

# The Gold Standard of Steel Rebars

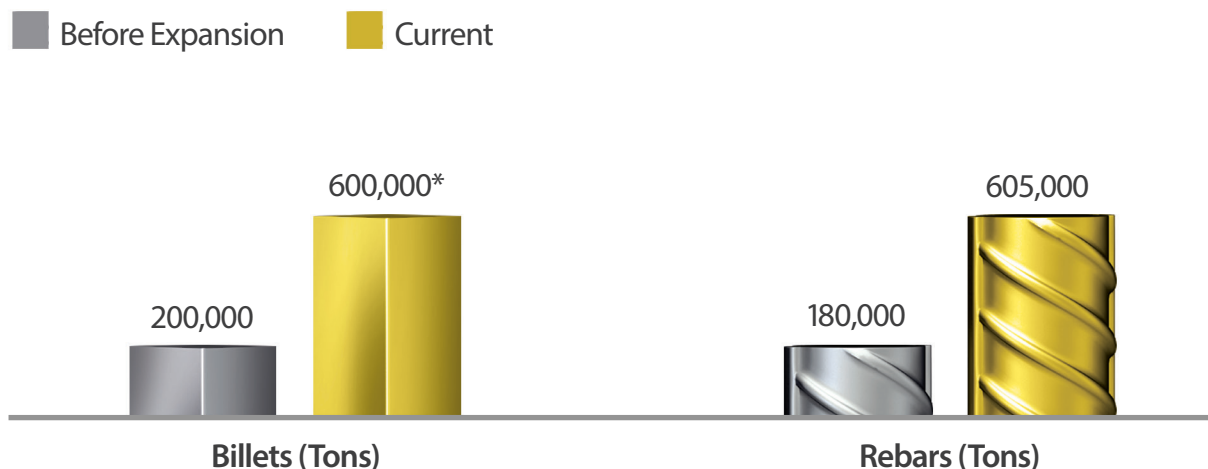


**AMRELI  
STEELS**



# Amreli Steels Today

- Pakistan's largest selling brand of steel rebars
- Almost 5-decade long history of superior quality and pioneering in the Steel Industry
- Pakistan's highest capacity plant for manufacturing steel billets and rebars
- Listed on the Pakistan Stock Exchange
- Competitive advantages include economies of scale, cost leadership, brand preference and country-wide distribution network



## History of Pioneering

The history of Amreli Steels 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 in the early 1950s, Amreli Steels was founded in 1972 as a rebar manufacturing company. 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. Some of Amreli Steels' historic achievements are as follows:

- ◆ Installed Pakistan's first automatic steel rebar mill in 1984
- ◆ Introduced Grade 60 Rebar in 1989 for the first time
- ◆ Pioneered the thermomechanical treatment technology in 2008 that is now widely used in Pakistan
- ◆ First company to manufacture a high strength and earthquake resistant rebar based on BS4449 standard G500 in 2009
- ◆ Set up Pakistan's largest steel bar plant to date with pioneering technology in 2018
- ◆ Got listed on the stock exchange in 2015
- ◆ First steel company in Pakistan to successfully install and run SAP across the organization in 2015
- ◆ The only steel company in Pakistan to be ACCA Approved Employer - Platinum Level
- ◆ Vertically integrated to establish Pakistan's largest steel billet manufacturing facility in 2011

\*Name Plate Capacity

## Vision

Committed to strengthen the economy and society

## Mission

- Be the brand of choice for all stakeholders
- Empower people
- Continue to invest in state-of-the-art steel manufacturing and associated technologies
- Achieve rebar sales in excess of 1.5 million tons annually
- Attain the highest standards of health and safety

## Values



Respect



Integrity



Excellence



Resilience



Dynamism

## Corporate Governance

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

The board comprises of an immensely 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

Important decisions are taken by committees nominated by the board or internal steering committees that have cross company representation

## Brand Legacy

Amreli Steels is a brand that has been recognized 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\*
- 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
- Amreli Steels has a National Sales Footprint through its distribution network across Pakistan and Official Representation and Warehouses in major cities like Karachi, Lahore, Islamabad, Hyderabad and Multan.

## Social Responsibility

Amreli Steels has a social consciousness that seeps into every aspect of our business operation. We strongly believe that corporate social responsibility and giving back to the community is an integral part of being a great company. While the company has partnered with various organizations such as TCF and The Hunar Foundation to support the field of education, the company has focused most of its efforts on environmental initiatives as follows:

- One of Pakistan's most environmentally friendly steel company, conforming to local and international standards for environment protection
- One of Pakistan's largest steel recyclers, producing quality steel while moving away from mined natural resources
- Largest renewable power initiative in the steel sector to help offset the company's carbon footprint
- Use of latest technology that reduces energy consumption and ensures 100% of the water used is recycled
- Large plantation drive near the steel complex in Dhabeji

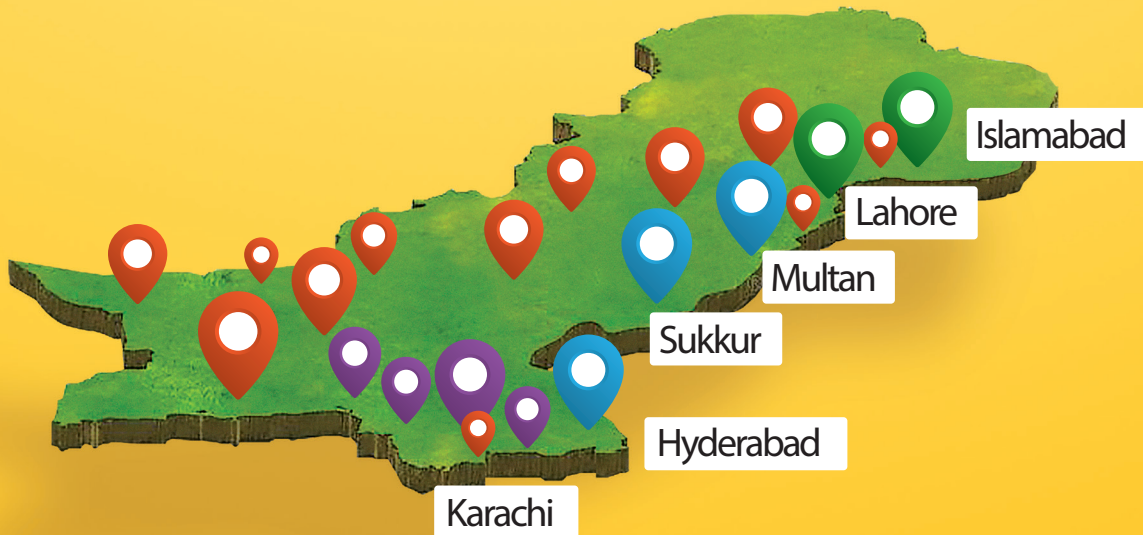
\*Results of an independent study conducted by the research agency Third Crow



**2 x Plants, 2 x Warehouses  
and Head Office in Karachi**



**Sales Office & Warehouses  
in Lahore & Islamabad**



**Retail Network in Sindh,  
Punjab, Balochistan and KPK**



**Sales Office in Multan,  
Sukkur and Hyderabad**



**AMRELI  
STEELS**

**Head Office:**

- 📍 A-18, SITE, Karachi
- ☎ 021-111-267354 (AMRELI)

**Plant:**

- 📍 D/89, Shershah Road, SITE, Karachi
- ☎ 021-111-267354 (AMRELI)
- 📍 Dhabeji Plant, Main National Highway 55 KM, Dhabeji, District Thatta
- ☎ 021-111-267354 (AMRELI)

**Regional Office:**

- 📍 B 53, SITE, Karachi
- ☎ 021-111-267-354 ( Reception Ext: 566 or 0)
- 📍 Dawood Centre, Office #21, 2nd Floor, Main Auto Bhan Road, Unit # 3, Latifabad, Hyderabad
- ☎ 0333-0339925 ( Waqar Ahmed Khatri - AM Sales )
- 📍 House # 7, Block II, Cooperative Housing Society, Airport Road near PPHI, Sukkur
- ☎ 0333-8280247 ( Manager Sales )

- 📍 Office # 10, 4th floor, Bomanji Square, 84/2 Nusrat Road, Multan.
- ☎ 0333-0325315 ( Muhammad Imran Sukhera- AM Sales )

- 📍 Regional Office: Suite 114-115, 1st Floor, Al-Qadir Heights 1, Babar Block, New Garden Town,
- ☎ 042-35842108 / 042-35842109

**Amreli Steels Circle - Amreli Steels Limited:**

- 📍 Sea View Road, Block-3 Clifton, Karachi

**Warehouse:**

- 📍 Lahore – Amreli Steels Warehouse, Near Asif Kanta, Noor Road Badami Bagh, Lahore
- ☎ 042-37281377 / 042-37608458
- 📍 Islamabad - Amreli Steels Warehouse, Plot No. 392, Sector I-9/3, Islamabad
- ☎ 051-4859110/051-4859111

**Liaison Office:**

- 📍 Office No. 403-B, 4th Floor, Evacuee Trust Complex, Plot # 4, Sector F-5/1, Agha Khan Road, Islamabad
- ☎ 051-8359161