

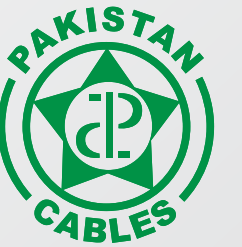
# INSPIRING PLACES & SPACES

Corporate Briefing Session 2020 - 2021



TRUSTED NOT TO COMPROMISE





# AMIR S. CHINYOY GROUP

Pakistan Cables is part of the Amir S. Chinoy Group of companies



## INTERNATIONAL INDUSTRIES LTD.

Incorporated in 1948  
Listed on PSX since 1984

2020 Turnover

**Rs 18.9 bn**

### Product Lines

- GI Pipes
- Cold Rolled Steel Tubes
- HDPE Pipes
- MDPE Pipes & others

## INTERNATIONAL STEELS LTD.

Incorporated in 2007  
Listed on PSX since 2012

2020 Turnover

**Rs 48.1 bn**

### Product Lines

- Cold Rolled Steel
- Hot Dip Galvanized Steel
- Color Coated Steel
- Equity Partners
- Sumitomo Metals Japan

## PAKISTAN CABLES LTD.

Incorporated in 1953  
Listed on PSX since 1955

2020 Turnover

**Rs 9.1 bn**

### Product Lines

- Wires /Cables
- Conductors
- Copper Rod
- Aluminum Profiles
- PVC Compound

# AMIR S. CHINYOY GROUP

At a glance





# 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.

# VISION

- **To be the company of first choice for customers and partners, for wires and cables and other engineering products.**

# MISSION

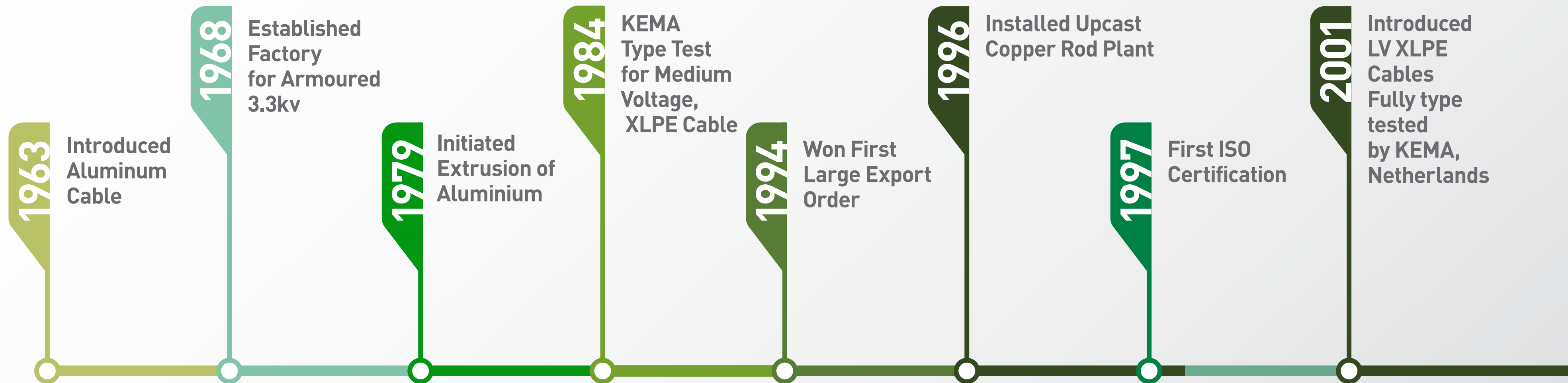
- **To operate ethically, while maximizing profits and satisfying customers' needs and stakeholders' interests.**
- **To strengthen industry leadership in the manufacturing and marketing of wire and cables, and to have a strong presence in the engineering products market while retaining options to participate in other profitable businesses.**
- **To assist in the socio-economic development of Pakistan, by being good corporate citizens.**





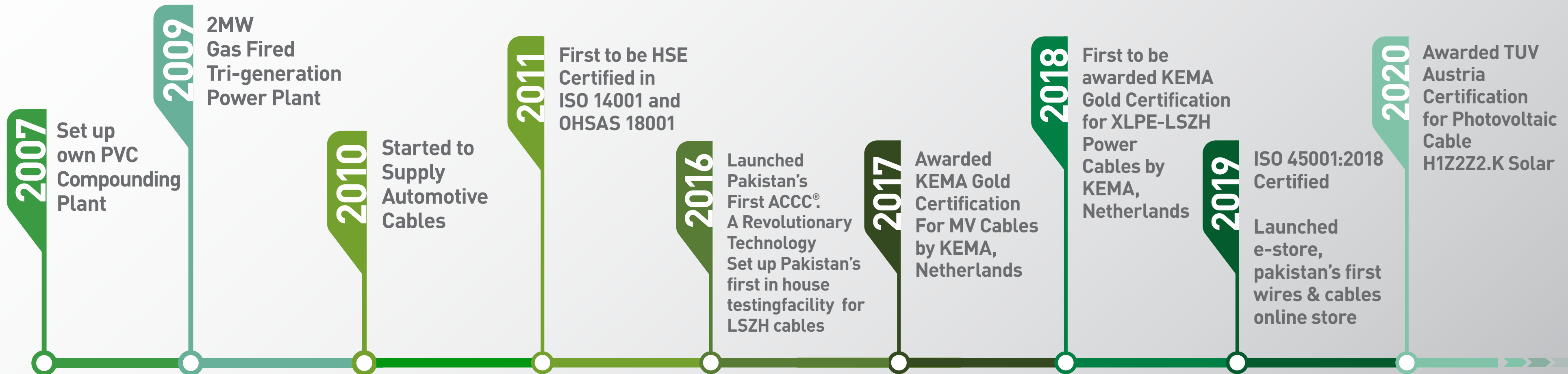
# STORY SO FAR

Market leader for over six decades with many firsts in Pakistan's wire and cable industry





# STORY SO FAR





**BUSINESS**





# HOW WE DO BUSINESS

## Setting an unbeatable benchmark

Sales Rs 9.1 billion\*

**\$57.5 mn\***

Active Nationwide

**190+** Towns & Cities

Extensive Portfolio

**5,000+** SKUS

Operating Profit

**Rs. 218.2 mn\***

Exporting to

**25+** Countries with Pride

Pakistan's

**1st** General Wiring Company

Karachi Site

**12** Acre

Employees

**450+**

JCR-VIZ 2018

**A/A-1** Credit Rating

Committed to

**UN** Global Compact

Dedicated

**80+** Machines

# PRODUCTS



# WIRES & CABLES

**That power and connect**

- General Wiring - solid, stranded and flexible.
- LV Cables – armoured and unarmoured.
- MV Cables – aluminium and copper.
- PVC, XLPE and LSZH insulation.
- Screened Power and Control.
- Automotive and Instrumentation.
- Telephone and Intercom.
- Coaxial, Data and Communication.
- Submersible and Bespoke Cables.

# CONDUCTORS

**That power the nation**

- Aluminium Conductor Composite Core (ACCC®)
- Aluminium Conductor Steel Reinforced (ACSR)
- All Aluminium Conductor (AAC)
- Plain Annealed Copper Conductor (PACC)
- Hard Drawn Bare Conductor (HDBC)
- Soft Drawn Bare Conductor (SDBC)



# PVC Compounds

## That insulates our wires

- Sophisticated German technology including automated weighing and dosing systems.
- Superior operational efficiency.
- Thermal and color stability results in extended product life.
- Ultra violet and weather resistant.
- In-house polymer lab enables developing customized formulations.



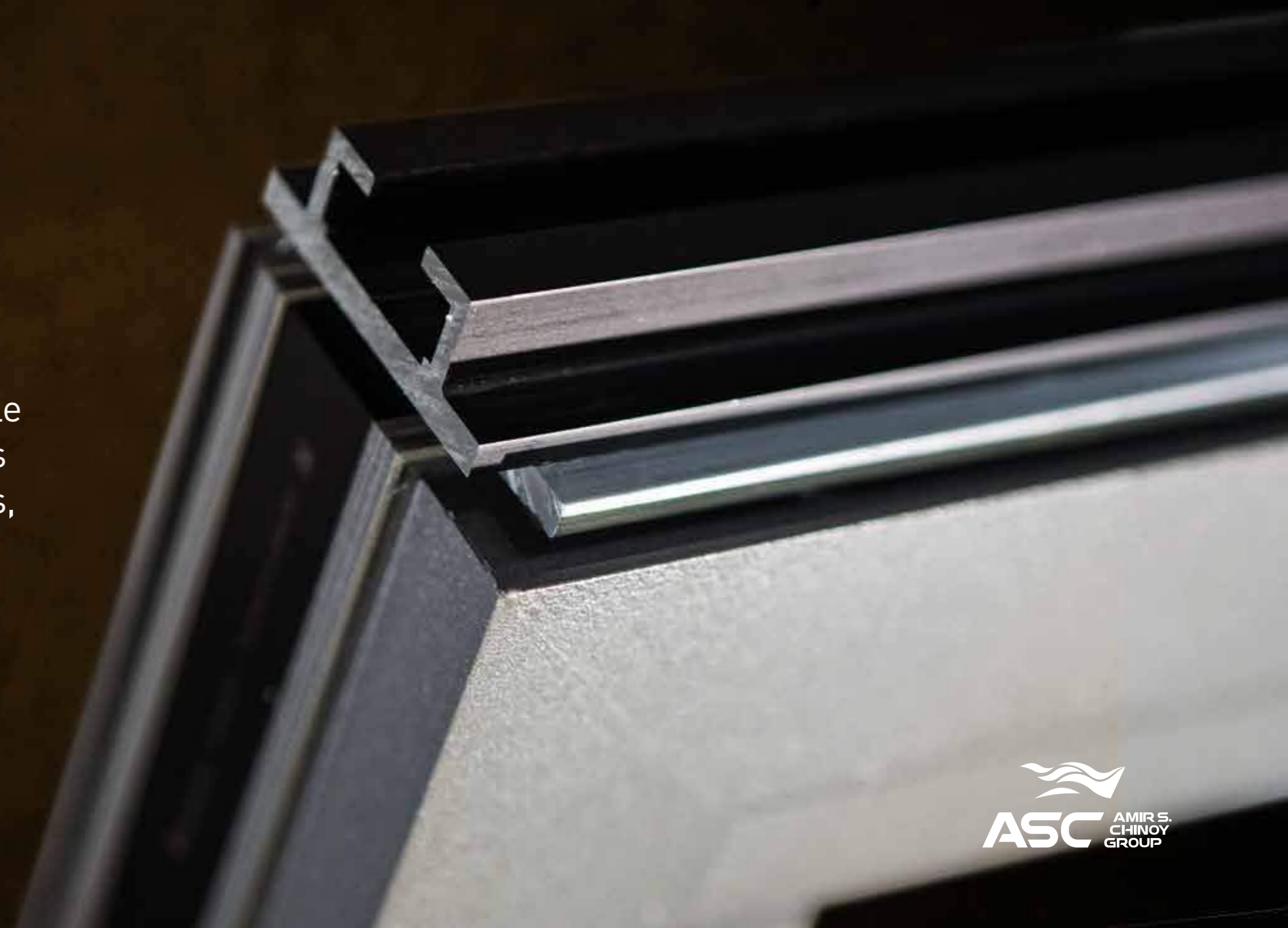
# COPPER RODS

That are unparalleled in quality

- Manufacturing 8mm Copper Rod that uses only LME registered grade "A" copper cathodes.
- Copper rod achieving 101% IACS conductivity.

# ALUMEX

- International grade profiles for architectural, construction & industrial use.
- Extruded from prime quality imported AA 6063 billets.
- Anodized sections available in Silver, Champagne, Bronze, Black, and powder coated sections in any RAL colour.
- Applications include Structural Glazing, Curtain Walls, Double Glazed Doors & Windows, Hinged Doors and Windows, Glass Doors/Swings Doors, Double Glazed Sliding Doors/Windows, Fixed Glazing/Shop Fronts.





# MARKET SEGMENTS





# MARKET SEGMENTS

## TRADE

- Sale of products via a network of distributors and dealers
- 925 dealers and distributors across the country in 184 cities
- Product sold through trade is mostly General House Wiring

## PROJECTS

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



# MARKET SEGMENTS

## UTILITIES

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

## EXPORT

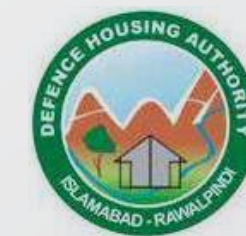
- Markets include Middle East and Africa primarily.

# PARTNERS



# WHO WE WORK WITH

## Powering their growth



# WHO WE WORK WITH

Powering their growth



# ACHIEVEMENTS



# AWARDS

## Results of our hard work

- Top 25 Companies by the KSE in 1973, 1980, 2004, 2006, 2007 and 2013.
- Corporate Excellence Award from Management Association of Pakistan in 1982 and 1983.
- Achievement Award for Outstanding Performance from the President of Pakistan in 1998.
- Best Corporate Report from ICAP & ICMAP in 2006, 2008 and 2019 (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.
- Won FPCCI Export Trophy in 2016, 2017, 2018 and 2019.
- 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 11<sup>th</sup> NFEH CSR Award by the National Forum for Health & Environment in 2018.
- Won 7<sup>th</sup> FPCCI Achievement Award for Technological Advancement in 2019 - ACCC®
- Won 14<sup>th</sup> Consumer's Choice Award in 2019.
- Won 8<sup>th</sup> FPCCI Achievement award for PCL E-Store (E-commerce Category) in 2020.







# HALLMARK OF TRUST

## Global benchmark of quality

- Largest importer of Copper in Pakistan.
- Strong linkages with international raw material suppliers such as Borealis.
- All products conform to national and international standards.
- Knowledge experts – our people are our Assets.
- One time investment for a lifetime of protection.



# BEST IN CLASS

## What makes us leaders

- Our quality management system conforms to ISO 45001 across all departments as certified by BVQI, UK.
- The Quality Control program follows three basic steps:



- All our products are subject to rigorous in-house quality control and assurance checks.



# 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**



# NOORIBAD FACTORY



# NOORIABAD FACTORY

- The Company is constructing its new factory on a 42 acre plot of land in Nooriabad-SITE
- Total Financing plan of Rs. 6.55 billion through equity, bank debt and sale of land
- Project includes increasing capacity of copper rod and power cables to support growing market needs
- New equipment and technology will help add efficiency and modernize

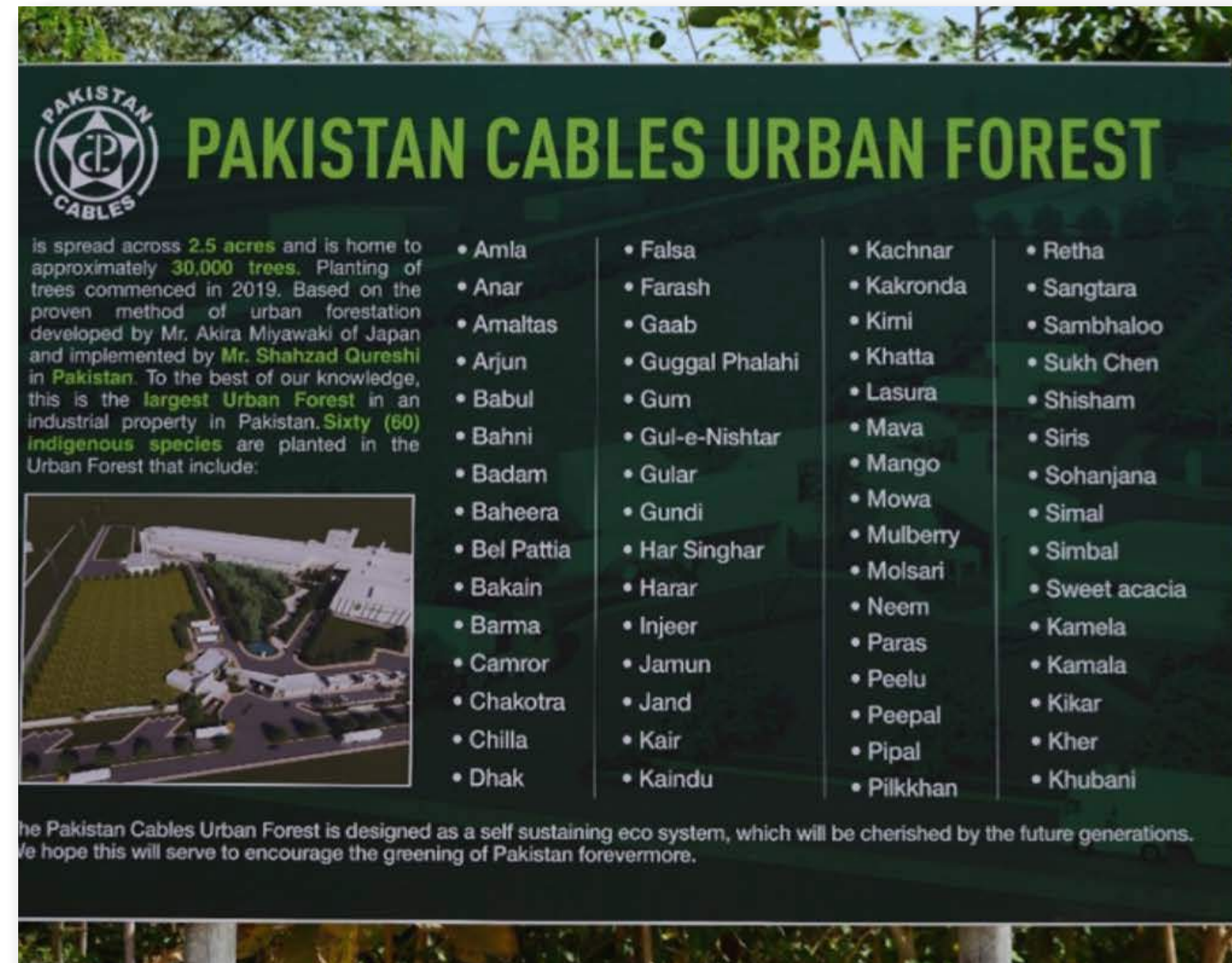


# Coiling Operations Commenced In January 2021



# URBAN FOREST

Largest Urban Forest in Pakistan on 2.5 acres with 40,000+ trees



**PAKISTAN CABLES URBAN FOREST**

is spread across **2.5 acres** and is home to approximately **30,000 trees**. Planting of trees commenced in 2019. Based on the proven method of urban forestation developed by Mr. Akira Miyawaki of Japan and implemented by **Mr. Shahzad Qureshi** in **Pakistan**. To the best of our knowledge, this is the **largest Urban Forest** in an industrial property in Pakistan. **Sixty (60) indigenous species** are planted in the Urban Forest that include:

• Amla	• Falsa	• Kachnar	• Retha
• Anar	• Farash	• Kakronda	• Sangtara
• Amaltas	• Gaab	• Kimi	• Sambhaloo
• Arjun	• Guggal Phalahi	• Khatta	• Sukh Chen
• Babul	• Gum	• Lasura	• Shisham
• Bahni	• Gul-e-Nishtar	• Mava	• Siris
• Badam	• Gular	• Mango	• Sohanjana
• Baheera	• Gundi	• Mowa	• Simal
• Bel Pattia	• Har Singhar	• Mulberry	• Simbal
• Bakain	• Harar	• Molsari	• Sweet acacia
• Barma	• Injeer	• Neem	• Kamela
• Camror	• Jamun	• Paras	• Kamala
• Chakotra	• Jand	• Peelu	• Kikar
• Chilla	• Kair	• Peepal	• Kher
• Dhak	• Kaindu	• Pipal	• Khubani
		• Pilkkhan	

The Pakistan Cables Urban Forest is designed as a self-sustaining eco system, which will be cherished by the future generations. We hope this will serve to encourage the greening of Pakistan forevermore.



# CORPORATE SOCIAL RESPONSIBILITY





# POWERING TO EMPOWER

## Spreading messages that matter

### ENVIRONMENT

- Urban Forest at Nooriabad Factory
- Recycle cable drum reels.
- REEL ON HAI.
- Use of biodegradable packaging



### COMMUNITIES

- Supporting differently abled.
- Contributing towards women's upliftment.



### EMPLOYABILITY

- Recognizing talent and supporting educational initiatives.
- Supporting vocational training.



# NGOs and initiatives

To help those in need

**Amir Sultan  
Chinoy Foundation**



Aga Khan Education Services



# FINANCIALS



# Five Year Financial Details

## Statement of Financial Position

Rs. in Million

	Jun-17	Jun-18	Jun-19	Jun-20	As at Mar-21
<b>Total Assets</b>	5,790	7,171	8,432	8,417	10,046
<b>Total Shareholders' Equity</b>	3,112	3,758	4,878	4,770	5,081
<b>Stock-in-Trade</b>	1,915	1,955	2,203	1,902	2,049
<b>Trade Debts</b>	1,319	1,972	2,089	1,653	2,614
<b>Fixed Assets</b>	2,173	2,193	3,388	4,076	4,552
<b>Total Bank Debts</b>	1,196	2,163	2,328	2,161	2,638

# Five Year Financial Details

## Statement of Profit & Loss Account

	Jun-17	Jun-18	Jun-19	Jun-20	Mar-21 (Nine Months)
<b>Sales – Rs. in Mil.</b>	8,084	9,561	9,704	9,086	8,932
<b>Gross Profit – Rs. in Mil.</b>	1,268	1,137	1,146	860	1,052
<b>Profit / (Loss) After Tax – Rs. in Mil.</b>	478	305	126	(92)	311
<b>Gross Profit %</b>	15.7%	11.9%	11.8%	9.5%	11.8%
<b>Earnings / (Loss) Per Share - Rupees</b>	16.25	9.94	3.56	(2.58)	8.75



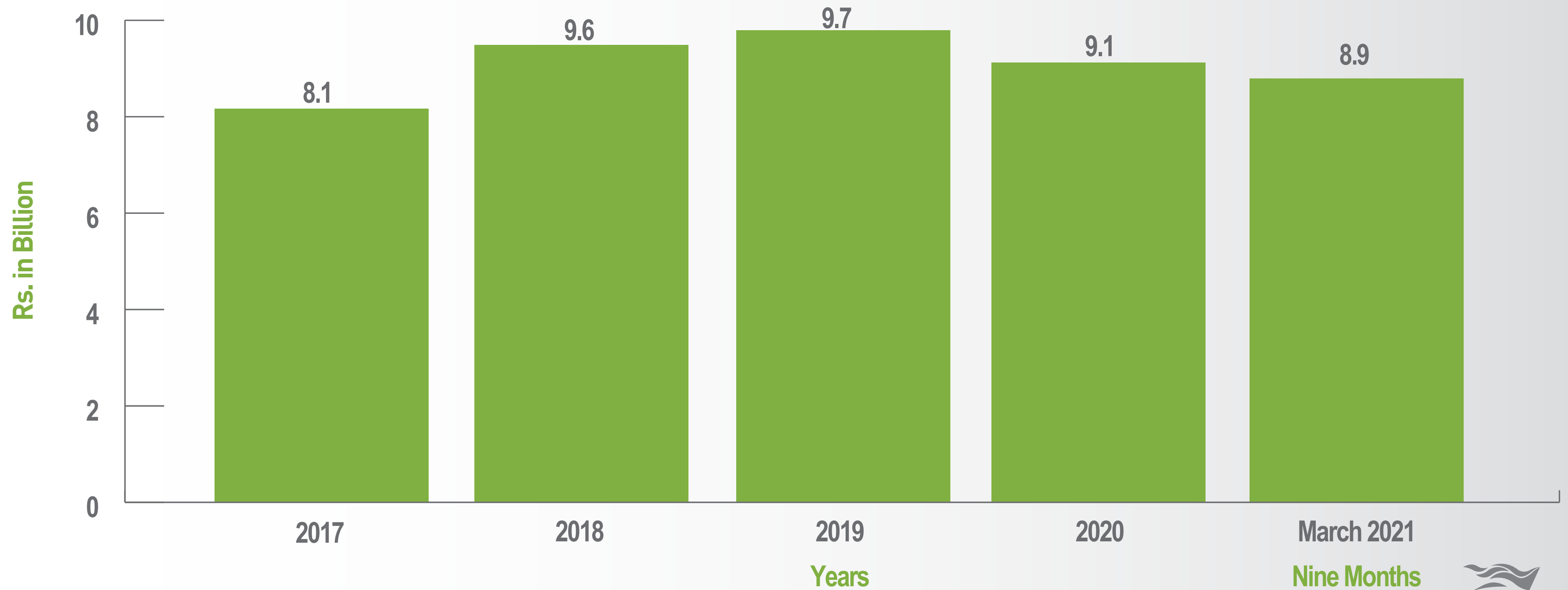
# Five Year Financial Details

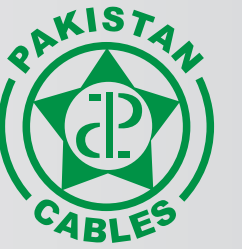
## Statement of Cash Flows

Rs. in Million

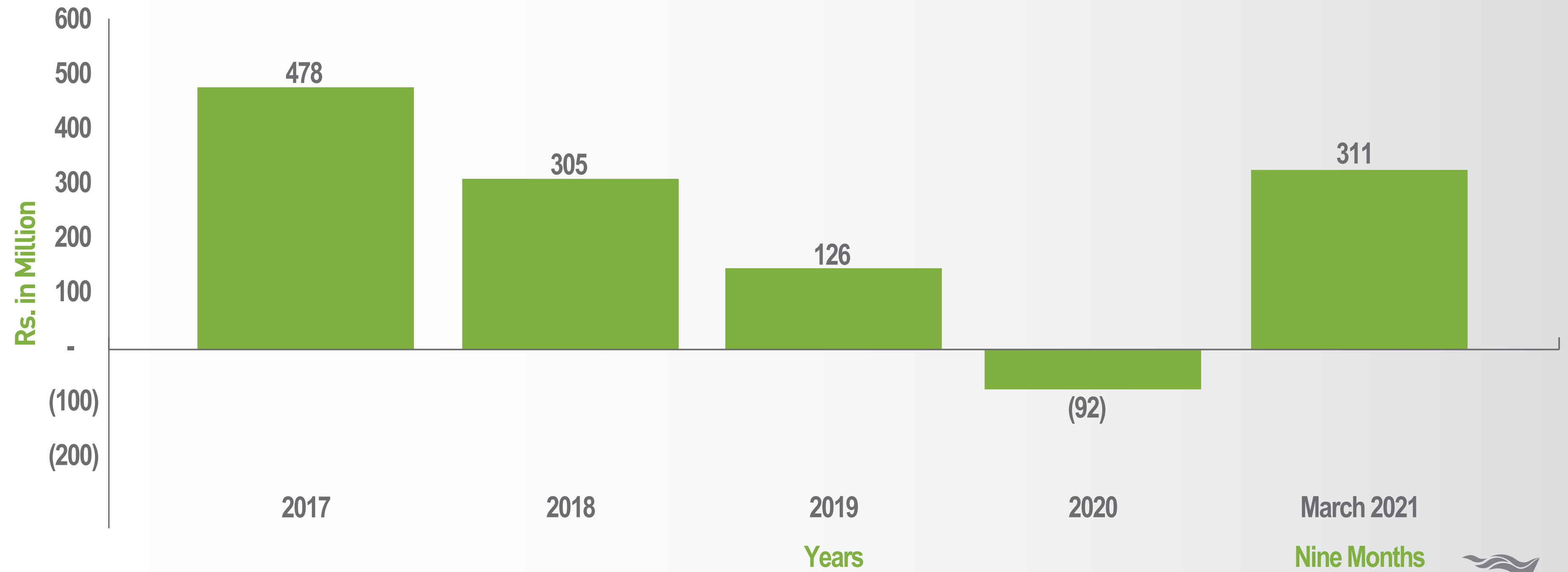
	Jun-17	Jun-18	Jun-19	Jun-20	Mar-21 (Nine Months)
<b>Net Cash Flows from Operating Activities</b>	110	(544)	(287)	1,105	196
<b>Net Cash Flows from Investing Activities</b>	(263)	(229)	(823)	(889)	(615)
<b>Net Cash Flows from Financing Activities</b>	53	1,100	270	516	(43)

# Revenue





# Profit / (Loss)





# FUTURE PROSPECTS

- Market activity expected to track in-line with growth expectations for the construction industry.
- Demand for underground electrification from housing societies is expected to continue to remain robust.
- High rise and residential construction to drive demand for wiring.
- Industrial and residential solar projects resulting in demand for solar cables.
- TERF related industrial demand for power cables is ongoing and expected.
- Emphasis to remain on internal efficiency and cost management through modernization and lean practices.

