



Unilever

## **UNILEVER PAKISTAN FOODS LIMITED**

*CONDENSED INTERIM FINANCIAL STATEMENTS  
FOR THE THREE MONTHS PERIOD ENDED MARCH 31, 2025*



## **UNILEVER PAKISTAN FOODS LIMITED**

### **Company Information**

#### **Board of Directors**

Mr. Sarfaraz Ahmed Rehman	Independent Director & Chairman of the Board
Mr. Amir R. Paracha	Executive Director & Chief Executive Officer
Mr. Muhammad Shahzad	Executive Director & Chief Financial Officer
Ms. Asima Haq	Non-Executive Director
Mr. Zulfikar Monnoo	Non-Executive Director
Mr. Muhammad Adil Monnoo	Non-Executive Director
Mr. Kamal Monnoo	Non-Executive Director
Mr. Asad Said Jafar	Independent Director
Mr. Khalid Mansoor	Independent Director
Mr. Ali Tariq	Non-Executive Director

#### **Company Secretary**

Mr. Aman Ghanchi

#### **Audit committee**

Mr. Khalid Mansoor	Chairman & Member
Mr. Muhammad Adil Monnoo	Member
Mr. Sarfaraz Ahmed Rehman	Member
Mr. Zulfikar Monnoo	Member
Mr. Asad Said Jafar	Member
Ms. Aniqa Bawany	Secretary & Head of Internal Audit

#### **Human Resource & Remuneration Committee**

Mr. Asad Said Jafar	Chairman & Member
Mr. Zulfikar Monnoo	Member
Mr. Kamal Monnoo	Member
Mr. Amir R. Paracha	Member
Mr. Sarfaraz Ahmed Rehman	Member
Ms. Kanize Fathema Zuberi	Secretary & Head of HR

#### **Auditors**

Messrs KPMG Taseer Hadi & Co.  
Chartered Accountants  
Sheikh Sultan Trust Building No. 2,  
Beaumont Road, Karachi – 75530  
Pakistan

#### **Registered Office**

Avari Plaza  
Fatima Jinnah Road  
Karachi - 75530

#### **Share Registration Office**

M/s CDC Share Registrar Services Limited  
CDC House, 99-B, Block "B", S.M.C.H.S,  
Main Shakra-e-Faisal, Karachi - 74400

#### **Website Address**

[www.unilever.pk](http://www.unilever.pk)

# Unilever Pakistan Foods Limited

## Directors' Review

The directors are pleased to present the financial information for the three months ended March 31, 2025.

The business delivered a sales growth of 19.5% on the back of strong volumetric gains led by all product segments particularly Knorr Noodles and Unilever Food Solutions. Inflation has been in a single digit range for the last three quarters with March 2025 reading coming in at 0.7% due to a drop in food and energy prices. For our business, EPS declined by 8.1% mainly led by a) maturity of tax credits resulting in higher effective tax rate, and b) decline in interest income vs prior period due to decline in interest rates and pay out of accumulated reserves.

The company launched Knorr's first ever Masterbrand Ramadan campaign by the name of "Refresh Karo Iftar", offering unique Iftar combinations. This successful campaign boasted 300+ touchpoints, 25,000+ consumers interceptions, and an impressive social marketing performance (TikTok exceeding benchmarks by 7x!).

### Knorr Noodles:

Knorr Noodles has prioritized delivering exceptional value to consumers, adapting to inflationary pressures by offering affordable prices and introducing a 'full meal' concept for those seeking more than just a snack. The insight was simple: consumers wanted bowl full experience brimming with broth and noodles and that's what we had to offer at the lowest Price Per Grammage (PPG).

### Knorr Sauces:

Knorr Sauces cater to modern trade consumers with a focus on delivering great taste and value offerings. To drive outlet reach and consumer penetration, we introduced access packs across our sauces range at attractive price points, offering consumers the perfect blend of quality and affordability.

### Rafhan:

Rafhan's dessert portfolio is a top choice for special occasions, especially during festive seasons. During Ramadan, we boosted shopper engagement through in-store displays and targeted digital content, resulting in a significant surge in engagement rates on our digital platforms.

### Unilever Food Solutions:

Unilever Food Solutions launched two initiatives this quarter. Firstly, a recipe series with Chef Asad Monga featuring 5 special videos and a printed and digital recipe book, reaching 3.7 million people and garnering 11.6 million views. Secondly, "Jeetay Ga Chef – Ramadan Edition" engaged top customers with a fun game show and grand Iftar dinner, fostering stronger relationships and entertaining families.

Financial Highlights	Three months ended		
	March 31,		Variance
	2025	2024	
	Rs '000'		
Net Sales	10,472,566	8,760,456	19.50%
Profit before Income Tax	2,735,257	2,585,498	7.00%
Profit after Taxation	1,672,779	1,820,976	-8.10%
Earnings per Share (Rs.)	262.60	285.87	-8.10%

**Future Outlook**

The revival of the IMF program has stabilized Pakistan's FX reserves, easing supply constraints and boosting operational momentum. As investor trust grows and inflation decreases, we expect consumer purchasing power to strengthen, further supporting our efforts to drive sustainable growth.

The recent escalation of the Middle Eastern crisis has brought multinational food companies in the headlines, affecting businesses in the industry to varying degrees. The management is closely monitoring the situation and prepared to take necessary steps to address any impact.

Our management team is committed to capitalizing our brands' strength, local heritage presence, introducing exciting innovations and enhancing cost efficiencies across the value chain to create shareholder value.

Thanking you all.

On behalf of the Board



**Amir R. Paracha**  
 Chief Executive Officer  
 Karachi  
 April 24, 2025



**Sarfaraz Ahmed Rehman**  
 Chairman  
 Karachi  
 April 24, 2025

Unilever Pakistan Foods Limited  
Condensed Interim Statement of Financial Position  
As at March 31, 2025

	Note	Unaudited March 31, 2025 (Rupees in thousand)	Audited December 31, 2024
<b>ASSETS</b>			
<b>Non-current assets</b>			
Property, plant and equipment	4	9,011,817	9,341,920
Right-of-use assets		-	-
Intangible assets		81,637	81,637
Long term deposit and prepayment		2,980	2,980
		<u>9,096,434</u>	<u>9,426,537</u>
<b>Current assets</b>			
Stores and spares		453,283	444,628
Stock-in-trade		3,261,108	3,044,709
Trade debts - net		1,677,557	972,941
Loans and advances		13,669	32,973
Trade deposits and short term prepayments		115,463	116,786
Other receivables		108,687	121,129
Sales tax refundable - net		612,372	292,962
Taxation - net		1,415,959	2,378,372
Short term investments	5	6,686,782	6,641,976
Cash and bank balances	6	6,157,826	4,515,320
		<u>20,502,706</u>	<u>18,561,796</u>
<b>Total assets</b>		<u><u>29,599,140</u></u>	<u><u>27,988,333</u></u>
<b>EQUITY AND LIABILITIES</b>			
<b>Share capital and reserves</b>			
Share capital		63,699	63,699
Reserves		14,989,503	13,316,724
		<u>15,053,202</u>	<u>13,380,423</u>
<b>LIABILITIES</b>			
<b>Non-current liabilities</b>			
Staff retirement benefits		69,168	64,663
Long term borrowing	7	483,950	496,089
Deferred income - government grant		226,730	241,562
Deferred taxation		960,908	940,267
		<u>1,740,756</u>	<u>1,742,581</u>
<b>Current liabilities</b>			
Trade and other payables		12,360,090	11,770,068
Current portion of deferred income - government grant		61,966	63,121
Current portion of long term borrowings	7	124,612	124,607
Provisions	8	193,867	185,184
Unpaid dividend		-	657,741
Unclaimed dividend		57,876	57,884
Accrued interest / mark up		6,771	6,724
		<u>12,805,182</u>	<u>12,865,329</u>
<b>Total liabilities</b>		<u>14,545,938</u>	<u>14,607,910</u>
<b>Total equity and liabilities</b>		<u><u>29,599,140</u></u>	<u><u>27,988,333</u></u>
<b>Contingencies and commitments</b>	9		

The annexed notes 1 to 14 form an integral part of these condensed interim financial statements.

  
Chief Executive

  
Director

  
Director &  
Chief Financial Officer



Unilever Pakistan Foods Limited  
Condensed Interim Statement of Profit or Loss and  
Other Comprehensive Income (Unaudited)  
For the three months period ended March 31, 2025

	Note	March 31, 2025	March 31, 2024
----- (Rupees in thousand) -----			
Sales - net	10	10,472,566	8,760,456
Cost of sales		(6,473,376)	(5,355,924)
Gross profit		<u>3,999,190</u>	<u>3,404,532</u>
Distribution cost		(1,231,862)	(1,173,970)
Administrative expenses		(178,603)	(169,077)
Other operating expenses		(139,185)	(136,606)
Other income		320,591	656,093
<b>Operating profit</b>		<u>2,770,131</u>	<u>2,580,972</u>
Finance cost		(32,405)	4,526
<b>Profit before income taxes and final taxes</b>		<u>2,737,726</u>	<u>2,585,498</u>
Taxation - Final Taxes		(2,469)	(28,597)
<b>Profit before income tax</b>		<u>2,735,257</u>	<u>2,556,901</u>
Taxation - Income Tax		(1,062,478)	(735,925)
<b>Profit after taxation</b>		<u>1,672,779</u>	<u>1,820,976</u>
Other comprehensive income		-	-
<b>Total comprehensive income</b>		<u><u>1,672,779</u></u>	<u><u>1,820,976</u></u>
----- (Rupees) -----			
Basic and diluted earnings per share		<u><u>262.60</u></u>	<u><u>285.87</u></u>

The annexed notes 1 to 14 form an integral part of these condensed interim financial statements.

  
Chief Executive

  
Director

  
Director &  
Chief Financial Officer

Unilever Pakistan Foods Limited  
 Condensed Interim Statement of Changes in Equity (Unaudited)  
 For the three months period ended March 31, 2025

	SHARE CAPITAL Issued, subscribed and paid-up capital	RESERVES				SUB TOTAL	TOTAL
		CAPITAL		REVENUE			
		Share premium	Special	General	Unappropriated profit		
----- (Rupees in thousand) -----							
Balance as at January 1, 2025	63,699	1,296,499	628	138	12,019,459	13,316,724	13,380,423
<i>Total comprehensive income for the period</i>							
Profit for the quarter ended March 31, 2025	-	-	-	-	1,672,779	1,672,779	1,672,779
Other comprehensive income for quarter ended March 31, 2024	-	-	-	-	-	-	-
<b>Balance as at March 31, 2025</b>	<b>63,699</b>	<b>1,296,499</b>	<b>628</b>	<b>138</b>	<b>13,692,238</b>	<b>14,989,503</b>	<b>15,053,202</b>
Balance as at January 1, 2024	63,699	1,296,499	628	138	14,298,725	15,595,990	15,659,689
Profit for the quarter ended March 31, 2024	-	-	-	-	1,820,976	1,820,976	1,820,976
<b>Balance as at March 31, 2024</b>	<b>63,699</b>	<b>1,296,499</b>	<b>628</b>	<b>138</b>	<b>16,119,701</b>	<b>17,416,966</b>	<b>17,480,665</b>

  
 Chief Executive

  
 Director

  
 Director &  
 Chief Financial Officer

Unilever Pakistan Foods Limited  
Condensed Interim Statement of Cash Flows (Unaudited)  
For the three months period ended March 31, 2025

	March 31, 2025	March 31, 2024
	(Rupees in thousand)	
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Profit before income tax	2,735,257	2,556,901
<b>Adjustment for:</b>		
Depreciation on property, plant and equipment	155,666	94,086
Depreciation on right-of-use asset	-	3,575
Gain/Loss on disposal of property, plant and equipment	-	(10,010)
Mark-up on long term borrowings and leases	5,583	6,097
Provision for staff retirement benefits	4,505	4,489
Return on short term investments held at fair value through profit or loss	(44,806)	(161,520)
Return on savings accounts	(81,434)	(406,608)
	<u>39,514</u>	<u>(469,891)</u>
	<b>2,774,771</b>	<b>2,087,010</b>
<b>Effect on cash flow due to working capital changes</b>		
Decrease / (increase) in current assets		
Stores and spares	(8,655)	2,318
Stock in trade	(216,399)	916,099
Trade debts	(704,616)	(1,010,458)
Loans and advances	19,304	51,207
Trade deposits and short term prepayments	1,323	3,574
Other receivables	12,442	(3,992)
Sales tax refundable	(319,410)	214,964
	<u>(1,216,011)</u>	<u>173,712</u>
Increase / (decrease) in current liabilities		
Trade and other payables	590,022	(2,180,889)
Provisions	8,683	7,185
	<u>598,705</u>	<u>(2,173,704)</u>
Cash generated from operations	<b>2,157,465</b>	<b>87,018</b>
Mark-up paid	(5,536)	(6,179)
Income tax paid	(79,425)	(103,889)
Net cash generated from operating activities	<b>2,072,504</b>	<b>(23,050)</b>
<b>CASH FLOWS USED IN INVESTING ACTIVITIES</b>		
Purchase of property, plant and equipment (net of prior period adjustments)	174,438	(178,627)
Proceeds from disposal of property, plant and equipment	-	10,010
Return received on savings accounts	81,434	406,608
Net cash generated / (used) in investing activities	<b>255,872</b>	<b>237,991</b>
<b>CASH FLOWS (USED IN) / FROM FINANCING ACTIVITIES</b>		
Repayment of long term loan	(28,121)	(10,494)
Dividend paid	(657,749)	-
Net cash (used in) / generated from financing activities	<b>(685,870)</b>	<b>(10,494)</b>
Net (decrease) / increase in cash and cash equivalents	<b>1,642,506</b>	<b>204,447</b>
Cash and cash equivalents at beginning of the period	<b>4,515,320</b>	<b>9,648,817</b>
Cash and cash equivalents at end of the period	<b>6,157,826</b>	<b>9,853,264</b>

The annexed notes 1 to 14 form an integral part of these condensed interim financial statements.

  
Chief Executive

  
Director

  
Director &  
Chief Financial Officer



# Unilever Pakistan Foods Limited

## Notes to and forming part of the Condensed Interim Financial Statements (Unaudited)

For the three months period ended March 31, 2025

### 1. BASIS OF PREPARATION

#### 1.1 Statement of Compliance

These condensed interim financial statements of Unilever Pakistan Foods Limited ("the Company") for the three months ended March 31, 2025 have been prepared in accordance with the accounting and reporting standards as applicable in Pakistan for interim financial reporting. The accounting and reporting standards as applicable in Pakistan for interim financial reporting comprise of International Accounting Standard (IAS) 34, Interim Financial Reporting, issued by the International Accounting Standards Board (IASB) as notified under the Companies Act, 2017; and provisions of and directives issued under the Companies Act, 2017. Where the provisions of and directives issued under the Companies Act, 2017 differ with the requirements of IAS 34, the provisions of and directives issued under the Companies Act, 2017 have been followed.

1.2 These condensed interim financial statements do not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the financial statements of the Company for the year ended December 31, 2024. However, selected explanatory notes are included to explain events and transactions that are significant to understanding of changes in Company's financial position and performance since the last annual financial statements.

#### 1.3 Basis of Measurement

These condensed interim financial statements have been prepared under the historical cost convention except as disclosed otherwise.

#### 1.4 Functional and Presentation Currency

These condensed interim financial statements are presented in Pakistani Rupees which is the functional currency of the Company and figures are rounded off to the nearest thousand of rupees, except where stated otherwise.

### 2. ACCOUNTING POLICIES

The accounting policies and the methods of computation adopted in the preparation of these condensed interim financial statements are the same as those applied in the preparation of the financial statements for the year ended December 31, 2024.

### 3. ACCOUNTING ESTIMATES, JUDGEMENTS AND FINANCIAL RISK MANAGEMENT

The preparation of these condensed interim financial statements, in conformity with accounting and reporting standards as applicable in Pakistan requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Company's accounting policies. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectation of future events that are believed to be reasonable under the circumstances. Actual results may differ from the estimates.

During the preparation of these condensed interim financial statements, the significant judgements made by management in applying the Company's accounting policies and the key sources of estimation and assumptions are consistent with those that were applied to the annual audited financial statements of the Company for the year ended December 31, 2024.

### 4. PROPERTY, PLANT AND EQUIPMENT

	Unaudited March 31, 2025	Audited December 31, 2024
	(Rupees in thousand)	
Operating assets - at net book value	7,932,046	7,676,293
Capital work in progress - at cost	1,079,771	1,665,627
	<u>9,011,817</u>	<u>9,341,920</u>

4.1 Additions of operating fixed assets during the period are as follows:

	<b>Additions (at cost)</b>	
	<b>Unaudited</b>	
	<b>March 31, 2025</b>	<b>March 31, 2024</b>
	<b>(Rupees in thousand)</b>	
Building on freehold land	169,440	133,366
Plant and machinery	199,809	549,245
Electrical, mechanical and office equipment	41,302	509
Furniture and fixtures	869	15,653
	<u>411,419</u>	<u>698,773</u>

5. **SHORT TERM INVESTMENTS**

	<b>Unaudited</b>		<b>Audited</b>	
	<b>March 31, 2025</b>		<b>December 31, 2024</b>	
	<b>(Rupees in thousand)</b>			
At fair value through profit or loss	5.1	<u>6,686,782</u>	<u>6,641,976</u>	

5.1 This represents investment in money market mutual funds.

6. **CASH AND BANK BALANCES**

	<b>Unaudited</b>		<b>Audited</b>	
	<b>March 31, 2025</b>		<b>December 31, 2024</b>	
	<b>(Rupees in thousand)</b>			
With banks on:				
- savings accounts	4,806,613		3,383,236	
- current accounts	1,351,213		1,132,058	
	<u>6,157,826</u>		<u>4,515,294</u>	
- Cash in hand	-		26	
	<u>6,157,826</u>		<u>4,515,320</u>	

7. **LONG TERM BORROWING**

		<b>Unaudited</b>		<b>Audited</b>	
		<b>March 31, 2025</b>		<b>December 31, 2024</b>	
		<b>(Rupees in thousand)</b>			
<b>Long term borrowings</b>					
Finance facility - solar	7.1	96,888	96,888		
Current portion of long term finance facility - solar		(12,111)	(12,111)		
		84,777	84,777		
Temporary Economic Refinance Facility (TERF)	7.2	800,369	828,491		
Current portion of TERF		(112,501)	(112,496)		
		687,869	715,995		
Deferred income - government grant	7.2	(288,696)	(304,683)		
		399,173	411,312		
		<u>483,950</u>	<u>496,089</u>		

- 7.1 During the year 2020, the Company entered into a long term borrowing arrangement with a commercial bank for installation of solar panels under State Bank of Pakistan's Refinancing Scheme for Renewable energy. The total facility is available for twelve years ending in 2032 and amounts to Rs. 149 million. The loan carries mark-up at the rate of 3.65% per annum.
- 7.2 During the year 2021, the Company also entered into a long term borrowing arrangement with commercial banks under State Bank of Pakistan's Temporary Economic Refinance Facility amounting to Rs. 900 million which has been completely utilized as at year end. This loan carries a concessional mark-up rate of 2.3% per annum and is repayable in 32 quarterly installments with a 2 year grace period commencing from first disbursement.

The TERF scheme qualifies for the recognition criteria of a Government Grant as per IAS 20 Accounting for Government Grants and Disclosure of Government Assistance. As a result, the liability has been broken down into two components. First one being recognition of a financial liability in accordance with IFRS 9 Financial Instruments which has been measured at fair value, that is, present value of future cashflows at the prevailing market rate. Second component is the recognition of deferred income as a liability. This is the difference between the fair value of the financing facility and loan proceeds received from the bank.

8. PROVISIONS		Unaudited March 31, 2025	Audited December 31, 2024
		(Rupees in thousand)	
Sindh Infrastructure Cess	8.1	193,868	185,184

- 8.1 The change represents provision made during the period.

#### 9. CONTINGENCIES AND COMMITMENTS

##### 9.1 Contingencies

There were no contingencies as on March 31, 2025.

##### 9.2 Commitments

The commitments for capital expenditure outstanding as at March 31, 2025 amounted to Rs. 220.86 million (December 31, 2024: Rs. 205.75 million).

#### 10. SALES - net

	Unaudited	
	March 31, 2025	March 31, 2024
(Rupees in thousand)		

The Company analyses its net revenue by the following product groups:

Products used by end consumers	8,822,845	7,433,132
Products used by entities	1,649,721	1,327,324
	10,472,566	8,760,456

## 11. RELATED PARTY TRANSACTIONS

Related party transactions during the period other than those disclosed elsewhere in these condensed interim financial statements are as follows:

Relationship with the company	Nature of transactions	Unaudited March 31, 2025 (Rupees in thousand)	Unaudited March 31, 2024
i) Holding company	Royalty	30,191	22,617
ii) Associated companies	Royalty and technology fee	415,025	331,128
	Purchase of goods & Property, Plant & Equipment	705,341	761,232
	Sale of goods	787	1,296
	Reimbursement of shared expenses to related parties	416,825	455,884
	Fee for receiving of services from related parties	351	2,216
iii) Staff retirement funds	Contribution to: - Defined Contribution plan	5,281	4,294
	Settlement on behalf of: - Defined Contribution plan	9,111	16,545
iv) Key management personnel	Salaries and other short-term employee benefits	27,269	22,024

Aggregate amount charged for fee to seven (March 31, 2024: seven) non-executive directors during the period amounted to Rs. 2.3 million (March 31, 2024: Rs. 1.7 million).

## 12. FINANCIAL RISK MANAGEMENT

The Company's activities are exposed to a variety of financial risk namely credit risk, foreign exchange risk, interest rate risk, and liquidity risk. The Company has established adequate procedures to manage these risks.

These condensed interim financial statements do not include the financial risk management information and disclosures required in the annual financial statements; they should be read in conjunction with Company's annual financial statements for the year ended 31 December 2024. There have been no changes in the risk management policies since the year end.

	Carrying amount Unaudited March 31, 2025 (Rupees in thousand)	Carrying amount Audited December 31, 2024
<b>FINANCIAL ASSETS</b>		
<i>Fair value through profit or loss</i>		
Short term investment	6,686,782	6,641,976
<i>Amortized cost</i>		
Trade debts	1,677,557	972,941
Long term deposits	2,980	2,980
Trade deposits	57,435	36,791
Other receivables	108,687	106,567
Cash and bank balances	6,157,826	4,515,320
	<u>14,691,267</u>	<u>12,276,575</u>
<b>FINANCIAL LIABILITIES</b>		
<i>Financial liabilities - not measured at fair value</i>		
Long term borrowing	608,562	620,696
Trade and other payables	11,831,352	11,124,142
Unpaid dividend	-	657,741
Unclaimed dividend	57,876	57,884
Accrued interest / mark up	6,771	6,724
	<u>12,504,561</u>	<u>12,467,187</u>



13. **PROPOSED INTERIM DIVIDEND**

The Board of Directors in its meeting held on April 24, 2025 declared a first interim cash dividend for the three months ended March 31, 2025 of Rs. 525 per share (three months ended March 31, 2024: Rs. 143 per share) amounting to Rs. 3344 million (three months ended March 31, 2024: Rs. 911 million).

14. **DATE OF AUTHORISATION FOR ISSUE**

These condensed interim financial statements were authorised for issue on April 24, 2025 by the Board of Directors of the Company



Chief Executive



Director



Director &  
Chief Financial Officer



یونی لیور پاکستان فوڈ لمیٹڈ

ڈائریکٹرز کا جائزہ

ڈائریکٹرز 31 مارچ 2025 کو ختم ہونے والے تین ماہ کے لئے مالی معلومات پیش کرنے پر خوش ہیں۔

کاروبار نے تمام مصنوعات کے شعبوں خاص طور پر نور نوڈلز اور یونی لیور فوڈ سلوشنز کی قیادت میں مضبوط حجم میں اضافے کی وجہ سے فروخت میں 19.5 فیصد کا اضافہ پیش کیا۔ اشیائے خورد و نوش اور توانائی کی قیمتوں میں کمی کی وجہ سے مارچ 2025 میں افراط زر کی شرح 0.7 فیصد رہی ہے۔ ہمارے کاروبار کے لئے، ای پی ایس میں 8.1 فیصد کمی واقع ہوئی جس کی بنیادی وجہ ٹیکس کریڈٹ کی پہنچگی ہے جس کے نتیجے میں زیادہ موثر ٹیکس کی شرح پیدا ہوئی، اور ب) شرح سود میں کمی اور جمع شدہ ذخائر سے ادائیگی کی وجہ سے سود کی آمدنی میں کمی واقع ہوئی۔

کمپنی نے نور کی پہلی ماسٹر برانڈ رمضان مہم "ریفریش کرو افطار" کے نام سے شروع کی، جس میں انوکھے افطار امتزاج پیش کیے گئے۔ اس کامیاب مہم میں 300+ ٹیچ پوائنٹس، 25,000+ صارفین کی انٹر سپینڈز، اور ایک متاثر کن سوشل مارکیٹنگ کارکردگی (ٹک ٹاک نے بیچ مارک سے 7 گنا زیادہ!) کا دعویٰ کیا۔

نور نوڈلز:

نور نوڈلز نے صارفین کو غیر معمولی قیمت فراہم کرنے، سستی قیمتوں کی پیش کش کر کے افراط زر کے دباؤ کو اپنانے اور صرف ناشتے سے زیادہ کے خواہش مند افراد کے لئے 'full meal' کا تصور متعارف کرانے کو ترجیح دی ہے۔ بصیرت سادہ تھی: صارفین شوربہ اور نوڈلز سے بھرا ہوا مکمل تجربہ چاہتے تھے اور یہی وہ چیز ہے جو ہمیں سب سے کم قیمت فی گرام (پی پی جی) پر پیش کرنا تھی۔

کنور ساسز (Sauces):

نور سوس جدید تجارتی صارفین کو بہترین ذائقہ اور قدر کی پیش کشوں کی فراہمی پر توجہ مرکوز کرنے کے ساتھ پورا کرتی ہے۔ دکانوں تک رسائی اور صارفین کی رسائی کو بڑھانے کے لئے، ہم نے پرکشش قیمتوں پر اپنی ساسز ریجن میں رسائی پیک متعارف کرائے، جو صارفین کو معیار اور کفایت شعاری کا بہترین امتزاج پیش کرتے ہیں۔

رفحان:

رفحان کا مٹھائی کا پورٹ فولیو خاص مواقع کے لئے ایک بہترین انتخاب ہے، خاص طور پر تمواروں کے موسم کے دوران۔ رمضان المبارک کے دوران ہم نے ان سٹور ڈسپلے اور نارگنڈ ڈیجیٹل مواد کے ذریعے خریداروں کی مصروفیت کو فروغ دیا جس کے نتیجے میں ہمارے ڈیجیٹل پلیٹ فارمز پر مصروفیت کی شرح میں نمایاں اضافہ ہوا۔

## یونی لیور فوڈ سلوشنز:

یونی لیور فوڈ سلوشنز نے اس سہ ماہی میں دو اقدامات کا آغاز کیا۔ سب سے پہلے، شیف اسد مونگا کے ساتھ ایک ترکیب سیریز جس میں 5 خصوصی ویڈیوز اور ایک پرنٹ اور ڈیجیٹل ترکیب کی کتاب شامل ہے، 3.7 ملین افراد تک پہنچ گئی اور 11.6 ملین ویوز حاصل کیے۔ دوسری بات یہ ہے کہ "جیتے گا شیف - رمضان ایڈیشن" نے ٹاپ صارفین کو ایک تفریحی گیم شو اور عظیم الشان افطار ڈنر کے ساتھ مشغول کیا، جس سے مضبوط تعلقات کو فروغ ملا اور خاندانوں کو تفریح ملی۔

## کاروباری نتائج

Variance	2024	2025	
			'000 روپے'
19.50%	8,760,456	10,472,566	نیٹ سیلز
7.00%	2,585,498	2,735,257	انکم ٹیکس سے پہلے منافع
-8.10%	1,820,976	1,672,779	ٹیکس کے بعد منافع
-8.10%	285.87	262.60	فی حصص آمدنی (روپے)

## مستقبل کا نقطہ نظر

آئی ایم ایف پروگرام کی بحالی سے پاکستان کے زرمبادلہ کے ذخائر مستحکم ہوئے ہیں، رسد کی رکاوٹیں کم ہوئی ہیں اور آپریشنل رفتار میں اضافہ ہوا ہے۔ جیسا کہ سرمایہ کاروں کا اعتماد بڑھتا ہے اور افراط زر میں کمی آتی ہے، ہم توقع کرتے ہیں کہ صارفین کی قوت خرید مضبوط ہوگی، جس سے پائیدار ترقی کو آگے بڑھانے کی ہماری کوششوں میں مزید مدد ملے گی۔

مشرق وسطیٰ کے بحران میں حالیہ اضافے نے ملٹی نیشنل فوڈ کمپنیوں کو شہ سرخیوں میں لاکھڑا کیا ہے، جس سے صنعت میں کاروبار مختلف حد تک متاثر ہوئے ہیں۔ انتظامیہ صورتحال پر گہری نظر رکھے ہوئے ہے اور کسی بھی اثر سے نمٹنے کے لئے ضروری اقدامات کرنے کے لئے

تیار ہے۔

ہماری مینجمنٹ ٹیم اپنے برانڈز کی طاقت، مقامی ورثے کی موجودگی، دلچسپ اختراعات متعارف کروانے اور شیئر ہولڈرز ویلیو تخلیق کرنے کے لئے ویڈیو چین میں لاگت کی کارکردگی کو بڑھانے کے لئے پرعزم ہے۔

آپ سب کا شکریہ۔

بورڈ کی جانب سے

سرفراز احمد رحمان

چیئرمین

کراچی

اپریل 24, 2025

عامر پراچہ

چیف ایگزیکٹو آفیسر

کراچی

اپریل 24, 2025

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