



Striving Today for a Sustainable Tomorrow



Promising Reliability, For Now and Tomorrow

INTERNATIONAL INDUSTRIES LIMITED

Corporate Briefing Session

Wednesday, September 30, 2020 | 04:00 PM

TRIBUTE TO THE PEOPLE OF
PAKISTAN



Paying tribute to the people of this resilient nation, Pakistan. Who stay united with their steely strength and determination to face enemies across all the battlefields, whether it be defending the territories, navigating through economic turbulence or fighting a pandemic.

Unity | Strength | Resilience

فرد قائم ربط ملت سے ہے تنہا کچھ نہیں
موج ہے دریا میں اور بیرون دریا کچھ نہیں
(اقبال)

Without the nation's coherence, an individual firm is nothing
like a wave is nothing without the ocean.

(Iqbal)

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THE CHINOY GROUP



Promising Reliability, For Now and Tomorrow

PRODUCTS:

Steel Tubes & Pipes
Polymer Pipes & Fittings
Stainless Steel Tubes

REVENUE:

PKR 18.9 billion



Shaping Tomorrow

PRODUCTS:

Cold Rolled Steel Coils
Galvanized Steel Coils
Color Coated Steel Coils

REVENUE:

PKR 48.1 billion



TRUSTED NOT TO COMPROMISE

PRODUCTS:

Cables / Wires
Copper Rod
Aluminum Profiles
PVC Compound

REVENUE:

PKR 9.1 billion



THE GROUP HIGHLIGHT



7 million tons
output-to date

27 Production
lines

50+ years of pipe
manufacturing experience

60 Countries export
destinations

76 billion PKR turnover
crossed in 2020

1,000 Km of pipe
per day

2,419 Employees

817,000 tons/annum pipe
production capacity

875,000 tons exported
to date

2,000,000 tons production capacity
of Steel Sheets & Pipes

OUR VISION

“To be a globally respected, innovative and entrepreneurial company, enriching lives while remaining focused on providing competitive quality products and services.”

OUR MISSION

International Industries Limited is a customer focused, quality conscious company committed to economies of scale. IIL shall continually endeavour to enhance the effectiveness of its quality, environmental, occupational health & safety management systems. IIL is committed to be an ethical company and shall conform to all applicable legal requirements, as well as fulfill and exceed the expectations of all stakeholders.

Team work, continual improvement, waste reduction, protection of the environment, improvement in safety practices, a fair return to shareholders and fulfillment of social responsibility shall be the hallmark of all activities.



KEY HIGHLIGHTS



AWARDS & RECOGNITION – LAST 10 YEARS

- 12 PSX Top 25 Companies of Pakistan Award
- 20 Consecutive FPCCI Export Performance Award (Engineering Sector)
- 7 Best Corporate & Sustainability Report Award ICAP & ICMAP
- MAP's Corporate Excellence Award (Industrial Metals & Mining Sector)
- Entity ratings of AA-/A-1 (Double A Minus/A-One) (VIS)



OUR PRODUCTS- STEEL PIPES & TUBES



**IIL GALVANIZED
IRON PIPES**



**IIL HOLLOW
STRUCTURAL SECTIONS**



**IIL SCAFFOLDING
PIPES**



**IIL FIREFIGHTING
PIPES**



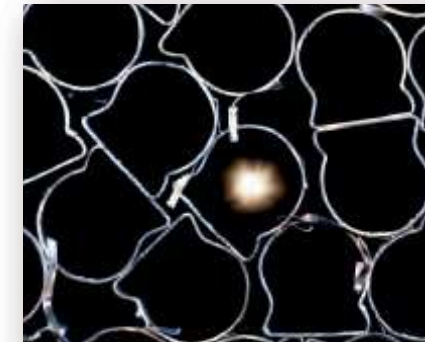
**IIL PRE-GALVANIZED
TUBES**



**IIL API LINE
PIPES**



**IIL COLD ROLLED
STEEL TUBES**



**IIL LTZD
PROFILES**

OUR PRODUCTS- POLYMER PIPES & FITTINGS AND STAINLESS STEEL TUBES



**IIL PPRC PIPES &
FITTINGS**



**IIL HDPE WATER
PIPES**



**IIL HDPE DUCT
PIPES**



**IIL MDPE GAS PIPES
& FITTINGS**

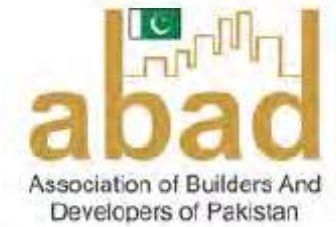


**IIL COSMO SS 304
(ORNAMENTAL-GRADE)**



**IIL FORZA SS 409
(AUTO-GRADE)**

KEY CUSTOMERS & REGISTRATIONS



DOMESTIC PRESENCE

Sales offices across all major urban centers:

- Karachi
- Lahore
- Islamabad
- Peshawar
- Faisalabad
- Multan

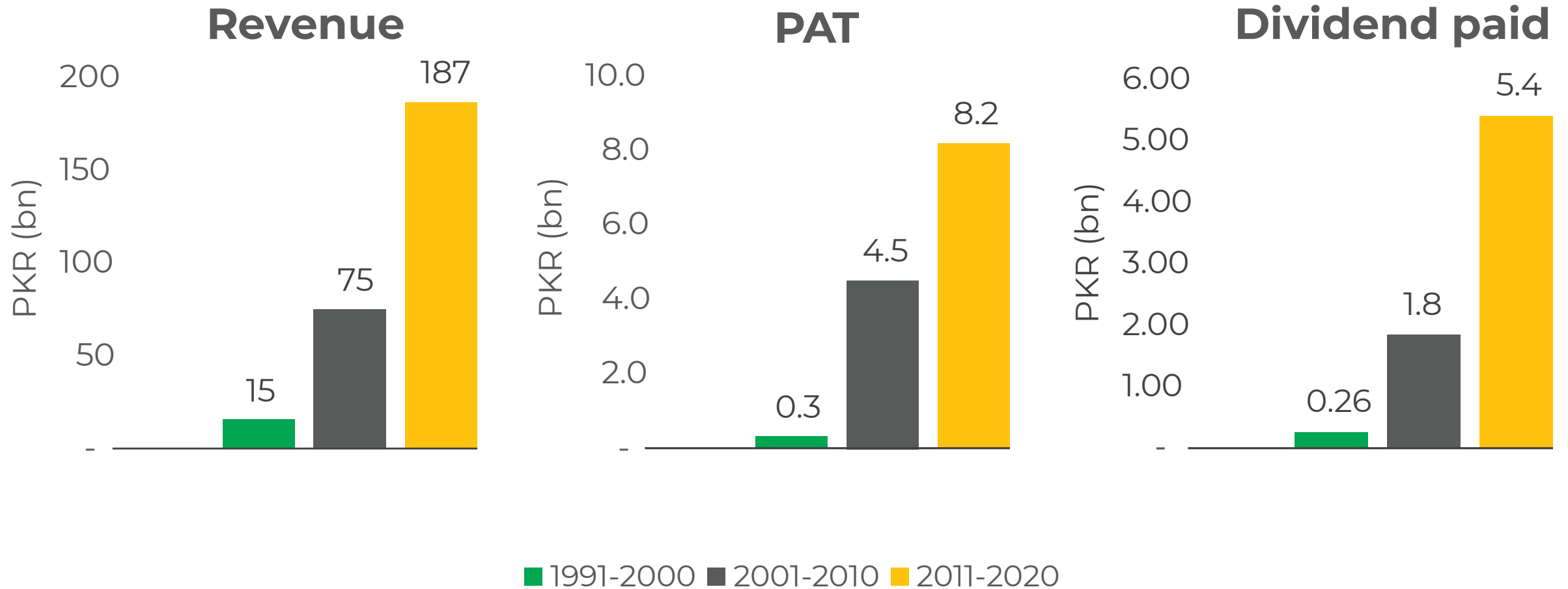
**450 dealers & distributors,
across 150 cities in Pakistan**



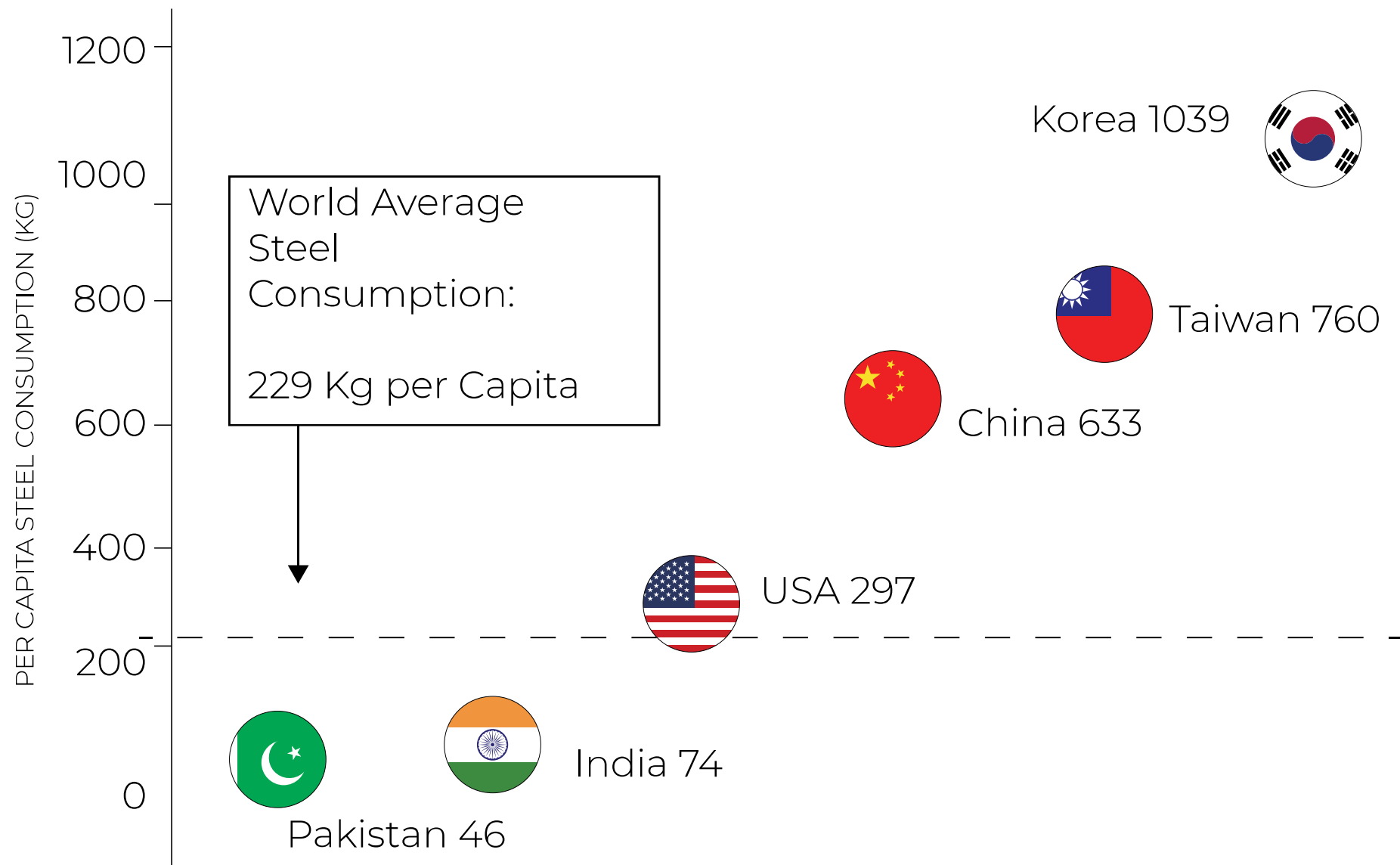
LAHORE, SHEIKHUPURA
30 Acre
Factory &
Warehouse

KARACHI
35 Acre
2 Factories &
Warehouse

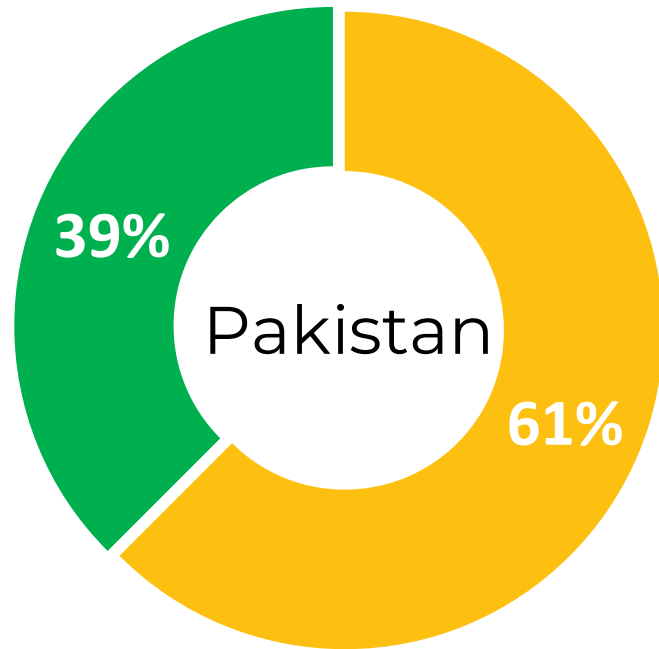
IIL HISTORIC PERFORMANCE



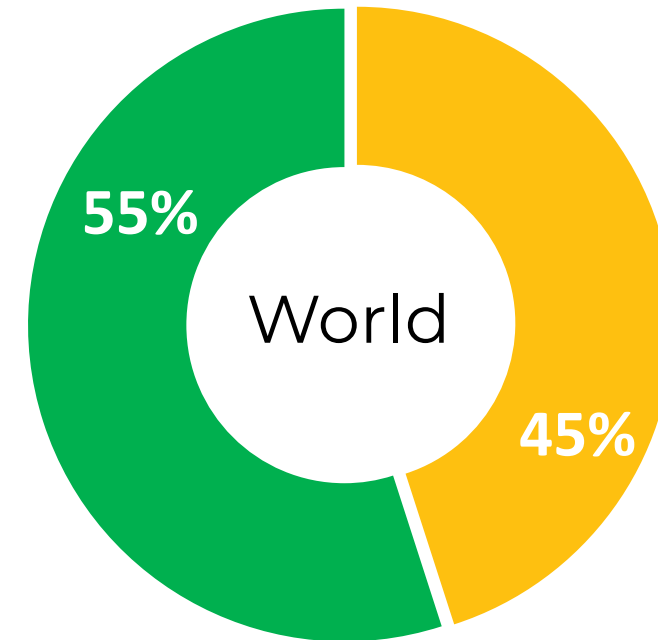
PER CAPITA STEEL CONSUMPTION, 2019



WORLD VS. PAKISTAN'S STEEL PRODUCT MIX



Product Category	Market Size (MT in millions)	%
Long Products	5.5	61
Flat Products	3.5	39
Total	9	100

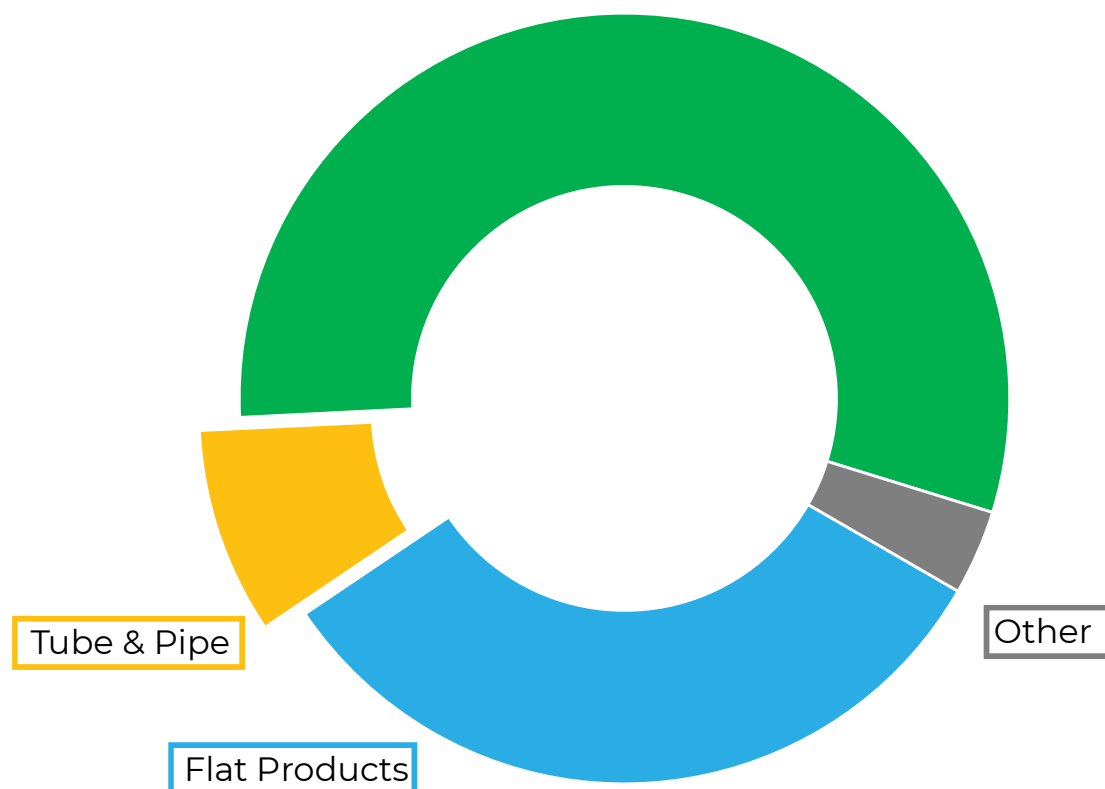


Product Category	Market Size (MT in millions)	%
Long Products	760	45
Flat Products	929	55
Total	1,689	100

Pakistan has inverse ratio as compared to the world in production between long and flat products

PAKISTAN STEEL PRODUCT MIX

Long/ Semi-Finished Products

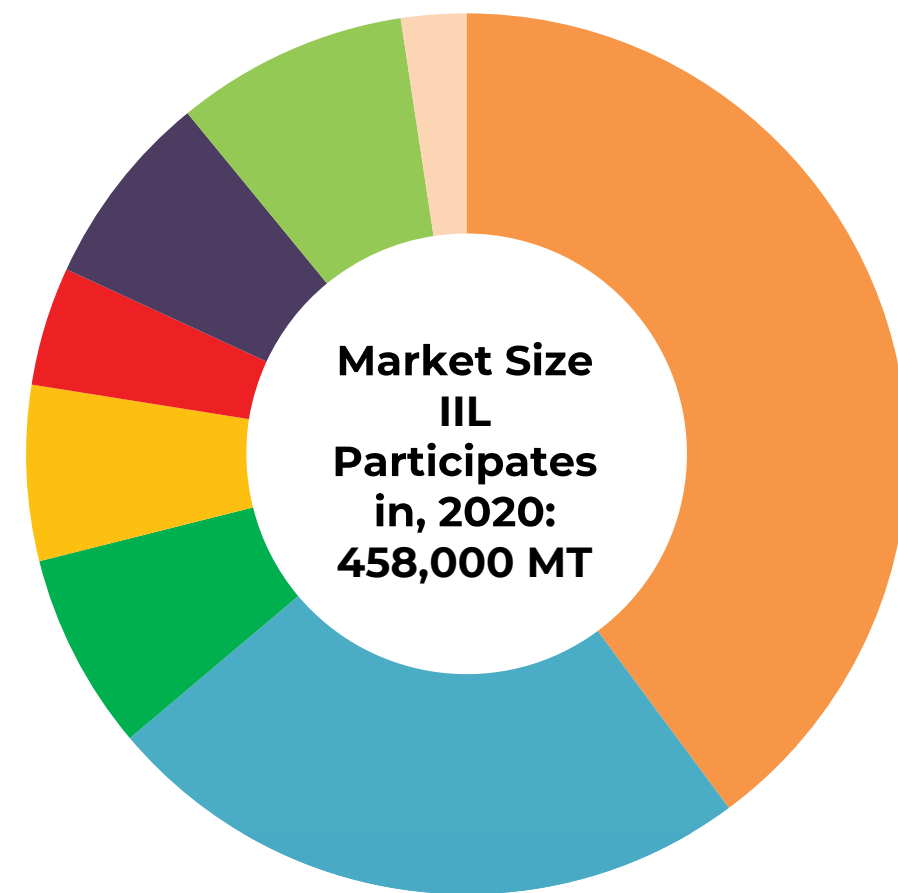


Category	Product Range	Market Size (000's MT)	Domestic Capacity (000's MT)	Share %
Flat Products	Hot Rolled Coils (HRC)	1,500	550*	32%
	Cold Rolled Coils (CRC)	700	900	
	Galvanized Coils (HDGC)	700	850	
Tube & pipe	Seamless, Spiral Welded, Longitudinally Welded	780	1,750	9%
Long Products	Billet/Rebar, Sections/ Structural/ Wire Rod	5,000	5,000	56%
Other	Miscellaneous	320	-	4%
Total Production		9,000	9,050	100%

* 550,000 MT of PSM HRC capacity, out of commission since 2014-15

DOMESTIC PIPE MARKET SIZE

End User Segments	Market Size 2019 (MT)	Market Size 2020 (MT)	YoY %
Light/Heavy Fabrication	242,900	182,700	-25%
Furniture	126,500	110,700	-13%
Water & Gas Distribution	54,000	33,200	-39%
Automotive	48,300	29,500	-39%
Oil & Gas	43,500	20,000	-54%
Construction	42,000	33,000	-21%
Other Fluid Transmission	40,800	39,100	-4%
Fencing, Conduit & Appliances	22,000	11,000	-50%
Total	620,000	458,500	-26%



- Light/Heavy Fabrication
- Furniture
- Water & Gas Distribution
- Autos
- Oil & Gas*
- Construction
- Other Fluid Transmission
- Fencing, Conduit & Appliances

Source: Management estimates, Industry Sources

LIGHT & HEAVY FABRICATION

- Grills/gates
- Hand rails
- Windows Frames
- Doors Frames
- Signage
- Solar panels Frames
- Roof Structures
- Handles
- Miscellaneous products



FURNITURE

- School, Office & Household Furniture
- Hospital/Hospitality Furniture
- Prams/Strollers
- Ornamental
- Storage Shelving
- Charpais/beds
- Brooms/mops
- Curtain railings



WATER & GAS

- Residential Water
- Residential Gas
- Irrigation



AUTOMOTIVE

- Two wheelers
- Three wheelers
- Cars/ SUVs
- LTVs
- HTVs
- Auto parts
- Tractors
- Auto-implements



OIL & GAS

- Natural Gas/LNG
- Liquid Petroleum Gas
- Oil Segment

GEARED UP
TO SEIZE THE OPPORTUNITY
ARISING AFTER RESOLUTION OF
**Gas Infrastructure
Development Cess
(GIDC)**



OTHER FLUID TRANSMISSION

- Bulk Water Supply
- Drainage
- Chilled Water (Industrial)
- Effluent Treatment Plants
- Waste Recovery
- Fire Sprinkler Systems
- Power generation
- Transformers



**IDEALLY
PLACED**
TO GRASP UPCOMING
PROJECTS IN
**KARACHI
INFRASTRUCTURE**
DEVELOPMENT PROGRAM



APPLIANCES, CONDUIT & FENCING

- **APPLIANCES**

- Fans, Pumps, Water Geysers, Washing Machines

- **CONDUIT**

- Electrical, Fiber Optic

- **FENCING**

- Commercial, Residential, Security

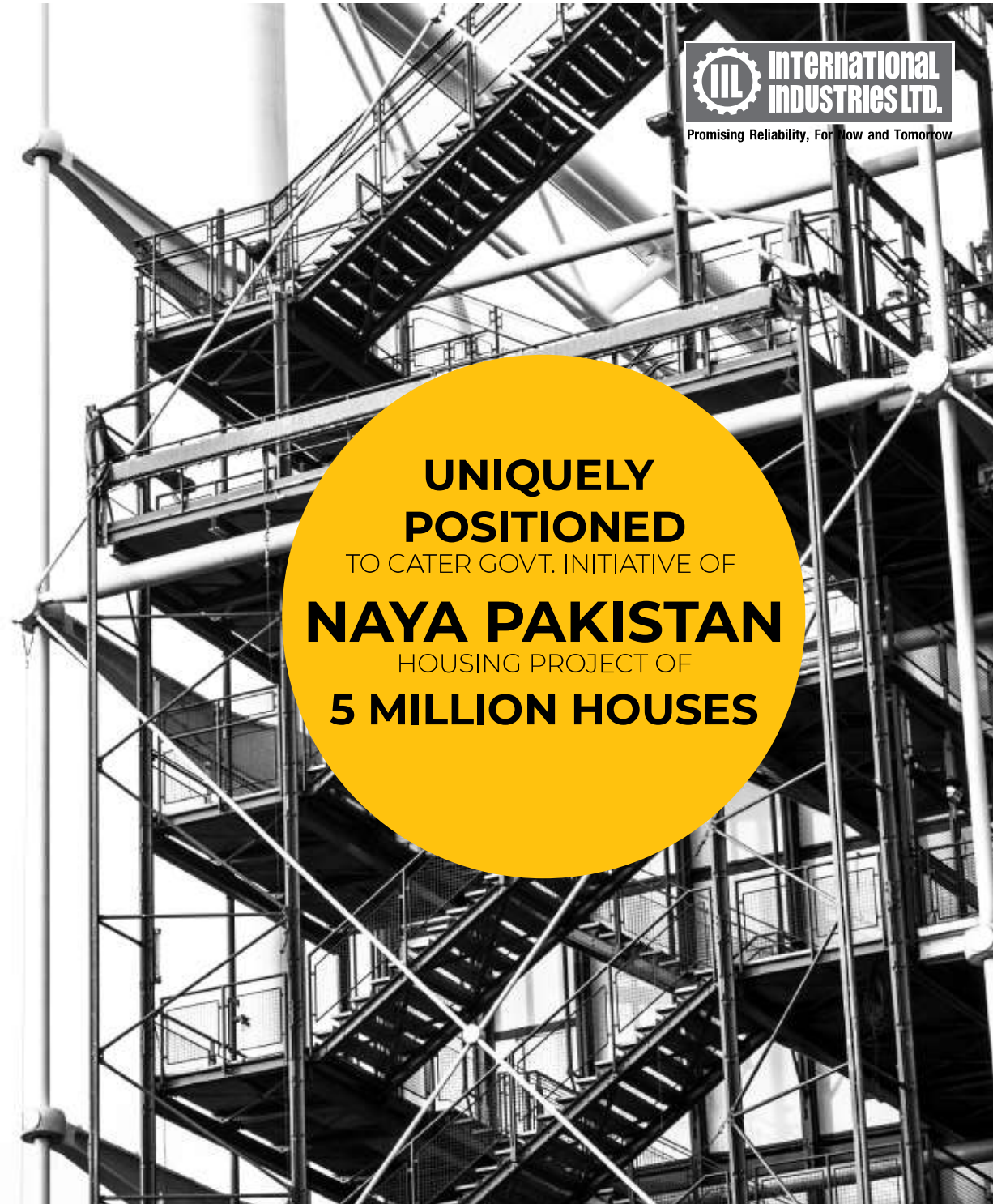


CONSTRUCTION

- Residential/commercial
- Poles
- Scaffolding Pipe
- HVACR
- Firefighting
- Mass Transit
- Affordable Housing
- Bridges & Pedestrian Bridges
- Warehouses/Sheds



**UNIQUELY
POSITIONED**
TO CATER GOVT. INITIATIVE OF
NAYA PAKISTAN
HOUSING PROJECT OF
5 MILLION HOUSES





**IIL CONSTRUCTION
SOLUTIONS PVT. LTD.**

REDEFINING CONSTRUCTION IN PAKISTAN

STRUCTURES | SCAFFOLDING | FORMWORKS



SCAFFOLDING SOLUTIONS

Scaffolding Solutions is an exclusive one-stop solution for all your projects' scaffolding requirements. It offers efficient, strong & safe material combined with value addition services to its customers.

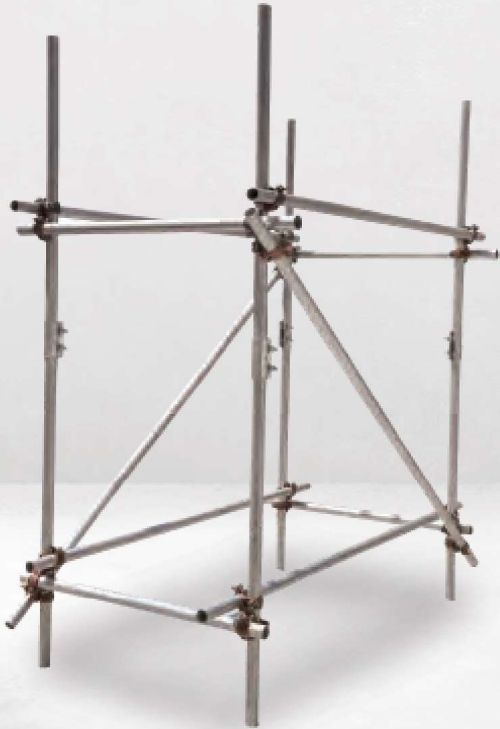
- **Sale & Rental**
- **Erection & Dismantling**
- **On-site supervision**



Structures | Scaffolding | Formworks



**TUBE &
COUPLER**



**FRAME &
BRACE**



**RING
LOCK**



**SHORING
PROPS**



**CATWALK
PLANKS**



CONSTRUCTION PROJECTS



**IAP House
Karachi:**
12,000 sq. feet,
3 storey building



**Lahore Orange
Line Metro Train
System:**
entry & exit points
are made from
IIL HSS



**Residential
Project:**
8,000 sq. ft
residential
project



**Corporate Office
Building:**
13,000 sq. ft
IIL corporate office
building in
Sheikhupura



**Karachi Green
Line Bus Rapid
Transit System:**
27 bus stops along
the GreenLine
BRTS route



**Industrial
Warehouse:**
100K sq. ft industrial
warehouse with
15 MT crane

HOLLOW STRUCTURAL SECTIONS



ONE STOP CONSTRUCTION SOLUTIONS

IIL's Hollow Structural Sections (HSS) are steel sections that can be used as the structural support elements of any kind of building. Using HSS significantly reduces the construction timeframe resulting in lower overall project costs. The product also provides design flexibility without compromising aesthetic appeal & structural integrity.



Structures | Scaffolding | Formworks

ADVANTAGES & CHALLENGES

ADVANTAGES



100% Salvage Value



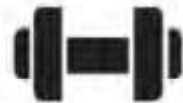
Quicker



Lower Project Cost



Design Flexibility

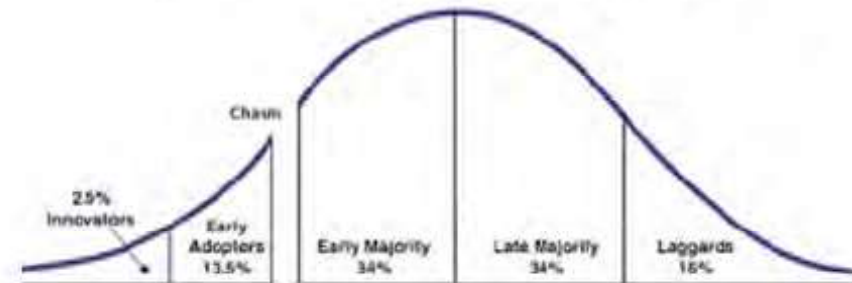


Higher Strength

CHALLENGES



Technology Adoption Life Cycle



AFFORDABLE HOUSING INITIATIVES

Ready within **10-15 days**

Covered Area: **256 - 792 sq. ft**

Total Cost: **PKR 300,000 – 1,000,000**

Cost per Sq. ft. : **PKR 640 – 2,180**



GLOBAL PRESENCE

IIL has an on-ground presence in **Australia, Sri-Lanka, Afghanistan, Canada & The UAE**. Our global footprint spans **60 countries across 6 continents** with over **875,000 Metric Tons** of exports to date.

KEY HIGHLIGHTS

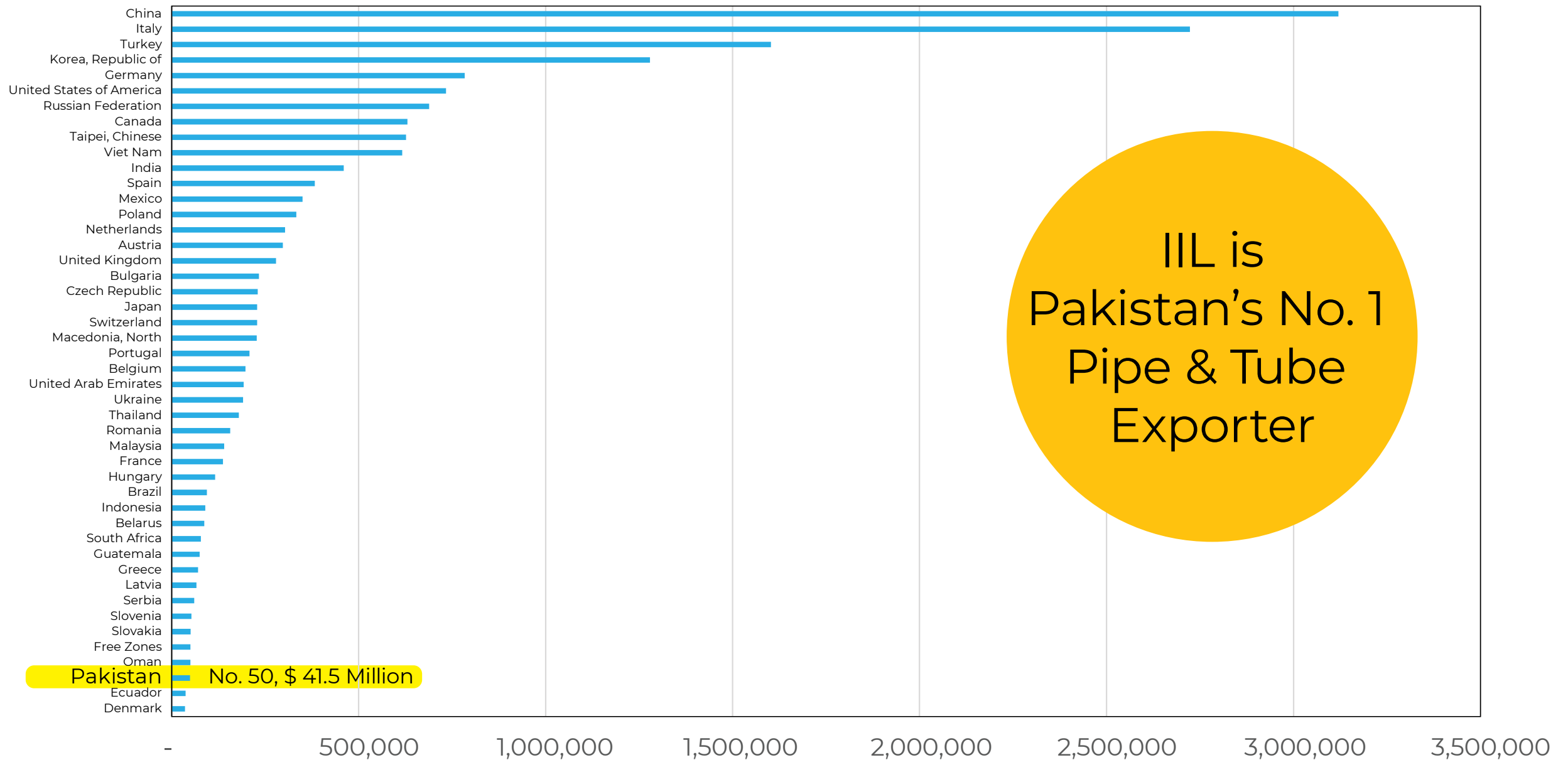
- Incorporation of IIL Americas Inc. in Nov 2019
- IIL Australia expansion



● Offices ▲ Factories ★ Sales Regions

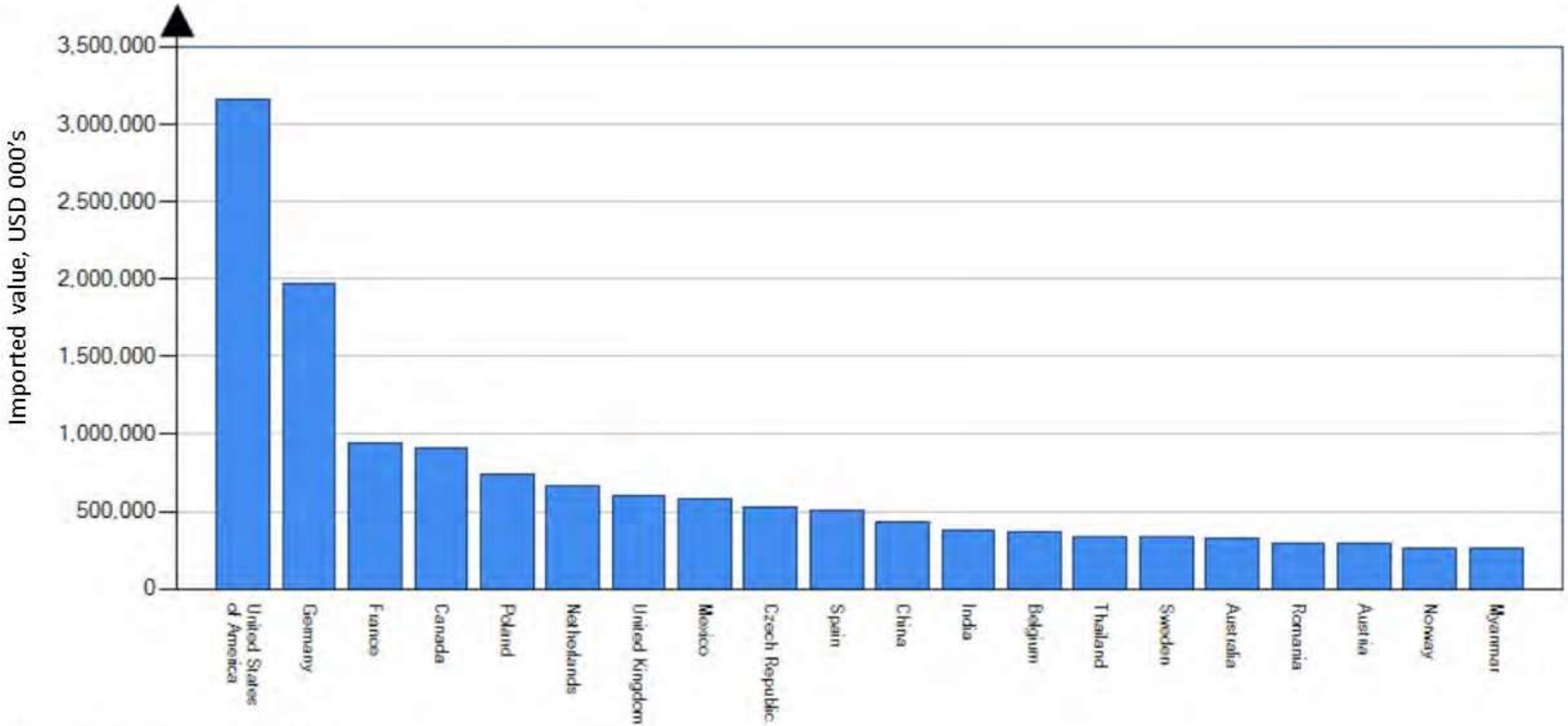


WORLD STEEL TUBE & PIPE EXPORTS

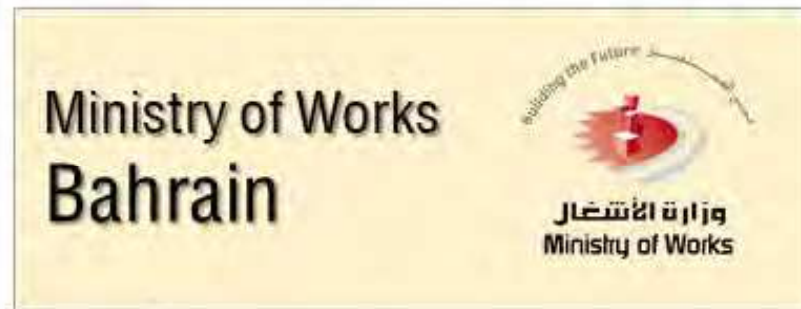


IIL is
Pakistan's No. 1
Pipe & Tube
Exporter

TOP 20 IMPORTERS OF STEEL TUBES & PIPES



CERTIFICATIONS



STRATEGIC DIRECTION

CAPITAL ADDITIONS

Over PKR 2.5 Bn CAPEX over last 4-5 years covering:

- ✓ High Strength Scaffolding Mill
- ✓ Section Mill
- ✓ 12" Diameter API & HSS Mill
- ✓ PPRC Pipes & Fittings Manufacturing
- ✓ 1600mm dia. HDPE Pipe Mill
- ✓ Factory 3, Sheikhpura (SKP)
- ✓ Stainless Steel

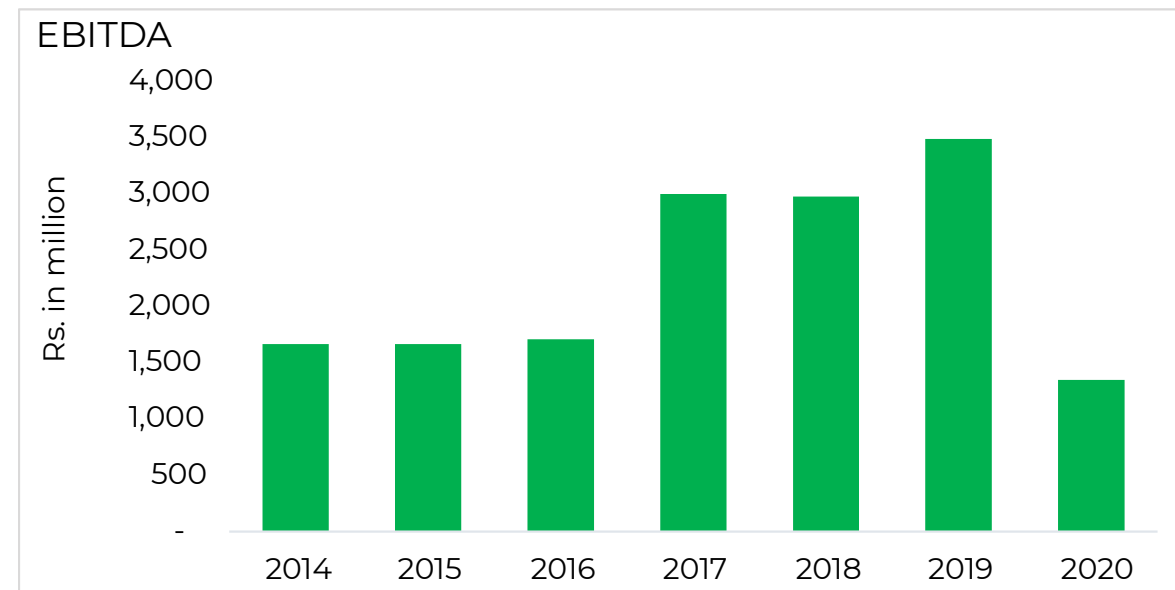
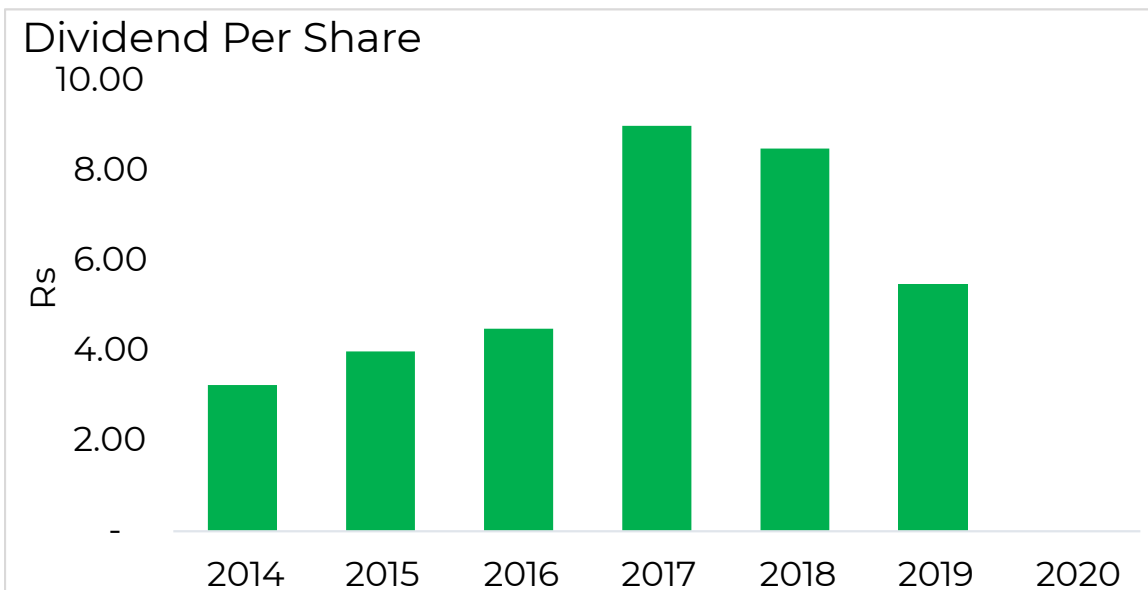
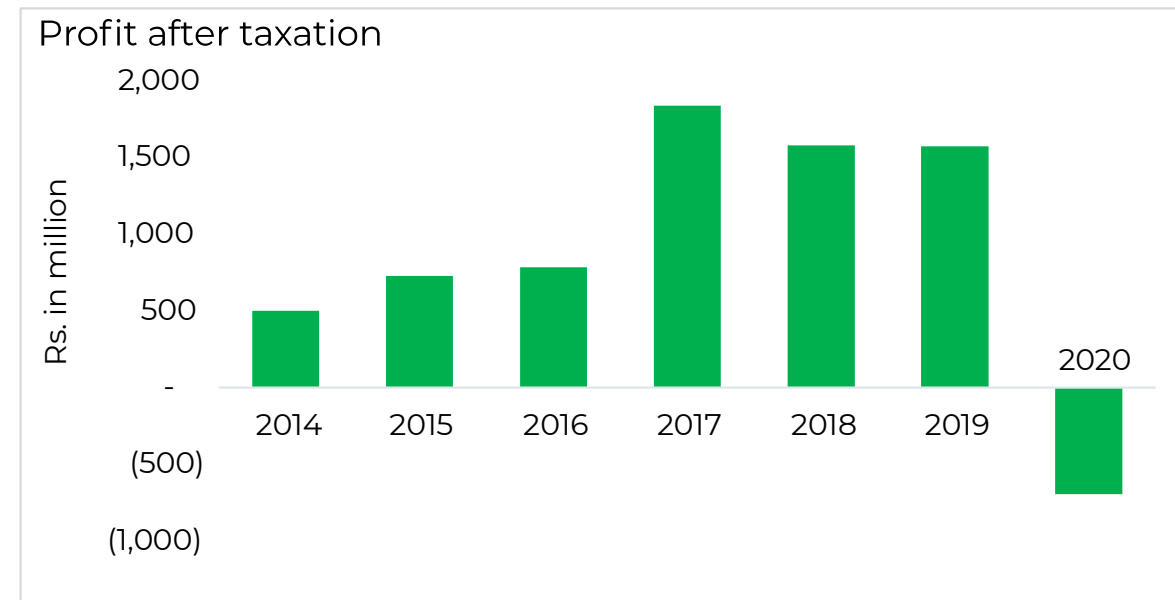
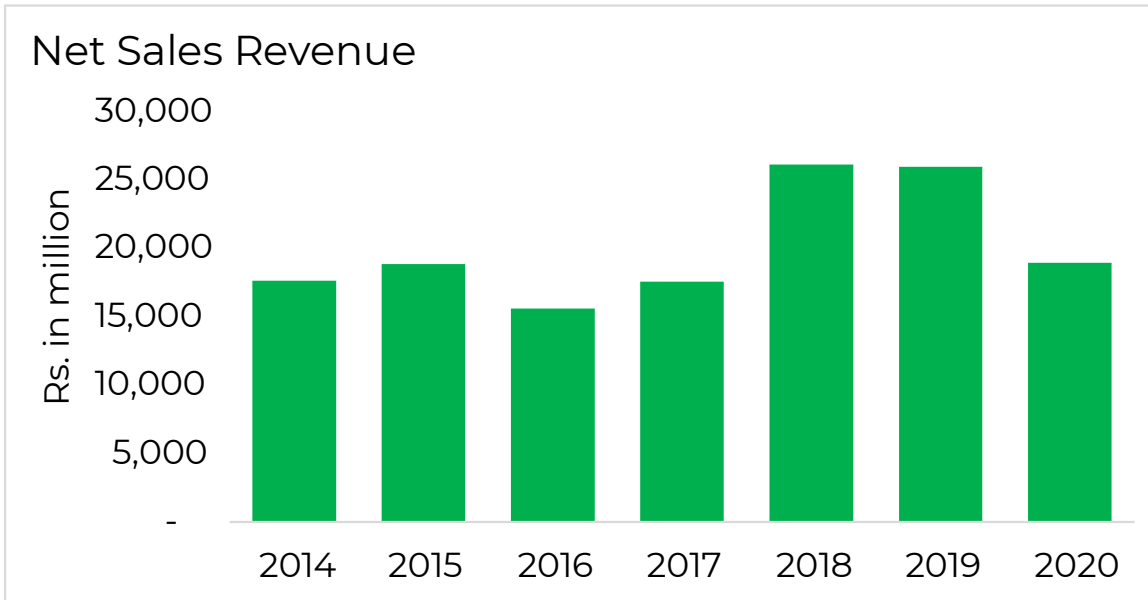
TECHNOLOGY, CERTIFICATIONS & REGISTRATIONS

- Certifications
- Registrations with:
 - ✓ Local and Federal Governments
 - ✓ State Authorities
 - ✓ Foreign Governments
- Continuous focus on BMR and technology to promote import substitution

BRANDING, EXPANSION IN DISTRIBUTION NETWORK & INTERNATIONAL PRESENCE

- Customer-centric approach
- Addition of Islamabad, Faisalabad, Peshawar & Multan sales offices
- Dealer network of 450 across 150 cities in Pakistan
- Brand building, advertising, print & digital marketing campaigns
- IIL Australia
- Incorporated IIL Americas Inc.
- Incorporated IIL Construction Solutions Pvt. Limited

FINANCIALS



Thank You



Promising Reliability, For Now and Tomorrow

INTERNATIONAL INDUSTRIES LIMITED

inquiries@iil.com.pk | www.iil.com.pk | 111-019-019