



October 29, 2010

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Ref: 2010/FIN/214

**BY FAX & COURIER****FORM 7**

The General Manager  
Karachi Stock Exchange (Guarantee) Limited  
Stock Exchange Building  
Stock Exchange Road  
**Karachi-74000**

Subject: **Financial Results For The Quarter Ended September 30, 2010**

Dear Sir,

We have to inform you that the Board of Directors of our company in their meeting held on Friday, October 29, 2010 at 3:00 p.m. at 5<sup>th</sup> Floor, Bahria Complex I, 24 M.T. Khan Road, Karachi, have approved the financial results of the Company for the quarter ended September 30, 2010. The results are as follows:

	For The Quarter Ended September 30, 2010	For The Quarter Ended September 30, 2009
	Rupees in '000'	
Sales - net	268,128	170,162
Cost of goods sold	(209,757)	(123,152)
<b>Gross profit</b>	<b>58,371</b>	<b>47,010</b>
Other operating income / (expense)	(10,321)	(645)
Selling, marketing and distribution expenses	(41,505)	(28,856)
Administrative expenses	(6,968)	(7,439)
Finance cost	(263)	(2)
<b>Profit / (loss) before taxation</b>	<b>(686)</b>	<b>10,068</b>
Income tax expense	(10,159)	(6,228)
<b>Profit / (loss) for the period</b>	<b>(10,845)</b>	<b>3,840</b>
<b>Earnings per share - basic and diluted</b>	<b>(0.56)</b>	<b>0.20</b>

*W. J. Khan*