

**PAKISTAN'S  
LARGEST  
SELLING**  
BRAND OF STEEL BARS



**Strengthening  
the Future**



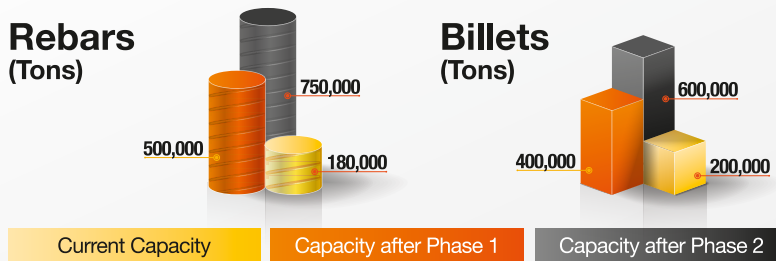
**AMRELI STEELS**  
Building for Life

# Amreli Steels Today

- Amreli Steels is Pakistan’s largest selling brand of steel bars
- We operate steel billet and rebar manufacturing facilities that are the largest in the country in terms of capacity and output and also the most efficient
- The company is listed on the Pakistan Stock Exchange
- The passion for deploying the latest technologies to make the highest quality steel remains strongly engrained in the company’s culture
- Our competitive advantages include economies of scale, cost leadership, brand preference and country-wide distribution network

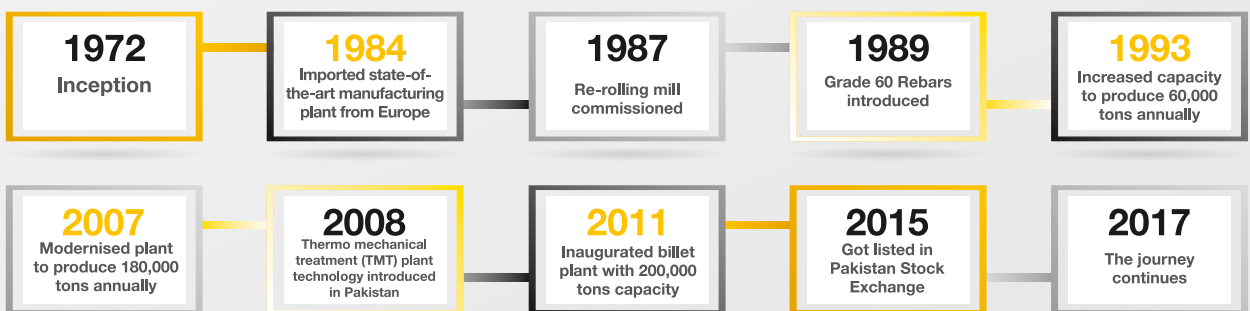
## Amreli Steels' Expansion Plans

To bridge the supply-demand gap of Pakistan's steel industry, our ambitious expansion plan will be in action from 2017 through 2019. The expansion is divided in two phases as shown in the chart below. These plans will help grow the company’s manufacturing capabilities and competitive advantages to help maintain leadership position in the industry.



## A Brief History

Amreli Steels’ roots can be traced back to the migration of the Akberali family to Pakistan after partition from India. After settling in Karachi and entering the steel trade, the Akberali family founded Amreli Steels and took a bold step to import and install Pakistan’s first automatic re-rolling mill to produce steel bars. The journey from thereon has been one of continuous investment in technology, capacity and manpower to transform Amreli Steels from a small family business to Pakistan’s leading steel manufacturing entity.



## Vision

Amreli Steels is committed to setting up integrated steel manufacturing facilities, value added services and other diversified businesses. We aim to do this with the employment of best human resources and systems implementation. Our goal is to achieve high profitable growth rate, create value for our shareholders and customers, and look after the well-being of our employees and their families.

## Mission

Amreli Steels' mission is to take its remarkable legacy forward by maintaining its stronghold and dominant position in trade and industry. Our corporate pursuits include being socially compliant and contributing to the well-being of shareholders and employees.

## Corporate Governance

The company is continuously striving to instill higher standards of corporate governance to mitigate business risk and give comfort to its shareholders:

The board comprises of an experienced mix of executive directors and external independent directors

Amreli Steels operates SAP to enable data-driven and faster decision making

External audit is conducted by EY Ford Rhodes, one of the leading audit firms globally

Compliant with the Code of Corporate Governance issued by SECP for listed companies

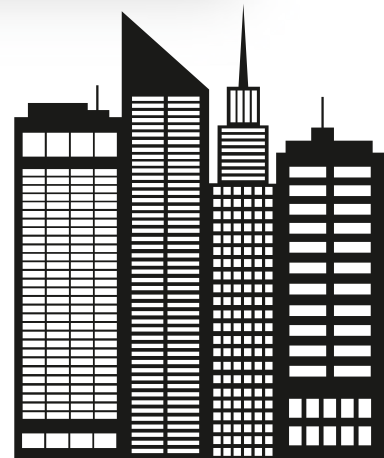
Received a long term credit rating of A and a short term credit rating of A1 by PACRA

To ensure transparency, the internal audit function has been outsourced to BDO Pakistan, one of the leading audit firms globally

## Brand Recognition

Amreli Steels is a brand that has been recognised for its superior quality, respected for its long standing history and recommended by prominent influencers in the industry.

- We are the #1 endorsed brand by engineers and architects\*
- Pakistan's largest selling brand of steel bars
- Most iconic landmarks of Pakistan including airports, hospitals, office buildings and various industrial structures stand tall because of Amreli Steels
- Our brand commands a premium in the market



## Social Responsibility

Amreli Steels has an enduring set of values that seep through to every aspect of business. We strongly believe that corporate social responsibility and giving back to the community is an integral part of being a great company.

Amreli Steels is Pakistan's most environment-friendly steel company. All our manufacturing concerns strictly conform to international environmental standards ensuring its protection and preservation.

Amreli Steels has a solid footing in the education sector. The company is proud to have funded school campuses for the extensive network operated by The Citizens Foundation (TCF). We also have a long standing association with the Hunar Foundation, which offers vocational training to individuals seeking skilled employment opportunities.

\*Results of an independent study conducted by the research agency **Third Crow**



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