
# WARM WELCOME TO All PARTICIPANTS

# Our journey:-

Shezan International Limited was established in 1964 and since then it kept on growing under the umbrella of Shahnawaz Family. Juices and drinks, has always been the core business of company, however, over the period the company's consumer products like Jams, Ketchups, Syrups and Pickles have made a decent share in the market. In due course of time the company has successfully established two other manufacturing units one in KPK and the other one in the Sindh province.

Over the years, through continuous efforts of all the members of governing board and stakeholders it has gained a good market share and repute in both local and international market.

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# COMPANY INFORMATION

| 1964 | 1981 | 1989 | 1991 | 2003 |
|---|---|---|---|---|
| Established (Lahore) | Established Karachi Factory | Listed on Stock Exchanges | Established a wholly owned Subsidiary at Hattar (HFPL) | Merger of Subsidiary HFPL into SHEZAN |

**LAHORE**

56-BUND ROAD

**KARACHI**

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

**HATTAR**

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

# CERTIFICATIONS

KARACHI CHAMBER OF COMMERCE & INDUSTRY

CERTIFIED
ISO
9001:2015
COMPANY

100 % HALAL
حلال
100 % HALAL

THE LAHORE CHAMBER OF COMMERCE & INDUSTRY LAHORE
1923
SERVICE PROSPERITY
1st ISO Certified Chamber in Pakistan
LAHORE CHAMBER
OF COMMERCE

ISO
22000:2018

CERTIFIED
HACCP
CERTIFIED

# Vision and Mission

- OUR VISION … To be known as leader of quality products in the region. Dedication to quality is a way of life at our Company, so much so that it goes far beyond rhetorical slogans. It is the objective of Shezan International Limited to produce and provide products and services of the highest quality. In its activities the Company will pursue goals aimed at the achievement of quality excellence and succeed as a profitable business. These results will be derived from the dedicated efforts of each employee in conjunction with supportive participation from management at all levels of the Company. To play its role in the economic development of the country and to enhance quality of life of its people.
- OUR MISSION … Is to provide the highest quality fruit and vegetable related juices and products to retail and food service customers. We want to be the recognized industry leader in quality and service, providing more than expected for our customers, employees and stakeholders. We will accomplish this by maintaining a tradition of pride in our products, growth through innovation, integrity in the management of our business, commitment to Team Management and the Quality Improvement Process

# Corporate Social Responsibility

- The Company believes that Corporate Social Responsibility is the continuing commitment to behave ethically and contribute to the economic development of the workforce and their families as well as of the local community and society at large.
- Shezan places special emphasis on health, safety and environment (HSE) and all our plants strive to ensure strict compliance with our HSE policies. As an essential service, the Company is focused on protecting the health and well-being of its people, maintaining business continuity and broadening its social outreach. The health and safety of our people are paramount while ensuring the security of our product supply. Overall, the Company believes it's proactive and comprehensive efforts should mitigate operational impacts. The Company complies with all applicable rules and regulations in the formulation, manufacture, labeling, and marketing of its products and also takes active measures to reduce the discharge of hazardous waste in the environment. To remain environment friendly, the Company encourages its employees to identify potentially hazardous conditions, incorporates health and safety considerations into their daily activities and provides training on work safety and sound environmental practices.

# CORE BUSINESS ACTIVITIES

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

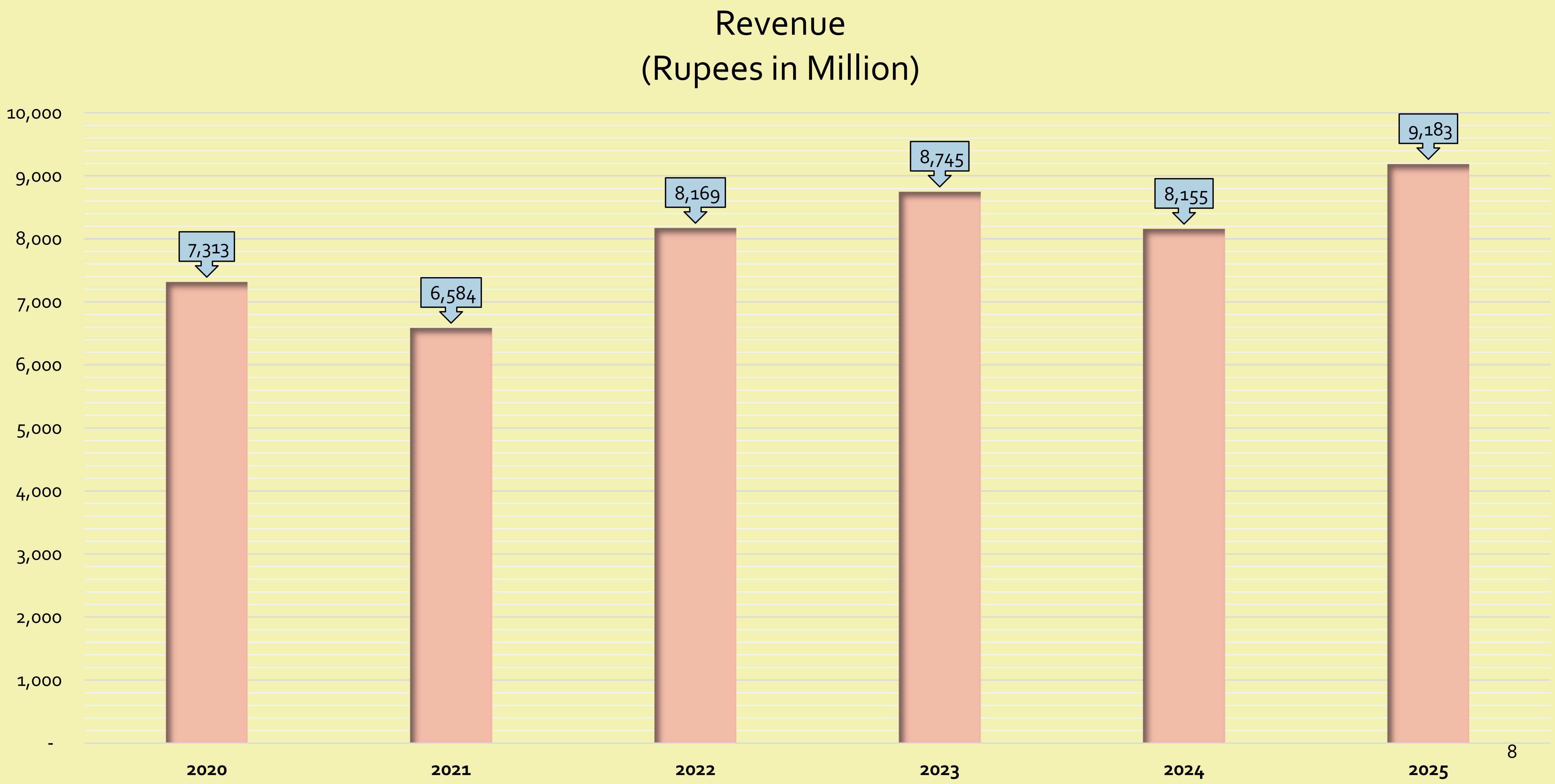
Pickles, Jams, Tomato Ketchup, Sauces, Vinegar, Squashes and Syrups

**Tetra Pak Juices**

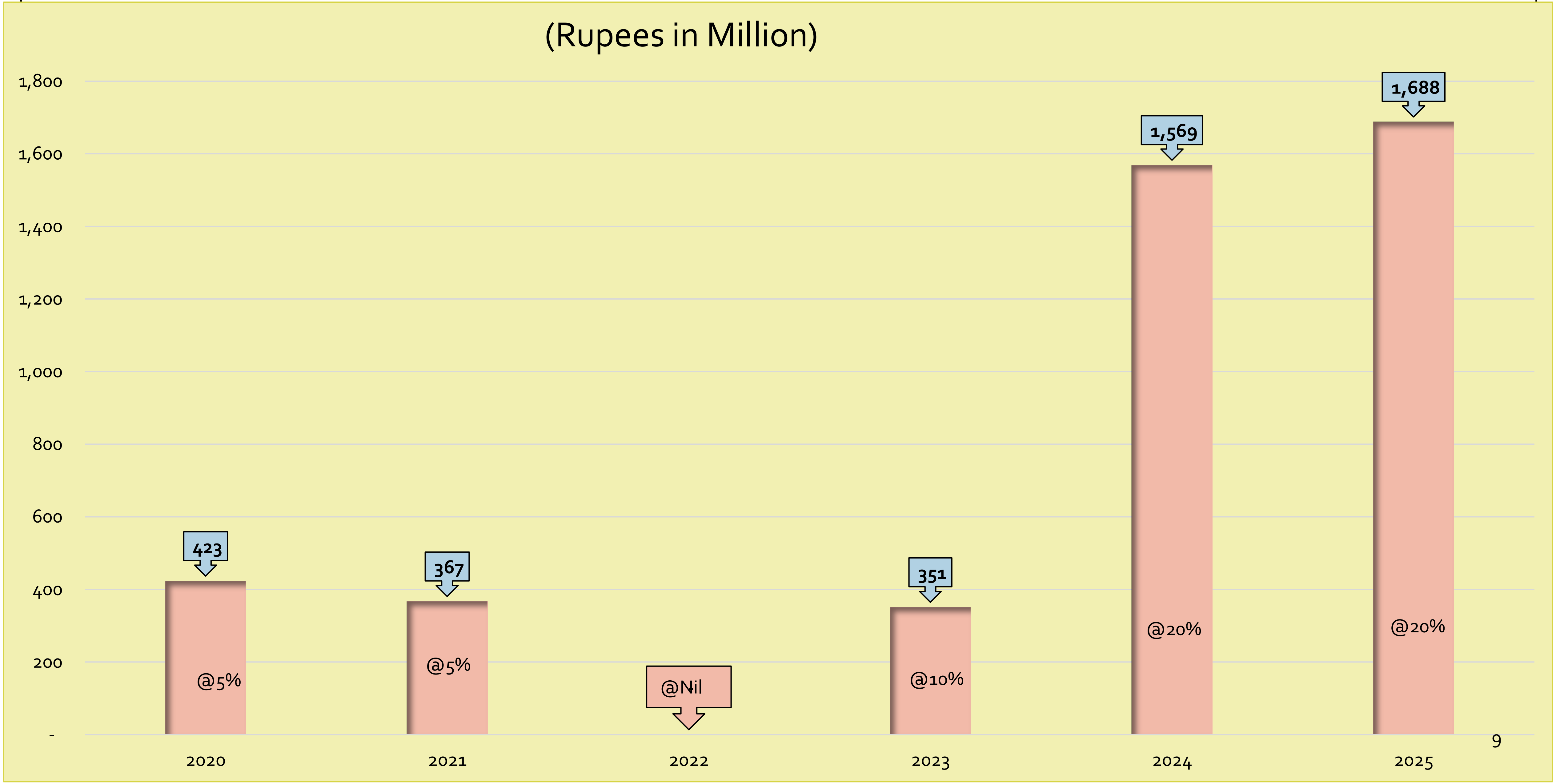
**125 ml, 200 ml, 250 ml, 1000 ml**



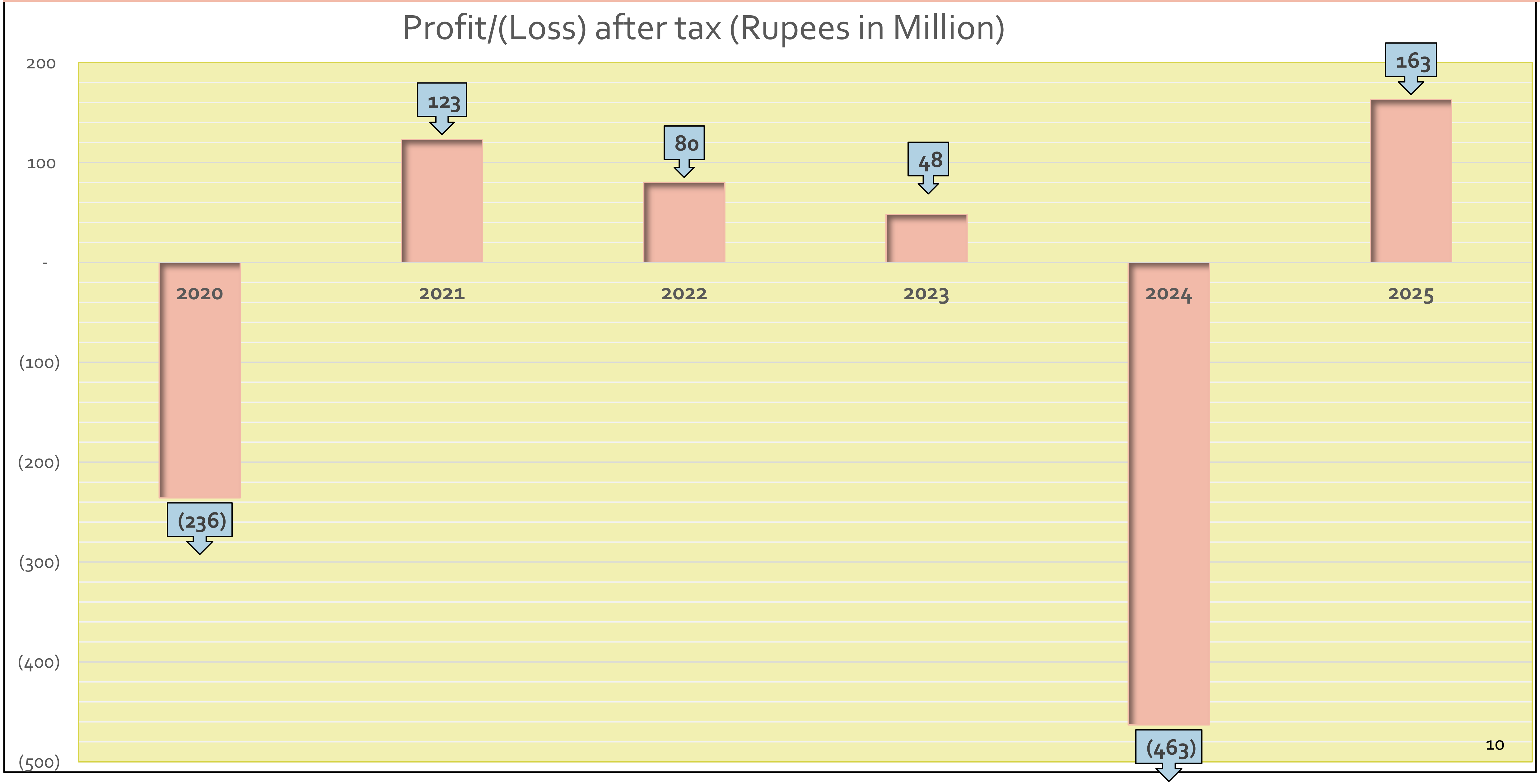
# FINANCIAL PERFORMANCE



# FEDERAL EXCISE DUTY PAID



# FINANCIAL PERFORMANCE



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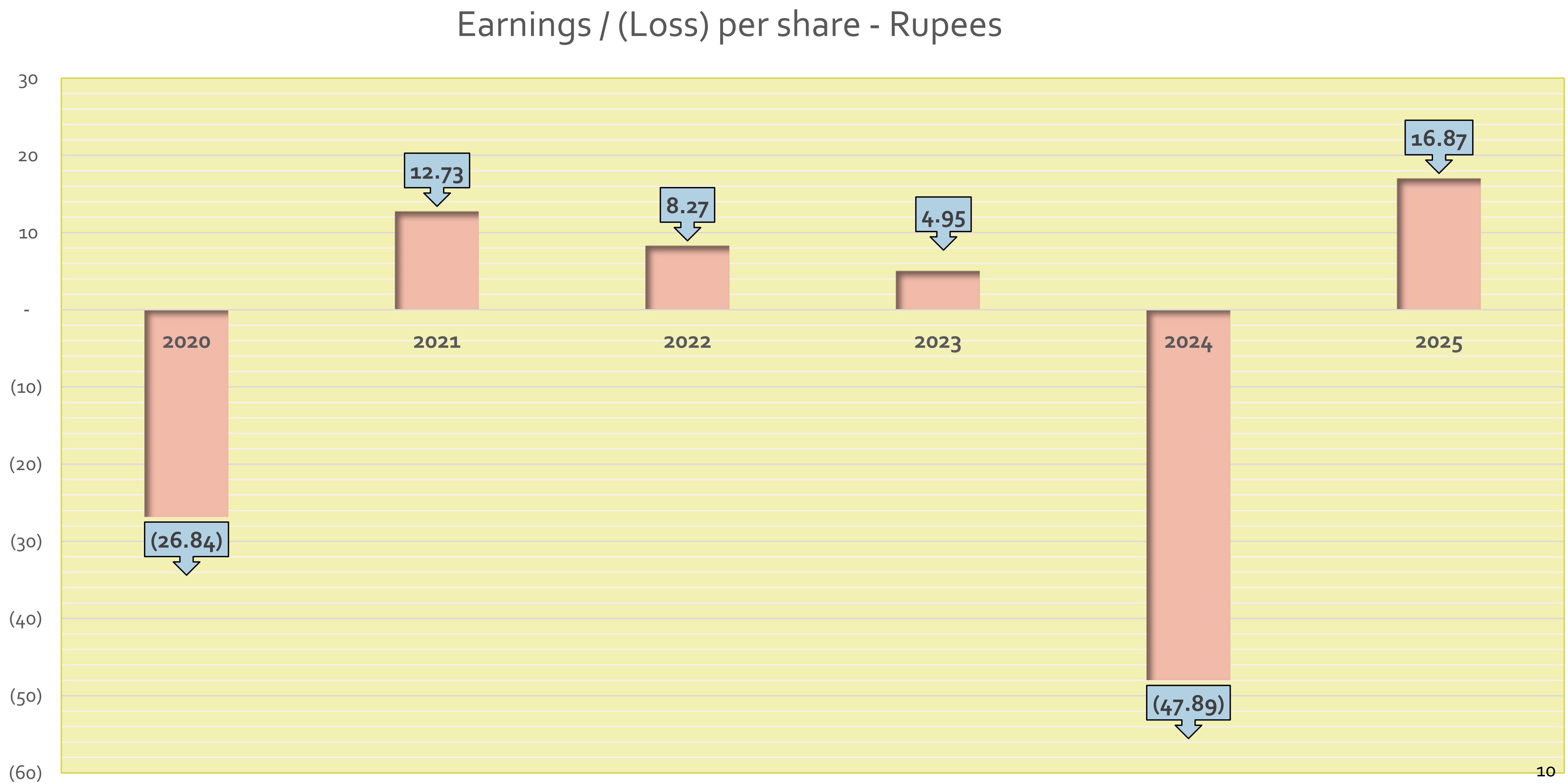

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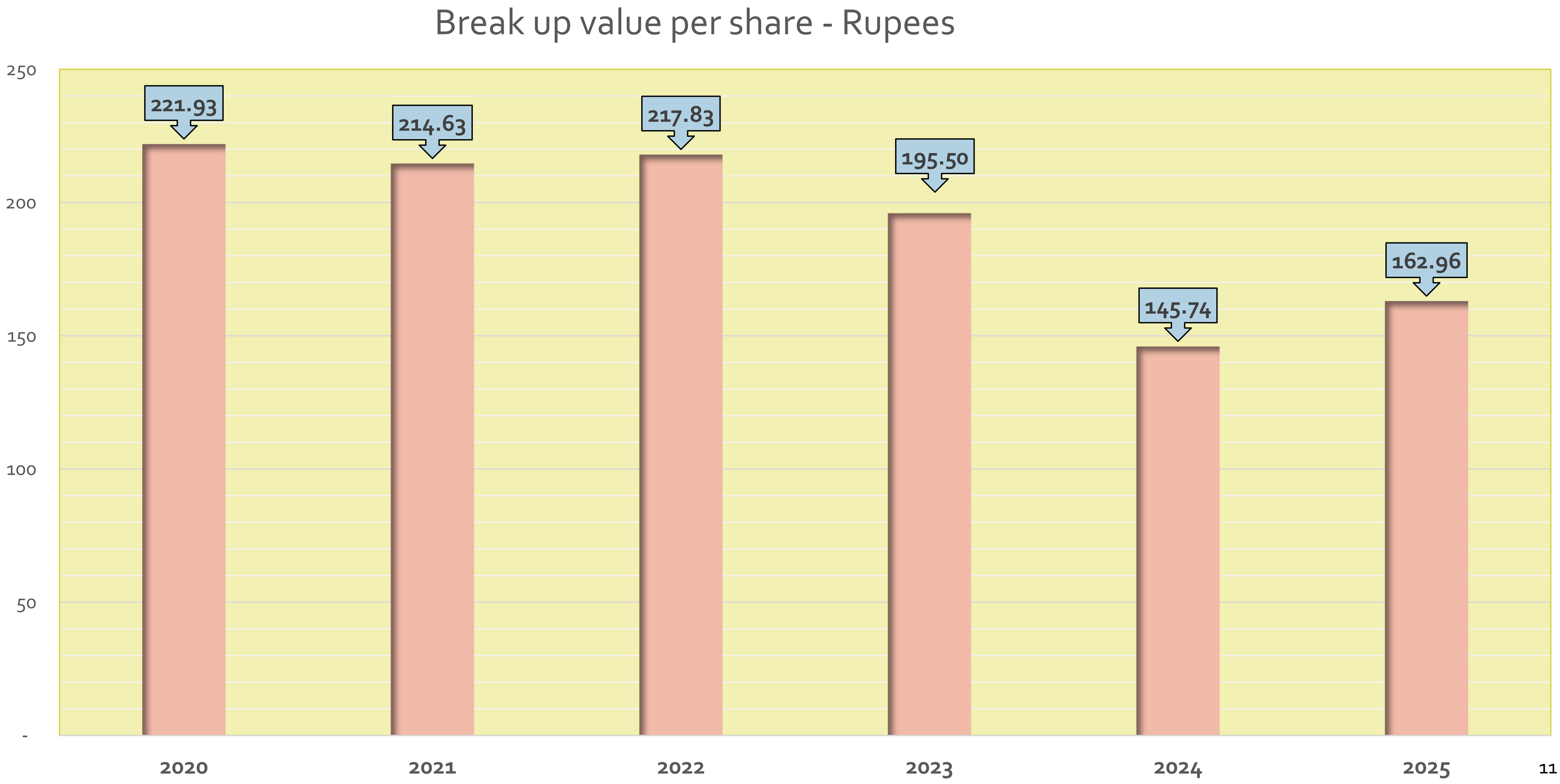
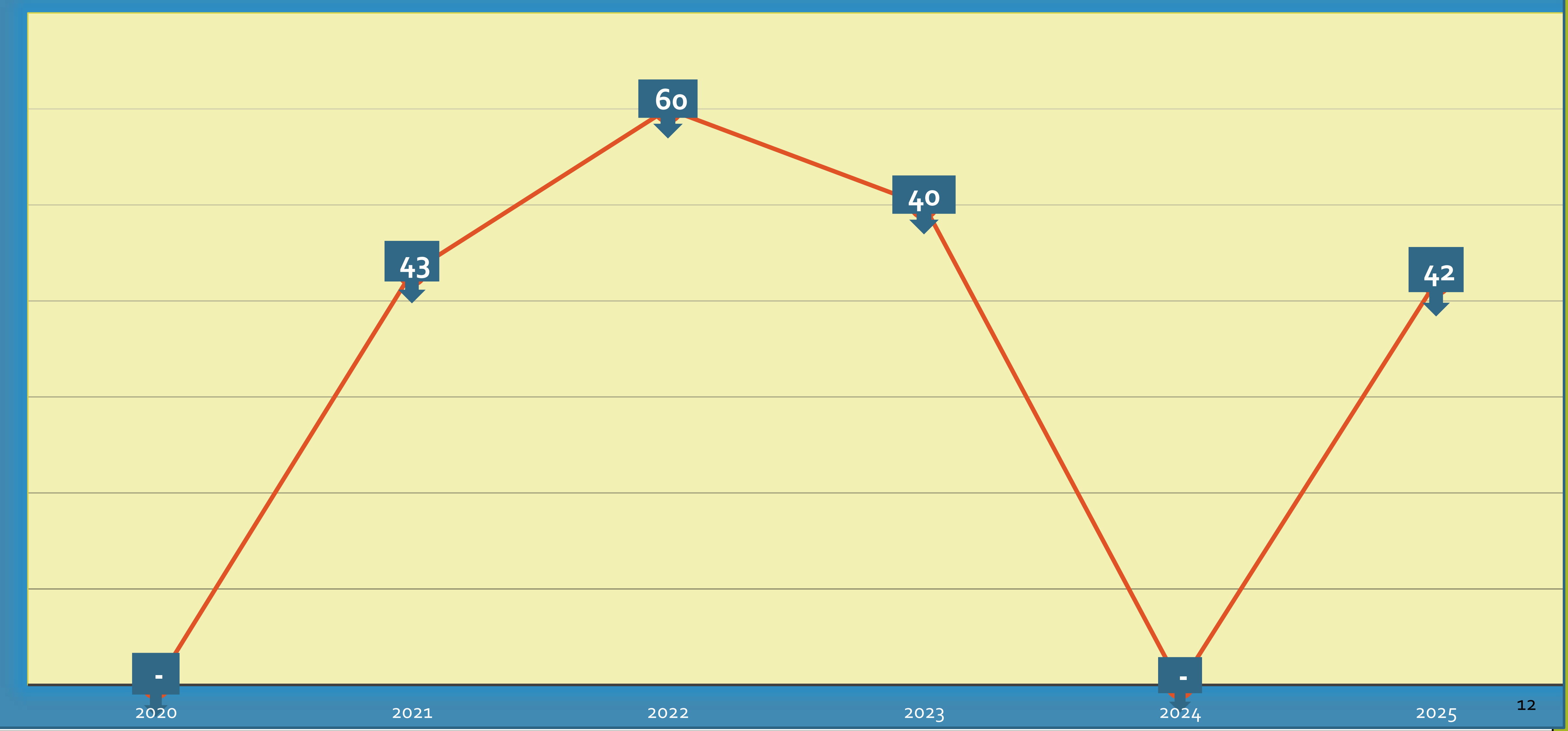


# FINANCIAL PERFORMANCE

## Dividend Payout Ratio - % age



# RISKS AND UNCERTAINITIES

## The Company is exposed to the following risks and uncertainties:-

- This year, Pakistan has experienced unprecedented historical floods, which are expected to reduce GDP growth and inflict massive damage to the country's crops, livestock, infrastructure, and overall economy.
- Due to rural flooding, agricultural crops have been severely affected. A shortage of various fruits and vegetables may be faced in the year ahead, which could also affect raw material availability for our industry. There are potential upside risks of food-price shocks associated with these adverse agricultural conditions.
- Flood-related infrastructure damage and higher freight costs are expected to create supply chain bottlenecks, increasing procurement and distribution challenges for the Company.
- The recent floods across Pakistan pose a significant risk to the macroeconomic environment, as they are expected to put upward pressure on prices and may cause inflation which averaged 4.7% during the year to rise once again. A resurgence in inflation will further erode consumer purchasing power, making essential goods costlier and reducing disposable income available for other categories. This development is likely to impact demand for FMCG products, including those offered by the Company, as consumers prioritize necessities over discretionary spending.
- Both imported and locally sourced inputs including sugar, fruit pulps, and packaging materials such as Tetra pak paper have become more expensive due to inflation, currency fluctuations, and supply constraints.
- The imposition of a 20% FED on juices, and PKR. 15/- per kg FED on sugar, continues to impact both input costs and consumer demand.
- Potential water charge of PKR. 1/- per liter on the extraction of ground or use of surface water.
- Potential changes in taxation, import restrictions, and environmental regulations continue to pose risks that could affect the Company's ability to operate efficiently and profitably.

# FRUIT JUICE COUNCIL

## FRUIT JUICE COUNCIL CONSIST OF FOLLOWING:-

- **SHEZAN** **NESTLE** **HALEEB FOODS**
- **SLICE (PEPSICO)** **TETRA PAK** **POPULAR JUICES**

Shezan remained an active member of the council who strongly pleaded the FED reduction case, before the various Government Ministries and FBR at the time of Budget preparation in May – June 2025.

The council presented with all key information and devastating effects of FED on not only Juice but Fruit and Pulp industry.

# FUTURE OUTLOOK

- Looking ahead, the Company remains cautiously optimistic. While the rural and urban flooding will affect agricultural supply chains and raw material availability, our diversified procurement strategy and strong supplier relationships will help mitigate these risks. The Government's continued focus on reducing interest rates and stabilizing macroeconomic fundamentals will also support business activity. The reduction in electricity tariffs for industrial consumers by the Government provide a much-needed relief to production costs and foster a more conducive environment for sustainable growth. In line with our long-term vision for operational efficiency and environmental stewardship, the Company has also initiated the installation of alternate energy solutions specifically solar power across its production facilities in Karachi and Hattar.

- The Company has plans to install the solar energy system in its production facility at Lahore in the current year. This strategic move will not only be an environmentally responsible step but also a significant initiative to reduce the overall cost of production.

- The Company will continue to emphasize on exports, product innovation, and cost optimization as these are the key pillars of growth.

- The Company will strive to secure a stable financial footing and will continue its efforts to focus and uplift its export sales. The management contemplates that a continuous increase in exports is one of the much-needed solutions to overcome the economic crises for the country as well as the Company.

# Disclaimer:

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# QUESTIONS & ANSWERS SESSION