

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 76 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 member companies enjoy a credible export pedigree with combined export revenues of of Rs. 23 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. 4.8 billion in export revenues. In Pakistan, the ASC group has an extensive distribution network through 2,600 outlets in 500 cities and towns across the country. Recently, in 2024 Chinoy Engineering and Construction (Pvt.) Ltd. (CECL), an Associate Company of International Industries Limited, Pakistan Cables Limited and International Steels Limited, was established to explore business opportunities in construction projects and successfully entered into a contract with the Reko Diq Mining Company to design and construct a Permanent Accommodation Camp at Reko Diq Copper Gold Mines, Baluchistan.

The broad range of products manufactured by the member companies of the group includes:

Steel Pipes **Polymer Pipes** Cold Rolled Steel **Galvanized Steel** Colour Coated Steel (CR. HR. Galvanized. (UPVC, PPRC, PE) Stainless Steel) **Electric Overhead Electric Wires & Hollow Structural** Scaffolding Systems **Special Cables Conductors of** Sections (Steel) Cables (LV & MV) and Formwork Aluminium & Copper **Extruded** Aluminium Sections Flat Steel Sheets, **PVC Compound** Copper Rod Wiring Accessories for Architectural **Profiles & Purlins Applications**

Member companies of the ASC group have attached international equity partners of repute, which have further enriched their technical expertise and best practices. Leading equity partners associated with member companies include:

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

Group Highlights



124
PKR in Billion Sales
Turnover



70
PKR in Billion Market
Capitalisation



PKR in Billion Contribution to National Exchequer



23
PKR in Billion Export



384,000
(Metric Tons)
Total Metals Produced



71
Years of Production



2,600
Number of Employees



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



500
Geographical Footprint in Pakistan (Cities & Towns)



2,600
Number of
Dealers/Distributors

Highlights of the ASC Group Events





PINKTOBER Marked

Member companies of the ASC group jointly organized a Breast Cancer Awareness event, featuring Dr. Sana Zeeshan from Aga Khan University Hospital's Breast Department and Nausheen Farrukh, a clinical psychologist with 20 years of rich experience in the field. The session helped attendees learn more about the symptoms, prevention and treatment of the disease.



1st Amir S. Chinoy Women's Tape ball Cricket Tournament 2023

Proud teams of Tectonic Titans (IIL), Electric Eagles (PCL), Steel Strikers (ISL) showcased the spirit of inclusivity and women's empowerment on the field at the 1st Amir S. Chinoy Women's Tape ball Cricket Tournament 2023 held in Karachi.

ISL lifted the trophy of the 1st Amir S. Chinoy Women's Tape ball Cricket Tournament 2023.



10th Amir S. Chinoy Memorial Tape ball Tournament 2023

Reliving the spirit of passion, the 10th Amir S. Chinoy Memorial Tape-ball Tournament was organized in Karachi. ISL lifted the trophy for the 10th Amir S. Chinoy Memorial Tape-ball Tournament 2023. IIL Tigers and PCL Shaheens emerged as runners-up.



International Women's Day Celebration

International Women's Day festivities were organized by the ASC group in Karachi, aimed to #InspireInclusion. The event featured sessions on "The Empowered Her" by Saya Health's Natasha Khan, a Martial Arts demonstration by Madiha Habib and "Her Health Check" by Sobana Baree from SIB. The activities concluded with shield distribution and a lively session at Jumbo Jump for all female staff of member companies.





Super Challengers' Premier League Edition 14

The ASC group Cricket Team won the runner-up trophy in the thrilling Super Challengers' Premier League (Edition 14) Grand Final held in Karachi.



Engineering and Healthcare Show 2023, Lahore

The ASC group jointly exhibited at TDAP's $3^{\rm rd}$ Engineering and Healthcare held in Lahore. All three group member companies showcased their product range and interacted with visitors during the three days exhibition.



ASC Group sponsored the Access. Ability. Careers Fair

The ASC group supported ConnectHear as Bronze Sponsors at the Access. Ability. Careers Fair, championing diversity and equal opportunities for all. ASC group stall attracted over 300 enthusiastic individuals, united in shaping a more inclusive tomorrow.



ASC Group sponsored the 38th MAP Corporate Excellence Awards 2023

The ASC group jointly sponsored the 38th MAP Corporate Excellence Awards held in Karachi.

Member companies of the ASC group were awarded and recognized at the 38th Corporate Excellence Awards 2023 organized by the Management Association of Pakistan (MAP).

ISL and PCL won the excellence awards in the Engineering Goods category and Cable and Electrical Goods category, respectively; while IIL received Certificate of Excellence under the Engineering Goods category.



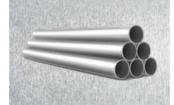


Incorporated in 1948 Listed on PSX since 1984 Credit Rating AA/A-1

PRODUCTS

Steel Tubes and Pipes Polymer Pipes and Fittings Stainless Steel Tubes Scaffolding & Formwork Solutions

2024 TURNOVER



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

PRODUCTS

Cold Rolled Steel Hot Dip Galvanized Steel Color Coated Steel

2024 TURNOVER



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

PRODUCTS

Wires, Cables & Copper Rod **Aluminium Profiles PVC Compound** Conductors & Wiring Accessories

2024 TURNOVER

26 BILLION



Incorporated in April 2024

SERVICES

Contracting Services in The Construction and **Engineering Industry**



124 BILLION

GROUP TURNOVER