



**CORPORATE BRIEFING - 2019**

# COMPANY INFORMATION

1

Established  
(Lahore)

1964

**LAHORE**

56-BUND ROAD

Established  
Karachi Factory

1981

**KARACHI**

PLOT NO. L-9, BLOCK NO. 22,  
FEDERAL "B", INDUSTRIAL AREA

Listed on Stock  
Exchanges

1989

Established a wholly  
owned Subsidiary at  
Hattar (HFPL)

1991

**HATTAR**

PLOT NO. 33-34, PHASE III, HATTAR  
INDUSTRIAL ESTATE, KPK

Merger of  
Subsidiary HFPPL  
into SHEZAN

2003

# COMPANY INFORMATION.....

2



**LAHORE CHAMBER  
OF COMMERCE**



**HACCP INTERNATIONAL**  
eliminate the hazard - reduce the risk



# CORE BUSINESS ACTIVITIES

3

## Manufacturing of Juices, Pickles, Jams, Ketchups, Cooked Food, Syrups & Squashes etc.

Based upon or derived from fruits and vegetables.

Returnable Bottle Juice  
Non Returnable Bottle Juice



Tetra Pak Juices  
125 ml, 200 ml, 250 ml, 1000 ml



Jams, Tomato Ketchup, Sauce  
and Vinegar, Squashes and  
Syrups

# SIX YEARS REVIEW

4

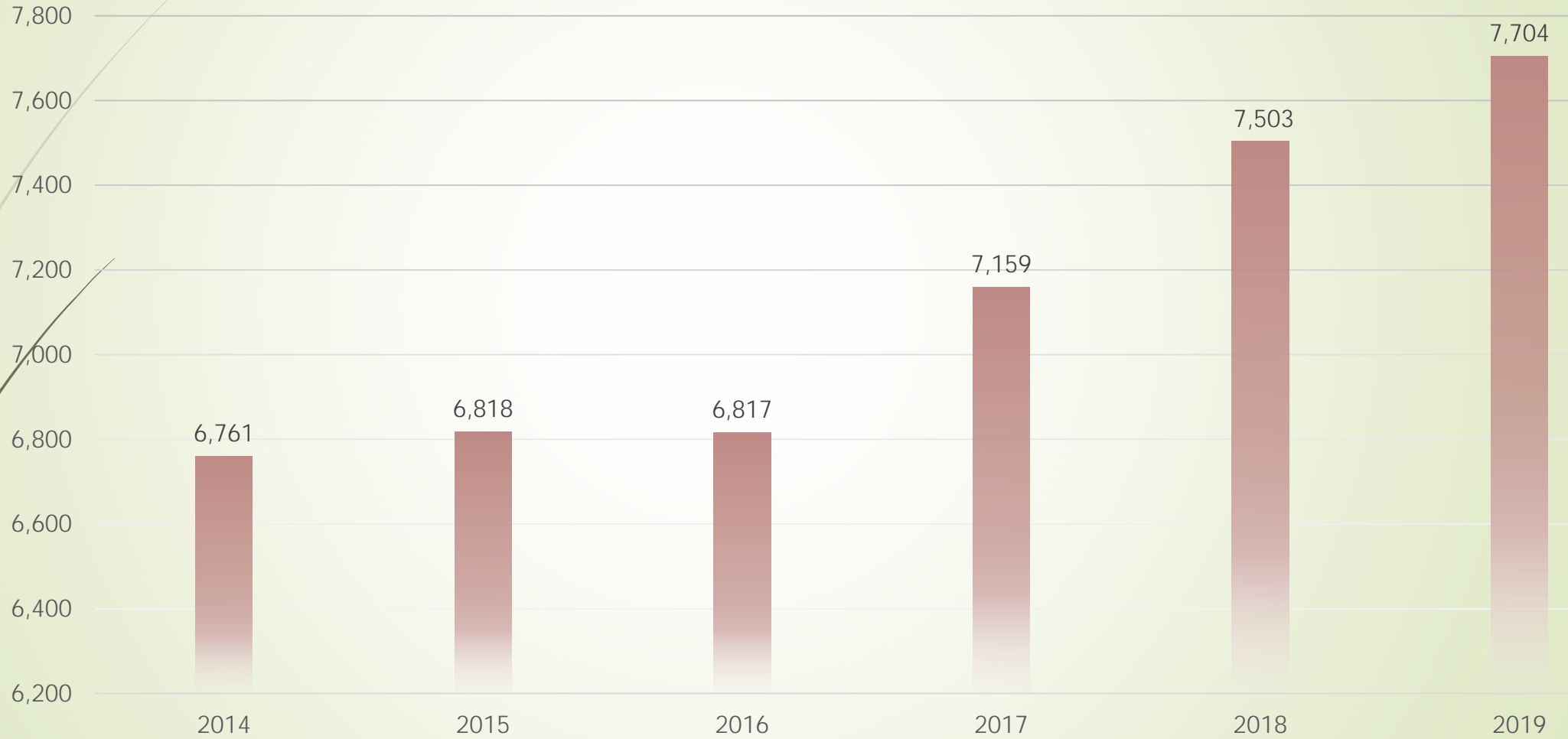
|  | Year<br>2014     | Year<br>2015     | Year<br>2016     | Year<br>2017     | Year<br>2018     | Year<br>2019     |
|--|------------------|------------------|------------------|------------------|------------------|------------------|
| Rupees in thousand   |                  |                  |                  |                  |                  |                  |
| <b>Incomes</b>   |                  |                  |                  |                  |                  |                  |
| Revenue from contracts with customers - net                                    | 6,760,527        | 6,817,635        | 6,816,540        | 7,159,015        | 7,503,273        | <b>7,704,097</b> |
| Other operating income   | 53,592           | 59,796           | 51,859           | 38,321           | 51,480           | <b>91,264</b>    |
|  | <b>6,814,119</b> | <b>6,877,431</b> | <b>6,868,399</b> | <b>7,197,336</b> | <b>7,554,753</b> | <b>7,795,361</b> |
| <b>Expenditures</b>  |                  |                  |                  |                  |                  |                  |
| Cost of sales  | 4,735,740        | 4,877,580        | 4,931,776        | 5,083,750        | 5,405,841        | <b>6,172,758</b> |
| Distribution cost and administrative expenses                                  | 1,487,088        | 1,463,397        | 1,494,151        | 1,508,915        | 1,387,042        | <b>1,282,210</b> |
| Finance cost   | 28,571           | 60,967           | 52,178           | 36,419           | 39,188           | <b>68,195</b>    |
| Other operating expenses   | 162,188          | 161,177          | 186,818          | 206,309          | 233,450          | <b>120,264</b>   |
|  | <b>6,413,587</b> | <b>6,563,121</b> | <b>6,664,923</b> | <b>6,835,393</b> | <b>7,065,521</b> | <b>7,643,427</b> |
| Profit before taxation   | 400,532          | 314,310          | 203,476          | 361,943          | 489,232          | <b>151,934</b>   |
| Taxation   | 141,000          | 19,332           | 9,190            | 102,625          | 94,439           | <b>38,860</b>    |
| Profit after Taxation  | <b>259,532</b>   | <b>294,978</b>   | <b>194,286</b>   | <b>259,318</b>   | <b>394,793</b>   | <b>113,074</b>   |
| Paid-up capital  | 72,600           | 79,860           | 79,860           | 79,860           | 79,860           | <b>87,846</b>    |
| Reserves & unappropriated profits  | 1,431,970        | 1,647,774        | 1,754,742        | 1,942,089        | 2,229,827        | <b>2,145,923</b> |
| Unrealized gain / (loss) on remeasurement<br>of investments available for sale | 686              | 528              | (237)            | 756              | (210)            | <b>(189)</b>     |
| <b>Share holders equity</b>  | <b>1,505,256</b> | <b>1,728,162</b> | <b>1,834,365</b> | <b>2,022,705</b> | <b>2,309,477</b> | <b>2,233,580</b> |
| Break up value per share in Rupees   | 207.34           | 216.40           | 229.70           | 253.28           | 289.19           | <b>254.25</b>    |
| Earnings per share in Rupees   | 32.50*           | 36.94            | 24.33            | 32.47            | 44.94*           | <b>12.87</b>     |
| Price Earning Ratio  | 27.69*           | 24.72            | 18.56            | 14.63            | 12.68*           | <b>32.83</b>     |
| Dividend declared  | 10.00            | 11.00            | 9.00             | 13.50            | 15.00            | <b>5.50</b>      |
| Bonus per share  | 10%              | -                | -                | -                | 10%              | <b>-</b>         |

\* Figures have been restated.

# FINANCIAL PERFORMANCE

5

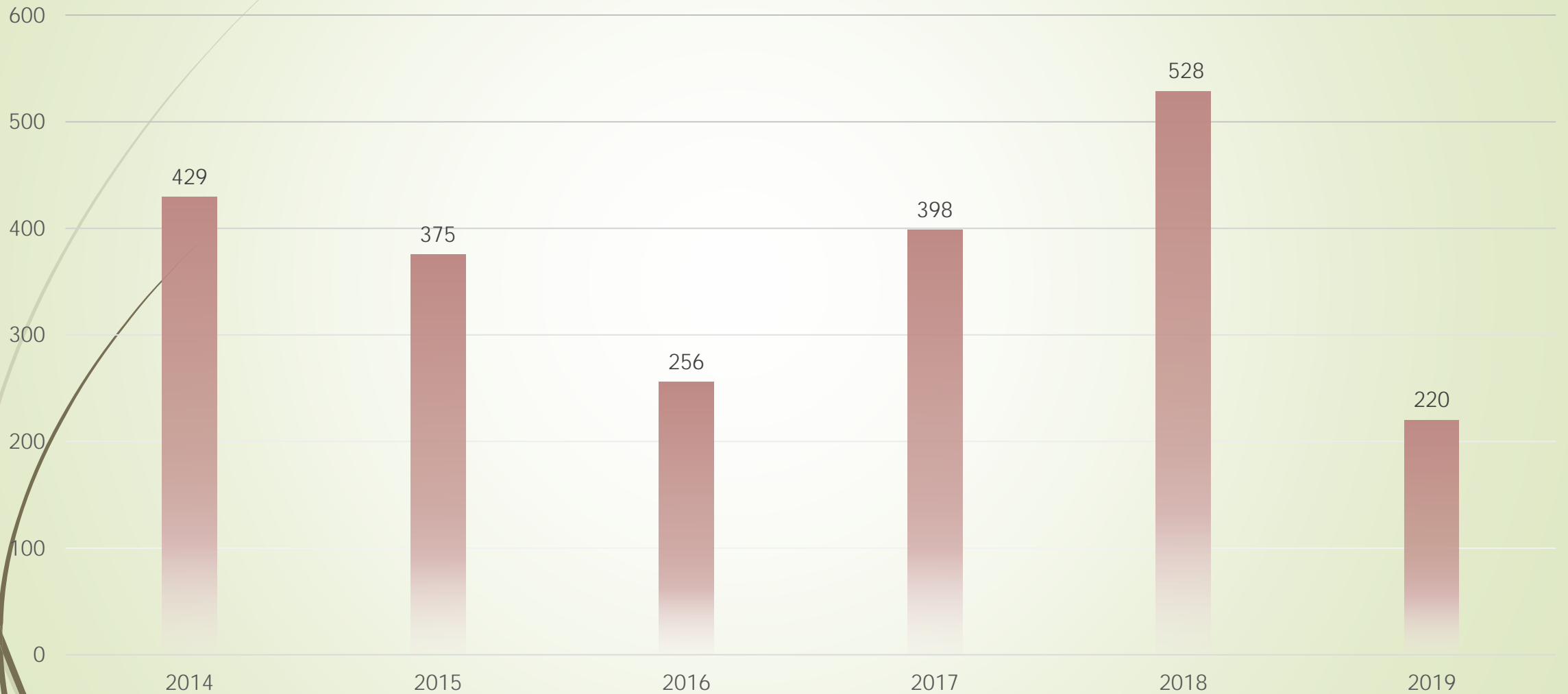
## REVENUE (Rupees in Millions)



# FINANCIAL PERFORMANCE

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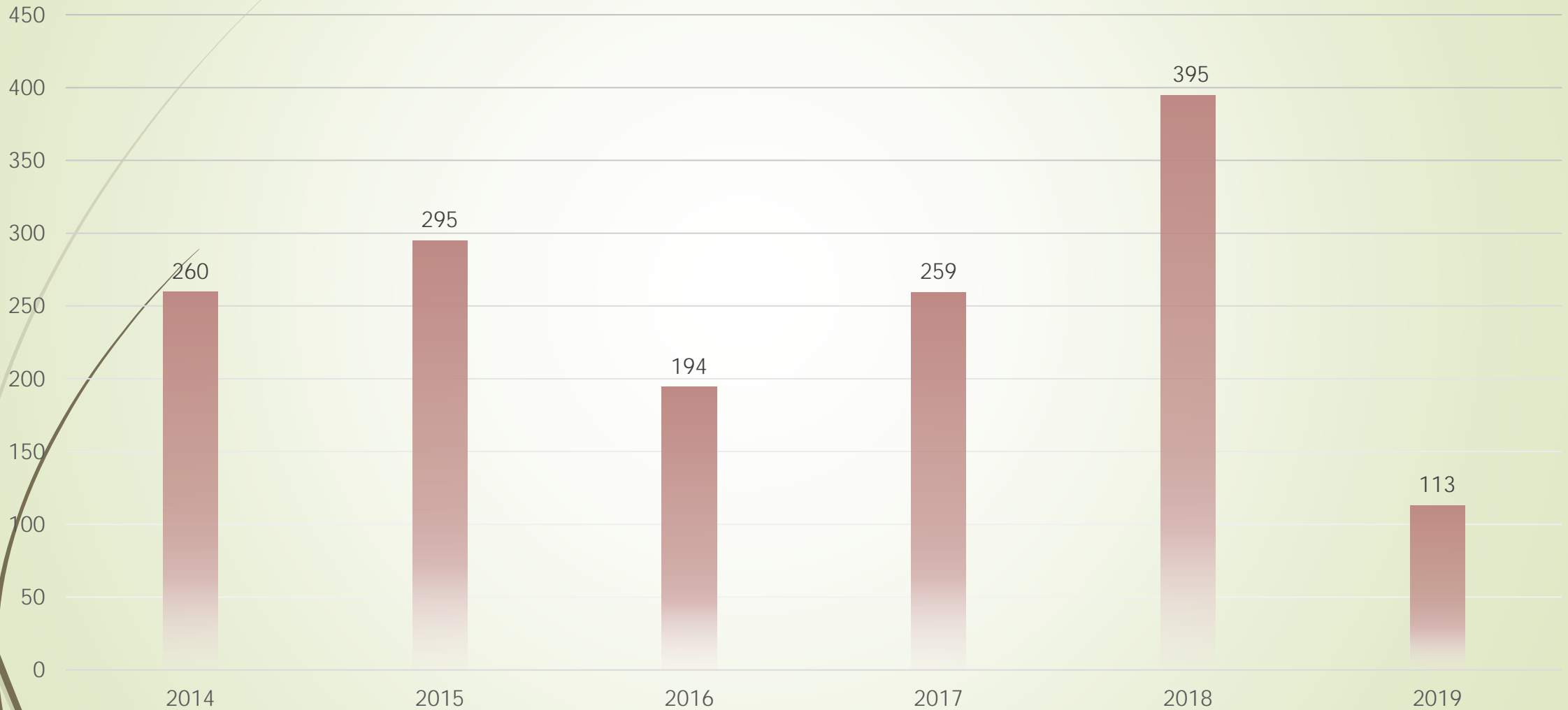
## OPERATING PROFIT (Rupees in Millions)



# FINANCIAL PERFORMANCE

7

## PROFIT AFTER TAX (Rupees in Millions)

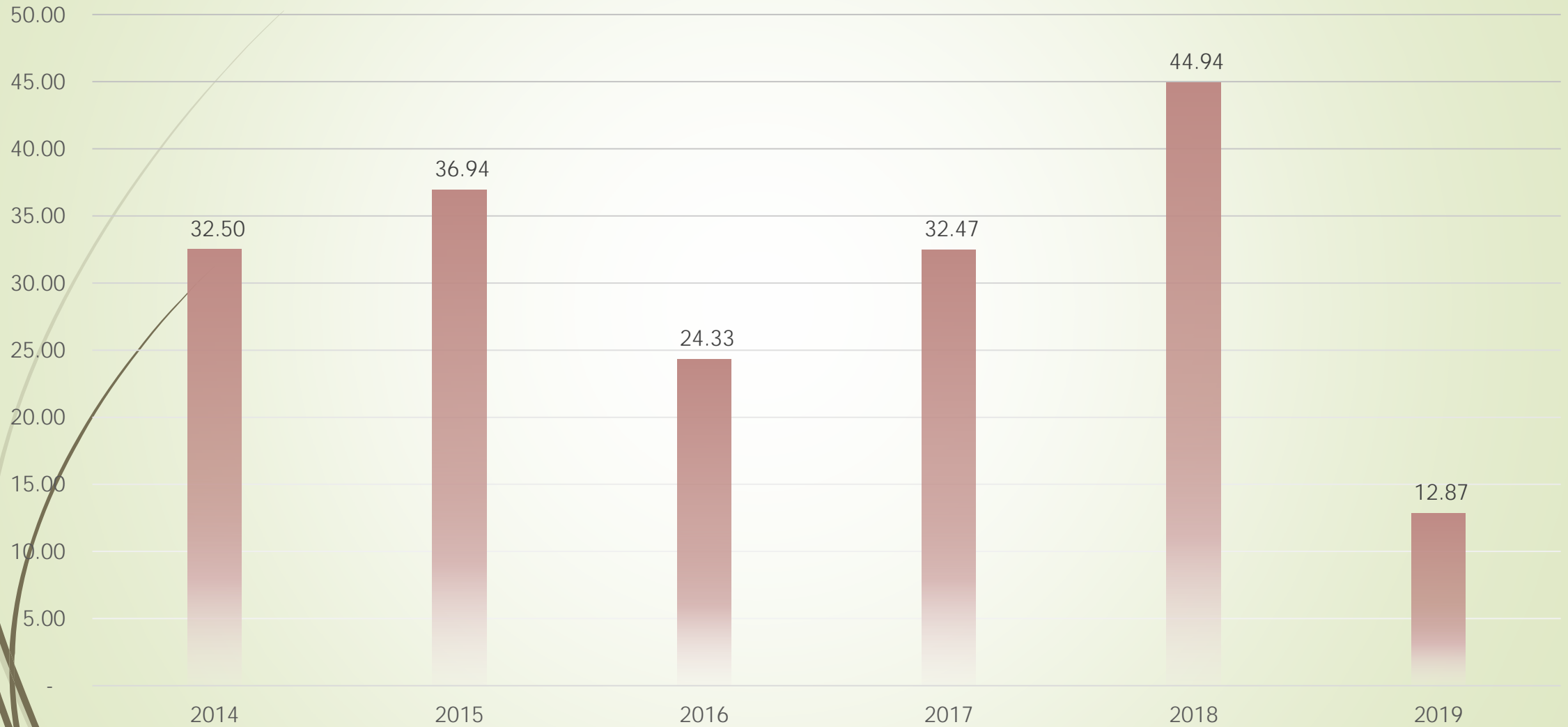




# FINANCIAL PERFORMANCE

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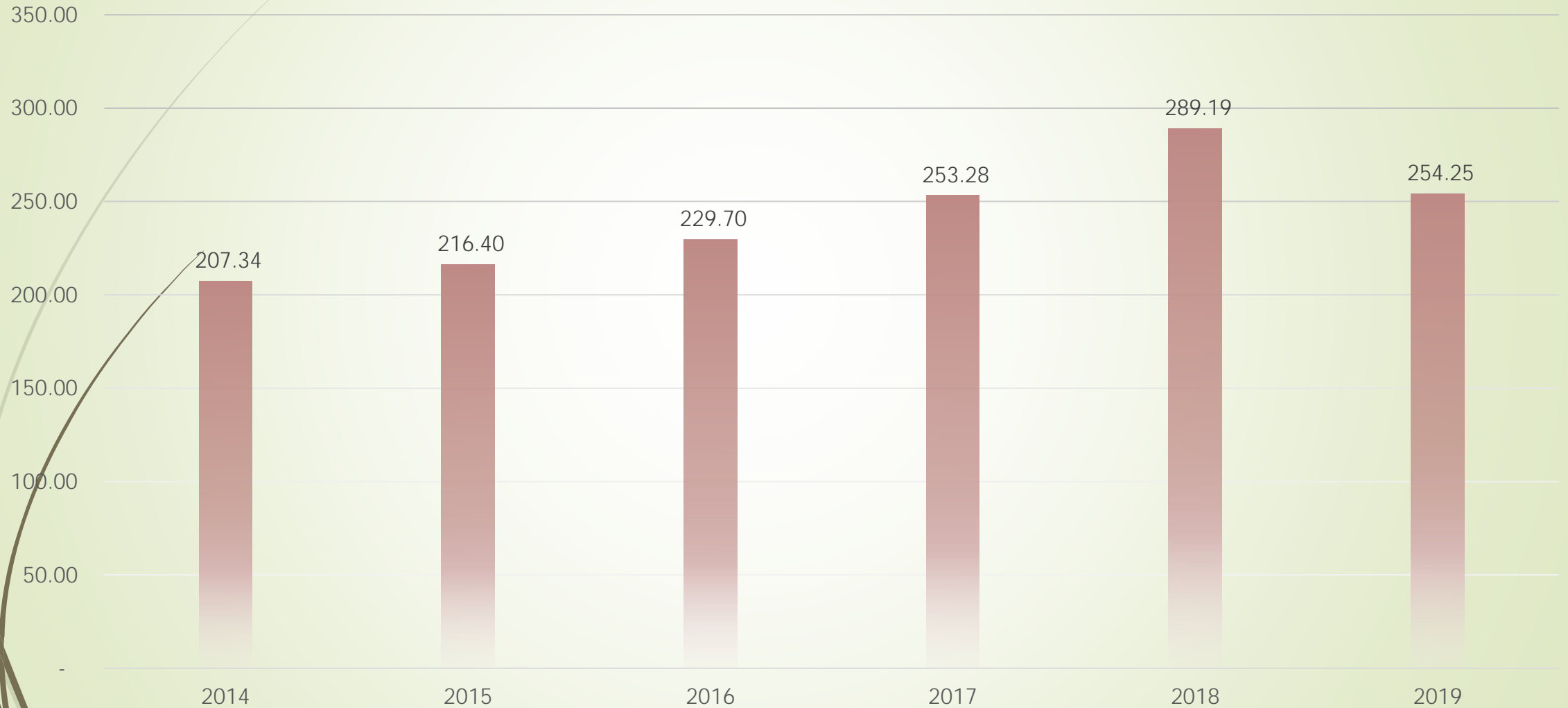
## EARNINGS PER SHARE (Rupees)



# FINANCIAL PERFORMANCE

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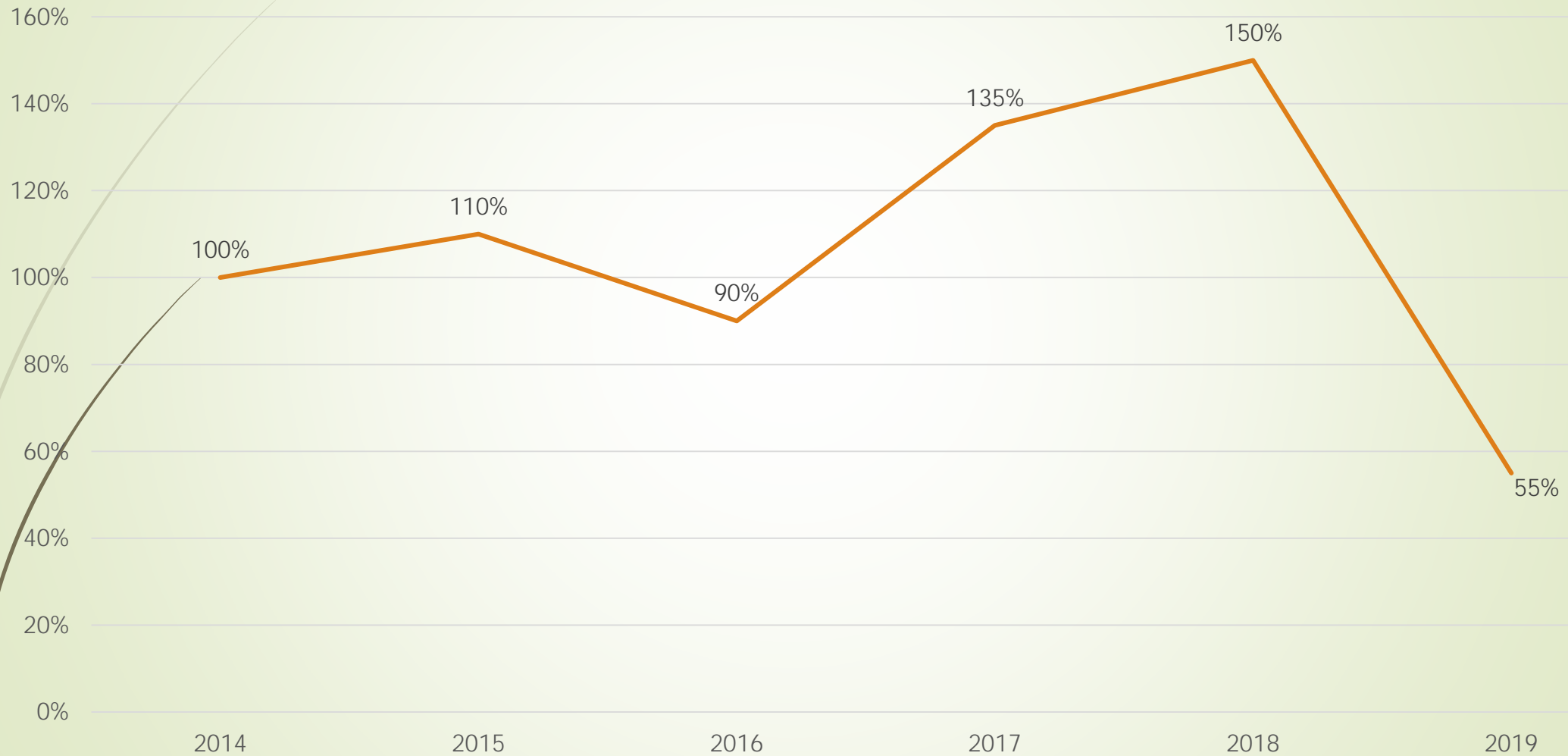
## BREAK-UP VALUE PER SHARE (Rupees)



# FINANCIAL PERFORMANCE

10

## DIVIDEND PAYOUT (% AGE)



# RISKS AND UNCERTAINTIES

11

- Significant decline in the rupee value against the U.S dollar.
- Increase in oil, gas and electricity prices.
- Continued increase in interest rates on financial borrowings.
- Potential water charge of Rs. 1/- per liter on extraction of ground or use of surface water.

- Persistent efforts are being undertaken to enhance the market share of current product lines.
- Added a new 125 ml juice segment.



THANK YOU