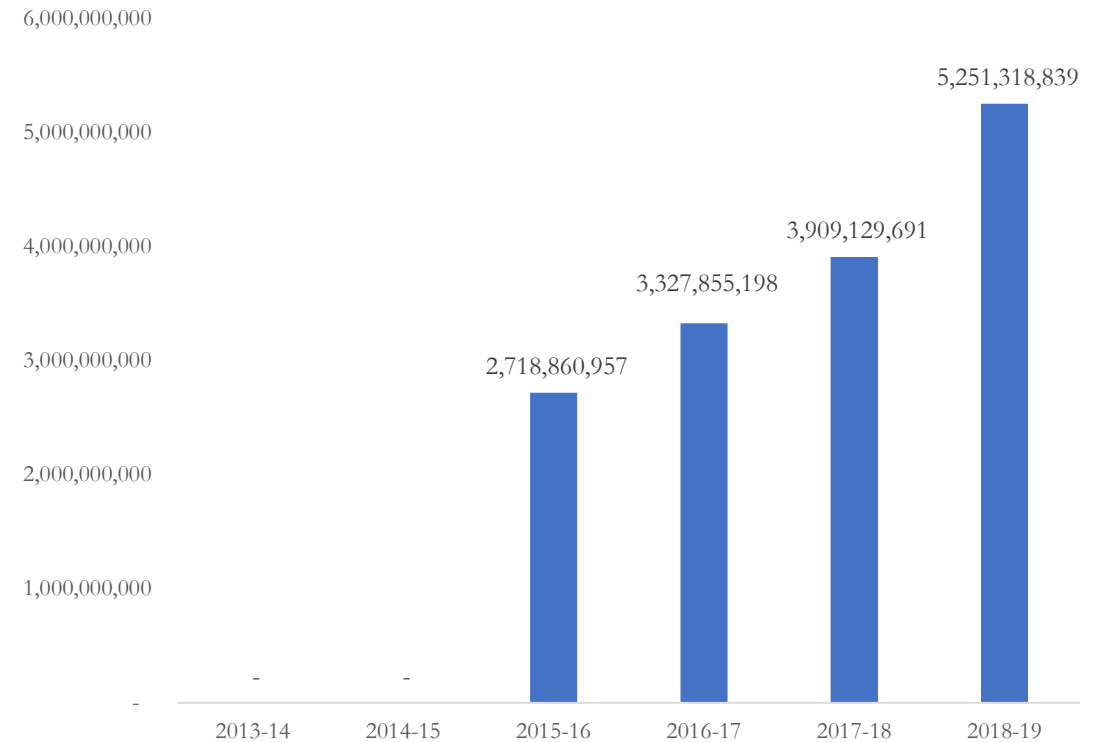
Sales in Volume (Tonnage)



CAGR: 3%

CAGR : Cumulative Annual Growth Rate

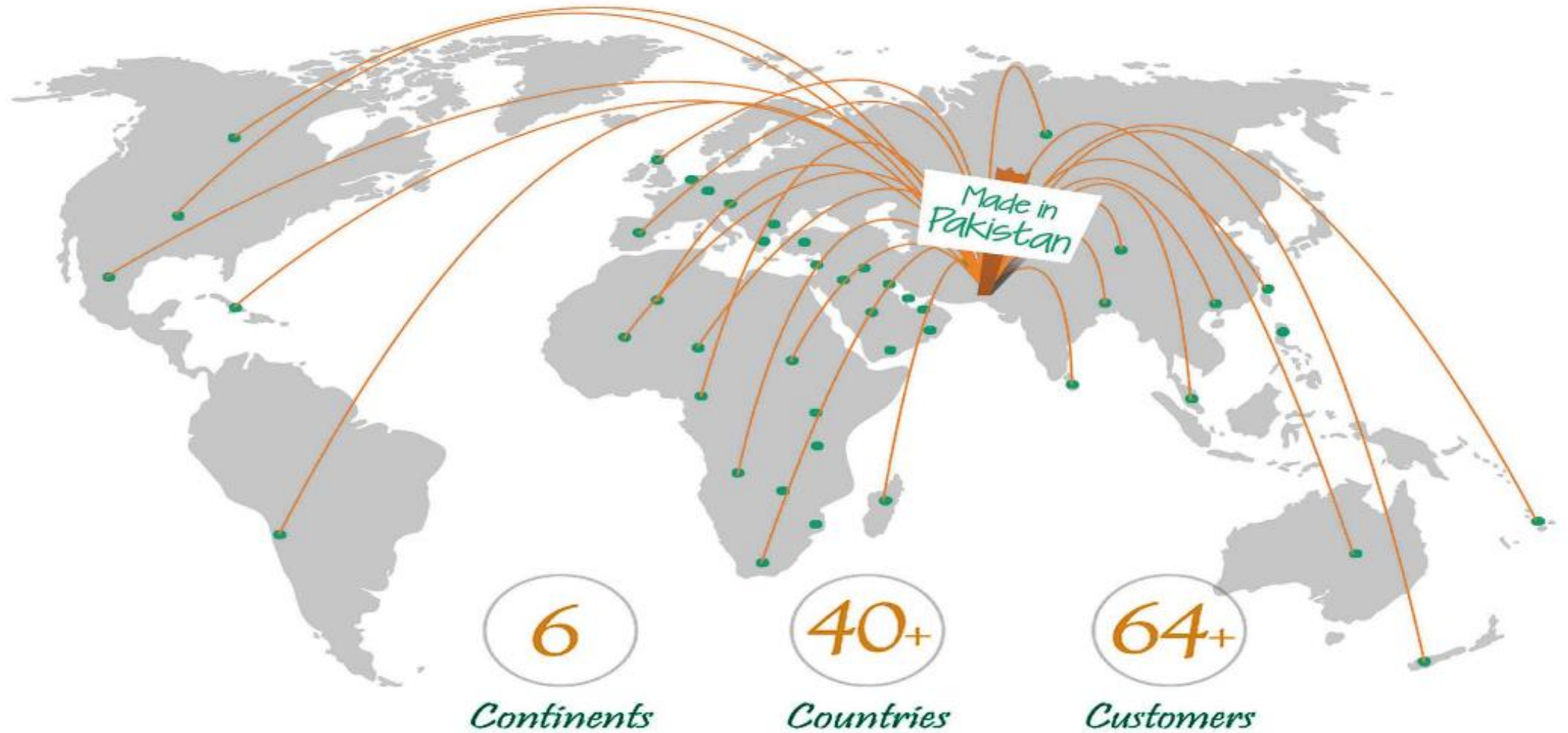
Sales in Value (PKR)



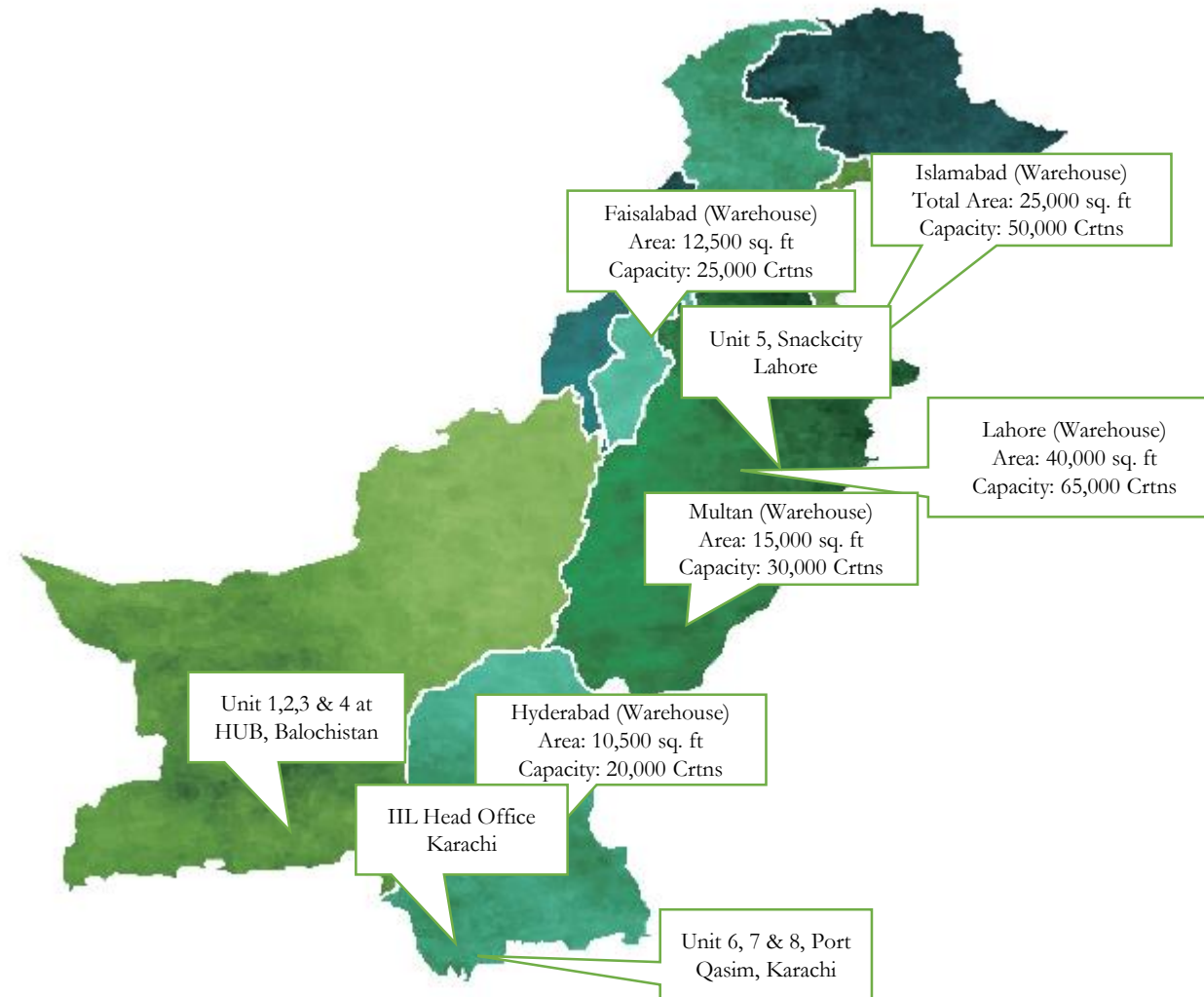
CAGR: 18%



Global Footprint



Ismail Industries Limited Network



Ismail Industries Limited has the capability of supplying across Pakistan

Hudson Pharma (Private) Limited



was established in 2013 with the following objectives:

01

To provide hospitals and health institutions in Pakistan with injectable medicines in sterile, easy, and safe to administer polyethylene ampoules and bottles.

02

To be a leader in inhalation solutions available in single dose plastic respules.

03

To capture the first mover advantage by being the first in Pakistan to market injectables packaged in plastic.



**Hudson Pharma
Factory**

Future Plans

Cocomo expansion plan with state of the art machinery is underway at Bisconni Factory

A new line for Wafers has been ordered for current year

New Cake Rusk line to be established at Port Qasim factory

New Cake line LC is established, and shipment will reach the destination before end of calendar year.

New Yums line installation underway at Candyland II Factory

New Marshmallow line installation underway at Candyland II Factory

New Spreads line installation underway at Candyland II Factory

A new line adding an extra 30 tons to our WFP production is planned for next year

A new line more than doubling our BOPET production is in erection and installation phase.



THANK YOU



**ISMAIL
INDUSTRIES
LIMITED**