



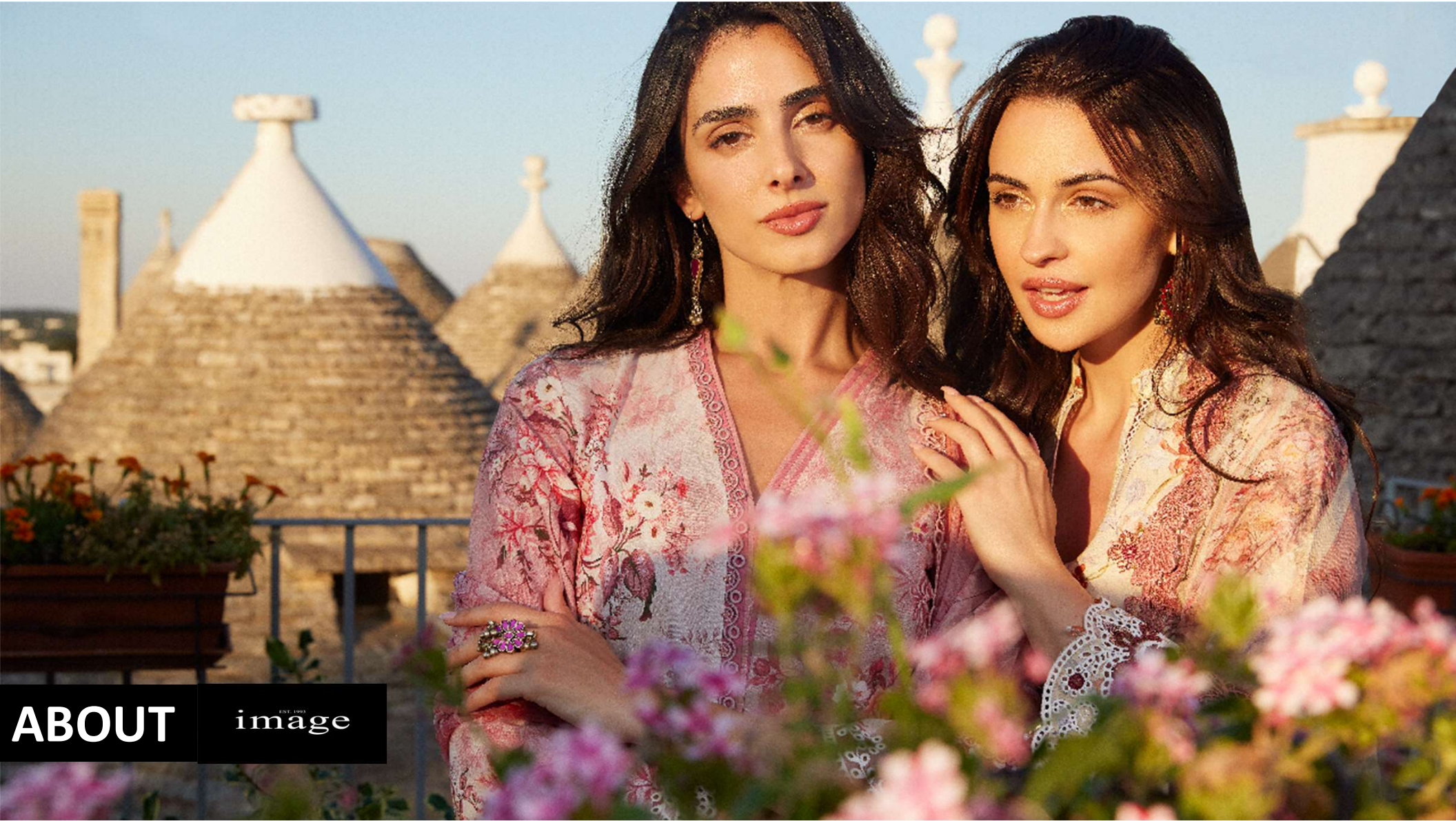
EST. 1993  
**image**

**CORPORATE BRIEFING  
SESSION - 2024**

## AGENDA:

1. ABOUT IMAGE
2. PRODUCT PORTFOLIO
3. INDUSTRY OVERVIEW
4. FINANCIAL HIGHLIGHTS
5. SUSTAINABILITY  
INITIATIVES
6. FUTURE OUTLOOK





**ABOUT** EST. 1993 **image**

# Vision and Mission Statement



## Vision

To be a Role Model Fashion Retail Brand, benefitting all stakeholders and fulfilling corporate social responsibilities.



## Mission

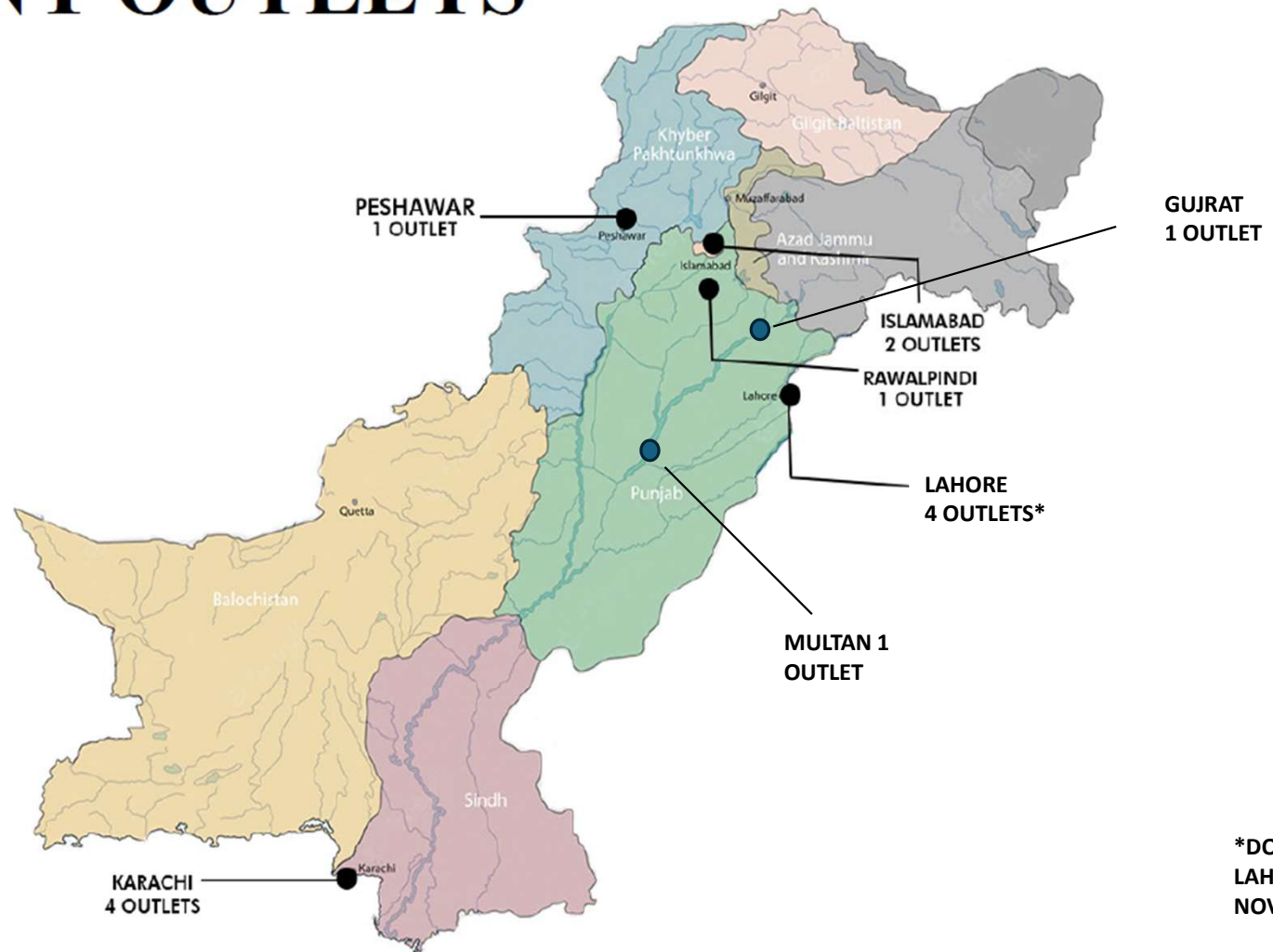
Image is committed to excellence and creativity. It embodies a distinctive aesthetic that blends heritage and innovation to promote commerce and industry.

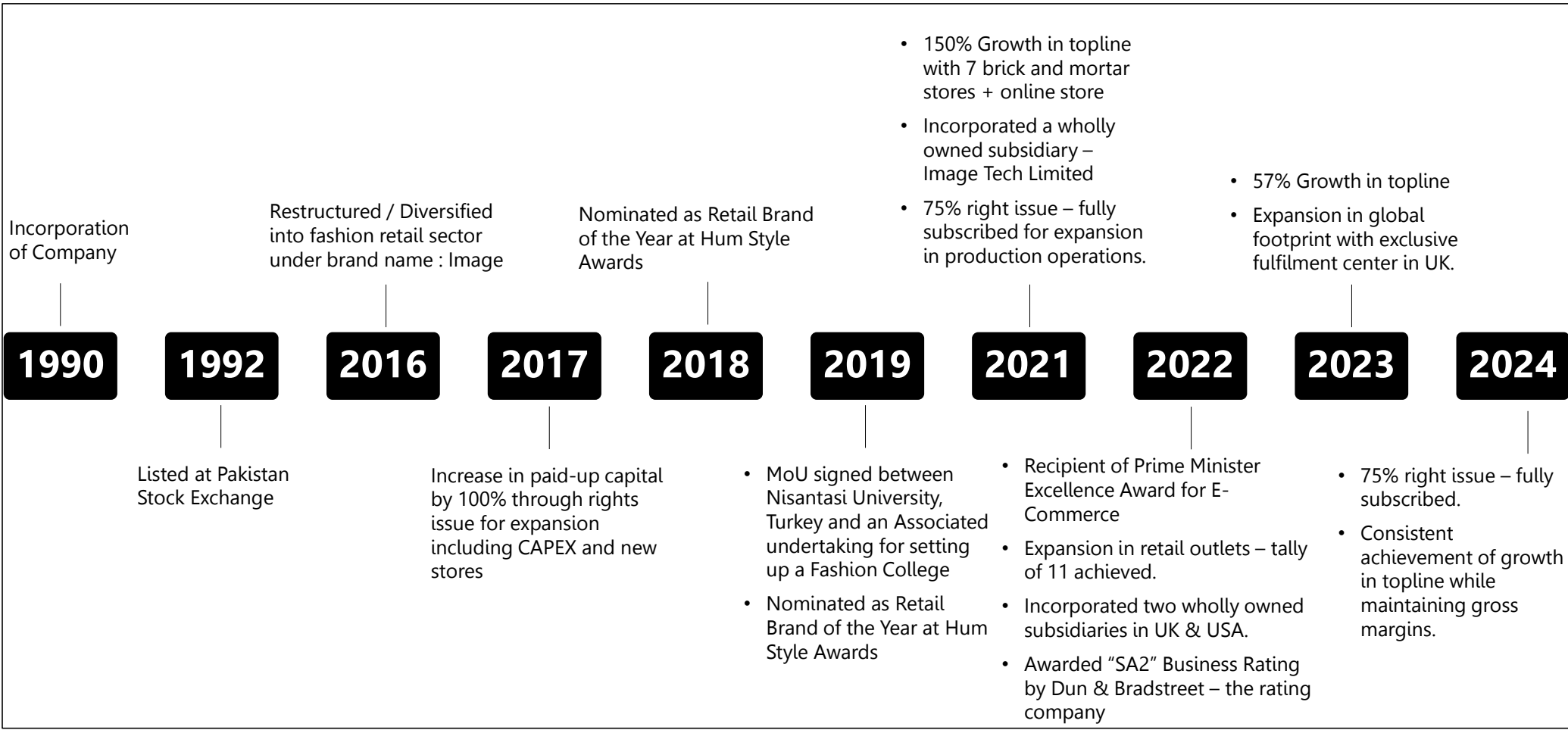
## Value

At Image, we champion integrity, creativity, and sustainability, blending heritage with innovation to inspire our customers and uplift our communities.

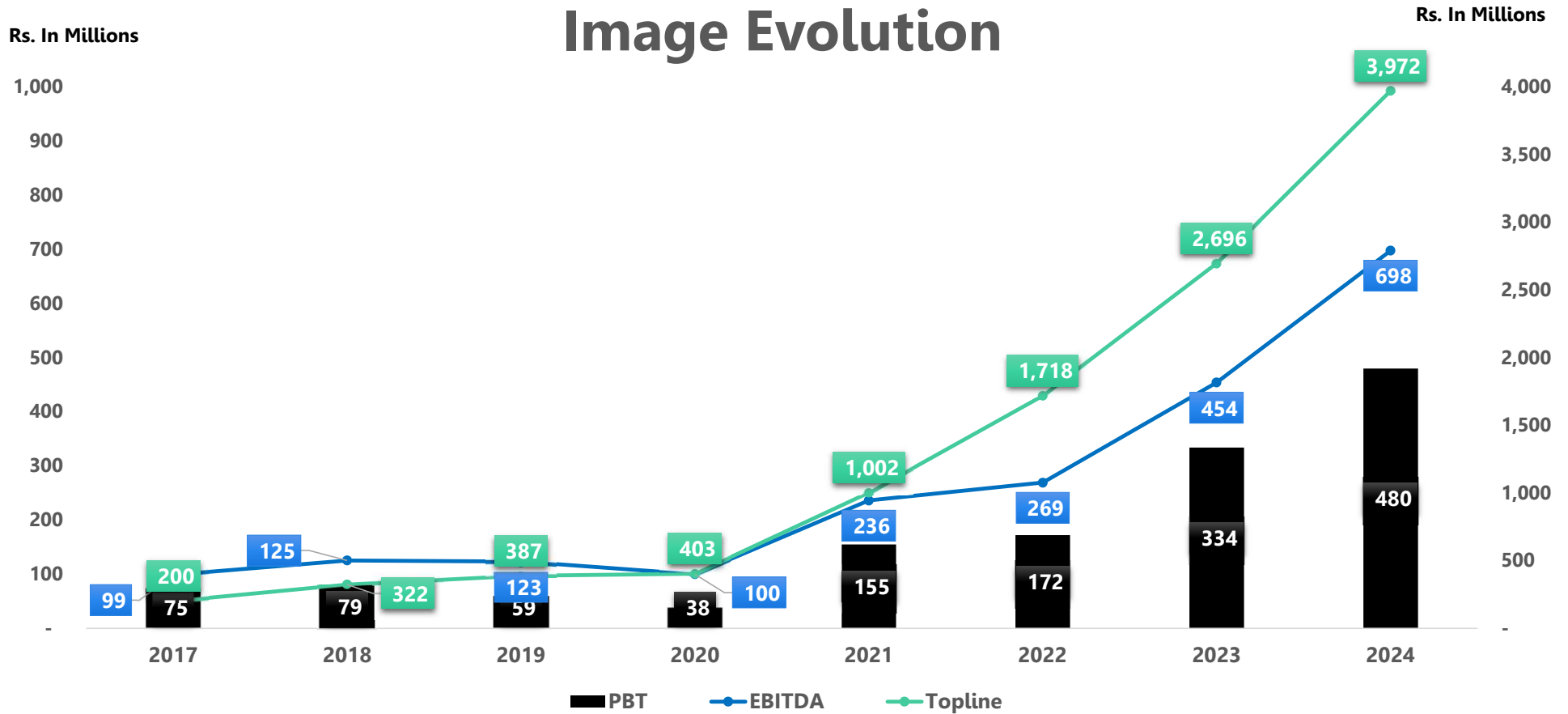
# COMPANY OUTLETS

**TOTAL OUTLETS : 14 +  
ONLINE STORE  
SERVING WORLDWIDE**





# Image Evolution



**DEVELOPMENT PHASE**

- Reshaping the brand into Retail segment
- Low product mix

**BRANDING ERA**

- Customer base established
- Product well accepted.
- Target audience identified

**GLOBAL VISION**

- Online presence in global market.
- Better mix of product portfolio
- Sustained growth achievement – YoY

# GROUP STRUCTURE



EST. 1993  
image

## PRODUCT PORTFOLIO



*lawnkari*®



SPRING  
*printkari*®



*La Dolce Vita*  
SUMMER PRINTKARI®



**MULMULKARI**



RESHAMKARI®



FestivePret



miss  
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STUDIO



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# INDUSTRY OVERVIEW

Image Pakistans Ltd  
13/16-17, Karachi

## COMPETITIVE ADVANTAGE

Rooted in a legacy of exclusive embroidery and premium craftsmanship, image combines affordable luxury with steady, sustainable margins and a proven record of year-over-year top-line growth. With a robust presence across Pakistan through our brick-and-mortar stores and a growing global reach via our e-commerce platform, we are committed to bringing high-quality, distinctively designed fashion to women everywhere. This unique blend of affordability, heritage, and consistent financial performance sets us apart, as we deliver timeless style and value while expanding our footprint in the fashion world.

## Strengths

- Pioneer of Schiffli Embroidery
- Distinctive designs setting the brand apart.
- High-End Consumer Market – Appeals to upscale consumers with refined tastes.
- Quick adaptation to market trends with creative design.
- High brand loyalty and recognition.
- Sound Capital Structure – Low debt-to-equity ratio supports stability.
- Established Quality and Craftsmanship – Recognized for premium materials and detailing.

- Expanding Retail Economy
- Urbanization – Growth in affluent urban areas with retail space opportunities.
- E-Commerce Channel Growth – Rising digital penetration offers potential for online sales.
- Potential to expand into perfumes, and lifestyle products.
- Global Expansion – Potential to target global markets with an affinity for Pakistani fashion.
- Brand Collaborations – Partnerships with other brands and influencers could enhance reach.

## Opportunities

## Weaknesses

- Limited Physical Presence – Only 14 stores nationwide, limiting accessibility.
- Seasonal Demand Variability – Fashion retail is susceptible to changing seasonal trends.
- High Production Costs – Quality-driven production process increases costs.
- Dependency on a Niche Market – Primarily caters to higher-income brackets, limiting market reach.

- Economic Volatility – High energy and commodity prices strain profitability.
- Inflationary Pressure on Consumers
- Increasing competition from other premium brands and international fast fashion.
- Shifting Fashion Trends – Rapidly changing consumer preferences in fashion may affect demand for traditional designs.

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## Threats



**SUSTAINABILITY INITIATIVES**

# Sustainability Initiatives

## SPONSORSHIP OF THE 3RD IMAGE TORSAM KHAN NATIONAL SQUASH CHAMPIONSHIP 2024

Image was the proud sponsor of this prestigious national event, promoting sports at all levels, including men's, women's, and junior squash.



## GENDER EQUALITY

On March 3, 2024, Image observed the UN International Women's Day, actively supporting the theme "DigitALL: Innovation and Technology for Gender Equality" to raise awareness on the importance of digital innovation in advancing gender equality.



## CLEAN WATER AND SANITATION

The management ensures responsible water usage in our operations, prioritizing water conservation measures and sustainable waste management to protect local water resources.



## INAUGURATION OF AHMAD ISMAIL MEDICAL CENTRE (AIMC)

The Ahmad Ismail Medical Centre, named after the founder of the Company, Late Mr. Ahmad Ismail, was inaugurated on January 19, 2024, at Hawksbay, Karachi. Since its opening, AIMC has provided free medical consultations, medicines, and treatment to over 10,000 underserved fishermen and their families in the Hawksbay community.



## SOLAR POWER PROJECT AT HEAD OFFICE AND FACTORY

In alignment with the UN's Sustainable Development Goals (SDGs), the Company installed solar power system, reducing its environmental footprint and advancing the Company's commitment to sustainability. The Company is taking active steps to reduce its carbon footprint by incorporating renewable energy solutions, improving energy efficiency, and supporting environmental sustainability projects.

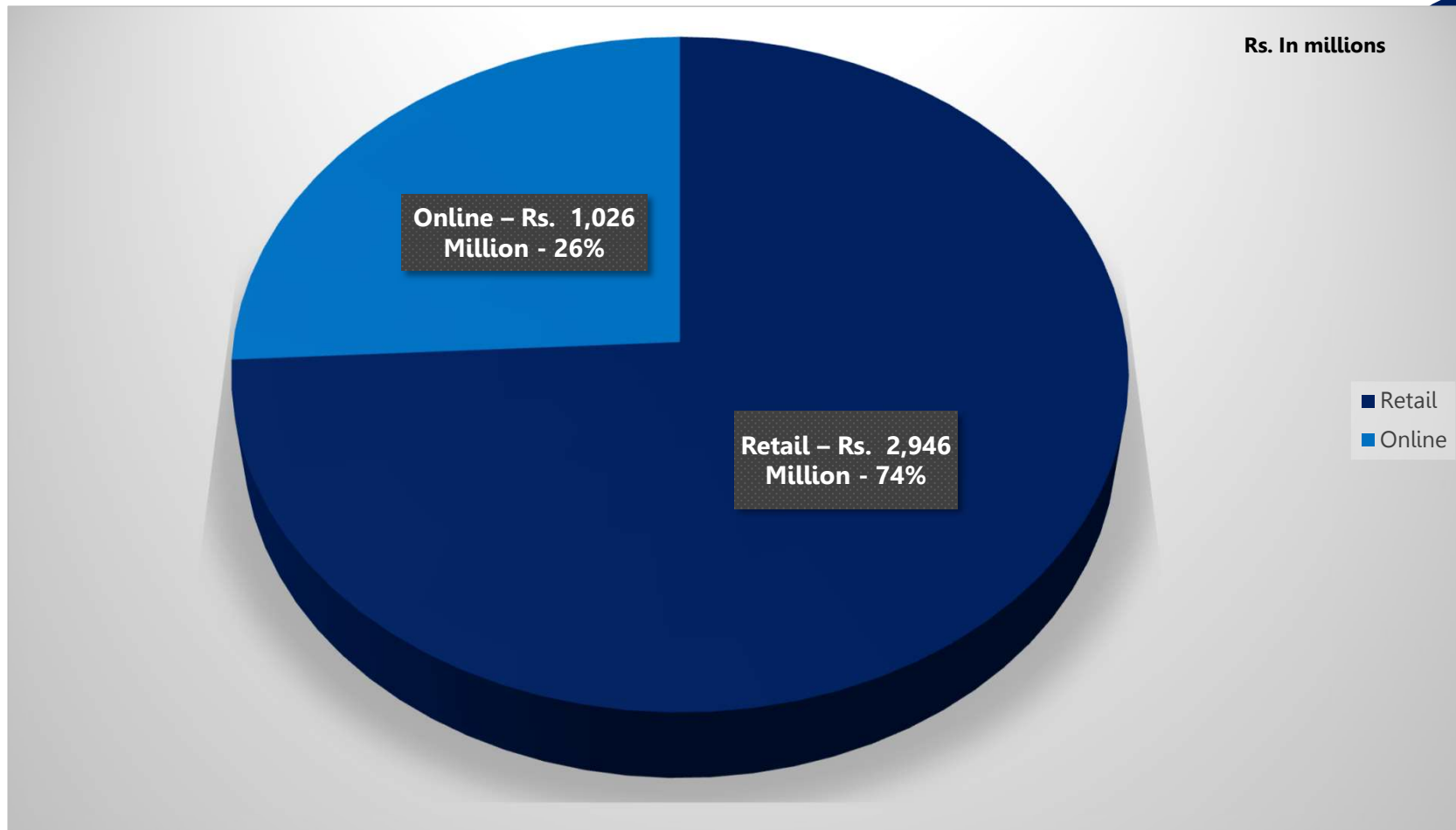


# FINANCIAL HIGHLIGHTS

2024

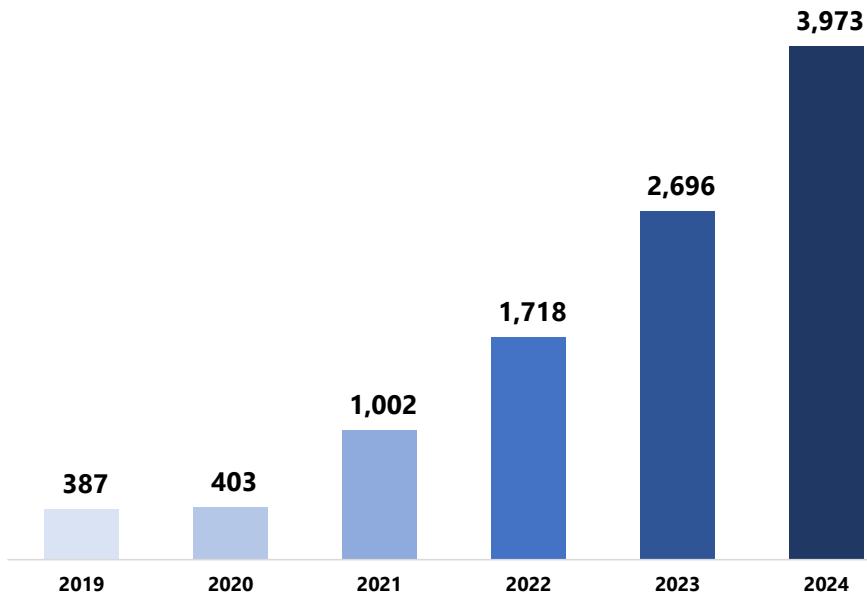
A hand is shown pointing at a futuristic digital interface. The interface features a large circular gauge or dial with a grid of small squares. The year '2024' is prominently displayed in the center of the gauge. The background is dark with blue and white light effects, suggesting a high-tech or data-driven environment.

# Revenue breakdown

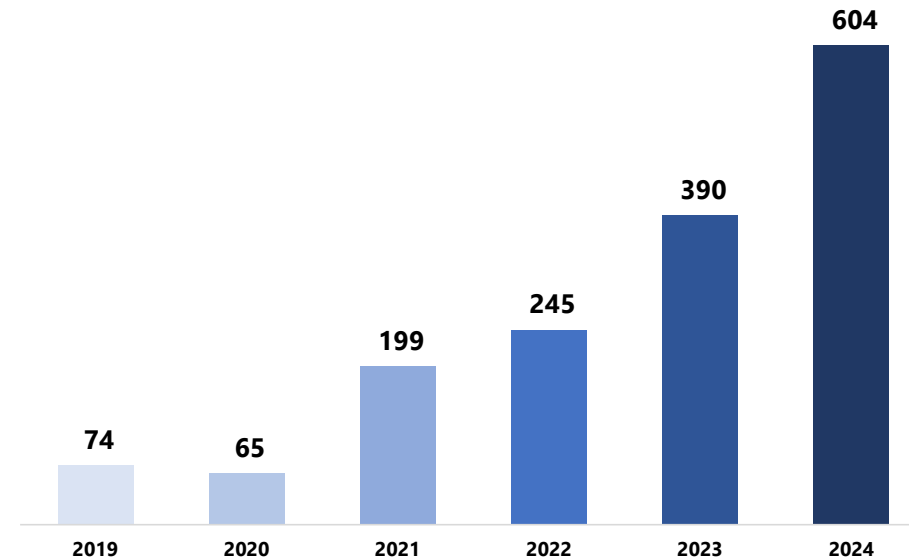


# Financial Highlights

## Revenue

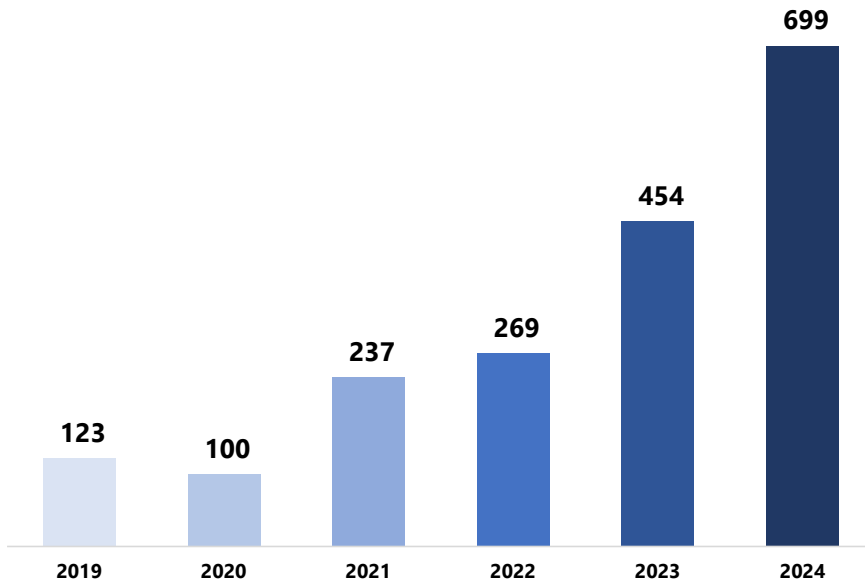


## Operating profit

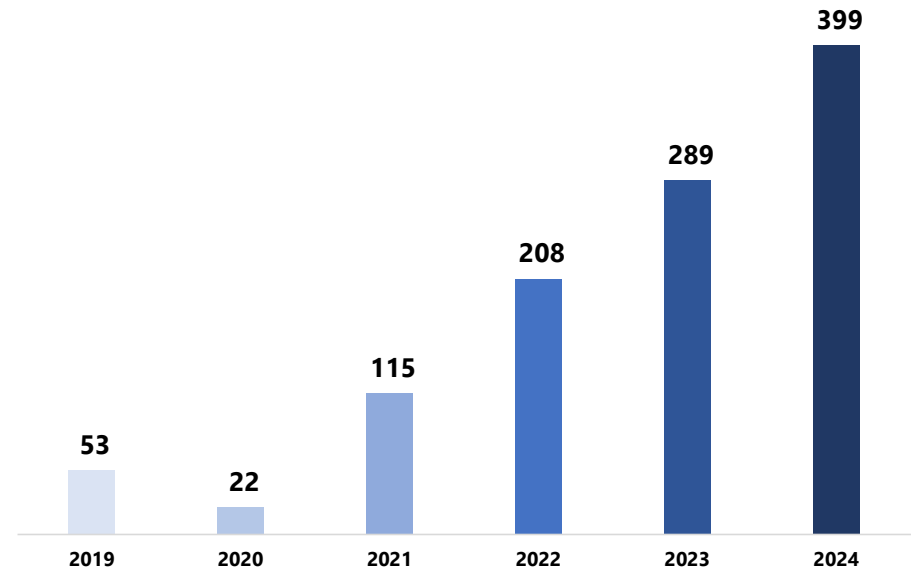


# Financial Highlights

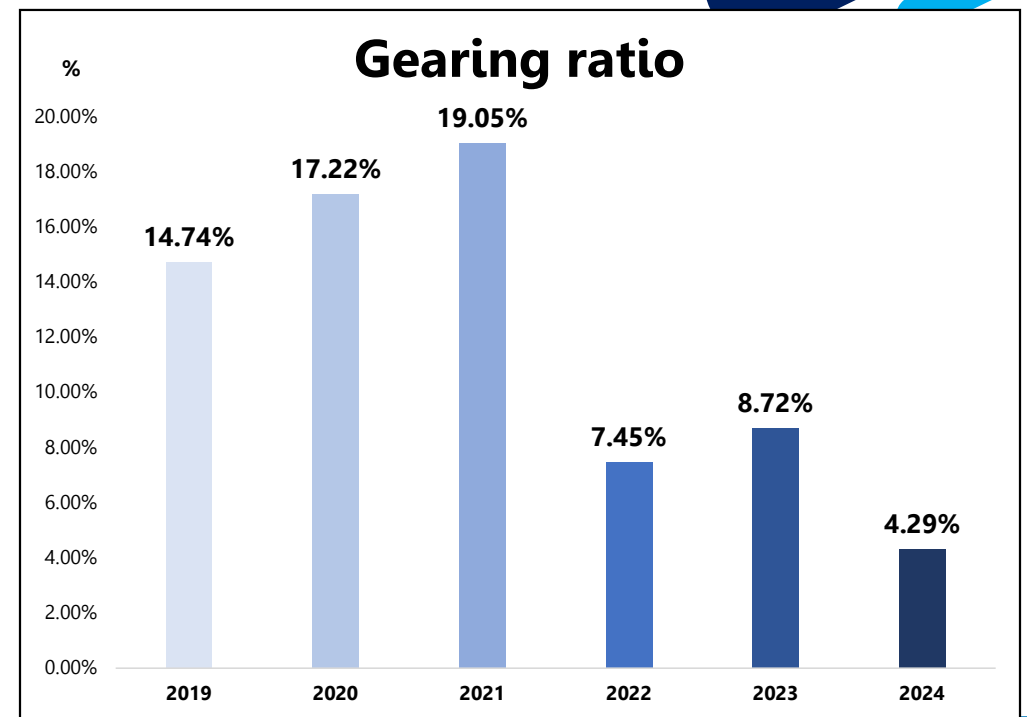
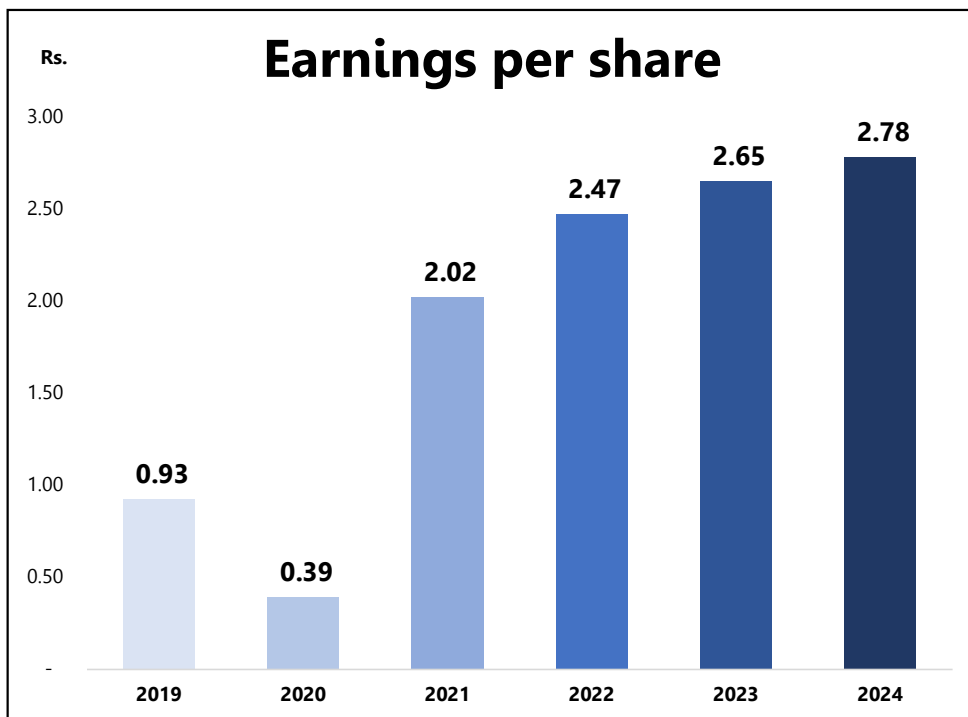
## Earnings Before Interest, Tax & Depreciation



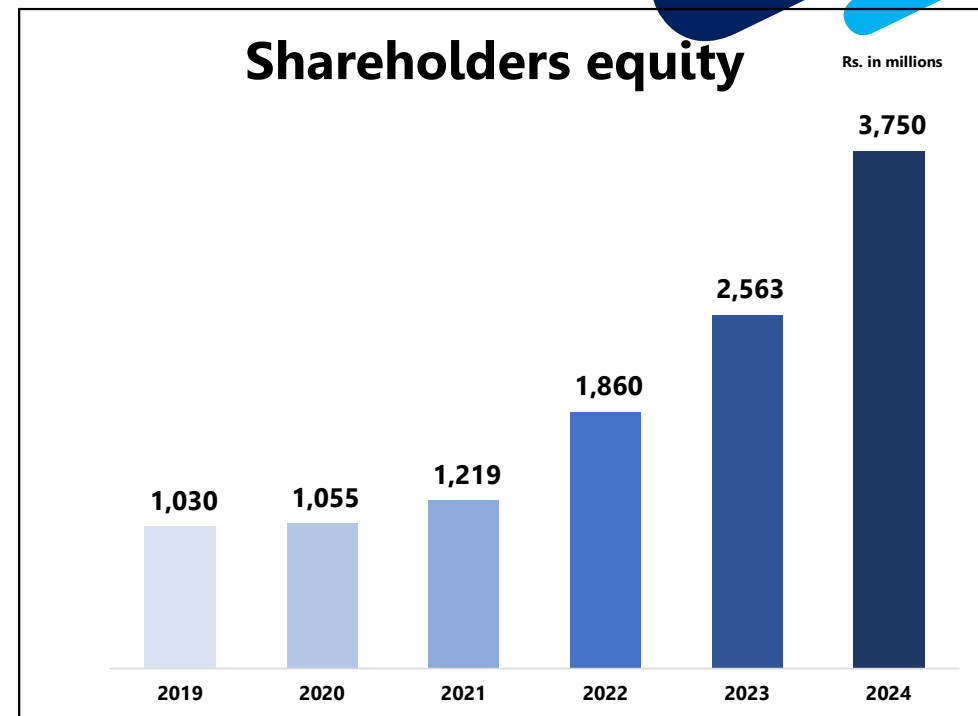
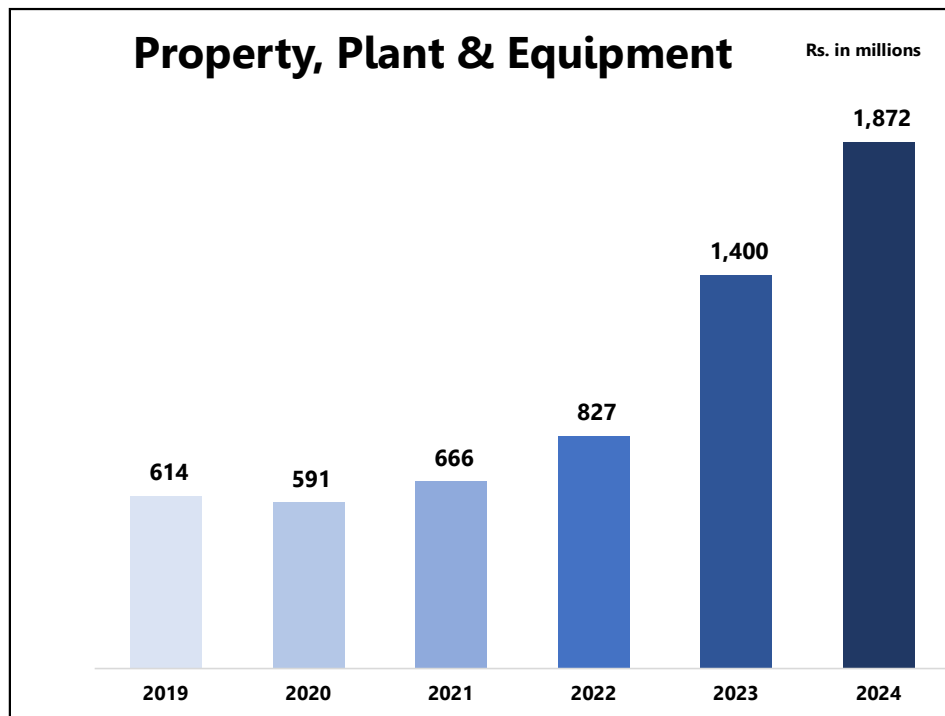
## Profit after taxation



# Financial Highlights



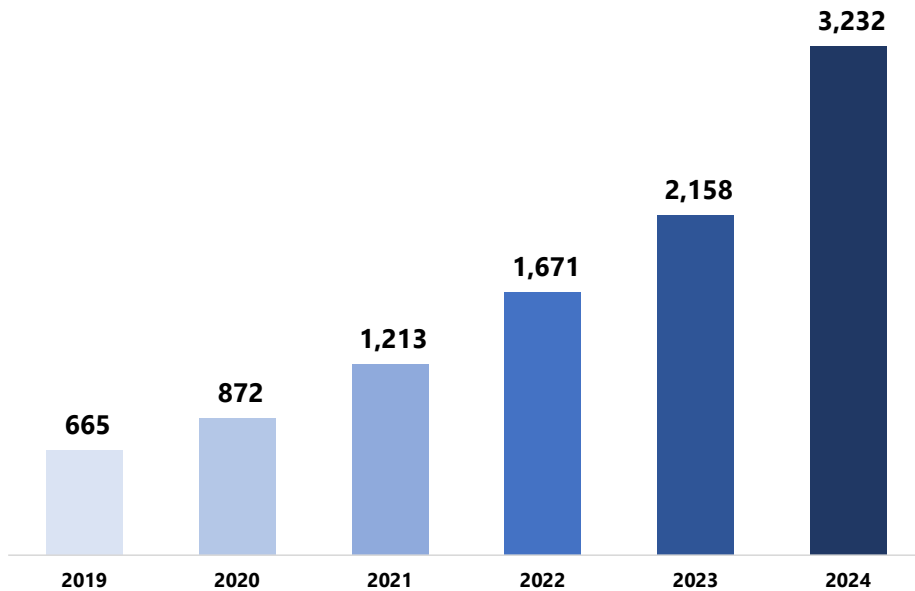
# Financial Highlights



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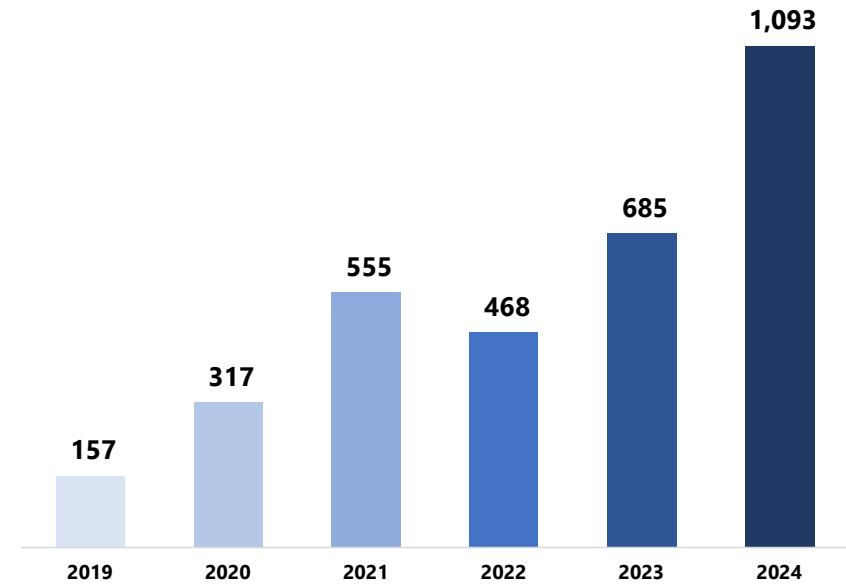
## Current assets

Rs. in millions



## Current liabilities

Rs. in millions



# Q&A!

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