



11th Floor, The Harbour Front, Dolmen City,  
 HC-3, Block-4, Marine Drive, Clifton,  
 Karachi-75600, Pakistan.  
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February 23, 2015

2015-FIN-002

**BY ONLINE SUBMISSION**

**The General Manager**  
 Karachi Stock Exchange Limited  
 Stock Exchange Building,  
 Stock Exchange Road,  
Karachi

**The Secretary**  
 Lahore Stock Exchange Limited  
 19 - Khayaban-e-Aiwan-e-Iqbal,  
 P.O. Box 1315,  
Lahore

Subject: **FINANCIAL RESULTS FOR THE HALF YEAR ENDED DECEMBER 31,2014**

Dear Sirs,

We have to inform you that the Board of Directors of our company in their meeting held today at 11:00 am at 11<sup>th</sup> Floor, the Harbour Front, Dolmen City, HC-3, Block-4, Marine Drive, Clifton, Karachi-75600, have approved the financial results of the company for the half year ended December 31,2014. The results are as follows:

	Note	Half Year Ended		Quarter Ended	
		December 31, 2014	December 31, 2013	December 31, 2014	December 31, 2013
Rupees in '000'					
Sales - net	8	973,173	1,075,750	502,180	523,012
Cost of goods sold		(787,298)	(761,941)	(405,153)	(384,678)
<b>Gross profit</b>		<b>206,876</b>	<b>313,809</b>	<b>97,027</b>	<b>138,334</b>
Other income		47,222	17,413	24,358	9,787
Selling, marketing and distribution expenses		(136,680)	(168,652)	(59,774)	(87,612)
Administrative expenses		(29,479)	(24,321)	(14,279)	(10,779)
Other expenses		(1,739)	(28,314)	(1,398)	2,420
Bank charges		(81)	(23)	(75)	(17)
<b>Profit before tax</b>		<b>86,221</b>	<b>109,912</b>	<b>45,869</b>	<b>52,133</b>
Income tax expense		(54,746)	(54,810)	(27,768)	(30,625)
<b>Profit for the period</b>		<b>30,475</b>	<b>55,102</b>	<b>18,091</b>	<b>21,508</b>
Rupees					
<b>Earnings per share - basic and diluted</b>		<b>1.59</b>	<b>2.87</b>	<b>0.94</b>	<b>1.12</b>

The Board did not recommend any dividend or bonus share based on the above interim financial statements. We will also be sending you 300 copies of printed financial statements for distribution amongst the members of the stock exchange in due course.

Sincerely,

  
**Muhammad Noor-e-Arshi Khan**  
 CFO & Company Secretary