



haping Tomorrow

# **Corporate Briefing Session**

October 10, 2023





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# **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. Currently, there are three companies functioning under the banner of ASC, International Industries Limited (1948), Pakistan Cables (1953) and 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.

In Pakistan, the ASC Group has an extensive distribution network through **1600+ outlets** in over 500 cities and towns across the country.

# **Group Highlights**

125 PKR in Billion



PKR in Billion



Years of Production



Market Capitalisation



Number of Employees



26

PKR in Billion Contribution to National Exchequer



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



PKR in Billion Export Sales



Number of Dealers/Distributors



(Metric Tons) Total Metals Produced



Geographical Footprint in Pakistan (Cities & Towns)









# **Pipes and Tubes**



Promising Reliability, For Now and Tomorrow



Cables, Wires, Accessories, Copper Rods, Aluminium Profiles, PVC Compounds



**TRUSTED NOT TO COMPROMISE** 



# **Flat Rolled Steel**



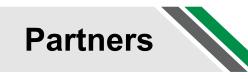
Shaping Tomorrow



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
- Doogood Australia, Australia
- General Cables, USA
- JFE Steel Corporation, Japan
- MEVA Formwork Systems, Germany
- Sumitomo Corporation, Japan
- International Finance Corporation (IFC), USA

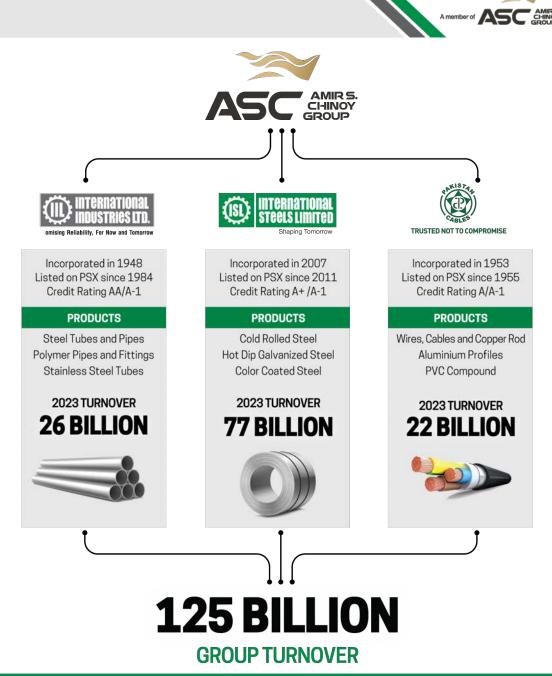






JFE Engineering Corporation







# **(SI)**

# Vision, Mission and Value Proposition





# **Vision**

To be the premium manufacturer of Flat Steel Products in Pakistan.

# **Mission**

To establish our presence in the steel industry by providing superior quality products and reliable services, catering to the customers' needs, at competitive prices, while delivering value and fostering close partnerships.

We take pride in providing an environment that cultivates teamwork and leadership capabilities to manage our company as a model corporate citizen, complying with the highest standards of business ethics.

# **Value Proposition**

- ✓ Wide Availability
- ✓ Customisation
- ✓ Value-Added Products
- ✓ Customer Service Excellence





Adopting world-class technologies, enhancing manufacturing capabilities, and contributing to society by providing excellent products and services.

# Corporate Philosophy





# Integrity

At our core, we uphold the highest ethical standards, cultivating a culture of trust and transparency both within and outside our organisation. This unwavering commitment to integrity guides our every action.



# Diversity

We stand as an exemplar of equal opportunity, embracing diversity in its entirety. Our stance is uncompromising zero bias towards gender, race, ethnicity, or religion. We foster an environment that celebrates open expression of opinions and encourages inclusivity.



# **Respect for People**

People are our cornerstone.

We believe in prioritising individuals, nurturing a culture where their well-being takes precedence. We invest in their growth, ensuring that we hire, develop, and retain talents to form synergistic teams in alignment with our mission and vision.



# Fairness

Our dedication to fairness is reflected in every facet of our operations. Our policies and procedures are a testament to this commitment—promoting equal treatment, from selection and hiring to rewarding and compensating every employee. We recognise the worth of every stakeholder.



# Responsibility

We consider quality, health, safety and the environment an integral part of our activities and way of life.





















#### 2018

- Debottlenecking of Push Pull Pickling Line commences.
- Pickling capacity enhances to 600,000 MT from 500,000 MT.
- Successful commissioning of additional annealing capacity takes place.
- Annealing capacity enhances to 200,000 MT from 160,000 MT.
- Second Continuous Compact Mill "CCM-2" is commissioned.
- SNI certification of Indonesia is acquired.
- Production exceeds 465,000 MT.
- Sales volume exceeds 490,000 MT.
- Net turnover exceeds PKR 33 Billion.

## 2019

- Continuous Compact Mill "CCM-2" commences commercial production, increasing Cold Rolling capacity to 1,000,000 MT from 500,000 MT.
- Annealing capacity is enhanced to 360,000 MT from 300,000 MT.
- A New continuous picking line is commissioned and starts commercial production, enhancing the picking line capacity to 1,000,000 MT.
- Production exceeds 470,000 MT.
- Sales volume exceeds 539,000 MT.
- Sales value exceeds PKR 47 Billion.
- Pakistan Stock Exchange's status at Morgan Stanley Composite Index (MSCI) is upgraded to "Emerging Market" and ISL is listed in it.
- JCR-VIS credit rating company awards ISL, the credit rating of "A+/A-1".

## 2020

- ISL Service Center commences operations. The state-of-the-art service center is envisioned to provide value-added services to the customers.
- ISL bags **1st award** at the **"7th Employer of the year award"** in the Medium National Category.
- ISL received **43rd FPCCI Best Export Performance Award** 2018-19.
- International Steels Limited (ISL) wins the prestigious Top 25 Performing Companies Award by the Pakistan Stock exchange.
- ISL wins Management Association of Pakistan (MAP) Corporate Excellence Award 2020 for the second consecutive year.

#### 2021

- ISL receives "Employers Federation of Pakistan's (EFP) Exporters Recognition Award", being acknowledged among the Top 45 largest exporters of Pakistan.
- ISL wins the "8th Employer of the Year Award" for the year 2019-2020.
- ISL wins three CSR Awards at the NFEH's (National Forum for Environment and Health) 13th Corporate Social Responsibility Summit 2021 in the categories of: Education and Scholarships, Community Development and Services Waste Management, and Recycling.
- ISL secures 2nd position in the Asian Management Games 2021.
- ISL received 44th FPCCI Best Export Performance Awards 2019-20.

#### 2022

- Electrolytic Cleaning Line is commissioned at ISL. This new addition improves the surface quality of our products specifically for the automotive and appliances sectors by cleaning the remaining rolling emulsion and iron fines.
- ISL was one of the sponsors of the Pakistan Pavilion at the internationally acclaimed, **Dubai Expo 2021**, hosted by Dubai, in the United Arab Emirates, from October 2021 to March 2022.
- ISL sponsored TEDx IBA powered by AIESEC in October 2021.
- ISL participated in the **2nd Pakistan Africa Trade Development Conference**, Nigeria facilitated by TDAP.
- For the second time, ISL won three **CSR awards** in the categories of Education and Scholarship, Community Development, Sports and Recreational Activities, at the 14th CSR Awards organized by the National Forum for Environment and Health (NFEH) in March 2022.
- In March 2022, ISL participated in the Management Association of **Pakistan's 22nd MAP Convention**, under the banner of ASC Group.
- In June 2022, International Steels Limited participated in **Project Qatar** in Doha, meeting potential partners from across Qatar and from other countries.
- ISL exhibited in HVACR Expo, Lahore, in June 2022, which is the largest dedicated HVACR trade exhibition in Pakistan. In the same month, the company participated in IAPEX Building Materials Exhibition at Expo Center, Karachi. This expo attract and target architects, builders and contractors, from all over Pakistan.
- ISL secures 3rd position in the Asian Management Games 2022.







- ISL participated in IAPEX Building Materials Exhibition and Conference at Expo Center, Karachi, along with other ASC group companies.
- ISL held the first chapter of Art from the Heart Children's Art Competition 2022, for the young artists of age 5-13 years.
- ISL participated in the largest exhibition of automobiles in the country The Pakistan Auto Show 2022 in July, 2022, at the Expo Centre Lahore, organized by PAAPAM.
- ISL was listed in Traded Development Authority of Pakistan (TDAP) Top 50 exporters, second year in a row.
- ISL Annual Sales Conference 2022 took place in Muzaffarabad, Pakistan from August 03 to 06, 2022.
- The Senate Standing Committee on Industries and Production paid a visit to the ISL Service Center in Bin Qasim Industrial Park.
- ISL won Pakistan Stock Exchange (PSX) "Pakistan's Top 25 Companies Award ".
- ISL received "Export Performance Award" for the FY 2020-21, at FPCCI's 45th Export Awards, at Aiwan-e-Sadar, Islamabad.



- ISL won the "Corporate Excellence Award" in the "Engineering Category" for the fourth year in a row, in the MAP's 37th Corporate Excellence Awards.
  - On the same day, team ISL received 2nd runner-up shields in the Asian Management Games, organized by the Asian Association of Management Organizations (AAMO).
- ISL launched its first Newsletter ISL Insider in October 2022.
- ISL won 1st position in the Medium National Category at the "9th Employer of the Year Awards" for the year 2021 by Employers' Federation of Pakistan, in Karachi.
- ISL and Cargill joined hands with the ASC Foundation and Rizq to support Dawn Relief's efforts in rebuilding over 90 rural homes devastated by the floods in Bajara, Sindh.
- ISL participated in The BIG 5 International Building & Construction Show, in December, at the Dubai World Trade Centre, UAE. It is the largest and most influential event for the construction industry in the Middle East, with over 2,000 exhibitors from over 60 countries.



- ISL Marketing and Sales Departments collaborated and organized a fourth and fifth Fabricators' Conferences in Karachi and Faisalabad, in January and February 2023.
- ISL sponsored CAP Carnival 2023 in February and under the theme of "ISL Plant for the Planet", educated and distributed 500+ Moringa Tree growing kits among families, containing 3,000+ seeds, planters, care guides, and potting medium.
- ISL won three CSR awards at the NFEH's 15th Corporate Social Responsibility Summit 2023, for the third consecutive year.
- · ASC Group Companies, celebrated International Women's Day 2023 with great enthusiasm on March 8th. The event was themed around of "Embrace Equity"
- Amir S. Chinoy Group won the Super Challengers Premier League Edition II.
- Members of ASC Group Companies, participated in the workshop "Corporate Sustainability Disclosures: Making the Journey", organized by CERB and Interloop Pvt. Ltd.



- International Steels Limited participated and exhibited at the Project Qatar A leading business exhibition that focuses on the construction and related industries at Doha Exhibition & Convention Center (DECC) from 29th May to 1st June 2023.
- ISL participated in the Pakistan HVACR Expo, held at Expo Centre Karachi from June 8th to June 10th, 2023. Pakistan HVACR International Expo & Conference is the most
  established International Exhibition on Heating, Ventilation, Air-Conditioning & Refrigeration in the region, it is the only focused HVACR trade show in Pakistan.
- ISL launched new corporate videos of its manufacturing facility and ISL Service Center, showcasing the cutting-edge technology, services and culture of the Company.



# **(0)** Value Creation 2011-2023

#### CONTRIBUTION TO GOVERNMENT



Contributed to the national exchequer

#### **EXPORT VALUE**



\$496 Million

Worth of foreign exchange by exporting flat steel

#### LEADING EXPORTER



**Гор 50** 

Exporters of Pakistan by TDAP (Trade Development Authority of Pakistan)

#### **CSR CONTRIBUTION**



(After Tax) Annually for social and community uplift

#### EMPLOYER OF CHOICE



Winner at "9th Employer of the Year Awards" by Employers' Federation of Pakistan

#### **CREDIT RATING**



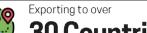
A+/A-1 Rating By VIS Credit Rating Company Limited

#### SUBSTITUTING IMPORTS Saving



Worth of foreign exchange outflow through localization

#### **GLOBAL FOOTPRINT**



**30 Countries** 

Worldwide, supplying cold rolled and coated steels

#### ENVIRONMENTAL RESPONSIBILITY



Clean, Lean & Green Manufacturing approach and sustainable practices

#### **RECOGNITION IN CSR CONTRIBUTION**



#### SKILL DEVELOPMENT



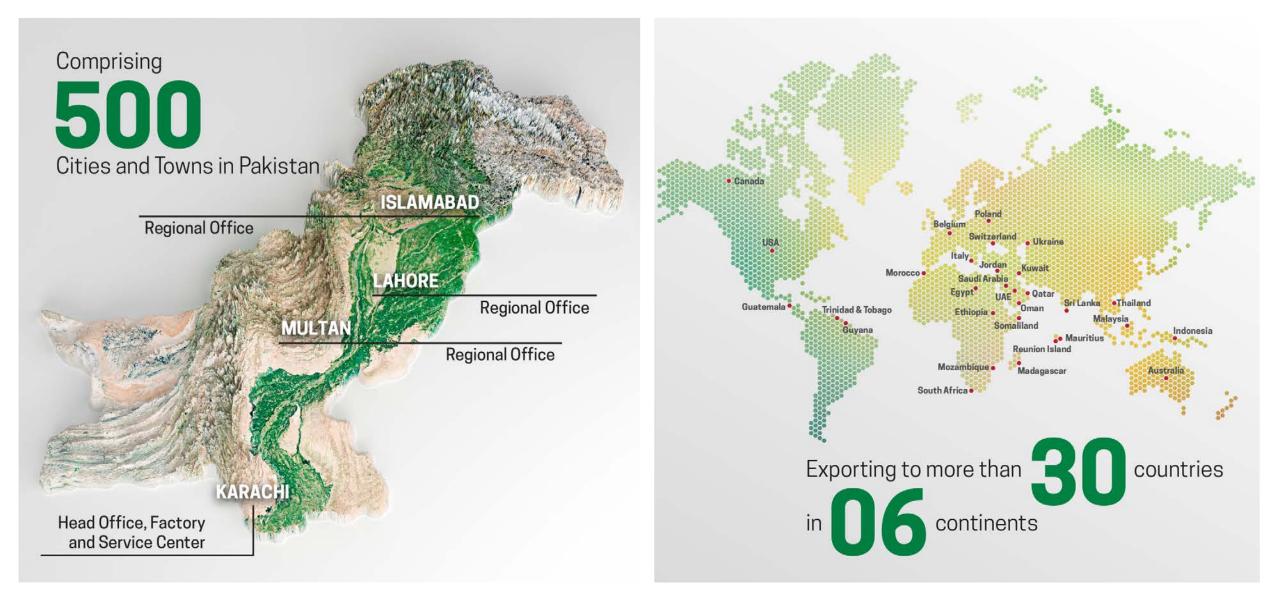
To train and develop human resources at ISL Factory and offices

#### LISTING IN BEST PERFORMING COMPANIES



# ISL Regional Network and Geographical Presence









# **Products and Services**

# Products

# Products and Production Capacities



# METRIC TONS

ISL provides a wide range of CRC products, meeting diverse commercial and industrial needs, with its advanced Cold Rolling Mills from SMS Siemag, Germany, ensuring topquality finishes and workability. ISL products are in high demand across automotive, home appliances, furniture, drum, tube, filter, tin plate, and various industrial sectors.

 Applications:
 Applications:

 Image: Image:

HOT DIP GALVANIZED STEEL

462,000

**METRIC TONS** 

ISL's Hot Dipped Galvanized Steel is produced on a state-of-the-art,

fully automated galvanizing complex. Our manufacturing facility, a

dynamic production team, and adherence to strict quality control

measures, paired with best available raw materials and processes,

are applied under controlled conditions to produce

premium-quality zinc-coated steel.



## **COLOR COATED STEEL**

84,000

METRIC TONS

Galvanization is the application of a zinc coating to steel to prevent rust and corrosion. ISL's Hot Dipped Galvanized Steel is produced using a cutting-edge, fully automated galvanizing complex, ensuring premium quality through strict quality control, top-notch materials, and controlled processes.

#### Applications:











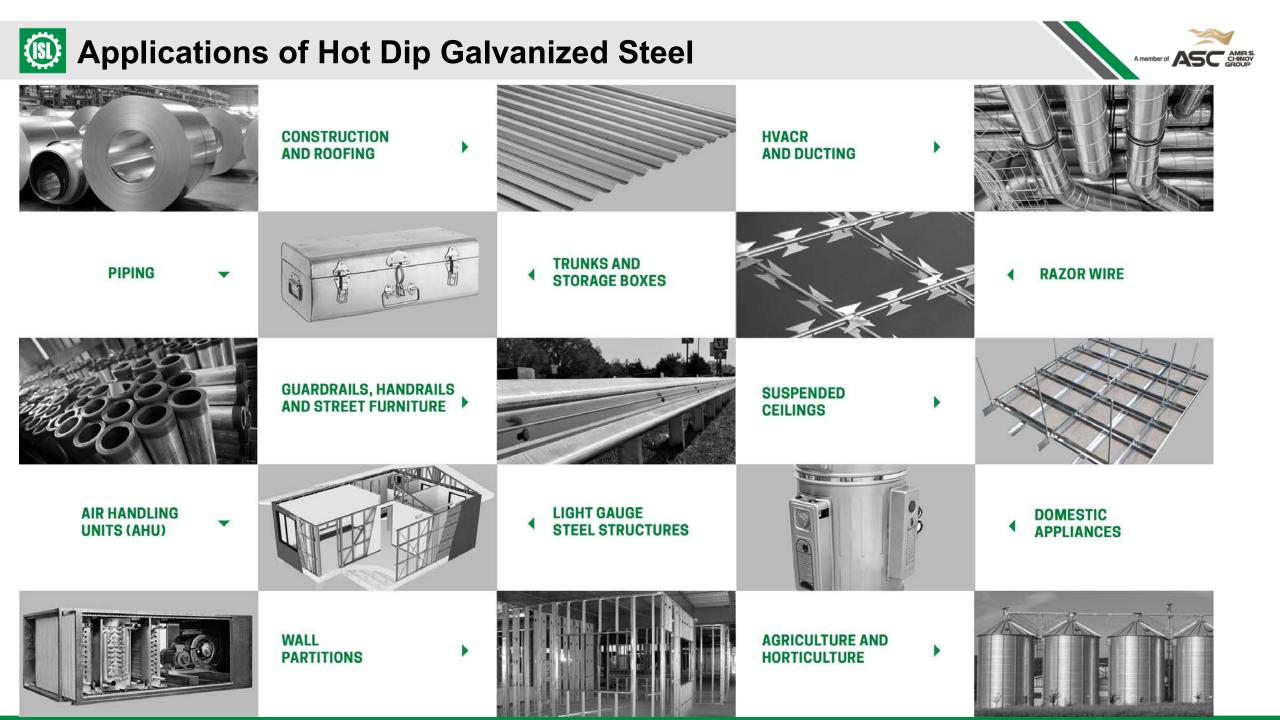






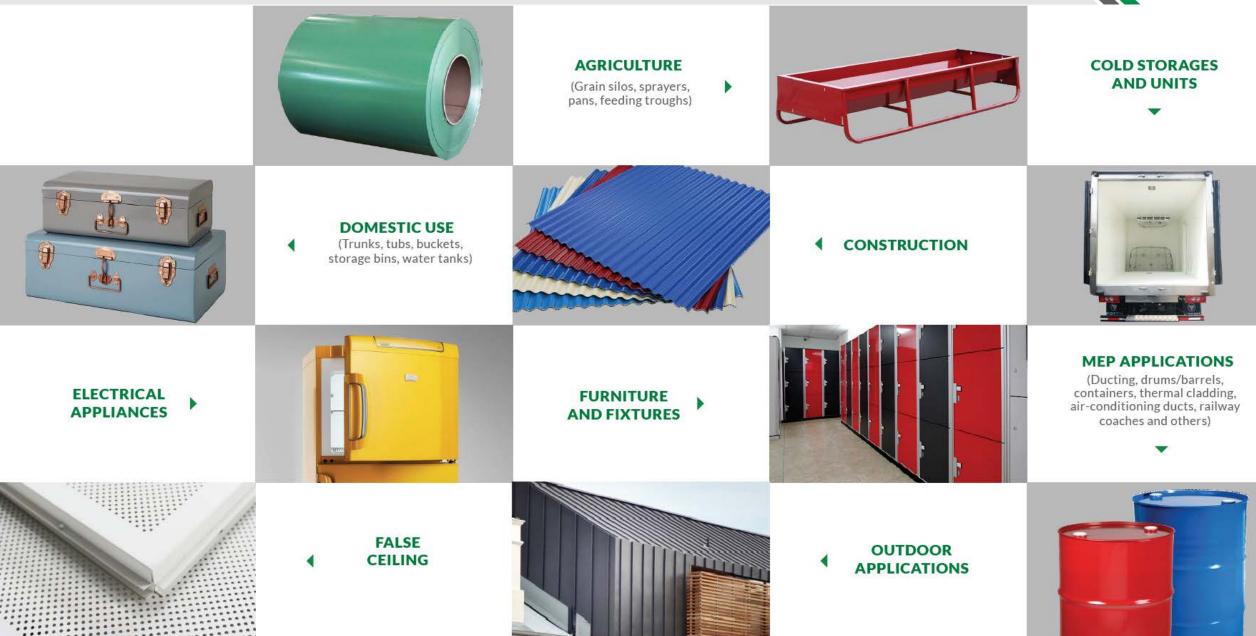
ISO 9001: 2015 Quality Management System ISO 14001: 2015 Environment Management System ISO 45001: 2018 Occupational Health & Safety Management System

Applications	of Cold Rolled	Steel		
AUTOMOTIVE COMPONENTS		HARDWARE AND SANITARY		TIN MILL BLACK PLATE (TMBP)
	PACKAGING DRUMS		DOMESTIC	
ELECTRICAL GOODS		OIL FILTERS		BASE MATERIAL FOR GALVANIZING AND COATING
	SWITCH GEARS		TUBES AND SECTIONS	



# Applications of Color Coated Steel

A member of ASC CHRINGY GROUP



# Services

# Service Center - Bin Qasim Industrial Park

A member of ASC CHINOY GROUP

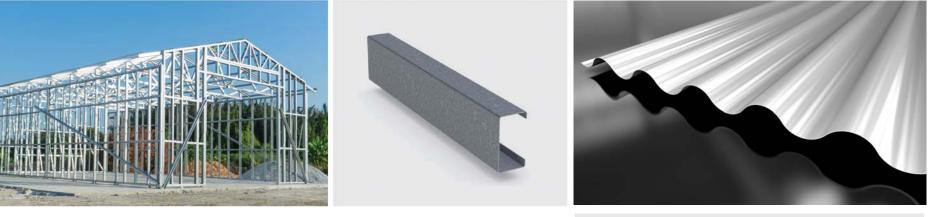
Service Center shapes flat rolled steel into various forms for a wide range of industrial and commercial applications, ranging from profiles that form highly durable structures to custom-cut sheets and slitted coils that serve as ready-to-use input for various purposes.

#### Slitting



## C- Channels for LGSS / Wall Partitions

#### Profiling

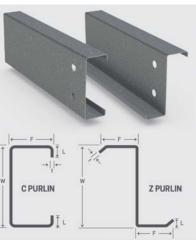


#### Cut-to-Length



C and Z Purlins









Clip-lock







## External Environment

- Global steel prices declined by almost 49% after hitting a record high of **US\$1,100 / MT** this year.
- The prices of raw materials, mainly iron ore and coking coal witnessed significant downward adjustments.
- The global market weakened in the first half of the 2022-23 but recovered in the later part of the year to **US\$650 / MT.**
- World crude steel production remained at 1.8 billion metric tons during the year a decrease of 5% as compared to last year with China contributing 56% of the overall global output.
- The global economy continued to slowdown due to higher interest rates impacting the global demand for steel products.





## Domestic Business Environment

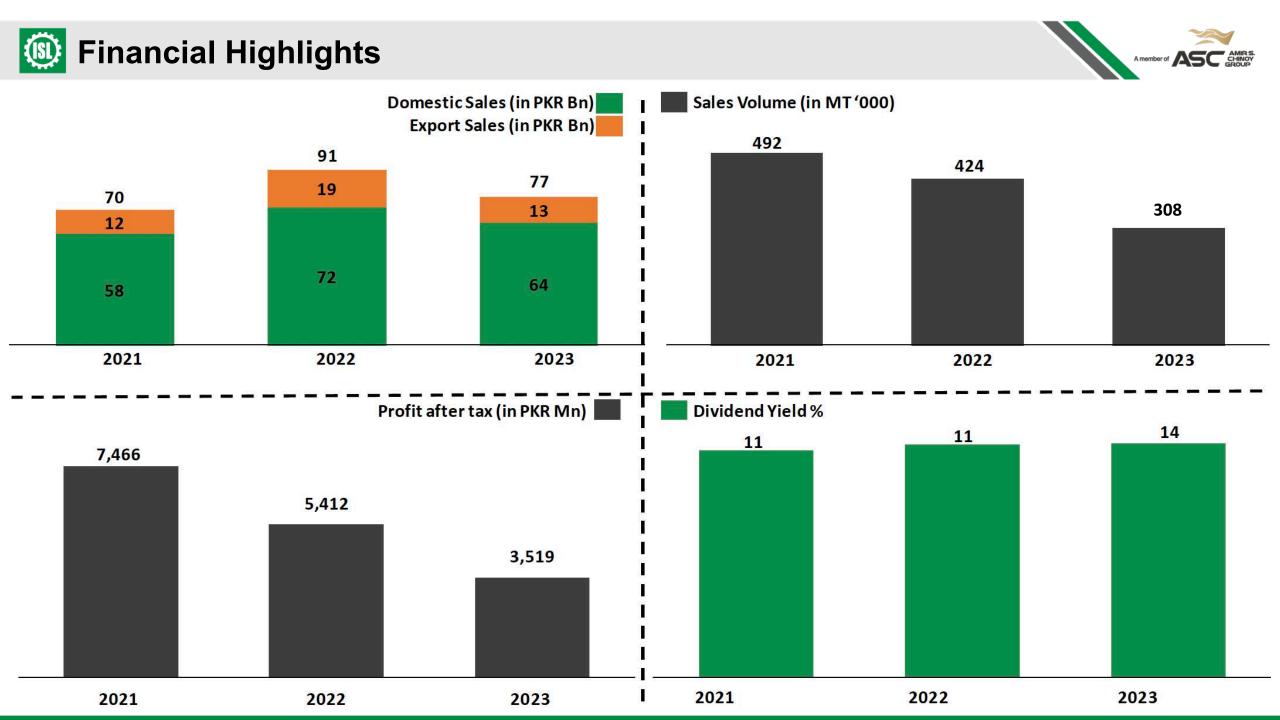
- Pakistan economic growth was limited to 0.29% mainly on account of twin fiscal and current account deficits further exacerbated by devastating floods.
- PKR continued to fluctuate during the year and devalued by 40% to PKR 286 / USD.
- Increase in SBP policy rate to 22%
- Large scale manufacturing contracted by **10%**
- Establishment of LC for import of raw material remained challenging on account of declining foreign exchange reserves.







- In the fiscal year 2022-23, sales remained a challenge due to substantial **36% reduction** in the overall market size.
- The company increased its market share to 36% from 31% in last year. The sales volume was at 308,000 MT, including 8,000 MT from toll
  manufacturing. Even amidst the challenges posed by the contraction of the North American market and the fluctuations in international steel
  prices, the company has successfully exported 48,000 MT.
- The company employs Lean manufacturing and Six Sigma to enhance production efficiency and reduce waste. Production of 304,000 MT aligned with sales demand. Cost-saving initiatives, including strategic production planning and off-peak operations, lowered energy costs substantially. Innovative packaging and in-house maintenance reduced operational expenses, reflecting the company's commitment to cost-effective solutions and operational excellence.
- For the current fiscal year, the company has reported a revenue of **Rs. 76.7 billon**, accompanied by a gross margin of **13.8%**, exhibiting resilience in these challenging times. The company has posted **Rs. 3.5 billion profit after tax** after taking a charge of **Rs. 486 million** on account of super tax of **10%**.
- From operational activities, the company generated a robust cash flow of Rs. 22.3 billion and successfully lowered its overall long and short-term borrowings by Rs. 16.8 billion in the fiscal year 2022-23. The management remained focused on working capital management through effective inventory management and was able to reduce the inventory from Rs. 30 billion at the end of June 2022 to Rs. 17 billion at the end of June 2023.
- Conversion cost increased by 4.8% to Rs. 4,557 million as compared to prior year cost of Rs. 4,349, despite average inflation of 28% for the year. Selling and freight expenses decreased by 36% to Rs. 997 million as compared to last year of Rs. 1,563 million.
- Financial charges stood at Rs. 2,264 million against last year's Rs. 1,323 million. This increase can be attributed mainly to higher interest rates and the imposition of a 100% cash margin requirement on the imports of HRC, which exerts pressure on working capital requirements. Additionally, the introduction of a 10% super tax amounting to Rs. 486 million led to a higher effective taxation rate for the year.



# **STATEMENT OF FINANCIAL POSITION** (As at June 30, 2023)



	30 June	30 June
	2023	2022
ASSETS	(Rupees	in '000)
NON-CURRENT ASSETS		
Property, plant and equipment	20,304,569	20,749,605
Right-of-use assets	43,839	63,725
Intangible assets	309,580	176,866
ong term deposit with Central Depository Company of Pakistan Limited	100	100
CURRENT ASSETS	20,658,088	20,990,296
Stores and spares	1.004.646	904,026
Stock-in-trade	17,261,712	30,196,653
Frade debts	1,148,499	1,034,132
Receivable from K-Electric Limited (KE)	16,685	32,874
Advances, trade deposits and prepayments	55,862	110,795
Staff retirement benefits		-
Sales tax receivable	480,954	1,739,818
Cash and bank balances	1,765,136	896,462
	21,733,494	34,914,760
TOTAL ASSETS	42,391,582	55,905,056
EQUITY AND LIABILITIES		
SHARE CAPITAL AND RESERVES		
Share capital		
Issued, subscribed and paid-up capital	4,350,000	4,350,000
Revenue reserve	4,000,000	4,000,000
Unappropriated profit	15,146,402	14,835,313
Capital reserve	,	.,,
Revaluation surplus on property, plant and equipment	2,187,478	2,410,776
TOTAL SHAREHOLDERS' EQUITY	21,683,880	21,596,089
LIABILITIES		
NON-CURRENT LIABILITIES		
ong term financing - secured	1,005,986	2,778,846
Deferred income - government grant	126,738	136,550
Gas Infrastructure Development Cess	148,993	426,521
Deferred taxation - net	1,989,947	1,705,161
ease liabilities	29,426	48,786
	3,301,090	5,095,864
CURRENT LIABILITIES	10 710 074	0 170 177
Trade and other payables	10,712,974	6,470,477
Contract liabilities	1,816,607	2,290,226
Short term borrowings - secured	3,334,225	17,359,553
Jnpaid dividend Jnclaimed dividend	1,527 8,497	10.301
	377.378	
Current portion of long term financing - secured Current portion of lease liabilities	19.859	1,419,495
Faxation - net	920,894	16,155 1,375,883
Accrued mark-up	214.651	271,013
www.www.man-up	17,406,612	29,213,103
TOTAL LIABILITIES	20,707,702	34,308,967
CONTINGENCY AND COMMITMENTS		
TOTAL EQUITY AND LIABILITIES	42.391.582	55.905.056
	72,001,002	55,505,050



# (In the sear ended June 30, 2023) (In the sear ended June 30, 2023)



	2023	2022
	(Rupees in '000)	
Revenue from contracts with customers	76,753,334	91,423,698
Cost of sales	(66,145,658)	(79,042,389)
Gross profit	10,607,676	12,381,309
Selling and distribution expenses	(997,224)	(1,563,129)
Administrative expenses	(389,057)	(339,808)
	(1,386,281)	(1,902,937)
Operating profit	9,221,395	10,478,372
Finance cost	(2,264,167)	(1,322,584)
Other operating charges	(1,921,613)	(1,356,009)
	(4,185,780)	(2,678,593)
Other income	155,796	200,971
Profit before income tax	5,191,411	8,000,750
Income tax expense	(1,672,621)	(2,588,560)
Profit for the year	3,518,790	5,412,190

Earnings per share - basic and diluted

(Rupees)	
8.09	12.44



# **STATEMENT OF CASH FLOWS** (For the year ended June 30, 2023)

2022



CASH FLOWS FROM OPERATING ACTIV	ITIES
Cash generated from / (used in) operation	IS
Finance cost paid	
ncome on bank deposits received	
Staff retirement benefits paid	
Payment on account of compensated absen	ces
ncome tax paid	

Net cash generated from / (used in) operating activities

#### CASH FLOWS FROM INVESTING ACTIVITIES

Payment for acquisition of property, plant and equipment Payment for acquisition of intangible asset Proceeds from disposal of property, plant and equipment Investments in Term Deposit Receipt

#### Net cash used in investing activities

#### CASH FLOWS FROM FINANCING ACTIVITIES

Proceeds from long term financing Repayment of long term financing Short term borrowings - net Lease rentals paid Dividend paid

#### Net cash used in financing activities

Net increase / (decrease) in cash and cash equivalents

Cash and cash equivalents at beginning of the year

Cash and cash equivalents at end of the year

(Rupees in '000)			
26,624,898	(401,931)		
(2,296,540)	(1,101,392)		
89,310	26,685		
(63,012)	(48,054)		
(10,618)	(4,045)		
(1,982,315)	(1,924,504)		
(4,263,175)	(3,051,310)		
22,361,723	(3,453,241)		

2023

(1,277,643)	(1,655,678)	
(133,084)	(176,293)	
53,932	120,904	
(384,000)	-	
(1,740,795)	(1,711,067)	
245,465	616,189	
(3,070,248)	(1,475,612)	
(3,882,781)	2,712,924	
(23,366)	(22,029)	
(3,262,777)	(3,913,497)	
(9,993,707)	(2,082,025)	
10,627,221	(7,246,333)	
(9,530,310)	(2,283,977)	

(9,530,310)

1,096,911

# Successful Commissioning of Electrolytic Cleaning Line

A member of ASC CHINGY GROUP

Commissioned in FY 2021-22, the Electrolytic Cleaning Line at ISL Manufacturing facility achieved full functionality in FY 2022-23.

This addition enhances product surface quality, with a focus on the automotive and appliances sectors, by effectively removing residual rolling emulsion and iron fines.

The inclusion of a rewinding line with a dedicated electrolytic cleaning section aims to streamline cold rolled capacity and boost efficiency in **TMBP** (**Tin Mill Black Plate**) production.

# Creating Efficiency in the Supply Chain

A member of ASC CHINOY GROUP

The company is in process of implementing new and improved supply chain automation modules in order to:

- Enhance Visibility throughout the Supply Chain
- Improve Demand Forecasting and Planning
- Improve Efficiency
- Reduce Delivery Times, and
- Enhance Service Levels to Customers







# REDEFINING TOMORROW

# CREATING IMPACT THAT MATTERS

SHAREHOLDERS	EMPLOYEES	CUSTOMERS	GOVERNMENT	SOCIETY
Maximize shareholder value through transparent and open operations, unwavering commitment to strong corporate governance, and ensuring seamless business continuity.	Offer diverse employment opportunities, championing diversity, inclusion, and prioritizing employee welfare and wellbeing.	Deliver premium products at fair, transparent prices to customers, while facilitating easy access to vital raw materials for downstream industries.	Contribute to government revenue, foster import substitution, address critical national challenges within our value chain, and support government welfare initiatives	Drive genuine social uplift through value creation, tackle key human development issues, and collaborate with corporate and social entities to advance overlooked social development goals.

For ISL, winning is all about creating impact that matter, across our all stakeholders.

This drives the company to actively support various social, educational and healthcare related initiatives in the country. The company partakes in various social activities to promote wellbeing and welfare to society. Every year, ISL allocates 1.5% of after tax profit for social uplift and charitable causes.



# DRIVEN BY THE CLEAN, LEAN AND GREEN APPROACH



ISL wholeheartedly embraces sustainable green practices.

Our unwavering commitment is to attain carbon negativity, thus setting the standard for responsible manufacturing. Guided by the **Clean, Lean, and Green** philosophy, we tirelessly endeavour to ensure that our operations are as environmentally friendly as possible. This journey includes substantial investments in state-of-the-art green technologies and the efficient management and treatment of waste generated throughout our operations.





# **Awards and Recognition**



# Awards and Recognition

#### **FPCCI 45th Export Awards**



EFP Employer of the Year Awards FY-2021 **NFEH's 15th CSR Awards** 





#### Asian Management Games 2022







# SHAPING **TOMORROW**

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