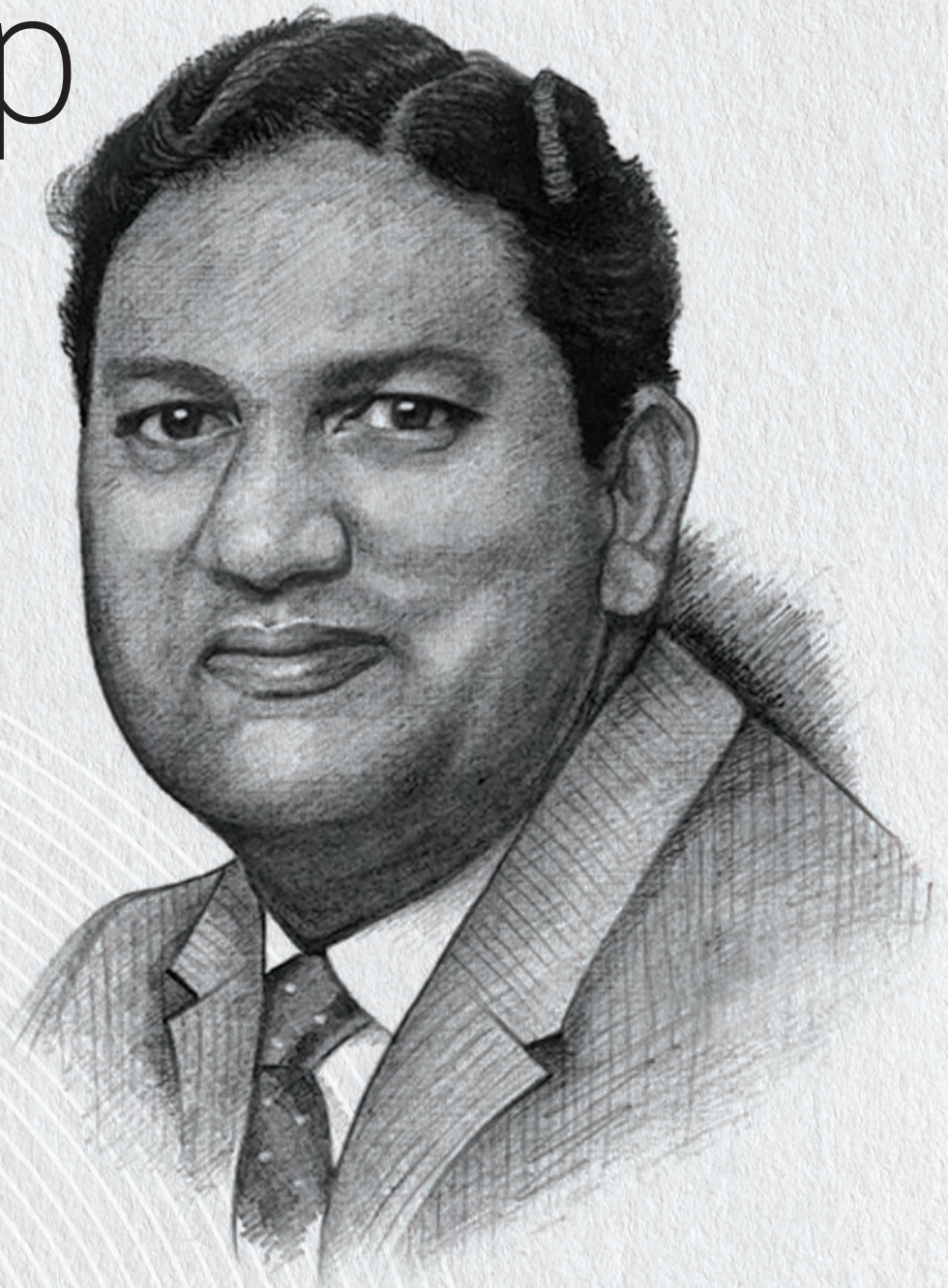


About the Group



Amir S. Chinoy Group



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 Rs. 18 billion. 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 Americas Inc. which collectively contribute Rs. 8 billion in export revenues.

In Pakistan, the ASC Group has an extensive distribution network through 1600+ outlets in over 500 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 Participated in IAPEX 2022, Karachi.



Group Companies' Leadership Team at the MAP Annual Convention 2022.

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

- British Insulated Callender's Cable (BICC), UK
- Doogood Australia, Australia
- General Cables, USA
- JFE Steel Corporation, Japan
- MEVA Formwork Systems, Germany
- Sumitomo Corporation, Japan
- International Finance Corporation (IFC), USA



ASC Group Cricket Team at the 12th edition Super Challenger Premier League.



9th Amir Sultan Chinoy Memorial Cricket Tournament 2022 held in Karachi.

Group Highlights



125

PKR in Billion
Sales Turnover



31.4

PKR in Billion
Market Capitalisation



26

PKR in Billion
Contribution to
National Exchequer



18

PKR in Billion
Export Sales



380,361

(Metric Tons)
Total Metals Produced



70

Years of
Production



2,513

Number of
Employees



60

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



1,600

Number of
Dealers/Distributors



500

Geographical Footprint
in Pakistan
(Cities & Towns)

*As on FY ending 30th June 2023



One Group. Three Wins.

Winners of Pakistan Stock Exchange Top 25 Best Companies Award 2021

The ASC Group member companies, which include International Industries Ltd., Pakistan Cables Ltd. and International Steels Ltd., have been recognized by the Pakistan Stock Exchange (PSX) for their commendable performance and business practices.







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 Pipes and Fittings
Stainless Steel Tubes

2023 TURNOVER
26 BILLION

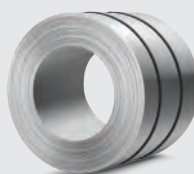


Incorporated in 2007
Listed on PSX since 2011
Credit Rating A+ /A-1

PRODUCTS

Cold Rolled Steel
Hot Dip Galvanized Steel
Color Coated Steel

2023 TURNOVER
77 BILLION

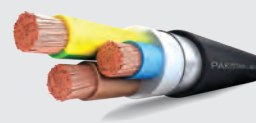


Incorporated in 1953
Listed on PSX since 1955
Credit Rating A/A-1

PRODUCTS

Wires, Cables and Copper Rod
Aluminium Profiles
PVC Compound

2023 TURNOVER
22 BILLION



125 BILLION
GROUP TURNOVER