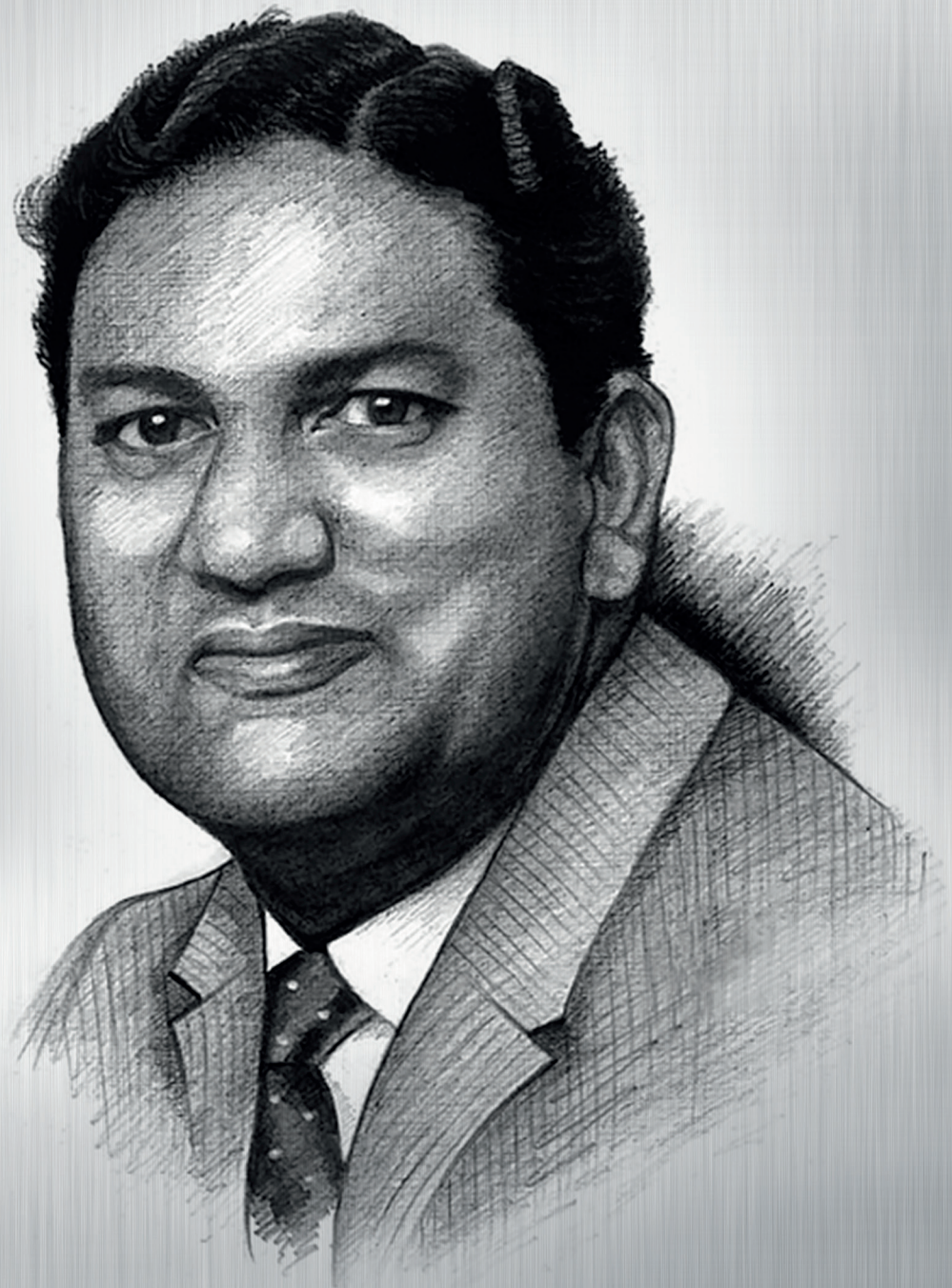


# ABOUT THE GROUP



*Amir Chinnor*



The Amir S. Chinoy Group (ASC Group) has been at the forefront of Pakistan's industrial development since the founding of the country 75 years ago. Our founder, Mr. Amir S. Chinoy, a pioneer of industrialization in Pakistan, laid the foundation of the ASC Group by setting up manufacturing concerns in heavy chemicals (Pak Chemicals Ltd, 1951), steel, and galvanized pipes (International Industries Limited, 1948) and electrical wires and cables (Pakistan Cables Limited, 1953). His commercial interests also extended to trading, electrical contracting, and the representation of major European and international companies in South Asia. As flag bearers of determination and innovation, the group later invested in a green field project for the manufacture of Cold Rolled, Galvanized and Colour Coated steel coils and sheet (International Steels Limited, 2007).

Today, the ASC Group is one of the leading industrial groups in Pakistan with proven expertise in manufacturing, trading, and industrial services. The Group companies enjoy a credible export pedigree with combined export revenues in excess of USD 150 million. The ASC Group growing global footprint is further represented by an on-ground presence in Australia and Canada through its wholly owned subsidiaries IIL Australia Pty. Ltd. and IIL Americans Inc. which collectively contribute USD 50 million in export revenues.

In Pakistan, the ASC Group has an extensive distribution network through 1600+ outlets in over 450 cities and towns across the country.

The broad range of products manufactured by the Group companies includes:

- Cold rolled steel
- Galvanized steel
- Colour coated steel
- Steel Pipes (CR, HR, Galvanized, Stainless Steel)
- Polymer Pipes (UPVC, PPRC, PE)
- Hollow Structural Sections (Steel)
- Scaffolding systems and Formwork
- Electric Wires & Cables (LV & MV)
- Electric Overhead Conductors of Aluminium & Copper
- Special Cables
- PVC Compound
- Copper rod
- Wiring Accessories
- Extruded Aluminium Sections for Architectural applications

ASC Group companies have attached international equity partners of repute, which have further enriched technical expertise and best practices across its companies. The leading equity partners, the ASC Group has been associated with, include:

- British Insulated Callender's Cable (BICC), UK
- General Cables, USA
- JFE Steel Corporation, Japan
- Sumitomo Corporation, Japan
- International Finance Corporation (IFC)

## GROUP HIGHLIGHTS



**150**

PKR in Billion  
Sales Turnover  
(USD 844 Mn.)



**44.4**

PKR in Billion  
Market Capitalisation  
(USD 215 Mn.)



**30.6**

PKR in Billion  
Contribution to  
National Exchequer  
(USD 172 Mn.)



**30**

PKR in Billion  
Export Sales  
(USD 169 Mn.)



**634,159**

(Metric Tons)  
Total Metals  
Produced



**69**

Years of  
Production



**2,549**

Number of  
Employees



**60**

Number of  
Export Destinations  
(including USA, Canada, Europe)



**1,670**

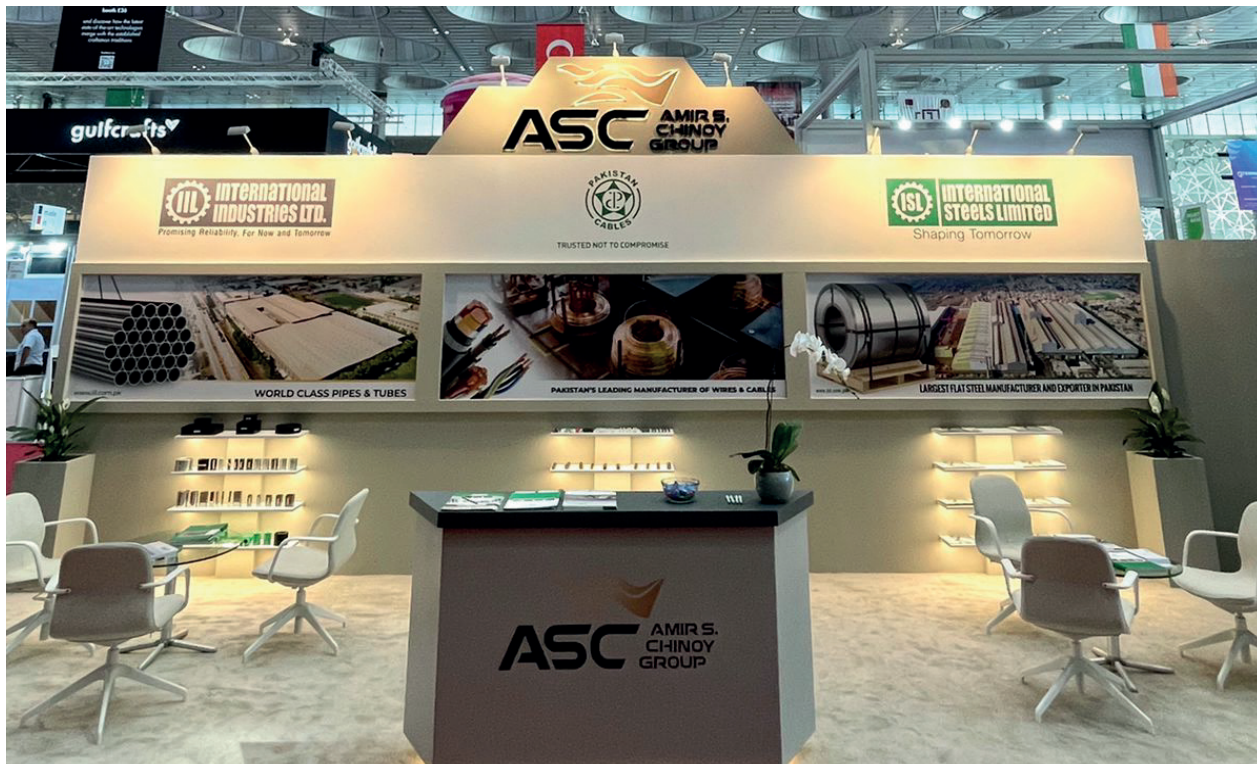
Number of  
Dealers and  
Distributors



**450**

Geographical Footprint  
in Pakistan  
(Cities and Towns)





ASC Group Participated in Project Qatar Expo, Doha



Group Companies Employees at the Annual MAP Convention 2022



PCL Management Team Visit at ISL Factory and Service Centre




Group Companies Management Team Visit at the PCL Urban Forest, Nooriabad



ASC Group Cricket Team at the Last Man Stands Cricket Tournament



A solid green square graphic element positioned to the left of the "GROUP PORTFOLIO" text.

# GROUP PORTFOLIO







Promising Reliability, For Now and Tomorrow



Shaping Tomorrow



TRUSTED NOT TO COMPROMISE

Incorporated in 1948  
Listed on PSX since 1984  
Credit Rating AA/A-1

**PRODUCTS**

Steel Tubes and Pipes  
Polymer Pipers and Fittings  
Stainless Steel Tubes

2022 TURNOVER  
**37.8 BILLION**

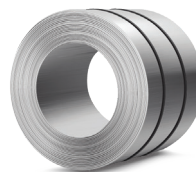


Incorporated in 2007  
Listed on PSX since 2011  
Credit Rating A+ /A-1

**PRODUCTS**

Cold Rolled Steel  
Hot Dip Galvanized Steel  
Color Coated Steel

2022 TURNOVER  
**91.4 BILLION**

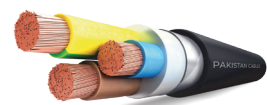


Incorporated in 1953  
Listed on PSX since 1955  
Credit Rating A/A-1

**PRODUCTS**

Wires, Cables and Copper Rod  
Aluminium Profiles  
PVC Compound

2022 TURNOVER  
**21.1 BILLION**



**GROUP TURNOVER**

**150 BILLION**