



MARKET

Pakistan is at the centre of a rapidly developing textile and garments manufacturing region. Apart from fulfilling domestic requirements, Pakistan has emerged as the textile hub of the world. Although facing tough competition from India, China and Bangladesh, Pakistan holds a competitive edge in several textile products.

Textile and garments manufacturing are two of Pakistan's principal industries, contributing more than 67% towards total export earnings, accounting for around 46% of total manufacturing, and employing over 38% of the manufacturing labor force. The total turnover of the textile industry – including the local market – is approximately USD 15 billion.

Over USD 4 billion of textile and garment machinery has been imported by Pakistan over the last few years, and this has significantly improved the quality and productivity of Pakistani textiles. As a result of the new installations and increasing compliance with ISO and other international quality certification standards, the Government of Pakistan is targeting over USD 10 billion of exports in textiles and garments madeups in the coming years.

The top 5 products exported are cotton fabrics, knitwear, bed linen, cotton yarn and ready-made garments. The top 5 countries to which Pakistan exports its textile products are the USA, Hong Kong, United Kingdom, UAE and Germany.

Gul Ahmed is the largest exporter to Europe for home textiles and governs the domestic market with its premium home and fashion products for the quality conscious customer.



ACHIEVEMENTS

Being one of the first, and the largest, composite mills in Pakistan, Gul Ahmed is capable of producing quality textile products on a large scale and is fully backed by state-of-the-art facilities. Its dedication towards system improvement, quality and innovation has always helped in taking initiatives, which is a major driving strength of the company. Huge investments in terms of modern technology have been made to effectively compete with the increasing challenge of globalisation. Large, fully computerised warehouses have helped Gul Ahmed build a world class infrastructure.

Gul Ahmed enjoys the reputation of being trend setters in the market. It has successfully been catering to a variety of market segments through



its creativity and innovation. The company employs international designers who continuously work to develop new collections for specific geographical areas. The design team also visits international exhibitions throughout the year to stay abreast of the latest market trends.

Gul Ahmed also has the distinction in the textile sector of being ISO SA8000 certified and, in addition, has achieved several certifications required by customers around the world. It prides itself on having a modern, state-of-the-art



laboratory to maintain consistent quality of its products. From the arrival of cotton bales, stringent controls are in place for on-line inspection for the production of yarn, fabric and made up products.

HISTORY

Gul Ahmed first began trading in textiles in the early 1900s, and manufacturing started in 1953 with the establishment of Gul Ahmed Textile Mills Limited. Gul Ahmed was listed on the Karachi Stock Exchange in 1972. Fifty years since its inception, the name Gul Ahmed is still synonymous with quality, innovation and reliability. Being vertically integrated, Gul Ahmed is capable of producing different varieties, starting from cotton yarn to finished product involving different processing techniques. With an installed capacity of 120,000 spindles, the spinning units are able to produce a wide variety of yarns from 100% cotton yarn to poly-cotton, cotton-viscose and other blends in both coarse and fine counts. The weaving units are equipped with 250 airjet high speed looms and can produce high quality fabrics in sheeting, satins, percales, twills, drills, dobbies, voiles and an array of other finely woven fabrics including yarn dyed. Processing is equipped with sophisticated technology to ensure quality printing, dyeing, different finishing treatments with facilities to add extra value to products in terms of coating and flocking. With modern, state-of-the-art stitching facilities, Gul Ahmed is equipped with regular and specialised machines, which manufacture products in many varieties and styles. Large embroidery and quilting units add versatility for embellished products to cater to all sorts of customer needs and requirements. All this is backed by systems that constantly check and control production to achieve high standards.

THE PRODUCT

- Fashion Fabrics and Apparel
- Home textiles, Embellished Beddings and Curtains
- Singed Dyed and Mercerised Yarn
- Combed and Carded Yarn for knitting and weaving

The apparel line consists of the ladies collection of fabrics such as lawn, linen, chiffon, lattha, khaddar and polyester cotton. Gents collections are Chairman, Texana, Poplin and so on. The Home Textiles range of bed linen, cushions, kitchen items and curtains are plain dyed, printed in a spectrum of 21 colours, embroidered and embellished in different styles. Gul Ahmed is proud to be the largest home fashion exporter to the European Union consistently for the last 25 years.



RECENT DEVELOPMENTS

A Retail Company: Gul Ahmed has been a leading exporter of textiles for many years. With its vast experience and reach, Gul Ahmed decided to enter the retail business in 2003, with the opening of its flagship store, "Ideas", in Clifton, Karachi. Today it has 20 retail outlets. "Ideas" offers a high-quality, high-service shopping experience



with an extensive product range that includes home textiles, fashion and accessories. Gul Ahmed is now opening an extensive chain of stores across the country and plans to have at least 50 outlets by 2010.

PROMOTION

To display its new range of collections, Gul Ahmed has been sponsoring fashion shows and events as a cutting edge brand with novel designs, superior

fabric and excellent symmetry of colors. Its in-house magazine and online marketing are world class.

With the intention of making it a global brand, Gul Ahmed has designed an updated and informative website to exhibit a wider range of product extensions ranging from fashion fabrics to home accessories. The emphasis is very much on creating a distinct look around each of its ranges. The brand's latest magazine creates a mood for each range by using fashion as well as product-inspired photography, giving consumers ideas on how they can create a stylish lifestyle. Gul Ahmed supplies Egyptian cotton, Super Pima, Organic Cotton and Nanotechnology, and is registered as a Fairtrade supplier.

Social Responsibilities: Gul Ahmed has always played its part in giving back to the society. For this, Gul Ahmed has taken a leading role in the industry. Recently, Gul Ahmed started its ETP (Effluent Treatment Plant), which makes sure that the water drained from production processes meets the international standards of waste water that are friendly to the environment. The Gas Turbine recently installed will produce energy with less hazardous chemicals. This installation will help Gul Ahmed generate its own energy and will earn

carbon credits for the company under the Kyoto Convention. The company invests a lot in developing its Human Resources and its employees are trained in required skills, for example language training for marketing and technical training for relevant fields.

BRAND VALUES

Gul Ahmed is a household name in Pakistan. As a brand, it represents top quality with the latest styles and has steadily and successfully built its brand value year by year. This has enabled it to gain consumer trust and a high level of respect in the market. Gul Ahmed continues to invest in its brand value through high class stores, innovative new collections and a growing global presence, both in Home Fashion (at major international exhibitions) and Apparel (at events such as Bridal Asia). Gul Ahmed Textile Mills has attained leadership in the domestic and international markets through its premium quality products, brand equity and unshakable customer loyalty with an expanding network of retail sales with an international distribution system. Over the years, Gul Ahmed has emerged as a complete solution for home and fashion.

www.gulahmed.com



THINGS YOU DIDN'T KNOW ABOUT GUL AHMED

- Gul Ahmed has the capacity to print 3.2 metres of cloth in as many as 21 colours.
- Gul Ahmed is the first vertically integrated textile mill of Pakistan.
- European designers share their expertise with Gul Ahmed design department.
- The design department uses CAD/CAM machines to employ latest techniques.
- The Gul Ahmed group has business interest in banking, energy, textile chemicals, ready mix concrete and Information Technology.