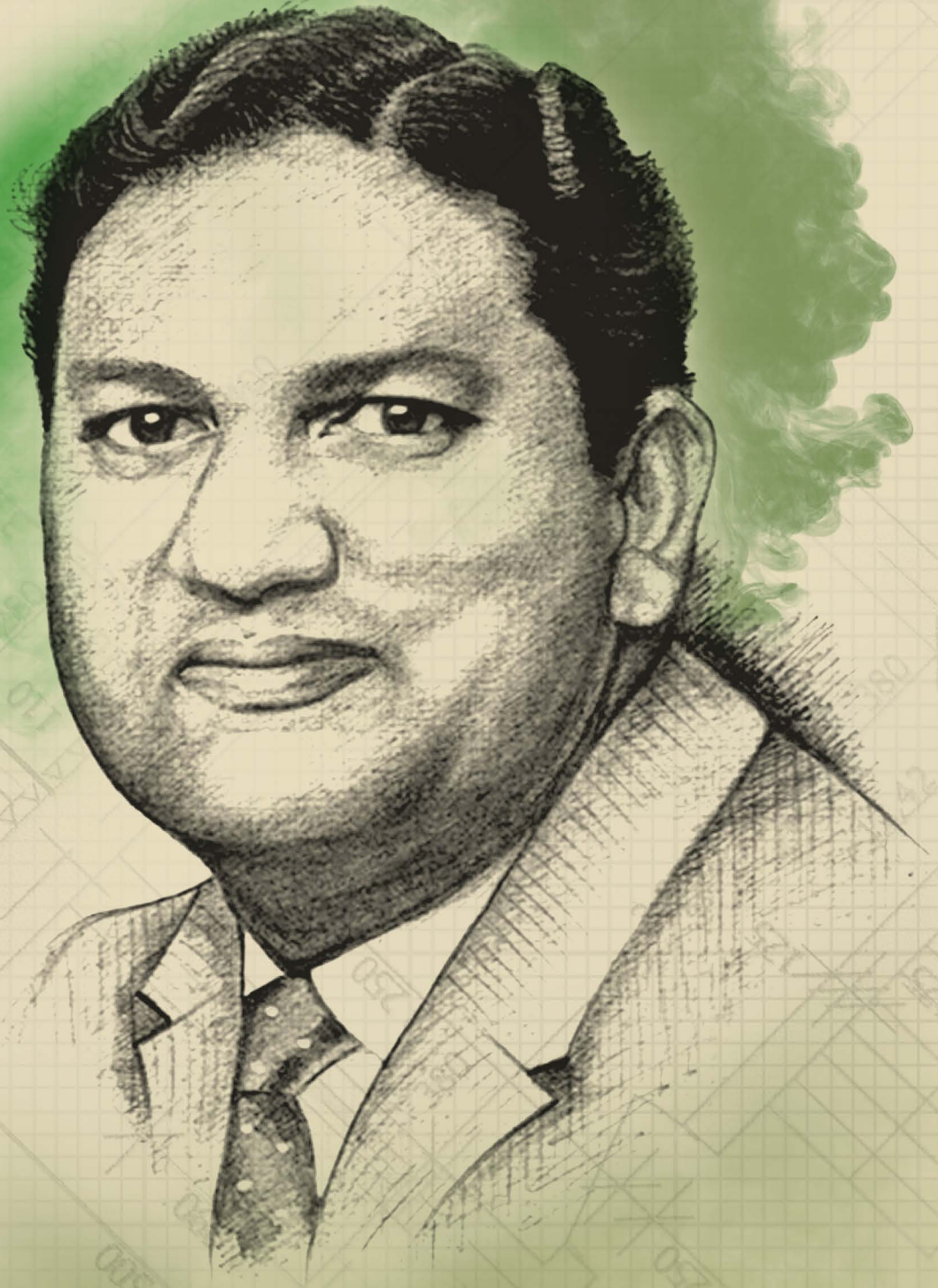


About the Group



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 78 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 a flag bearer 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 Rs. 15 billion. ASC Group's growing global footprint is further represented by an on-ground presence in Australia, Canada, and Europe through its wholly owned subsidiaries IIL Australia Pty. Ltd., IIL Americas Inc., and INIL Europe Ltd., which collectively contribute Rs. 2.3 billion in export revenues. In addition, the Group operates IIL Trading Pvt. Ltd. in Pakistan, a premium trading company representing globally renowned brands such as Milwaukee, Fischer, Mapei, and Brenntag. 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. CECL 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 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

Flat Steel Sheets,
Profiles & Purlins

Electric Wires &
Cables (LV & MV)

Electric Overhead
Conductors of
Aluminium & Copper

Special Cables,
Solar Cables

PVC Compound

Copper Rod

Aluminum Rod

Wiring Accessories

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

Group Highlights



116

PKR in Billion Sales
Turnover



72

PKR in Billion Market
Capitalisation



26

PKR in Billion Contribution
to National Exchequer



15

PKR in Billion Export
Sales



374,000

(Metric Tons) Total Metals
Produced



72

Years of Production



2,100+

Number of Employees



60

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



500

Geographical Footprint in
Pakistan (Cities & Towns)



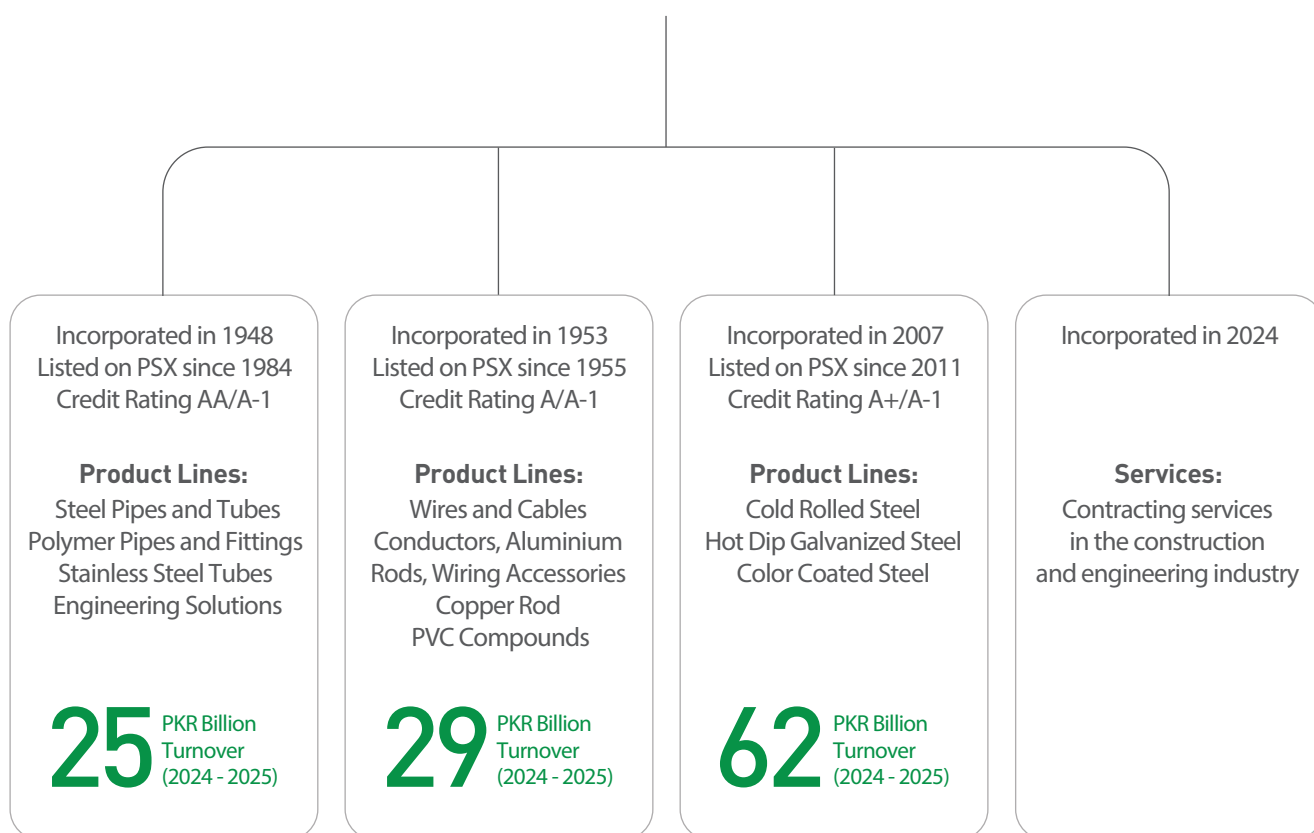
2,600

Number of
Dealers/Distributors

*As on FY ending 30th June 2025



Member Companies



Highlights of the ASC Group member companies' events



ASC Group Participates in Saudi Build Expo 2024

ASC Group companies participated in the Saudi Build, expo to explore the region's largest building and infrastructure market at the 34th International Trade Exhibition for Construction Materials and Building Technologies held at Riyadh International Convention & Exhibition Center during November 4-7, 2024.



ASC Group Participates in IAPEX Lahore 2024

ASC Group companies participated in IAPEX Lahore, held at the Lahore Expo Centre from November 1 to 3, 2024, showcasing their commitment to innovation and industry leadership. Pakistan Cables featured its Wiring Accessories portfolio, International Industries displayed its comprehensive range of steel tubes and pipes and International Steels presented its latest galvanized and cold-rolled steel products. The exhibition provided a valuable platform to engage with industry stakeholders, strengthen brand visibility, and reinforce group's position as a leader in Pakistan's industrial landscape.



ASC Group Participates in Pakistan Minerals Investment Forum 2025

ASC Group participated in the Pakistan Minerals Investment Forum 2025, a premier platform showcasing the country's potential in the minerals and mining sector. Among the Group's highlights was CECL (Copper & Energy Company Limited), a sister company, which drew significant attention for its growing role in Pakistan's resource development landscape.

The event offered a valuable opportunity to present the Group's vision, explore strategic partnerships, and reinforce our commitment to contributing to the nation's industrial and energy advancement.



ASC Group Marks Pinktober

ASC Group organized a Breast Cancer Awareness event, featuring special guests, Dr. Bushra Maham Amin from Shaukat Khanum Hospital, cancer survivor Aysha Jamil, and former First Lady Begum Samina Arif Alvi. The informative session helped the attendees learn more about the symptoms, prevention, and treatment of breast cancer.



2nd Amir Sultan Chinoy Women's Tapeball Cricket Tournament 2024

The 2nd Amir Sultan Chinoy Women's Tape-ball Cricket Tournament, held in December 2024, was a significant milestone in the ASC Group's commitment to promoting diversity, equity, inclusion, and collaboration across its member companies. The tournament featured 42 enthusiastic women participants, with Tectonic Titans (ILL), Electric Eagles (PCL), and Steel Strikers (ISL) teams embodying the spirit of sportsmanship and empowerment. Tectonic Titans (ILL) claimed the championship title in an electrifying final, capping off a successful two-day event that celebrated unity and progress on and off the field.



ASCF Sports Collaboration

Under a multi-year sponsorship agreement by the Amir S. Chinoy Foundation, the ASC Group is proud to support Sana and Saif Bahader — two exceptionally talented squash athletes who continue to break barriers.

Despite being classified as Persons with Disabilities (PWDs), their unwavering determination and remarkable skill embody the spirit of Pakistan's resilient youth. This collaboration reflects our commitment to inclusivity and aims to elevate their talent — and Pakistan's squash legacy — onto the global stage.



ASCF Supports Water Filtration Plant in Dharasar Umarkot

ASCF in collaboration with Zaman Foundation installed a water filtration plant in Dharasar village, Umar Koth, to provide access to clean drinking water access to the local community. Dharasar is a remote desert village located 65km from Umarkot, home to over 600 residents across 350+ households. The predominantly Hindu community faces limited infrastructure and essential services access.



Emerge Incubation Centre Completed Cohort III

Emerge completed its COHORT III pitch deck round in which 30 highly promising incubates were meticulously selected, setting the stage for a dynamic and competitive cohort. Emerge is Pakistan's first TVET based incubation centre for the underprivileged youth, set up by the Amir Sultan Chinoy Foundation in collaboration with the Hunar Foundation with the intent to promote entrepreneurial skills among them.

Group Portfolio





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

PRODUCTS

Steel Pipes and Tubes
Polymer Pipes and Fittings
Stainless Steel Tubes
Engineering Solutions

25 PKR Billion
Turnover
(2024 - 2025)

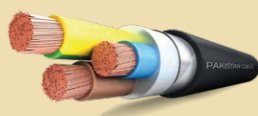


Incorporated in 1953
Listed on PSX since 1955
Credit Rating A/A-1

PRODUCTS

Wires and Cables
Conductors, Aluminium
Rods, Wiring Accessories
Copper Rod
PVC Compounds

29 PKR Billion
Turnover
(2024 - 2025)



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

PRODUCTS

Cold Rolled Steel
Hot Dip Galvanized Steel
Color Coated Steel

62 PKR Billion
Turnover
(2024 - 2025)



Incorporated in 2024

SERVICES

Contracting services
in the construction
and engineering industry



116 BILLION
GROUP TURNOVER

