

INSPIRING PLACES & SPACES

Corporate Briefing Session 2021 - 2022



TRUSTED NOT TO COMPROMISE



VISION

**Ignite Possibilities.
Transform Lives.
Instil Pride.**

MISSION

By fostering meaningful customer experiences, we lead with a focus on **Safety, Quality, Sustainability,** and **Operational excellence** to maximize stakeholders' value and uphold responsibility towards society.

VALUES



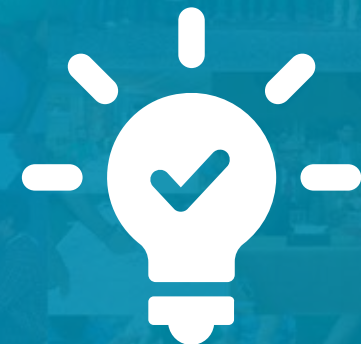
Teamwork



Agility



Passion



Innovation



Transparency



AMIR S. CHINYOY GROUP

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



Promising Reliability, For Now and Tomorrow

Incorporated in 1948
Listed on PSX since 1984

2021 Turnover

Rs 28.9 bn

Product Lines

Steel Tubes & Pipes
Polymer Pipes & Fittings
Stainless Steel Tubes



TRUSTED NOT TO COMPROMISE

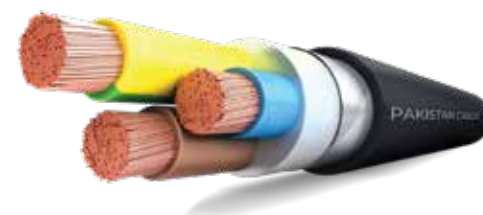
Incorporated in 1953
Listed on PSX since 1955

2021 Turnover

PKR 13.1 bn

Product Lines

Wires /Cables
Conductors
Copper Rod
Aluminum Profiles
PVC Compound
Wiring Accessories



Shaping Tomorrow

Incorporated in 2007
Listed on PSX since 2012

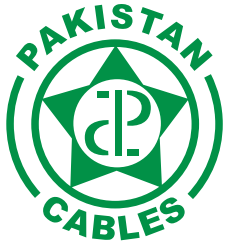
2021 Turnover

PKR 69.7 bn

Product Lines

Cold Rolled Steel
Hot Dip Galvanized Steel
Color Coated Steel





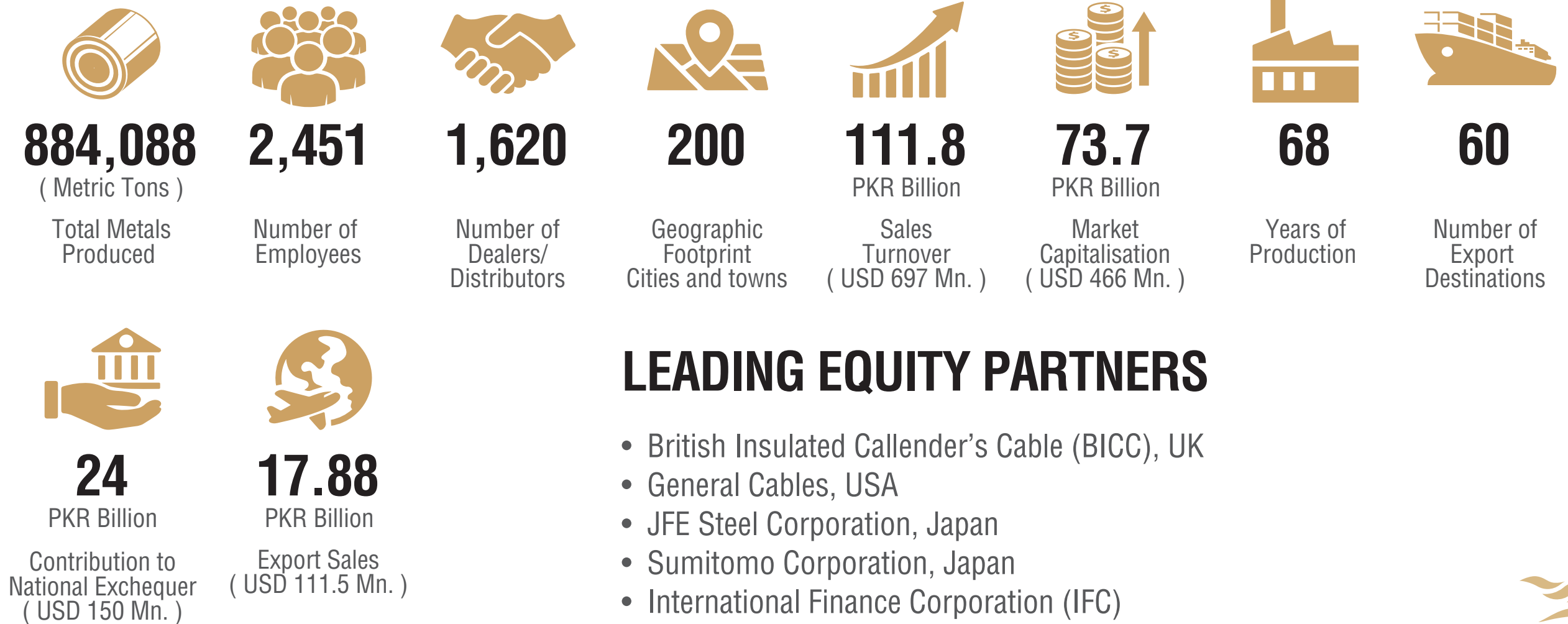
“ We, therefore, have to consider and plan on a long term basis, find and build our own enterprises with a long term view of setting up not just ordinary businesses or industries but institutions surviving and lasting for many generations and fulfilling a social and national objective, which could be 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

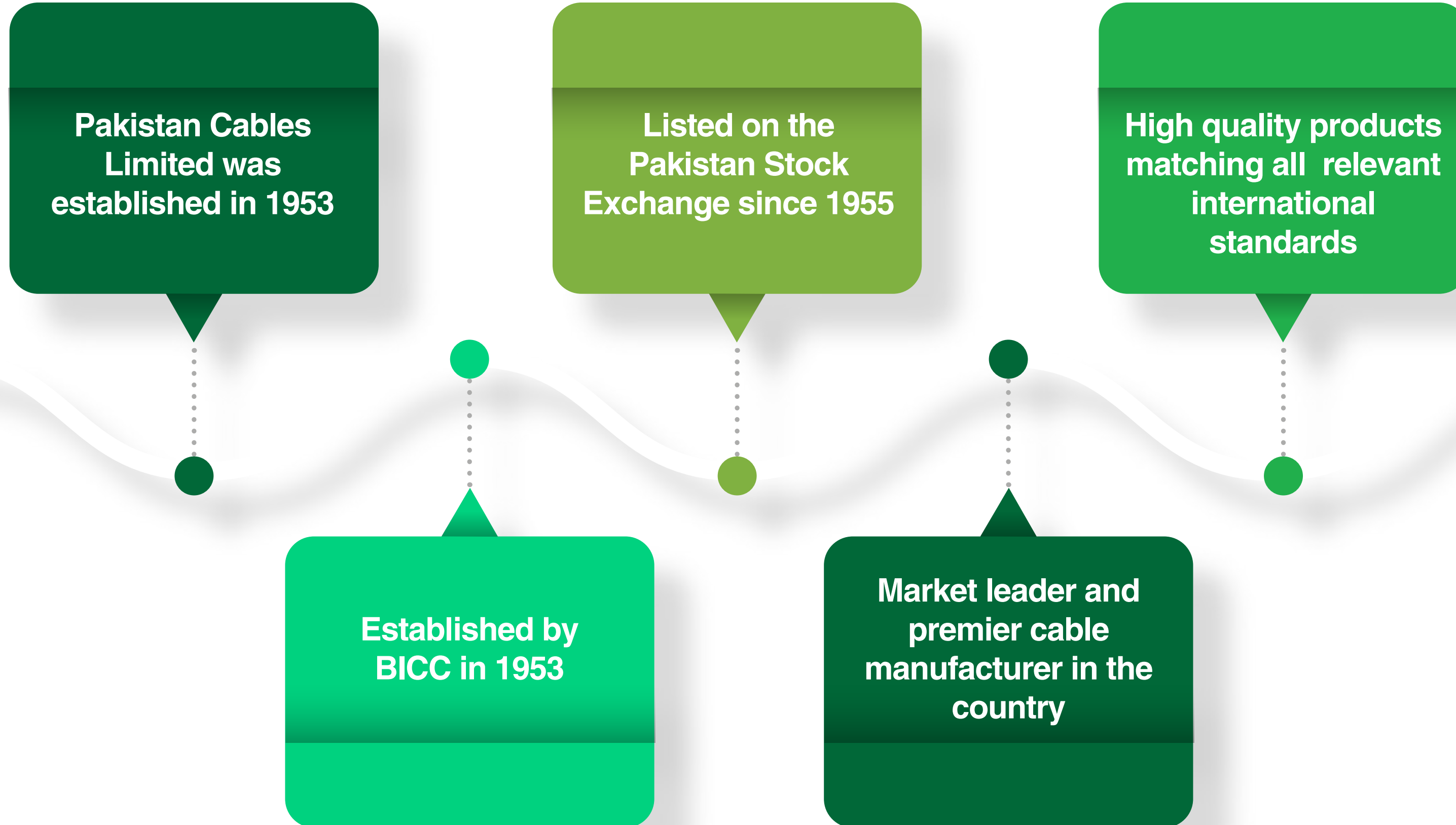
Over 70 years of leading industrialization in Pakistan

- 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
- General Cables, USA
- JFE Steel Corporation, Japan
- Sumitomo Corporation, Japan
- International Finance Corporation (IFC)



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

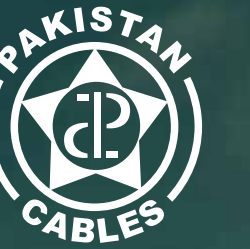


General Cable maintained 24.6 percent shareholding in Pakistan Cables Limited.

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 Rs 13.1 billion*

\$82 mn*

Pakistan's

1st Wires & Cables Company

Extensive Portfolio

6,000+ SKUS

Employees

799

Operating Profit

Rs. 866 mn*

Active Nationwide

200+ Towns & Cities

JCR-VIZ 2018

A/A-1 Credit Rating

Karachi Site

12 Acre

Nooriabad Site

41 Acres

Urban Forest

2.5 Acre

Exporting to

30+ Countries with Pride

Committed to

UN Global Compact

Dedicated

80+ Machines

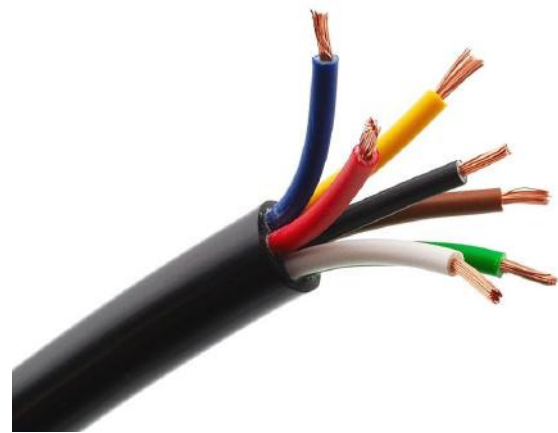
Source: (*) 2020-21 Avg USD= Rs. 160.3



PRODUCTS



PRODUCT RANGE



WIRES & CABLES

That power and connect



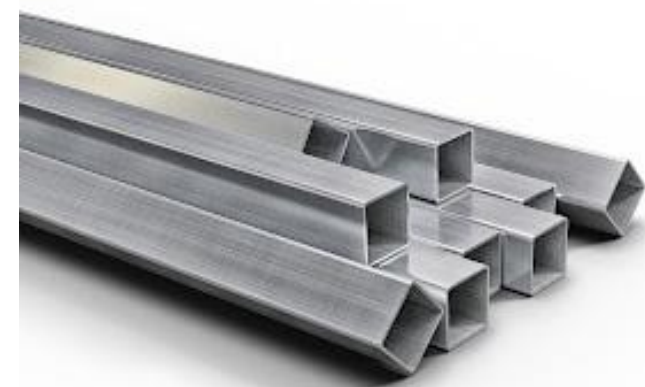
CONDUCTORS

That power the nation



PVC

That insulates our wires



ALUMEX

Aluminium Sections for Architectural Applications



COPPER RODS

That are unparalleled in quality



WIRING ACCESSORIES

World class Electrical Switches

ACCC[®] HIGH PERFORMANCE CONDUCTORS FOR A LOW CARBON WORLD

1ST electric transmission conductors in history to earn SCS Global Certification



Installed in **250+** Utilities globally, **50+** countries with **110,000 km** of ACCC[®] in service completing **800** projects worldwide

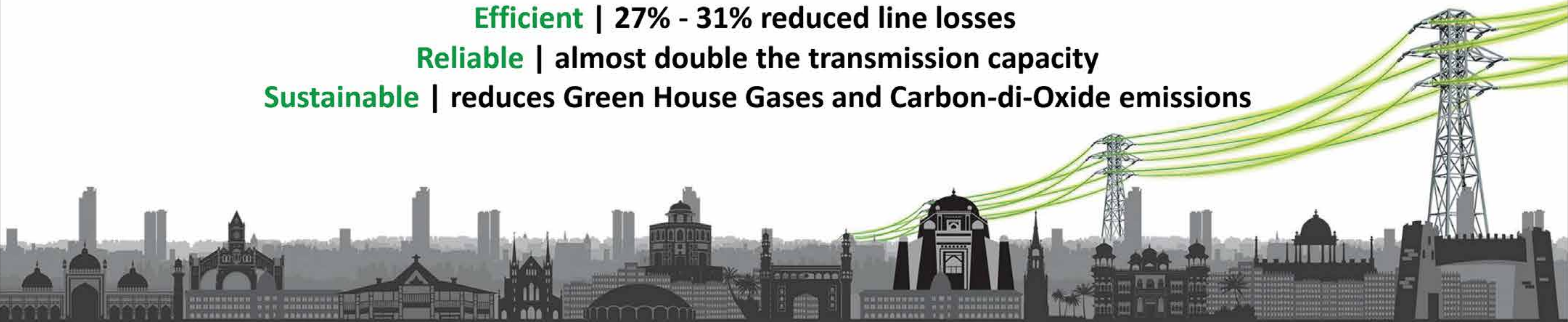


Pakistan Cables has successfully completed **3** projects of ACCC[®] in Pakistan

Efficient | 27% - 31% reduced line losses

Reliable | almost double the transmission capacity

Sustainable | reduces Green House Gases and Carbon-di-Oxide emissions





MARKET SEGMENTS

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.



- Over 30 international markets.



E-STORE

PAKISTAN'S LARGEST ONLINE STORE IN THE CATEGORY – NOW DELIVERING ACROSS 600+ CITIES AND TOWNS

- Pakistan Cables e-store was launched on September 20, 2019.
- The E-Store is first of its kind in Pakistan, offering general wiring solution and delivering at consumers' doorstep within 2 to 5 days.





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, 1983 and 2021
- Achievement Award for Outstanding Performance from the President of Pakistan in 1998
- Best Corporate Report from ICAP & ICMAP in 2006, 2008, 2019, 2020 (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, 2019 and 2020
- 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, 2021
- Won 14th and 15th Consumer's Choice Award in 2019, 2021
- Won FPCCI Achievement award for PCL E-Store (E-commerce Category) in 2019, 2020, 2021
- Won the "Icon Award" at 15th Consumer Choice Awards in 2021





HALLMARK OF TRUST

Global benchmark of quality

- Largest importer of Copper in Pakistan
- Strong linkages with international raw material suppliers
- All products conform to national and international standards
- Knowledge experts – our people are our Assets



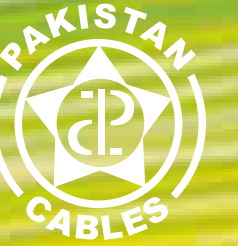


CERTIFICATIONS

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
- Recieved 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 Standars amongst others





NOORIABAD FACTORY

NOORIABAD FACTORY



NOORIABAD FACTORY

NOORIABAD FACTORY



NOORIABAD FACTORY



2021

2020



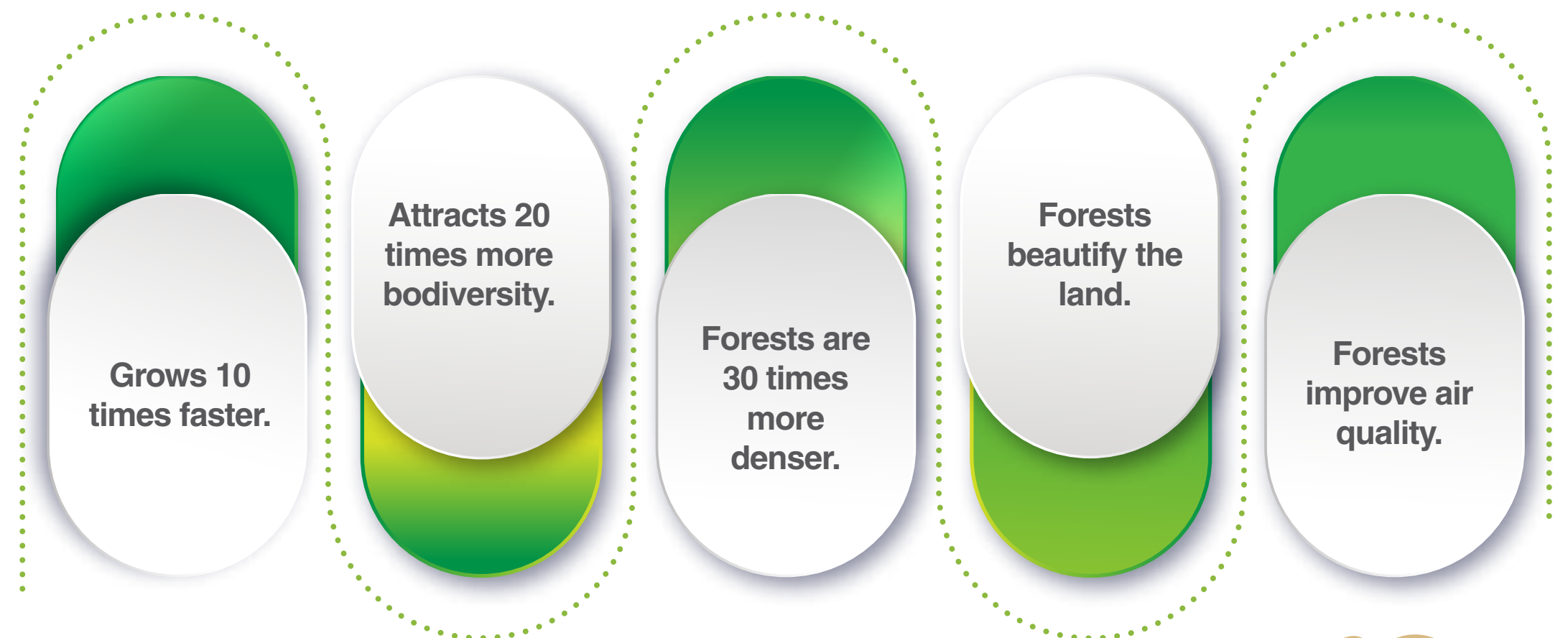
URBAN FOREST

The tree plantation commenced in 2020, spearheaded by Mr. Kamal A. Chinoy, the Urban Forest is home to over 40,000 trees, spread across 2.5 acres.

59 species of trees native to the geographical area (Nooriabad) such as Almond, Amla, Fig, Mango, Neem, Sukh Chan, Pomegranate, Peepal, Peelu, Keekar, Olive have been planted.

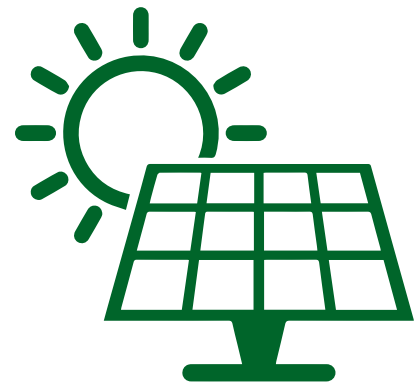
The first and largest Miyawaki based urban forest on an industrial estate in Pakistan. The Miyawaki approach was developed by Mr. Akira Miyawaki from Japan. It has been implemented by Mr. Shahzad Qureshi in Pakistan.

Benefits of the Miyawaki based Urban Forests:



TOWARDS SUSTAINABLE BUSINESS PRACTICES

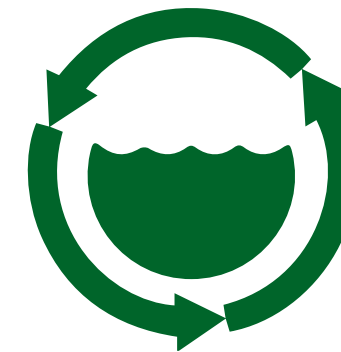
Highlights at Nooriabad



(2MW) SOLAR ENERGY
Reduced Carbon Foot
Print



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

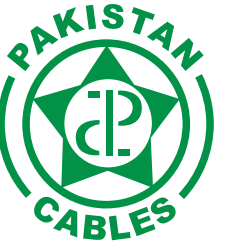


EFFLUENT
TREATMENT PLANT



LEED CERTIFICATION
for Nooriabad Office
Building

NOORIABAD FACTORY



AMONG FIRST 26 COMPANIES 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.



British
High Commission
Islamabad

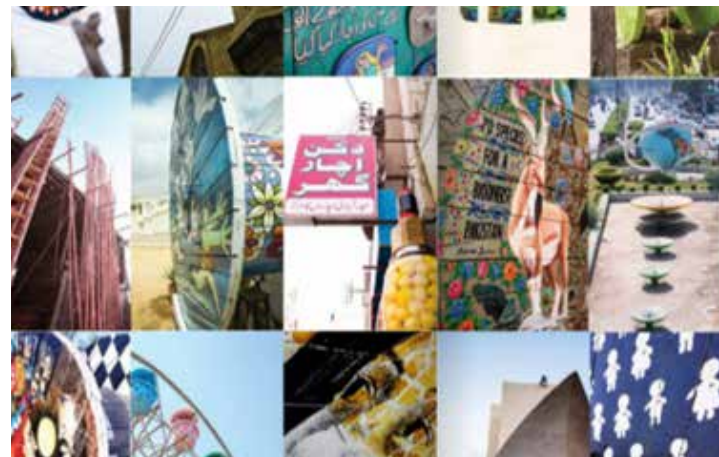


CORPORATE SOCIAL RESPONSIBILITY





CSR COLLABORATIONS & PLATFORM



Aug 2016 – Dec 2017

Reel on Hai
Public Outreach Initiative
of the Karachi Biennale
PCL Collab



April 2017 & onwards

**Solar Lamps & LifeStraw®
Distribution Drives**
HELP Balochistan
PCL Collab



Nov 2019 – 2020/21

**Training Lab and The
Inclusion Academy**
NOWPDP/SHAMIL
PCL Collab



Nov 2018 & onwards

Scholarship Fund
08 deserving students
Electrical Engg. Dept.
at the UET, Lhr.
and Fsd. campuses.
PCL Collab

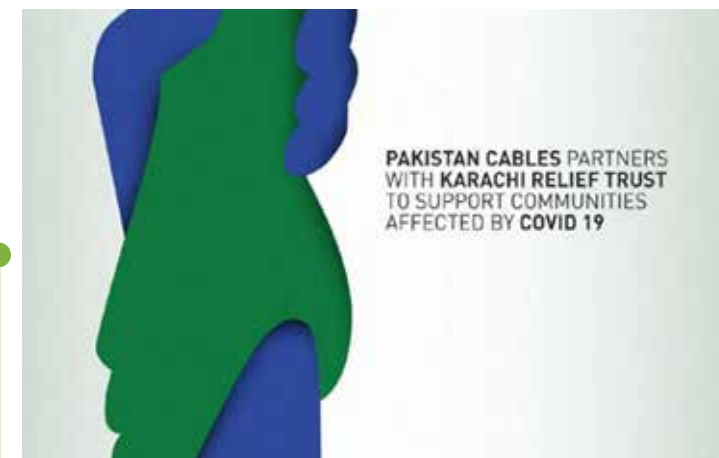


CSR COLLABORATIONS & PLATFORM



May 2017-2020

**Pakistan Cables
Gold Medals**
(Electrical Eng. Dept)
GIKI
PCL Collab



April 2020

Covid Support
Donation to the Karachi
Relief Trust (KRT)
PCL Collab



April 2021

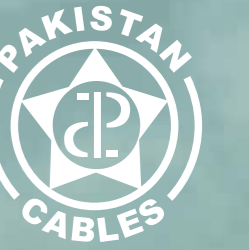
Urban Forest
Advocating for action
on climate change
PCL Platform

Certificates Distributed Among
ASCEND Ambassadors!
ASCEND is a cooperative education program with internship
& scholarship opportunities for female engineers.



June 2021

ASCEND – Industry’s 1st!
Scholarships for 8
and internships for 6
future female engineers.
NED University
PCL Platform



FINANCIAL

FIVE YEARS FINANCIAL DETAILS

STATEMENT OF FINANCIAL POSITION

	Jun-18	Jun-19	Jun-20	Jun-21	Rs. in Million As at Mar-22
Total Assets	7,171	8,432	8,417	11,032	14,051
Total Shareholders' Equity	3,758	4,878	4,770	5,349	5,702
Stock-In-Trade	1,955	2,203	1,902	2,504	2,834
Trade Debts	1,972	2,089	1,653	2,787	4,066
Fixed Assets	2,193	3,388	4,076	4,791	6,423
Total Bank Debts	2,163	2,328	2,161	3,322	5,614

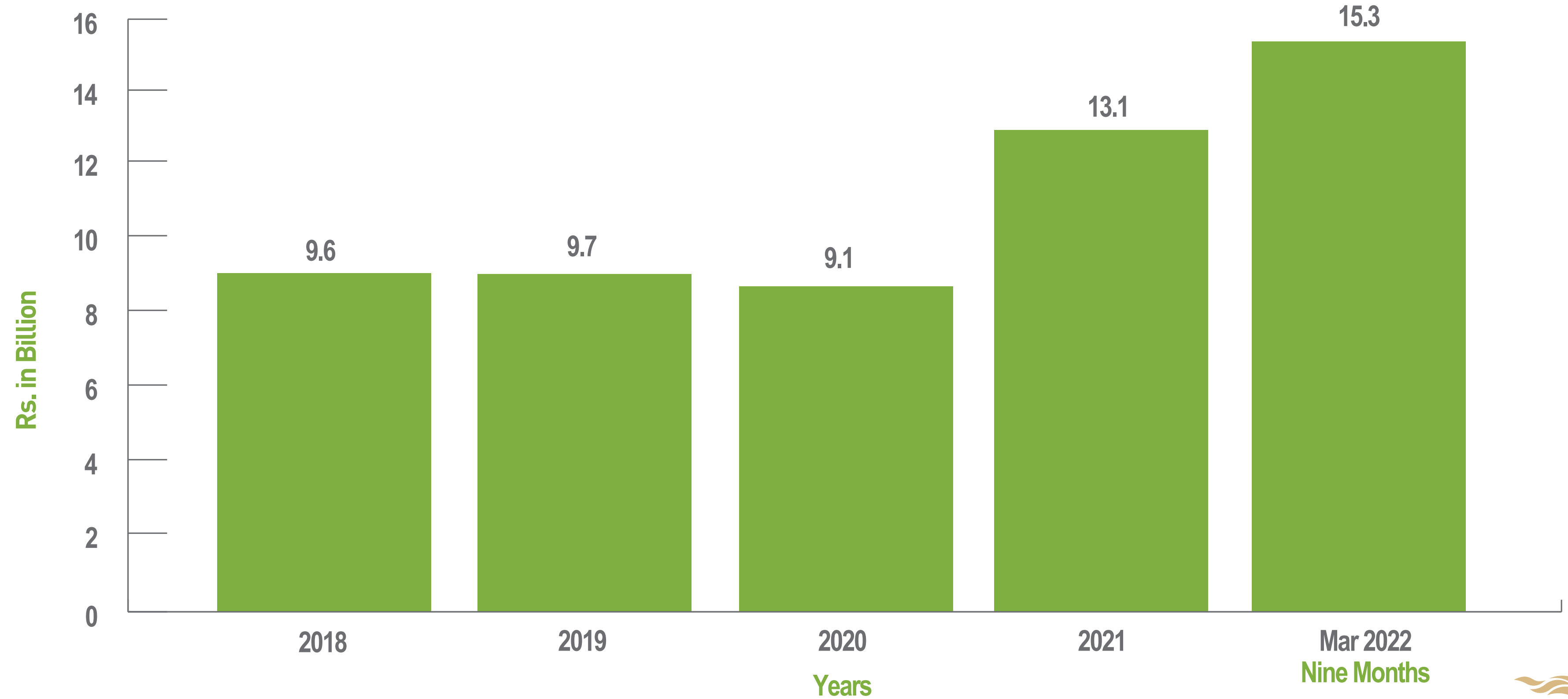
FIVE YEARS FINANCIAL DETAILS

STATEMENT OF PROFIT & LOSS ACCOUNT

	Jun-18	Jun-19	Jun-20	Jun-21	Mar-22 Nine Months
Sales – Rs. in Mil.	9,561	9,704	9,086	13,145	15,338
Gross Profit – Rs. in Mil.	1,137	1,146	860	1,526	2,120
Profit / (Loss) After Tax – Rs. in Mil.	305	126	(92)	554	725
Gross Profit – %	11.9%	11.8%	9.5%	11.6%	13.8%
Earnings / (Loss) Per Share - Rupees	9.94	3.56	(2.58)	15.56	20.37

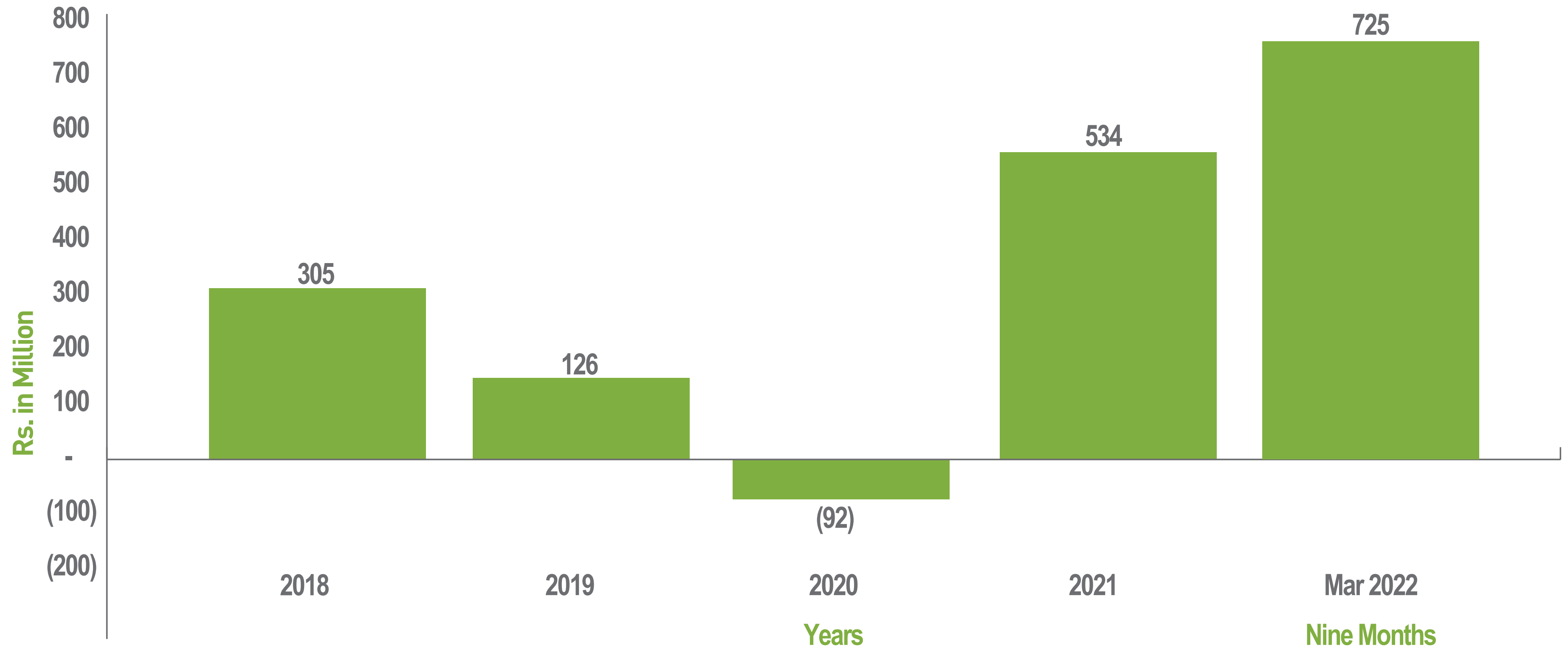


REVENUE





PROFIT / (LOSS)



FINANCIAL PERFORMANCE

SALES

- Higher volumetric sales due to growth in market demand.
- Higher copper and other raw material prices resulted in higher value of sale.
- Additional revenue streams such as Wiring Accessories and LAN cables.

PROFIT

- Higher gross margins due to better market conditions.
- Higher sales absorbed fixed costs.

OTHER

- Higher finance cost due to growing working capital requirement and increasing interest rates.
- Impairment loss on Associate shares.

FUTURE PROSPECTS

- Order book for Q4 remains strong.
- Uncertainty with respect to economic situation may impact demand in the medium term.
- Slow down in cement sales in April may be a leading indicator.
- Copper prices have started to trend downward in May.
- Continued weakness in PKR.

THANK YOU



A member of