

DIRECTORS' REVIEW

The Directors are pleased to present the financial statements of the Company for the quarter and nine months period ended March 31, 2008.

Financial results of the Company are as under:

FINANCIAL RESULTS

	Nine months ended 2007-08	Nine months ended 2006-07	Increase
	Rupees in million	Rupees in million	%
Turnover	6,320	5,481	15.31
Gross Profit	1,539	1,354	13.66
Profit from Operations	787	686	14.72
Net Profit After Tax	498	449	10.91
EPS – Rs.	26.06	23.49	10.94

The Company maintained a steady growth in overall sales and Net profit after tax with 15.31% and 10.91% respectively as compared to its corresponding period ended March 31, 2007. Although there were multiple deterring factors such as rapidly increasing inflationary pressure and a challenging business environment, the Company showed strength through its strong brands and continued with a positive sales trend. All categories of the business have shown an increase in sales and consequently contributed to a share in the profits. The Company registered an increase of 13.66% in Gross profit as compared to the corresponding period, in the presence of speedily rising prices of oil and other oil based materials and acute energy shortages. The unprecedented country-wide rioting in late December 2007 also hampered normal business dealings severely. Along with this, the Company also has the pressure, as any business entity, to face the rise in the cost of raw and packaging materials, utilities and other overheads.

In order to combat the effect of these higher costs, the management has taken price hikes in some of their brands, in order to maintain its margins and to mitigate the impact of these pressures. Selling & distribution and administrative expenses increased by 10.31% and 26.75% respectively whereas other income decreased by 8.52%. Earning per share showed a gain of 10.94% to arrive at Rs 26.06 per share as compared to its adjusted prior period value.

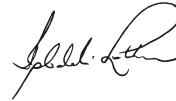
FUTURE PROSPECTS

The Company has achieved continuous growth and increased profitability even in the tough times of escalating costs of inputs by timely decisions of innovative cost curtailment measures and execution of aggressive business plans. We hope to carry on our current positive business trends in the future.

ACKNOWLEDGMENTS

The management takes this opportunity to thank customers, shareholders, suppliers, bankers and all other stakeholders. We also appreciate and acknowledge the continued support, commitment, loyalty and hard work of our employees.

On behalf of Board of Directors



IQBAL ALI LAKHANI
Chairman

Karachi : April 24, 2008