

ISMAIL INDUSTRIES LIMITED

Head Office

17-Bangalore Town, Shahrah-e-Faisal, Karachi-75350, Pakistan.
Tel.: (+9221) 3431 1172-75, Fax: (+9221) 3454 7843, 3454 1094
Email: export@candyland1.com

Factories

Unit 1: C-230, H.I.T.E., Hub, Balochistan, Pakistan.
Tel.: (+92853) 302526-302393, Fax: (+92853) 302527

Unit 2: B-140, H.I.T.E., Hub, Balochistan, Pakistan.
Tel.: (+92853) 363602-364234, Fax: (+92853) 363322

Unit 3: G-1, H.I.T.E., Hub, Balochistan, Pakistan.
Tel.: (+92853) 302326, Fax: (+92853) 302611, 303817

Unit 4: G-22, 23, H.I.T.E., Hub, Balochistan, Pakistan.
Tel.: (+92853) 303193, 303177, Fax: (+92853) 302284

Unit 5: 38-C, 39, 39-A, 42-C, Sunder Industrial Estate,
Raiwind Road, Lahore, Pakistan. Tel.: (+9242) 3529 7671-5

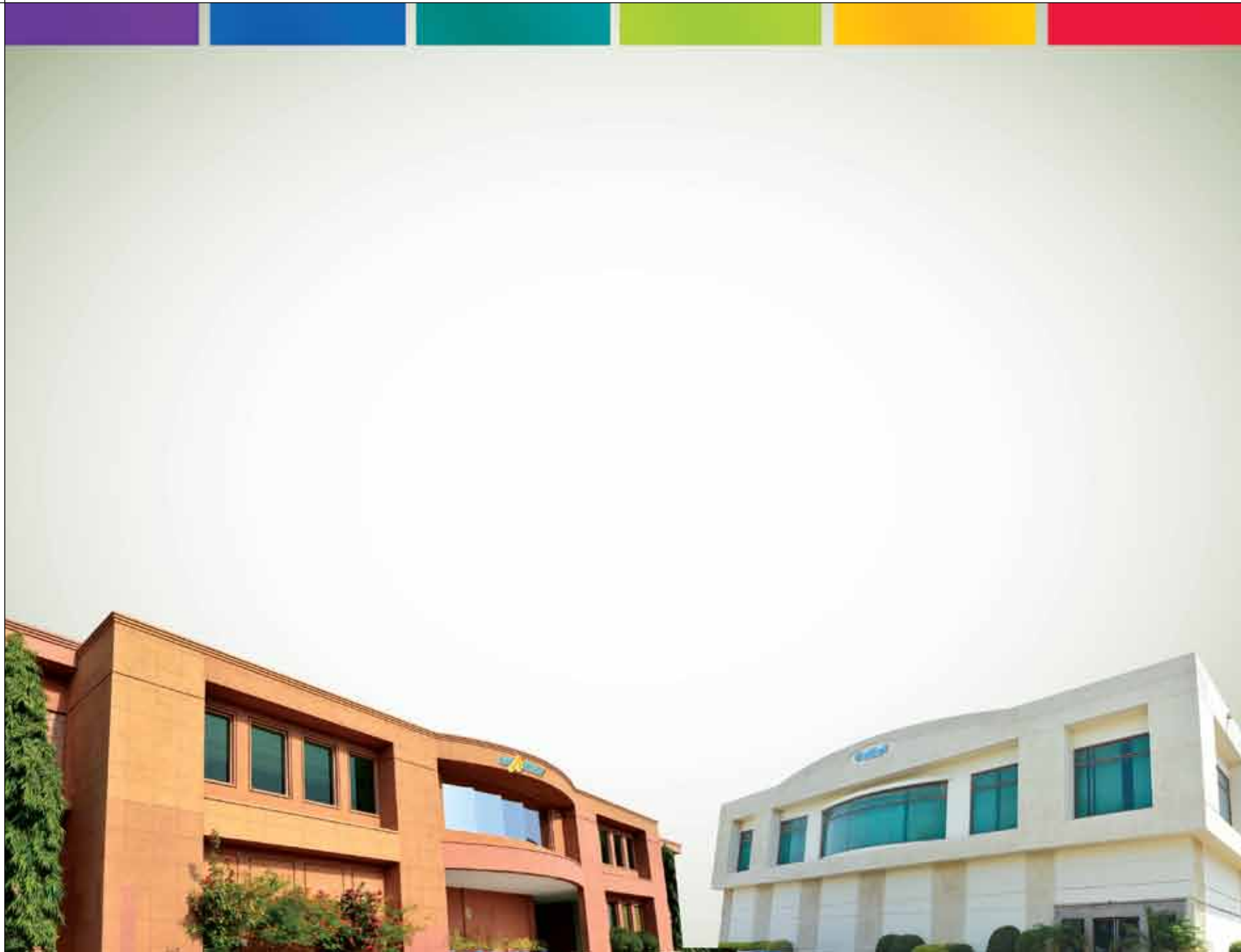
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Ismail Industries Limited

Product Brochure



www.ismailindustries.com.pk



Our Story

Ismail Family has been associated with the biscuit industry since the 50's. However in 1988, Ismail Industries Limited (IIL) emerged on the business scene of Pakistan and ever since, has been expanding its horizons in multiple industries. From delightful treats to industrial raw materials, Ismail Industries offers a broad spectrum of products to its consumers and corporate customers.

This journey started from Candyland, the first division of this group, which is not only a star performer for the group, but also a leader of the industry in confectionery products. The next major milestone was in 2002 when Bisconni came into existence. This project had the vision of providing the finest quality biscuits in Pakistan. Bisconni has grown to become the leader in the value added cookies category in Pakistan.

In 2006, Snackcity was incorporated with the vision of becoming a leading player in the snacks industry of Pakistan. Astro Films was incorporated in 2004 and is now a renowned manufacturer of CPP, BOPP and BOPET films. We are the pioneers in CPP category and have recently imported a state-of-the-art plant from Italy that will strengthen our artillery.

At Ismail Industries Limited, we keep our focus on our customers in whatever we do and our attitude is reflected in each and every offering. Quality is our prime concern, we endeavor to provide the best of products through one of the most modern production establishments around the world and we take absolute pride in it.

Worldwide Approach

Ismail Industries Ltd. is Pakistan's largest confectionery exporter, currently exporting to more than 40 countries around the globe including USA, UK, Canada, Australia, Europe, Far East, Middle East, Africa and the GCC. IIL's International Sales team is tuned to provide constructive support and a one-window operation to customers, ensuring IIL's consistent performance in the international market. The department is responsible for securing export orders and timely execution as per prescribed norms of quality; and is fully equipped with the knowledge of the techniques applied in export planning, export operations, communication and co-ordination with importers, intermediaries and shipping lines.

In pursuit of the target of ongoing market expansion, IIL's International Sales team has a year round program of promotional activities for exporting products and services which includes participating in international trade fairs in different regions of the world. IIL constantly strives to address the needs and wants of the international buyers and follows a consumer oriented approach.

IIL's success over the last 25 years as Pakistan's premier exporter of confectionery has been made possible by providing its customers with a steady stream of premium quality products, supplemented by customer support and service. We look forward to enhancing our presence in the international arena and developing lasting relationships with new and existing buyers.



Quality & Certifications

Ismail Industries Ltd. operates on the premise that quality assurance and research & development have a direct and immediate impact on business performance. To create a true Quality Culture within IIL, active and visible commitment is ensured from the highest level of management down to grass root level of line operatives.

Our laboratory is equipped with the latest testing equipment that can measure required components of testing down, at the levels of parts per million ratios. That gives complete confidence to the regulatory bodies and management itself about consistency in desired quality of the IIL product recipes.

Our rigorous adherence to established processes and procedure for quality maintenance has been instrumental in obtaining the following certification.

- ♦ ISO 22000 (SGS)
- ♦ Halaal (SANHA South Africa)
- ♦ Approved from Pakistan Standards of Quality
- ♦ Approved Supplier of World Food Program
- ♦ Approved Supplier of UNICEF



CandyLand

Candyland, the largest confectionery company in Pakistan started its humble beginning on June 21, 1988. The foundations for the first production plant were laid down on 1 acre and the first brand was launched in 1990. From that point onwards, the company has constantly achieved one milestone after the other and today we have expanded our production facilities to over 8 acres.

We are the pioneers in jellies and have launched brands in technically difficult categories such as lollipops and marshmallows. We pride ourselves on delivering the best quality products and our brands strive hard to delight our consumers. Ensuring that we deliver on these values has also helped us to establish export in more than 30 countries around the globe.

Keeping this philosophy in mind, we have constantly expanded into different product categories and set up state-of-the-art facilities that have enabled us to become one of the most technologically advanced and superior companies within the industry.

Our customers and consumers are at the core of everything we do. We strive to deliver the best consumer value proposition that we can and ensure that our consumers receive the utmost satisfaction in every bite that they take. To help us achieve this, we have a blend of a highly qualified and experienced technical and business team, and a sales force that is one of the largest in the category to ensure that we reach out to our customers even in the most remote areas across the country.

With the passage of time, we have become the largest confectionery company in Pakistan and are the market leaders in seven out of the nine categories that we operate in. We have achieved this position by launching and nurturing some iconic brands that include Chili Mili, ABC, Funny Bunny, Puffs, Candyland Eclairs, Fanty and a range of chocolates that includes; Now, Paradise and Sonnet.

We promise to uphold our values and continue to nurture our existing brands and grow the category by constantly innovating and launching new brands that connect with our consumers, meet their needs and continue to delight them for many years to come.

www.candyland1.com

CandyLand





Make life jellycious...

Available SKU's &
Packaging

13g x 24 Packs
32g x 18 Packs
90g x 48 Boxes



Available SKU's &
Packaging

13g x 24 Packs
32g x 18 Packs
90g x 48 Boxes



Available SKU's &
Packaging

13g x 24 Packs
90g x 48 Boxes



Available SKU's &
Packaging

13g x 24 Packs
90g x 48 Boxes



Available SKU's &
Packaging

13g x 24 Packs
90g x 48 Boxes



Available SKU's &
Packaging

13g x 24 Packs
90g x 48 Boxes



Make life jellycious...

Center-Filled
(with Flavored Liquid)

Available SKU's &
Packaging
30g x 12 Packs



Topped with
Marshmallow

Available SKU's &
Packaging
32g x 12 Packs



Topped with
Marshmallow

Available SKU's &
Packaging
32g x 12 Packs





Make life jellycious...

Available SKU's &
Packaging

Tri Pack **8g x 50 Packs**

Box Pack **18g x 24 Packs**

Bulk Pack **500g, 1000g, 2000g**



Time to pop a lollipop...

Lollipop with Center Gum

Available SKU's &
Packaging

Bag **10g x 60pcs**, Bag **10g x 20pcs**

Jar **10g x 60pcs**, Box **10g x 75pcs**



Available SKU's &
Packaging

Jar **10g x 60pcs**, Box **10g x 75pcs**



Candies

The sweeter side of life...

Center-Filled Candy (with Gum)

Available SKU's &
Packaging
Box Packing **6g x 50pcs**

Available Flavors
(Grape, Blackcurrant, Kairi)



Center-Filled Candy (with Chocolate)

Available SKU's &
Packaging
Box Packing **5.5g x 50pcs**



Candies

The sweeter side of life...

Available SKU's &
Packaging
Box Packing **5.5g x 50pcs**
3.7g x 70pcs



Available SKU's &
Packaging
Box Packing **3.5g x 70pcs**
Bag Packing **3.5g x 50pcs**



Available SKU's &
Packaging
Box Packing **3.5g x 70pcs**
Bag Packing **3.5g x 50pcs**



Marshmallow

The sweeter side of life...

Available SKU's &
Packaging
Box Packing **5g x 36pcs**



Available SKU's &
Packaging
Bag Packing **13g x 10pcs**



Marshmallow

The sweeter side of life...

Available Colors
White, Multi & Rainbow

Available SKU's &
Packaging
Bag Packing **200g, 250g**



Available Colors
White, Multi & Rainbow

Available SKU's &
Packaging
Bag Packing **60g**



Gum

Make life bubbly...

Available SKU's &
Packaging

Box Packing
3.2g x 60pcs



Available SKU's &
Packaging

Box Packing
4g x 60pcs



Available SKU's &
Packaging

Box Packing
5.5g x 200pcs



Available SKU's &
Packaging

Jar Packing
40g x 12 jars



Gum

Make life bubbly...

Available SKU's &
Packaging

Box Packing
5.5g x 36pcs



Available SKU's &
Packaging

Tube Packing
40g x 18 tubes



Fruity Chew

Fruity chew for every dude...

Available SKU's &
Packaging
Box Packing
18g x 24pcs, 30g x 18pcs



Available SKU's &
Packaging
Box Packing
18g x 24pcs, 30g x 18pcs



Chews

Chew something new...

Available SKU's &
Packaging
Box Packing
3g x 75pcs



Available SKU's &
Packaging
Jar Packing 5.5g x 100pcs



Toffees

Sweeten up your life...

Chocolate Filled Toffee

Available SKU's &
Packaging

Box Packing 3.4g x 40pcs, 5.5g x 40pcs



Chocolates

What pleasure tastes like...

Available SKU's &
Packaging

Box Packing
10g x 36pcs, 22g x 18pcs



Chocolates

What pleasure tastes like...

Wafer coated chocolate

Available SKU's &
Packaging

Box Packing
20g x 18pcs



Chocolates

What pleasure tastes like...

Available SKU's &
Packaging

Box Packing
10g x 24pcs, 20g x 20pcs
45g x 12pcs, 90g x 8pcs





Bisconni started its journey in 2002 with the philosophy of producing biscuits which meet international Standards of Quality and Food Safety. Bisconni operates from a state-of-the-art facility located in Hub and has increased its production manifold since its inception. The product line is diversified and the factory is capable of producing plain biscuits, sandwich biscuits, cookies and wafers.

Bisconni entered the Pakistan biscuit market with its chocolate filled biscuit Cocomo, which over the years has become one of the iconic brands of Pakistan. All products are produced under the Bisconni brand which has grown to represent a mark of trust and confidence for consumers.

Currently Bisconni is the market leader in Pakistan in the cookies and wafers categories. Bisconni was also the pioneer of the Dark Chocolate Biscuits category in Pakistani market with the launch of its sandwich biscuit "Rite". The unrivalled portfolio of brands now also includes such favorites as Treat, Chocolate Chips, Chocolatto and Novita.

The customer is at the core of all our activities and in order to cater to evolving market dynamics, we have continuously introduced a number of innovative products in the cookies and biscuits range. We have also achieved the distinction of becoming a certified supplier of the World Food Program and producing High Energy biscuits for its different programs.

The vision of Bisconni is to keep innovating and introducing new and value added products in the biscuits category. We have our eyes firmly fixed on the future and will continue to progress with its exciting plans to satisfy our consumers all over Pakistan and around the world.

www.bisconni.com



Center Filled Biscuit

Filled with joy...

Available SKU's &
Packaging

Box Packing

16g x 24 Packs, 32g x 12 Packs
100g x 96 Boxes, 130g x 24 Pouches



Center Filled Biscuit

Filled with joy...

Available SKU's &
Packaging

Box Packing

30g x 12 Packs, 60g x 6 Packs
110g x 96 Boxes



Cookies

The art of baking...

Available SKU's &
Packaging

Ticky Pack **16g x 24 Packs**, Value Pack **56g x 6 Boxes**
Family Pack **120g x 96 Boxes**, **120g x 24 Boxes**



Cookies

The art of baking...

Available SKU's &
Packaging

Ticky Pack **16g x 24 Packs**, Value Pack **56g x 6 Boxes**
Family Pack **120g x 96 Boxes**, **120g x 24 Boxes**



Wafers

Taste the difference...

Available SKU's &
Packaging

Ticky Pack **39g x 12 Packs**,
Smart Pack **78g x 6 Boxes**



Biscuits

Taste the difference...

Available SKU's &
Packaging

Ticky Pack **16g x 24 Packs**, Half Roll **64g x 6 Rolls**,
Family Pack **120g x 96 Boxes**, **120g x 24 Boxes**





The Snackcity division of Ismail industries was established in June 2006 when the company set up it's manufacturing facility at Hub and began production of its potato chips - Kurleez. The manufacturing facility at Hub is a purpose built building. Having met great success in a short span of time, the foundation for a second production facility was laid down in Lahore in March 2010. The Lahore factory is operational and caters to demand for our potato chips in the North and Central regions of Pakistan.

Customer satisfaction has always been at the heart of the company's values and the company has invested in the world's best machinery, employed the best technicians, food experts, and adopted the best practices to ensure that the consumers feel the goodness of Snackcity products in each bite.

Since it's inception Snackcity's Kurleez has grown to become the market leader in the crinkle chips category. The company has also successfully ventured into other categories. Chillz which is Snackcity's brand of potato sticks has also grown to become the market leader in its category while the newly launched Snackcity's Peanut and Nimko are also showing promising signs of success.

The future is bright. Snackcity plans to work through continuous development and consumer involvement to enter newer avenues within the packaged snacks industry. We will step into the future head first with an undying resolve to be the best producer of snacks in Pakistan.

www.snackcity.com



chips

A crunchier side of life...

Available flavors

(Mirch Masala, Special Salt, Catchy Ketchup, Sour Cream & Onion, Barbecue Blast)

Available SKU's & Packaging

8g x 80 Packs, 15g x 48 Packs

45g x 24 Packs, 80g x 12 Packs



chips

A crunchier side of life...

Available flavors

(Masala, Salted, Ketchup Tango, French Cheese)

Available SKU's & Packaging

8g x 48 Packs, 45g x 24 Packs



Potato Sticks

Sticks with an attitude...

Available flavors
(Spicy, Salt & Pepper)

Available SKU's & Packaging
15g x 72 Packs, 25g x 48 Packs
34g x 48 Packs



Snacks

Attack the snacks...

Peanuts and Nimko

Available SKU's &
Packaging Nimko
23g x 50 Packs,

Available SKU's &
Packaging Peanuts
17g x 50 Packs, 40g x 50 Packs



Food Supplements

Nutrition for all...

High Energy Biscuits

Available SKU's &
Packaging

75g x 100 Packs



Nutrition Paste

Available SKU's &
Packaging

92g x 30 Packs

