

## FINANCIAL RESULTS

	Period Ended		Quarter Ended	
	March 31, 2015	March 31, 2014	March 31, 2015	March 31, 2014
	Rupees	Rupees	Rupees	Rupees
<b>Sales</b>	1,189,067,412	1,173,006,980	457,104,408	507,121,081
Cost of Sales	1,159,637,078	1,114,718,375	461,552,326	476,488,512
<b>Gross Profit</b>	29,430,334	58,288,605	(4,447,918)	30,632,569
Administrative Expenses	14,362,494	13,337,837	4,503,947	4,650,811
Selling Expenses	42,445,984	24,869,052	16,087,103	15,654,259
Loss on Sale of Fixed Assets	175,672	1,143,372	-	-
	56,808,478	39,350,261	20,591,050	20,305,070
<b>Operating Profit (Loss)</b>	(27,378,144)	18,938,344	(25,038,968)	10,327,499
Other Income	(136,194)	(223,089)	(202,884)	(4,400)
	(27,514,338)	19,161,433	(25,241,852)	10,331,899
Financial Charges	26,959,963	32,196,389	8,034,213	14,445,424
<b>Profit (Loss) Before Taxation</b>	(54,474,301)	(13,034,956)	(33,276,065)	(4,113,525)
<b>Taxation</b>				
Current	(12,461,494)	(2,836,054)	(5,969,723)	(2,157,025)
<b>Un-Appropriated Profit (Loss) C/F</b>	(66,935,795)	(15,871,010)	(39,245,788)	(6,270,550)
<b>Earning (Loss) per share</b>	(8.85)	(2.10)	(5.19)	(0.83)