

# KARAMKIMYA

SEEKING INNOVATION TO DELIVER  
SUCCESS!



# KK SEGMENTS

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## KARAMKIMYA

Introduction about the company

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## PAKISTAN GDP

Overall financial statistics of Pakistan

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## BOZZETTO- ASUTEX BUSINESS

Pakistan outlook

# ABOUT THE COMPANY

KaramKimya is mainly chemical distribution and sales company. Operating in Pakistan since 2006 being market leader in textile industry.

Beside textile chemicals our company mission is to invest in innovation and advance technology setout to identify and work on unique solutions and new opportunities with our key partners.



# BUSINESS SEGMENTS

## TEXTILE

Enzymes, Dyes & Auxiliaries



## FOOD

Flavours & Enzymes



## IOT DEVICES

Energy & environment  
monitoring & saving



## INDUSTRIAL COATINGS

Industrial protective &  
thermal coatings



# TEXTILE WOVEN & EXHAUST SEGMENT



**FAHAD QURESHI**  
*Managing Partner (Textile Div.)*



**NOMAN NOOR**  
*Sales Manager*



**NOMAN RAFIQUE**  
*Sales Manager*



**SHAHBAZ MALIK**  
*Product Line Manager*

# TEXTILE DENIM & GARMETS SEGMENT



**FAISAL ALI**  
*Managing Partner*



**IQBAL HUSSAIN**  
*Lahore Division Head*



**FAHAD SHAH**  
*Sales Executive (North)*



**OVAIS AHMED**  
*Product Line Manager*



**MUNEEB AHMED**  
*Marketing Executive (South)*

# TEXTILE SEGMENT



**ALI SHAKIR**

*Chief Commercial Officer*



**MARIB QAZI**

*Supply Chain Manager*

# FINANCE SEGMENT



**HUSSAIN SHABBIR**  
*Chief Financial Officer*



**NAEEM NAJMUDDI**  
*Sr.Assistant Manager Finance*



**ZAIN ZIA**  
*Jr.Assistant Finance*



# COMPANY GROWTH

REVENUE	
2023 (TILL AUGUST)	\$ 5,331,584
2022	\$ 7,817,743
2021	\$ 9,140,386
2020	\$ 6,105,516
2019	\$ 6,643,021
2018	\$ 5,437,677

REVENUES ARE IN USD \$

# COMPANY TEXTILES GROWTH

REVENUE	
2023 (TILL AUGUST)	\$ 4,281,584
2022	\$ 5,395,335
2021	\$ 7,231,278
2020	\$ 4,584,595
2019	\$ 4,843,021
2018	\$ 3,478,277

# CURRENT BUSINESS SCENARIO OF PAKISTAN



## **GDP**

Overall GDP of  
Pakistan



## **EXPORTS**

Pakistan export  
analysis



## **TEXTILE**

Current scenario of  
Textile Industry



## GDP OF LAST 5 YEARS



# TOP 10 EXPORTERS OF TEXTILE INDUSTRY PAKISTAN 2021



1. M/S STYLE TEXTILE (PVT) LTD.	\$ 428,759,315
2. INTERLOOP LIMITED	\$ 331,537,613
3. ARTISTIC MILLINERS (PRIVATE) LIMITED	\$ 329,632,053
4. M/S YUNUS TEXTILE MILLS LIMITED	\$ 311,923,178
5. NISHAT MILLS LIMITED	\$ 307,317,737
6. GUL AHMED TEXTILE MILLS LIMITED	\$ 284,252,792
7. FERROZE1888 MILLS LIMITED	\$ 273,039,063
8. SOORTY ENTERPRISES (PRIVATE) LIMITED	\$ 268,143,664
9. ARTISTIC FABRIC & GARMENTS (PRIVATE) LIMITED	\$ 216,326,718
10. LIBERTY MILLS LIMITED	\$ 213,054,203

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# OUR CUSTOMERS





# TEXTILE INDUSTRY FACTS & FIGURES



## EXPORTER

8<sup>th</sup> largest exporter of textile products



## CONSUMER

3<sup>rd</sup> largest consumer of the cotton



## PRODUCER

5<sup>th</sup> largest producer of the cotton



## MANUFACTURING

It comprises of 46% of the total manufacturing sector



## EMPLOYMENT

Provides employment to 40% of the total labor force



## SUPPLY BASE

All man-made & natural yarns fabrics including cotton, & rayon





# CURRENT SCENARIO OF TEXTILE INDUSTRY



## CURRENCY

Devaluation of Rupee resulting in expensive imports



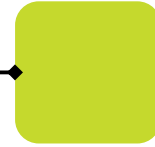
## REGULATIONS

Brands regulations in case of compliances and audits



## TAXATION

Increased taxation strict laws resulting in loss of local manufacturers



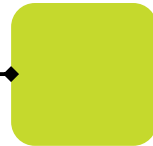
## GREEN INITIATIVES

Several components are being banned due to environmental considerations



## FLOODS AFFECTION

Flood hitting in rural areas spoiling the cotton crops



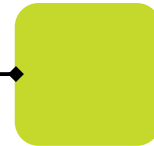
## CROP LIMITATION

Limited availability of crop results in lower production



## ENERGY COST

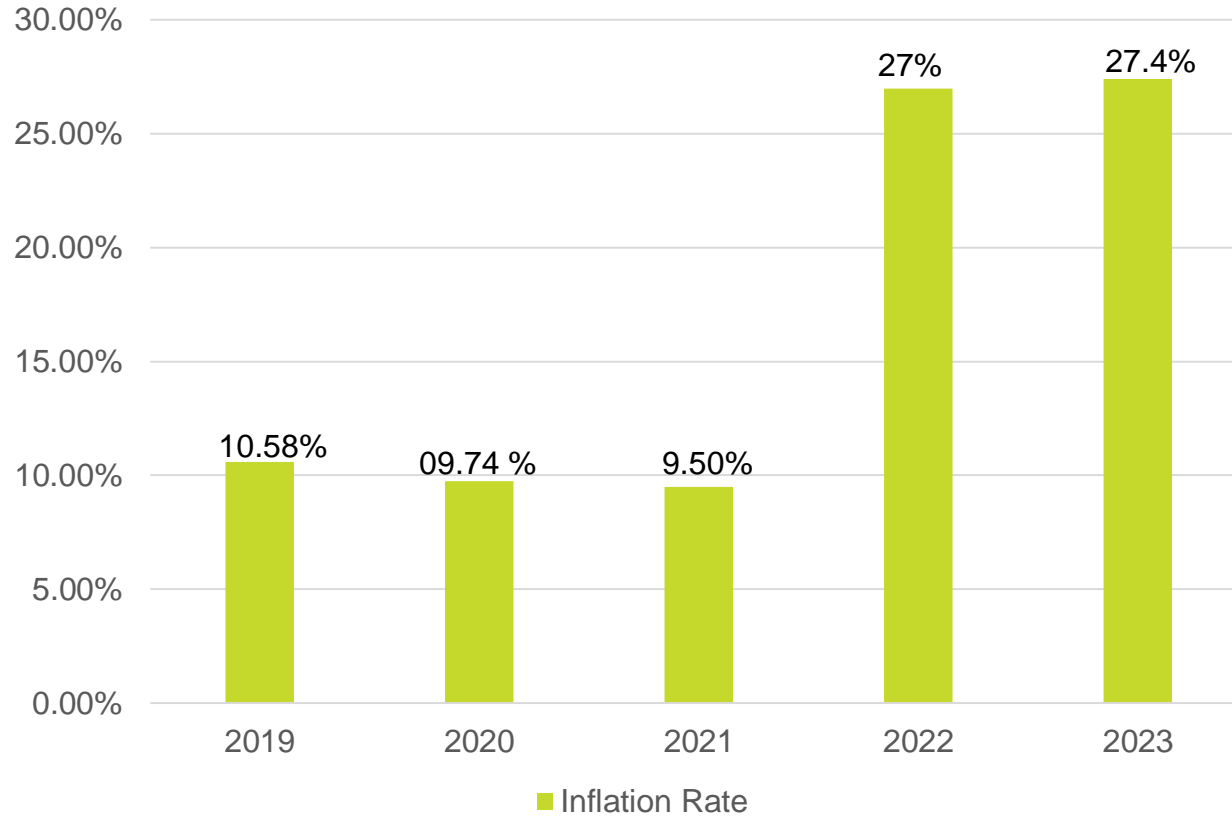
Due to inflation, the cost of energy has increased



## LOGISTIC ISSUES

Due to covid whole supply chain was disrupted which resulted in less revenue

# INFLATION RATE OF LAST 5 YEAR



# ASUTEX BUSINESS



**WOVEN & PRINTING**



**DENIM**



**GARMENT DYEING**

# ASUTEX PRODUCT RANGE

1. Sulfotex Black RCR 125/80	11. Sulfotex Brown 4R	21. ASUDEL BLUE R
2. Sulfotex Black SN155	12. Sulfotex Navy Blue GR	22. ASUDEL BORDEAUX RL125
3. Sulfotex Blue Black 3B	13. Sulfotex Black SN-215	23. ASUDEL BROWN GRL
4. Sulfotex Blue BS-2B	14. Sulfotex Black PP A.C	24. ASUDEL GREY GL
5. Sulfotex Brown LGF	15. Sulfotex Blue BSG	25. ASUDEL NAVY BLUE DL
6. Sulfotex Cornith R	16. Sulfotex Brown GS 50`	26. ASUDEL NAVY BLUE MSB
7. Sulfotex Green Blue 2G	17. Antioxodante BB Conc	27. ASUDEL OLIVE GWL
8. Sulfotex Grey JG	18. Oxidante BRI	28. ASUDEL ORANGE RLN
9. Sulfotex Olive BG	19. Proder FSE 184-M	29. ASUDEL RED GNL
10. Sulfotex Red G	20. ASUDEL BLACK MSD	30. ASUDEL RED MGR

# ASUTEX PRODUCT RANGE

31. ASUDEL TURQUOISE GL	41. Asufix Grey DEL-D	51. ASUDEL ASUFAST YELLOW PG
32. ASUDEL YELLOW 2NL	42. Asufix Khaki DEL-D	52. ASUFAST BROWN PB
33. ASUDEL YELLOW GL	43. Asufix Orange DEL-R/P	53. ASUFAST RED 7B
34. ASUDEL GREEN GGL/2	44. Asufix Red DEL-B	54. ASUFAST SCARLET F2G
35. ASUDEL NAVY BLUE M-2B	45. Asufix Turquoise DEL-G	55. Asufast TURQUOISE FBL 400
36. Asufix Black DEL-D	46. Asufix Violet DEL-R	56. ASUFAST ORANGE 7GL
37. Asufix Blue DEL-T/P	47. Asufix Yellow DEL-G	57. ASUFAST YELLOW GRL
38. Asufix Bordeaux DEL-T	48. Asufast BRI RED BA 150	58. ASUFAST BROWN AGL
39. Asufix Brown DEL-D	49. ASUFAST BLACK NVA 2000/P	59. ASUFAST LIGHT GREY CGLL 250
40. Asufix Golden Yellow DEL-T	50. ASUFAST NAVY BLUE BL 240	60. ASUFAST BLUE BR 375

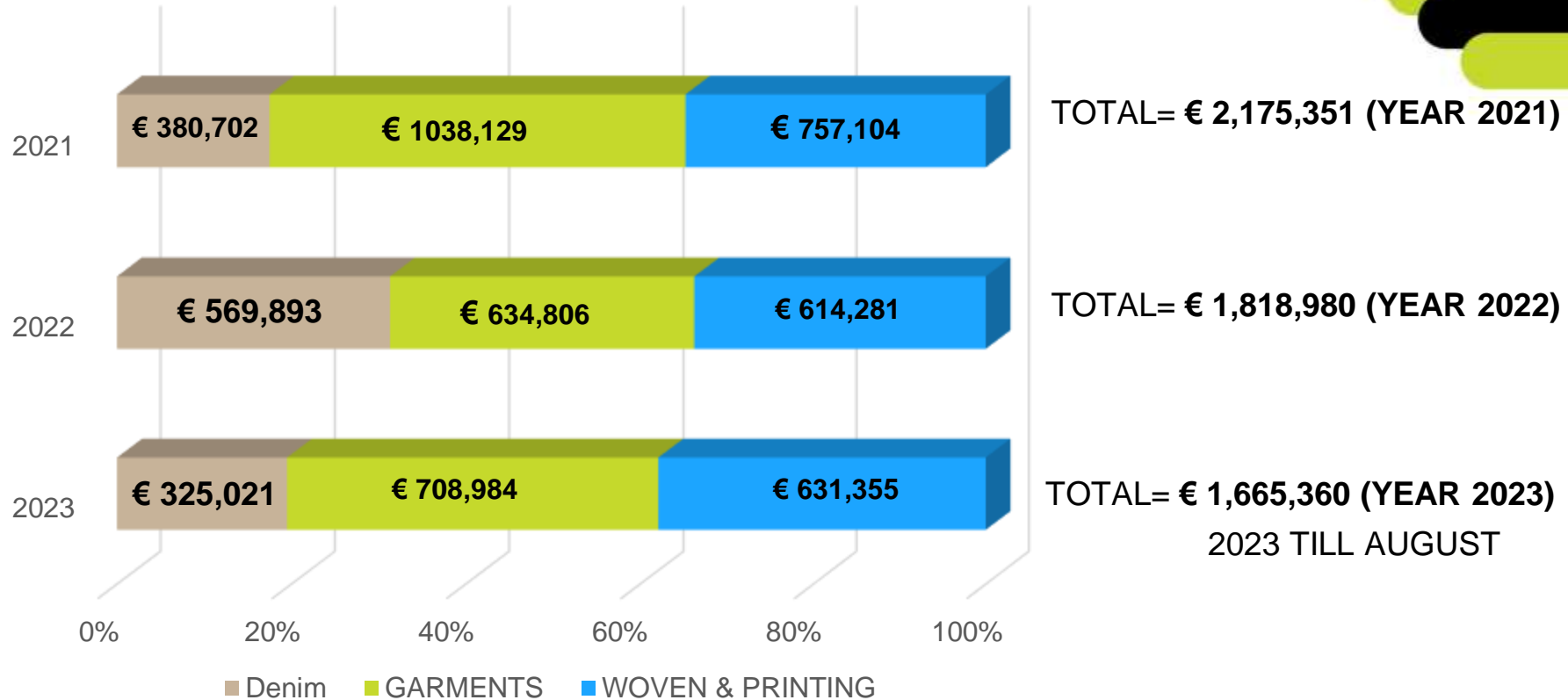
# ASUTEX PRODUCT RANGE

61. Asufix Bri Yellow Micro	71. Base Mordiente M NEW	81. Asulak E-Gold SFF
62. Asufix Golden Yellow Micro	72. Mordiente MAC	82. Asulak Silver 7 FF
63. Asufix Orange Micro	73. Asugal RSL	83. Asulak E-Silver S-FF
64. Asufix Scarlet Micro	74. ASUMERC NA	84. Catalizador FC
65. Asufix Fuchsia Micro	75. Asumagic 225	85. Proder MAC Nuevo
66. Asufix Blue Micro	76. Compound Samba PES	86. Asulak E-Foam T
67. Asufix Navy Blue Micro	77. Asuprend IDD	
68. Ecofinish HL	78. Stone Wash PN 30	
69. Auxilia ECO Bleach	79. Base Asugal ALBI	
70. Base Asufix FF	80. Proder LTB	

# BOZZETTO PRODUCT RANGE

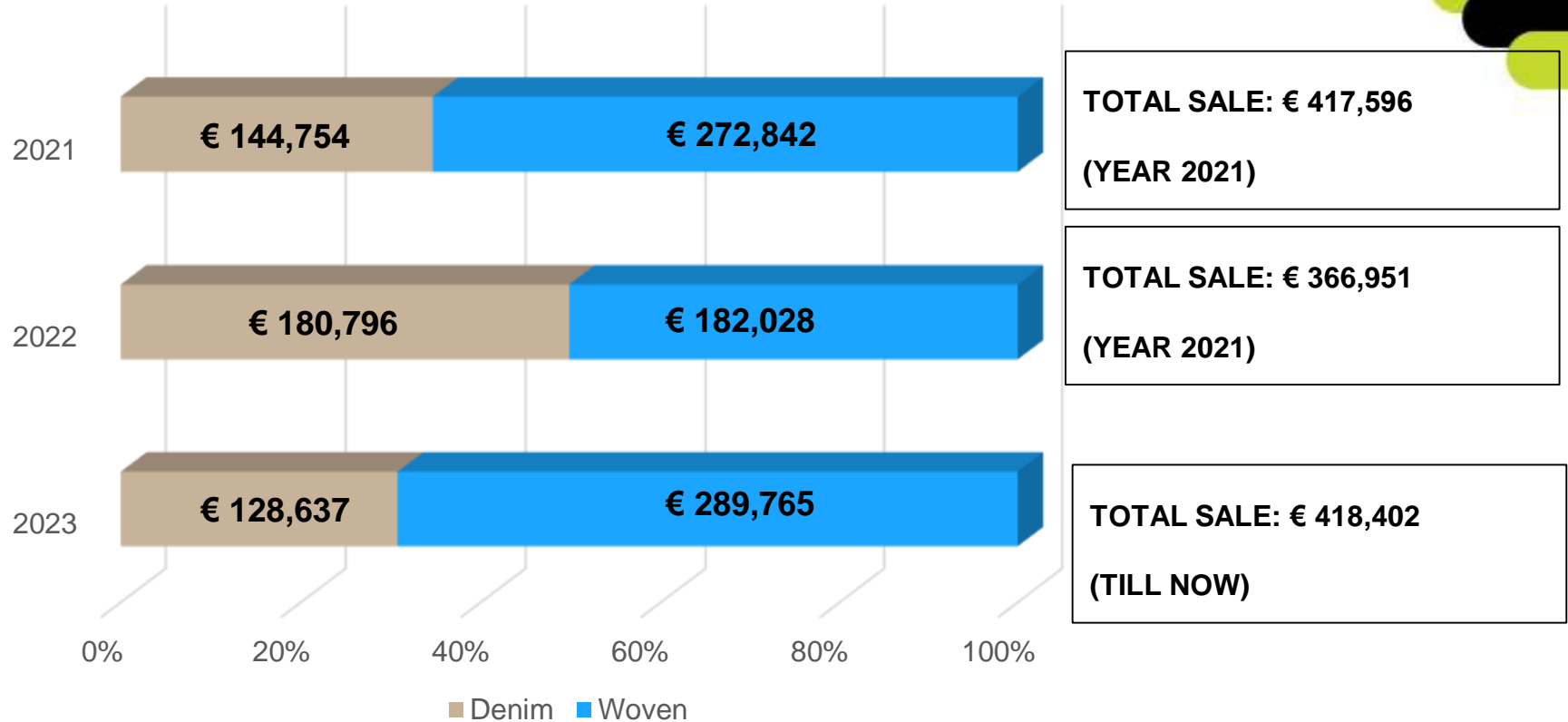
1. Natron PG	11. Mirox DP-100
2. Natron 350	12. Mirox CFP
3. Sultafof 70	
4. Mirox P-INK	
5. Migrostop CPA	
6. Fissat RTG Conc	
7. Isopon HDS PWD	
8. Permulsin ELF Extra	
9. Permulsin DNMS G	
10. Isopon ACR PWR	

# ASUTEX





# BOZZETTO



# SUCCESS STORIES

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## ACHIEVEMENT



ASUFIX Del highest sale in the year 2021  
(35,910 KGS, euro 583,685)

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## ACHIEVEMENT



ASUDEL dyes in fabric dyeing for TARGET in  
Yunus Textile Mills

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## ACHIEVEMENT



ASUDEL dyes in continuous yarn dyeing in  
Denim for LEVI'S in Indigo Textile

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## ACHIEVEMENT



New colors induction in production of  
Sulphur dyes for TARGET in AGI Denim

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## ACHIEVEMENT



Artistic Milliners input Base Asufix FF & Oxidant  
BRI

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## ACHIEVEMENT



Gul Ahmed Fiber Bleaching Project

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# SUCCESS STORIES

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## ACHIEVEMENT



Business gain in Cindye VAS in Escort

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## ACHIEVEMENT



Migrostop CPA impact in Lucky Textile & Yunus Textile Mills

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## ACHIEVEMENT



Sultafon 70 growth in denim sectors

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## ACHIEVEMENT



Sustainable Sulphur dyeing project with cat-ionizer in Soorty Denim

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# NEW DEVELOPMENTS



## **PROTECTOR LY DEVELOPMENT**

Artistic Fabric Mills  
Kassim Textile



## **SULFOTEX BLACK SN-215**

Artistic Fabric Mills & various  
denim mills



## **ASUDEL IN ROPE DYEING**

Sapphire Diamond



## **ASUFIX DEL & ASUFAST DYES**

Gul Ahmed, Rajby Garments  
Masood Textiles, K & M  
AZ Apparel, US Apparel & others



## **BLOCK ISOCYANITE DEVELOPMENT (ASUFIX ECP)**

Gul Ahmed  
Yunus Textile  
Lucky Textile



## **PIGMENT DYEING PROCESS**

Yunus Textile  
Lucky Textile



# NEW DEVELOPMENTS



**CINDYE VAS**

Nishat



**REPLACEMENT OF ISOPON ERC  
FOR SODIUM SULPHITE**

Soorty Denim




**NIKE PROJECT OF COMPOUND  
SAMBA PES ON SOCKS**

Interloop



**DIGITAL PRINTING  
PADDING**

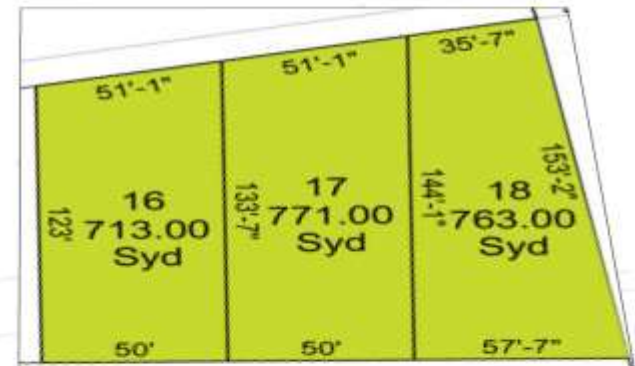
Yunus Textile  
Union Textile  
Zaman Textile



# FUTURE INVESTMENT



TYPE	SIZE	AREA IN SYD	NO. OF PLOTS	TOTAL IN SYD	PERCENTAGE
C1	30000	300	10	3000	2.94 %
C2	30000	300	10	3000	2.94 %
C3	3000	300	10	3000	2.94 %
TOTAL INDUSTRIAL AREA		900	30	9000	88.82 %
COMM. PL	20000	200	10	2000	1.96 %
TOTAL COMMERCIAL AREA		200	10	2000	1.96 %
INDUSTRIAL OFFICE & P.A. AREA			10	1000	9.80 %
PARK & ROAD AREA			10	1000	9.80 %
TOTAL RESERVED AREA			20	2000	19.68 %
TOTAL AREA		10000	100	10000	100.00 %



TITLE:  
**PROPOSED INDUSTRIAL LAYOUT PLAN OF LAND MEASURING 5-06 ACRES,  
 ON SURVEY NOS. 98, 98/1 & OUT OF SURVEY NO. 99, IN DEH SHARABI,  
 TALUKA IBRAHIM HYDERI, DISTRICT MALIR, KARACHI.**

DRAWN BY: /

USE: TOWN PLANNER

# THANKS!

Contact Us at  
[info@karamkimya.com](mailto:info@karamkimya.com)  
+92-21- 36643920  
[www.karamkimya.com](http://www.karamkimya.com)



**KARAM KIMYA**