

# INSPIRING PLACES & SPACES

Corporate Briefing Session 2018-2019



TRUSTED NOT TO COMPROMISE





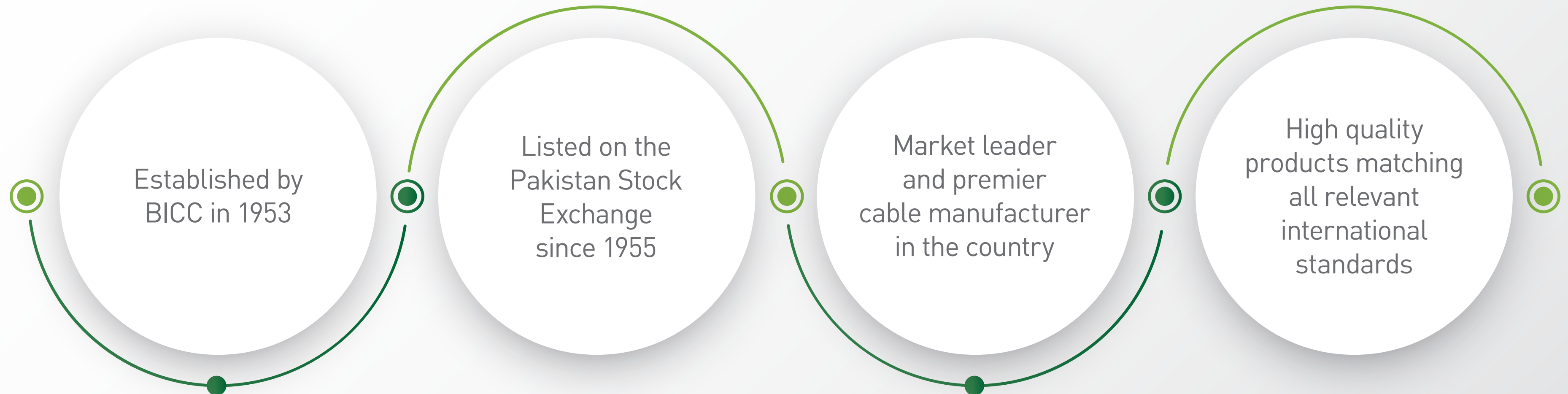
# COMPANY BRIEF







# COMPANY HISTORY



# 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

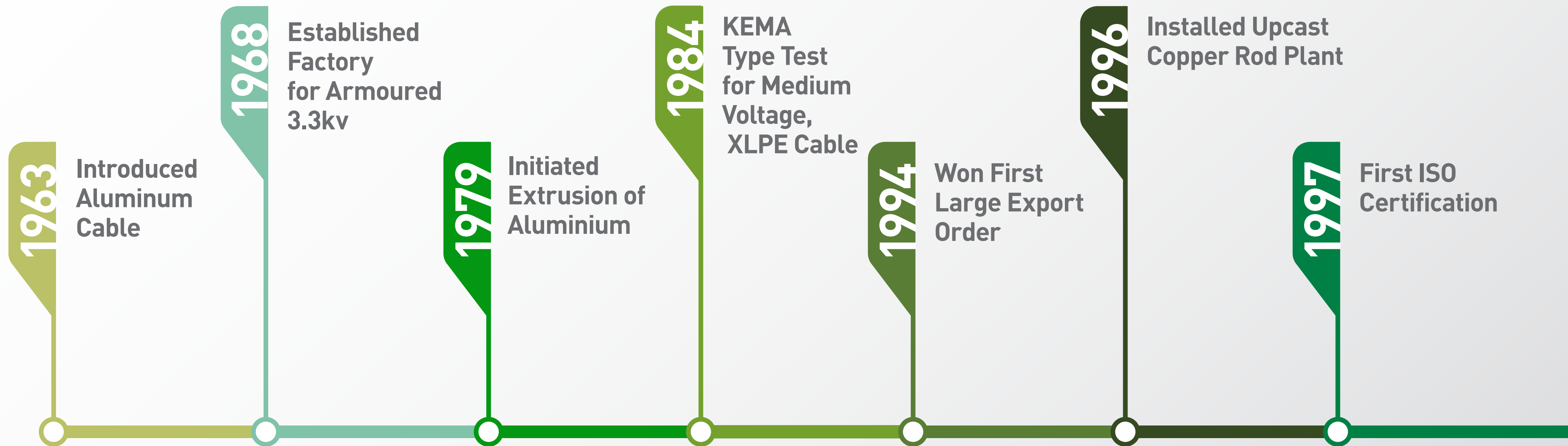
- To operate ethically, while maximizing profits and satisfying customers' needs and stakeholders' interests.
- To strengthen industry leadership in the manufacturing and marketing of wire and cables, and to have a strong presence in the engineering products market while retaining options to participate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





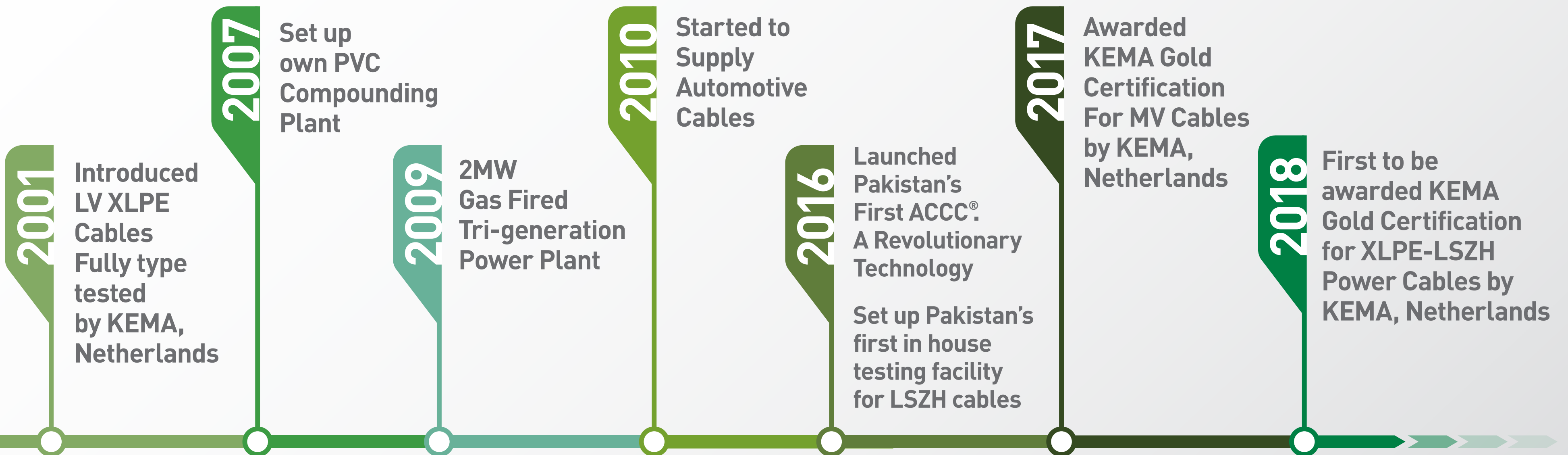
# STORY SO FAR

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





# STORY SO FAR





# PRODUCTS

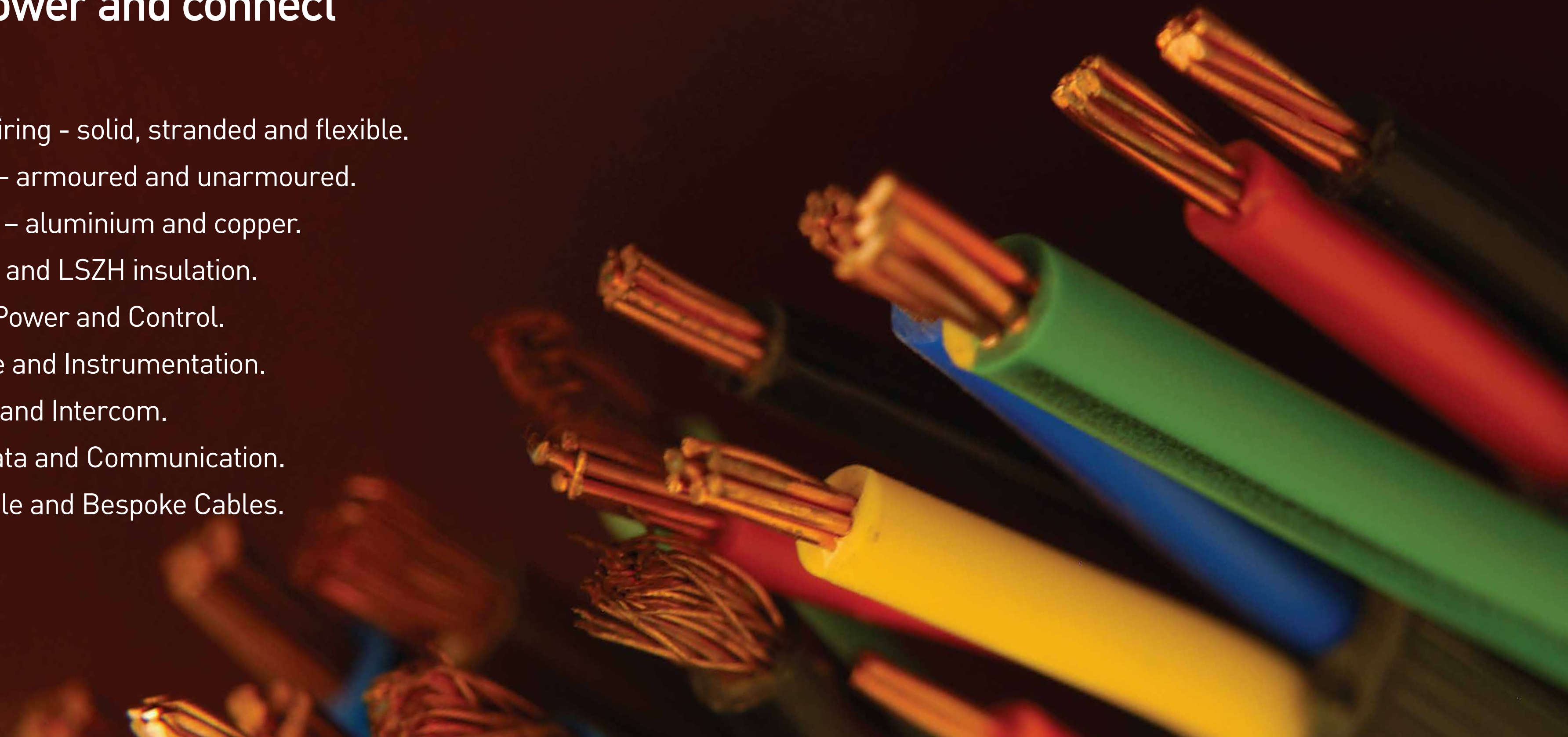




# WIRES & CABLES

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.



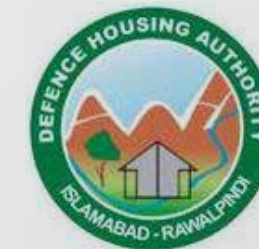
# PARTNERS





# WHO WE WORK WITH

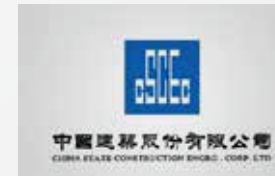
Powering their growth





# 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 and 2008.
- 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, and 2018.
- Won the 11<sup>th</sup> NFEH CSR Award by the National Forum for Health & Environment in 2018.







# 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 9001:2015 across all departments as certified by BVQI, UK. Being an ISO 9001:2015 certified company, we have trained personnel who drive the implementation of the Quality Assurance Standard.
- The Quality Control Programme 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.
- The Company was the first cable manufacturer to in Pakistan to achieve the OHS&E (Integrated) certifications.





# CORPORATE SOCIAL RESPONSIBILITY





# POWERING TO EMPOWER

Spreading messages that matter

## EMPLOYABILITY

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

## COMMUNITIES

- Supporting health initiatives.
- Contributing towards women's upliftment.

## ENVIRONMENT

- Recycle cable drum reels.
- Contributing to urban landscape with projects like REEL ON HAI.





# NGOs and initiatives

To help those in need

Amir Sultan  
Chinoy Foundation



Aga Khan Education Services





# STRATEGIC/OPERATIONAL DEVELOPMENTS





# ACCC<sup>®</sup> CONDUCTORS

- Latest technology in conductors.
- High Temperature Low Sag conductor for overhead transmission and distribution lines.
- Its high-strength and light-weight reduces line losses and enhances line capacity by 25 to 40 percent.
  - 200+ utilities served.
  - 67,000 km of ACCC<sup>®</sup> in service.
  - 600+ projects completed.
  - 50+ countries (all climates and terrains).
  - 25 renowned ACCC<sup>®</sup> conductor manufacturing standers worldwide including Pakistan Cables Limited.
- In Pakistan, the Company has completed 2 projects that utilize the ACCC<sup>®</sup> conductors, one with NTDC and one with MEPCO, a total of 35 kM installed.





# FINANCIALS





# Five Year Financial Details

## Statement of Profit & Loss Account

	Jun-15	Jun-16	Jun-17	Jun-18	Mar-19 (Nine Months)
<b>Sales – Rs. in Mil.</b>	6,957	6,850	8,084	9,561	7,252
<b>Gross Profit – Rs. in Mil.</b>	869	1,083	1,268	1,137	917
<b>Profit After Tax – Rs. in Mil.</b>	189	264	479	305	181
<b>Gross Profit %</b>	12.5%	15.8%	15.7%	11.9%	12.7%
<b>EPS - Rupees</b>	6.65	9.29	16.25	10.32	5.13



# Five Year Financial Details

## Statement of Financial Position

Rs. in Million

	As at Jun-15	As at Jun-16	As at Jun-17	As at Jun-18	As at Mar-19
<b>Total Assets</b>	4,166	5,076	5,790	7,171	7,395
<b>Total Shareholders' Equity</b>	2,523	2,981	3,112	3,758	4,409
<b>Stock-in-Trade</b>	1,262	1,547	1,915	1,955	2,282
<b>Trade Debts</b>	960	1,020	1,319	1,972	1,839
<b>Fixed Assets</b>	1,595	2,101	2,173	2,193	2,624
<b>Total Bank Debts</b>	722	701	1,196	2,163	1,843



# Five Year Financial Details

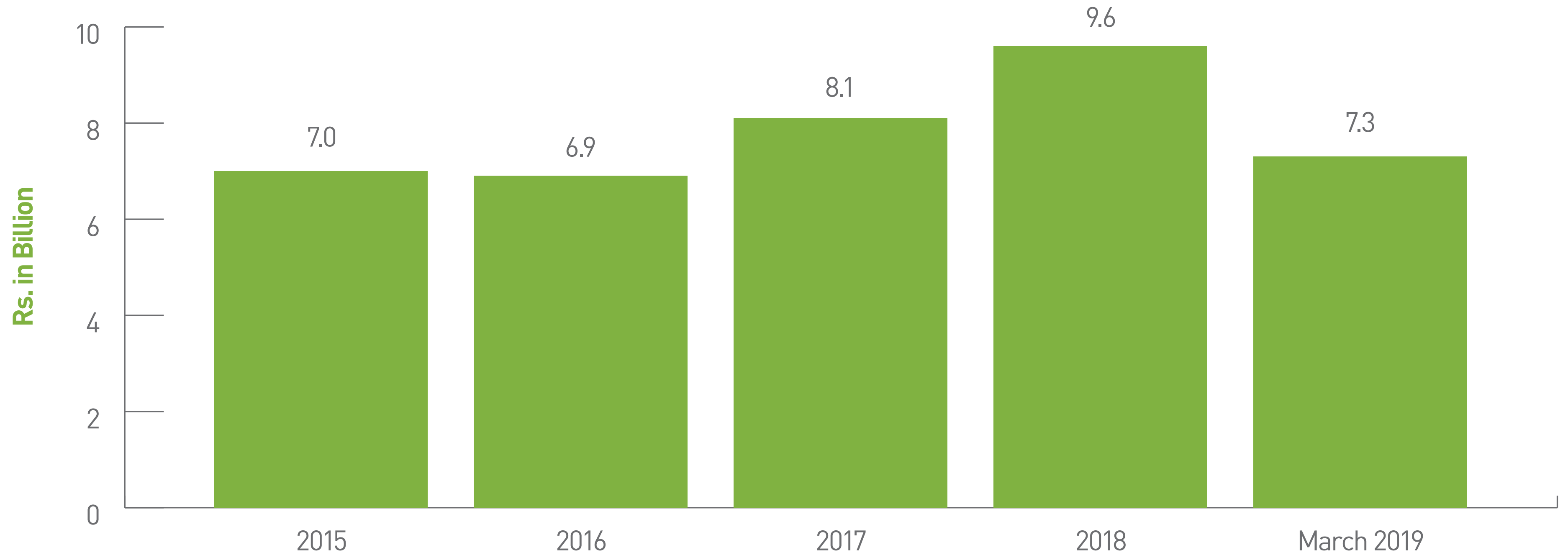
## Statement of Cash Flows

Rs. in Million

	Jun-15	Jun-16	Jun-17	Jun-18	Mar-19 (Nine Months)
<b>Net Cash Flows from Operating Activities</b>	465	490	110	(544)	(26)
<b>Net Cash Flows from Investing Activities</b>	(173)	(338)	(263)	(229)	(589)
<b>Net Cash Flows from Financing Activities</b>	(349)	(201)	53	1,100	76

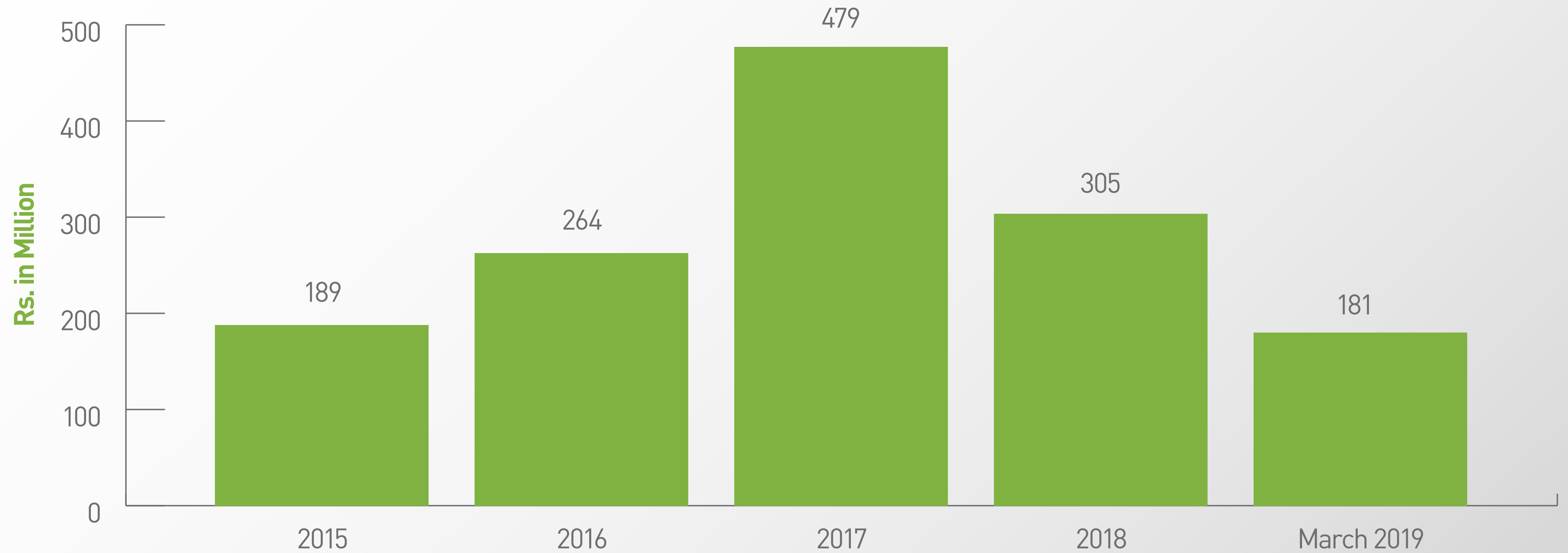


# Revenue





# Profit





# FUTURE PROSPECTS

- Market expected to remain challenging due to current business environment.
- Residential and industrial activity has a direct impact on Company business.
- Imports of wire and cable remain a substantial threat due to governmental policies for which the Company is lobbying with the government through the All Pakistan Cables & Conductors Manufacturers Association (led by PCL).
- Emphasis to remain on internal efficiency and cost management in present circumstances.