

ALSHAHEER FOODS

January 04, 2022

The General Manager,
Pakistan Stock Exchange,
Stock Exchange Building,
Stock Exchange Road,
Karachi.



Subject: Material Information

Dear Sir,

In accordance with section 96 of Securities Act, 2015 and clause 5.6.1 (a) of PSX Rule Book, we hereby would like to convey the following information:

By the Grace of Almighty ALLAH, we are pleased to announce that Al Shaheer Corporation Limited has launched its new brand "CHEF ONE" nationwide and is now available in all leading stores in following cities:

Karachi	Hyderabad	Lahore
Gujranwala	Sialkot	Bahawalpur
Faisalabad	Multan	Sargodha
Islamabad	Rawalpindi	Abbottabad
Peshawar		

You may please inform the TREC Certificate Holders of the exchange accordingly.

Yours truly,

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Osama Javed
Company Secretary

Copy to:
Director/HOD
Surveillance, Supervision and Enforcement Department
Securities and Exchange Commission of Pakistan