



Promising Reliability. For Now and Tomorrow.

March 11, 2014.

The Secretary
Karachi Stock Exchange (Guarantee) Limited
Off: I. I. Chundrigar Road
Karachi

Dear Sir

MATERIAL INFORMATION - PROPOSAL TO ESTABLISH SUBSIDIARY IN AUSTRALIA

International Industries Limited (IIL) would like to announce its recently re-energized company vision 2020, capturing its ambition "to be an international, innovative and entrepreneurial million ton steel processor by the year 2020." To achieve this challenging vision and maximize shareholder value, the Board and management of IIL are renewing their strategic focus on sustainable growth in both its domestic and export portfolios and seeking profitable new business opportunities. To this end, the Company will evaluate several new ventures, introduce a number of new products and enter exciting new markets in the coming months.

IIL is Pakistan's largest steel pipes exporter with a production of 1,000 kilometers of pipe every day, a significant contributor to the country's foreign exchange inflow and a model corporate citizen. Its exports over the last 5 years have exceeded USD 275 million and it has won PPCCI's export awards for the last 14 years, with sales to 47 countries in North America, Europe, Africa, the Middle East and South Asia. It has also contributed over PKR 21 billion in duties and taxes to the national exchequer.

The company now intends to expand its international footprint into the Asia Pacific and Oceania region, for which the Board today considered and approved a proposal for establishing a wholly-owned subsidiary in Melbourne, Australia by the name IIL Australia Pty Ltd. (proposed), with an initial paid-up capital of AUD 100,000. This subsidiary will represent IIL in Australia to promote, market and sell IIL products in the region and explore further expansion possibilities. This venture will also enable IIL to utilize and expand its current capacity and improve export volumes in a higher-margin territory, offsetting the impact of the slowdown in its traditional near-home export markets.

Having established its status as a world-class company over the last 64 years both within and beyond Pakistan, IIL is confident of leveraging its brand and its reputation for quality and reliability to establish a rewarding niche for itself in Australia.

The above Material Information is for your reference and necessary action please.

Yours faithfully

For INTERNATIONAL INDUSTRIES LTD.


NEELOFAR HAMEED
Company Secretary



ISO 9001, ISO 14001 & OHSAS 18001 Certified Company

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