

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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# Presentation Outlines

- ABOUT COMPANY
- ORGANIZATIONAL OVERVIEW AND GOVERNANCE
- COLLABORATION AND CERTIFICATIONS
- PRODUCTS
- FINANCIAL PERFORMANCE (FOR THE PERIOD ENDED JUNE 30, 2023 & 2024)
- FUTURE OUTLOOK / CHALLENGES
- Q & A

CORPORATE BRIEFING SESSION (CBS)  
DADEX ETERNIT LTD.

**JUNE 30, 2023 & 2024**

**DADEX**

# BUSINESS

Dadex Eternit Limited was incorporated in Pakistan as public limited company in 1959. The company is engaged in the manufacturing and sale of construction material including piping system and other allied products manufactured from chrysotile cement, rubber and plastic. DADX also undertakes the merchandising of imported pipe fittings, accessories and other building products. The company's products are used in construction and housing, architecture, telecommunication and infrastructure segments catering to the needs of public, industrial, commercial, consumer and private segments in local and export markets.

# Company Information

## ADDRESS

- Dadex House 34 A/1 Block 6 P.E.C.H.S Shahrah e Faisal Karachi, Pakistan.

## REGISTRAR

- M/s.JWAFFS Registrar Services (Private) Limited 407 - 408, Al-Ameera Centre, Shahrah-e-Iraq, Saddar, Karachi.

## AUDITOR

- BDO Ebrahim, Chartered Accountants



# FOUNDER CHAIRMAN

KASSIM DADA  
(1919 – 2001)

**DADEX**

# First Board of Directors

MR. KASSIM DADA

MR. ABDUR RAZZAK H.K. DADA

MR. ABU TALIB H.K. DADA

MR. MOHAMED DAWJEE DADABHOY

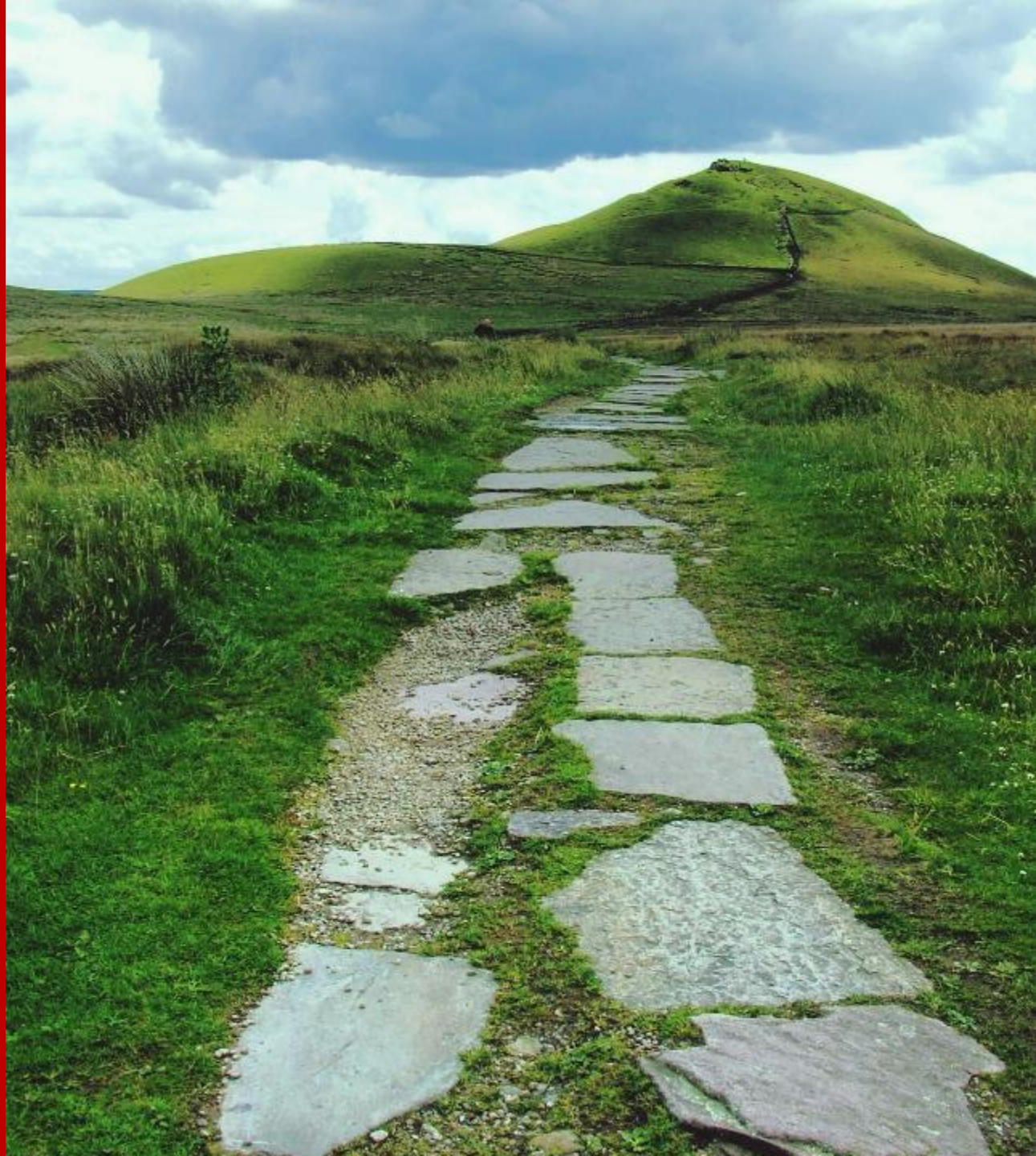
MR. ALIMOHAMED H.K. DADA J.P.

MR. YUSUF H.K. DADA

MR. MOHAMED RAFIQUE SAIGOL



# Historical Milestones



# Historical Milestones

Opening of Asbestos  
sheets Cement  
Industries Limited  
first plant at  
Hyderabad

1959

1959

Collaboration with  
Eternit Group of  
Belgium

1962

1964

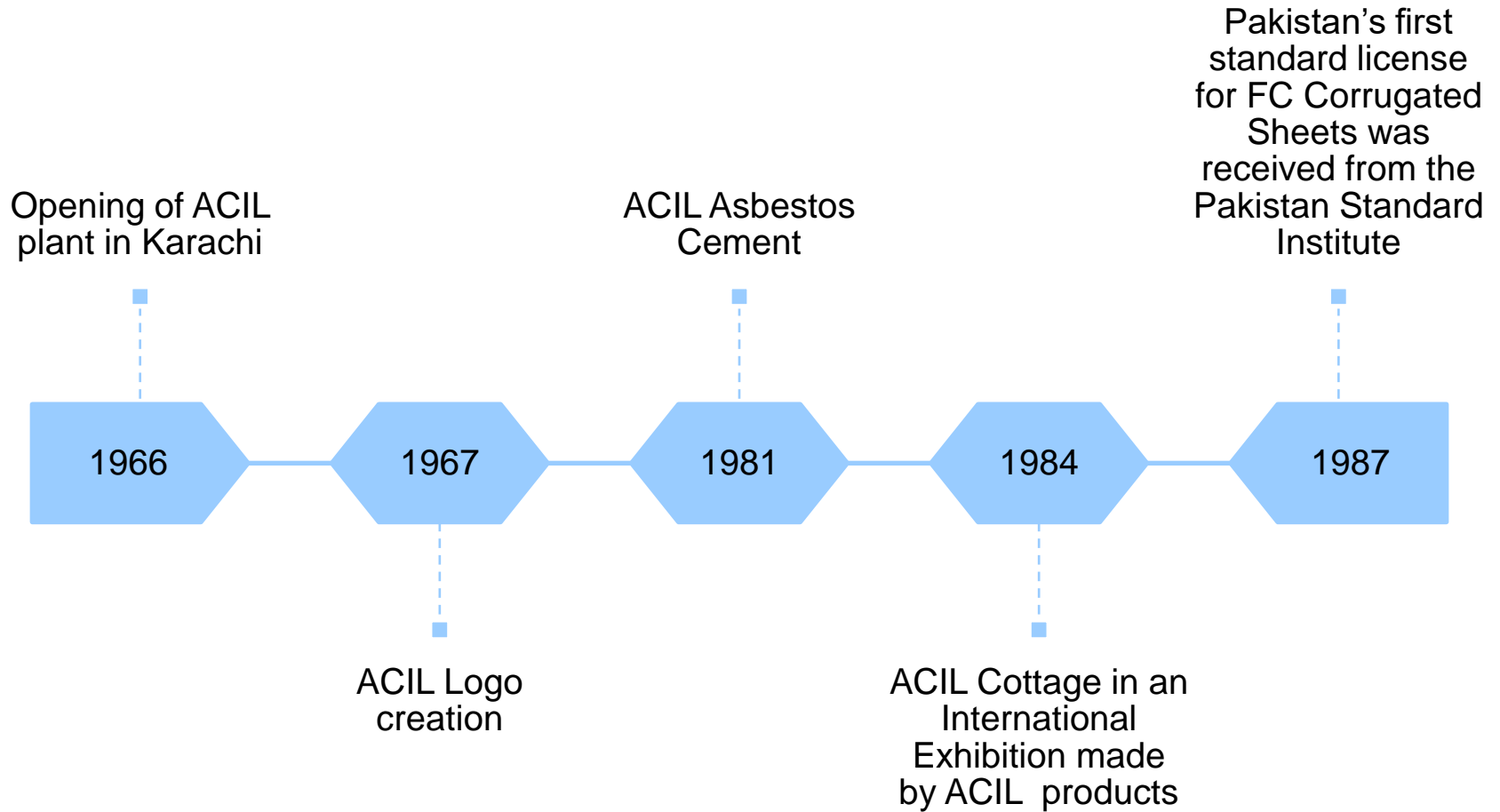
Second plant in  
Chittagong, East  
Pakistan Bangladesh

1965

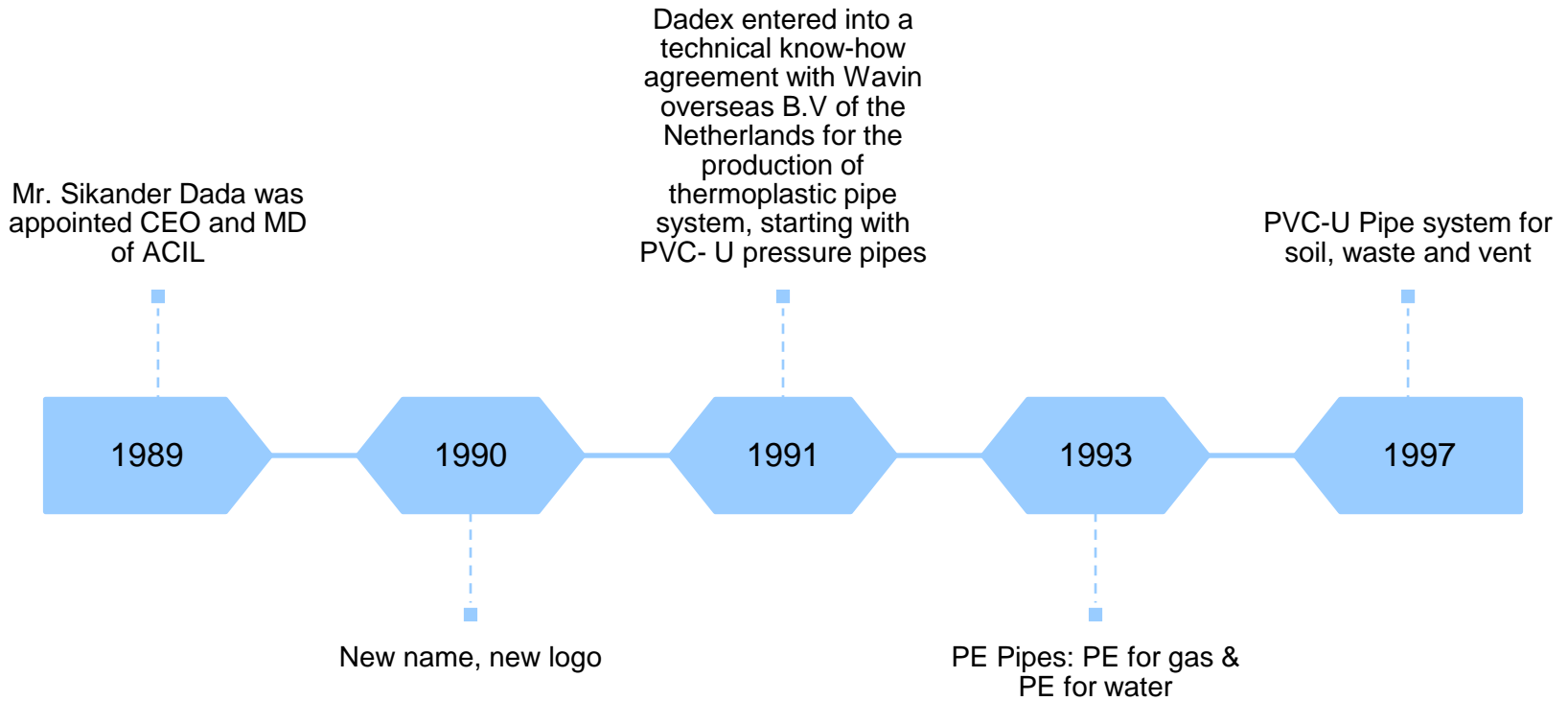
FC Decorative sheets  
& FC corrugates  
sheets

FC Building Pipes

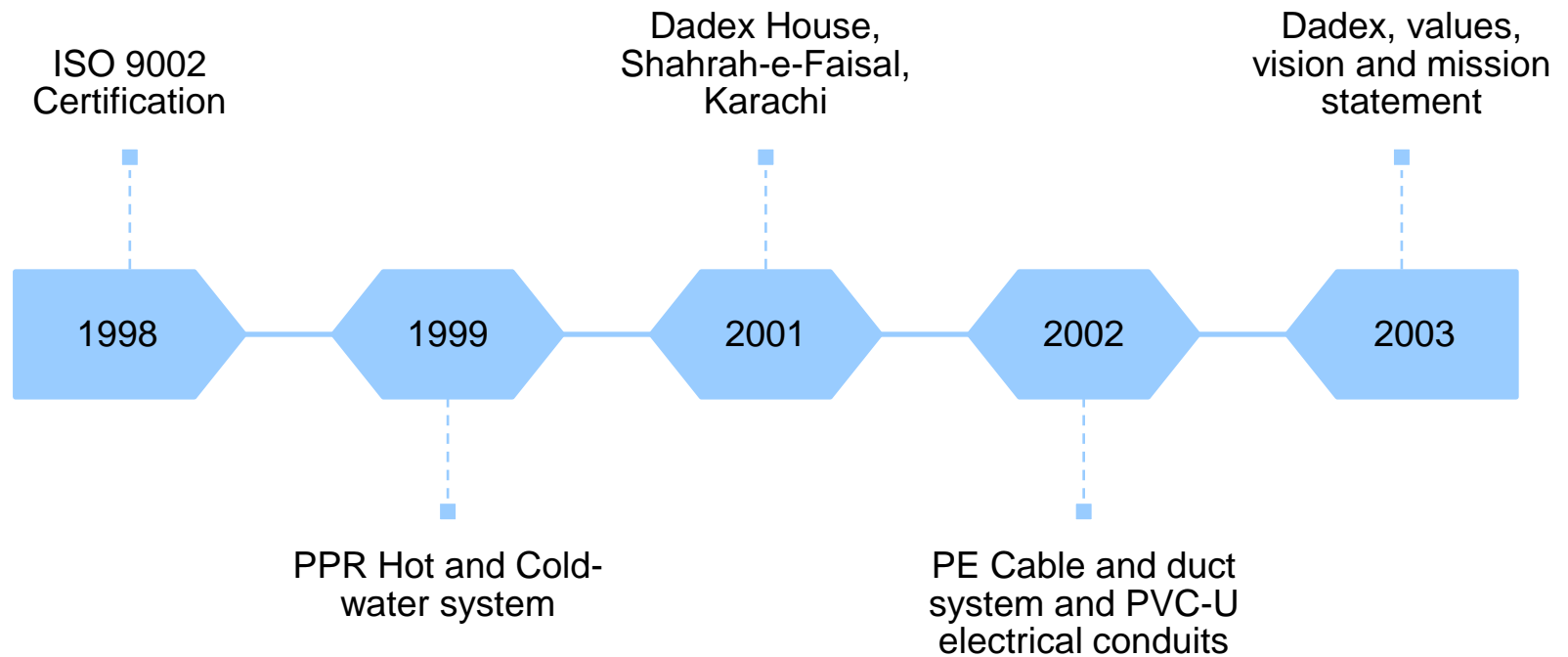
# Historical Milestones



# Historical Milestones



# Historical Milestones

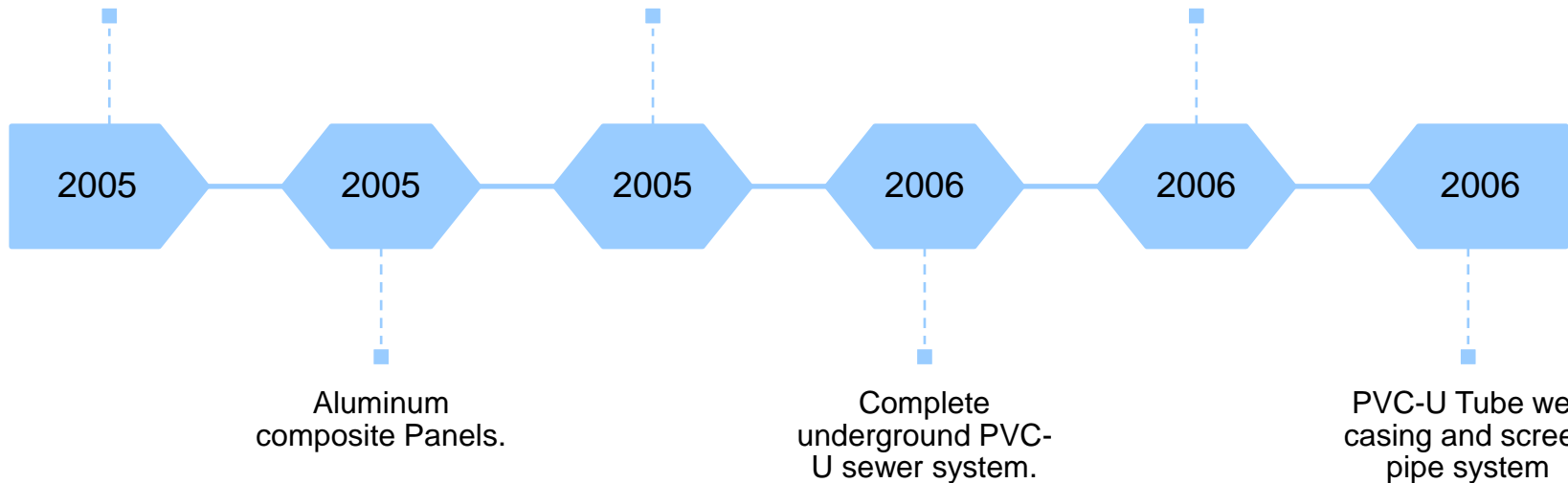


# Historical Milestones

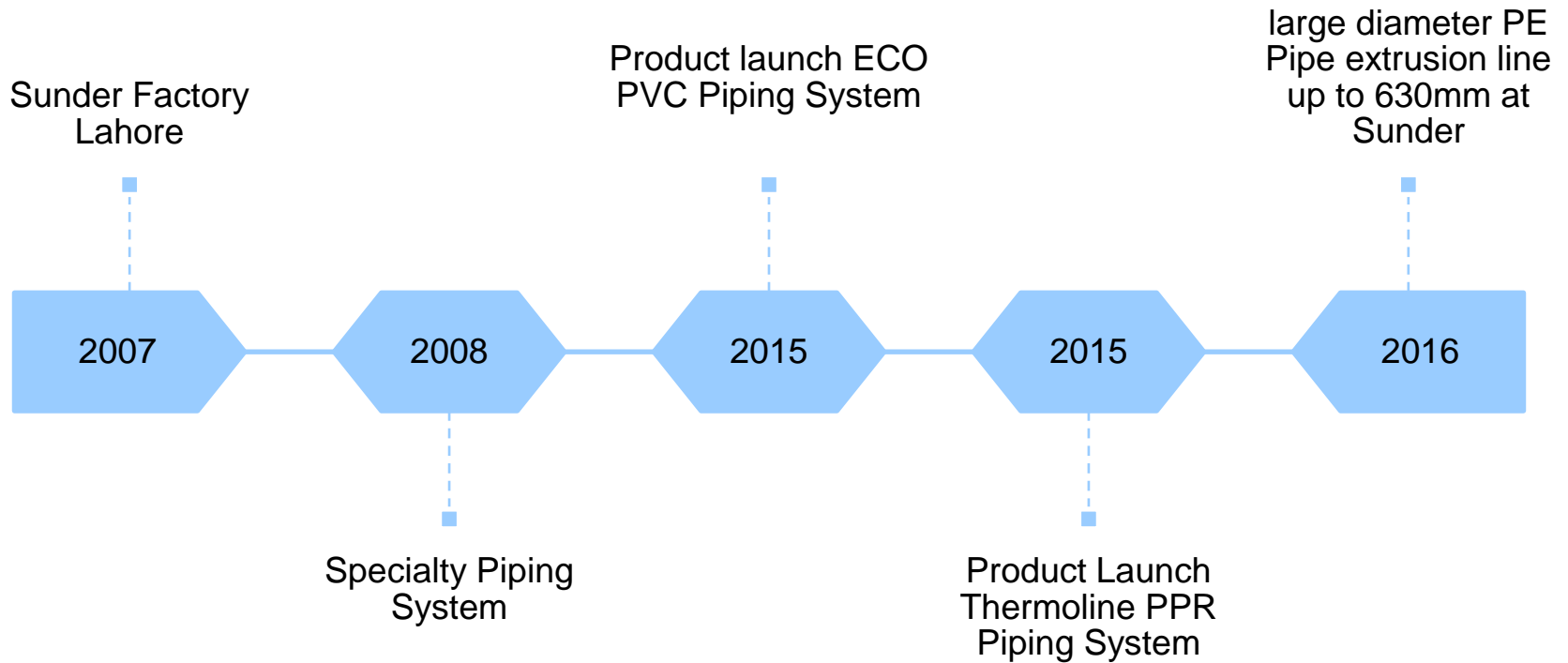
The American Petroleum Institute certified Dadex to use its official monogram on manufactured products (PE gas pipes).

Dadex was certified and recognized as an Investor In People (IIP) Company on meeting the best H.R practices standards.

State-of-the-art SAP Solutions



# Historical Milestones



# Historical Milestones

Launched Pakistan's 1st  
Antimicrobial pipes

2017

2018

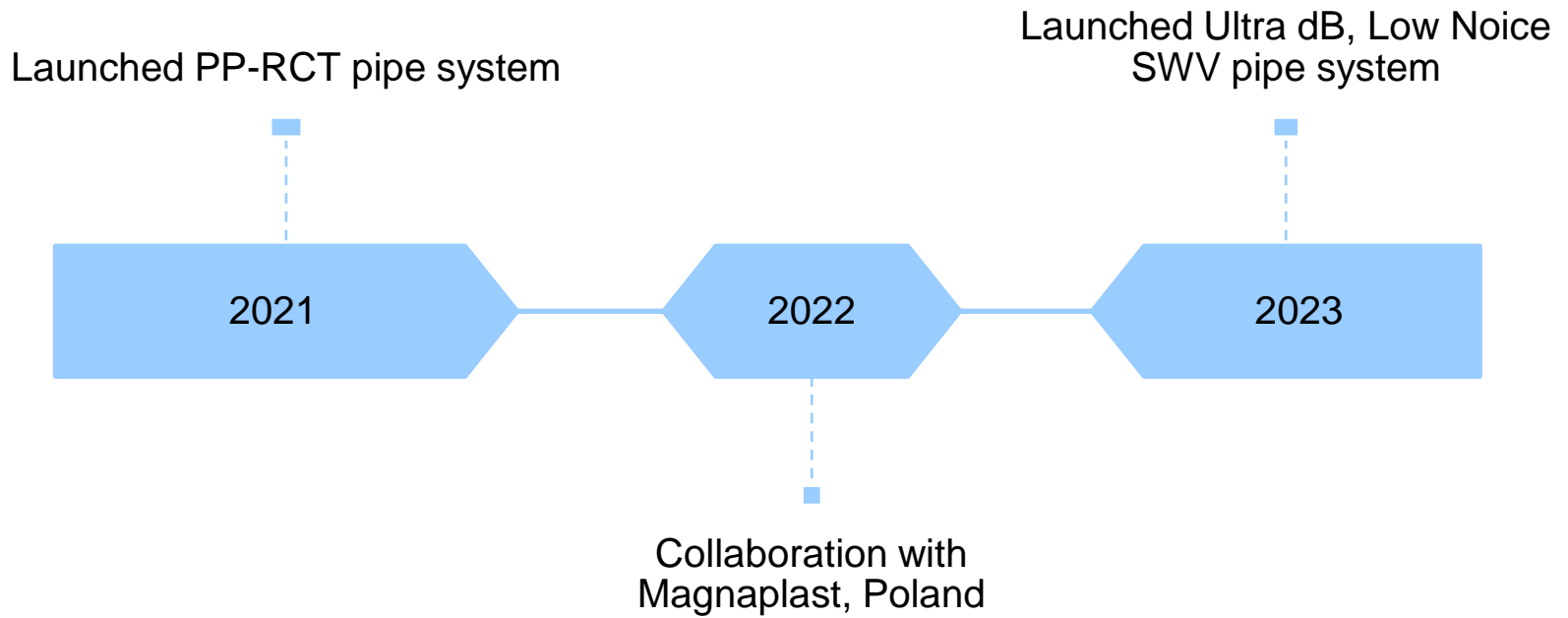
Collaboration with Effast, Italy

2018

Collaboration with Marley  
Plumping and Drainage  
System UK



# Historical Milestones





# **ORGANIZATIONAL OVERVIEW AND GOVERNANCE**

# Vision

“...to be the most valued company for all stakeholders, renowned for customer focus, innovation, quality, reliability and ethical practices.”

# Mission

- We shall provide unparalleled service and best value to our customers through dedicated, responsive and cost effective supply chain.
- We are committed to provide quality products by strict adherence to international standards and best practices through technical collaboration with leading global companies in markets we serve.
- We are committed to follow business ethics, comply with HSE standards and enhance our contribution to society.
- We shall strive to maximize our shareholders value through sustained profitable growth.
- We shall enhance existing employees' productivity, hire, retain and develop best talent and provide them competitive environment to excel and grow.
- We will aggressively focus on increasing our market penetration by exploring new channels.
- We shall continue to set new trends through innovative marketing and manufacturing.

# Dadex Values



## **Customer Focus:**

Superior Customer Support with magnified focus.



## **Innovation:**

Boundless thinking.  
Timeless Innovation.



## **Quality:**

Quality assured is quality delivered.



## **Reliability:**

Reliability and Trust- A secure balance.



## **Ethical Practices:**

Solid Links to strong principles.



# Our Footprints

# Our Footprints

- Our Head Office is situated at Karachi.
- Dadex has 2 manufacturing facilities in , Hyderabad & Lahore.
- Have sales offices in Lahore, Multan, Faisalabad, Peshawar and Islamabad.
- Dadex has a wide dealer / distributor network across country.

# Company Profile

- Dadex was incorporated in 1959. Our Founder Chairman, Mr. Kassim Dada, started manufacturing CC roofing systems in Hyderabad.
- In 1966, we started making CC pipe systems in Karachi. As a forward-thinking company, we've kept up with the market and now produce u-PVC, PPR, and PE pipe systems.
- The principal business of the Company is manufacture and sale of construction material which mainly includes piping system and other allied products manufactured from Chrysotile cement, rubber and plastics, merchandising of imported fittings, accessories and other building products.
- Offering superior products for architecture, telecommunications, infrastructure, construction and housing.
- Catering to public, industrial, commercial, private and consumer segments in addition to the export markets.

**DADEX**

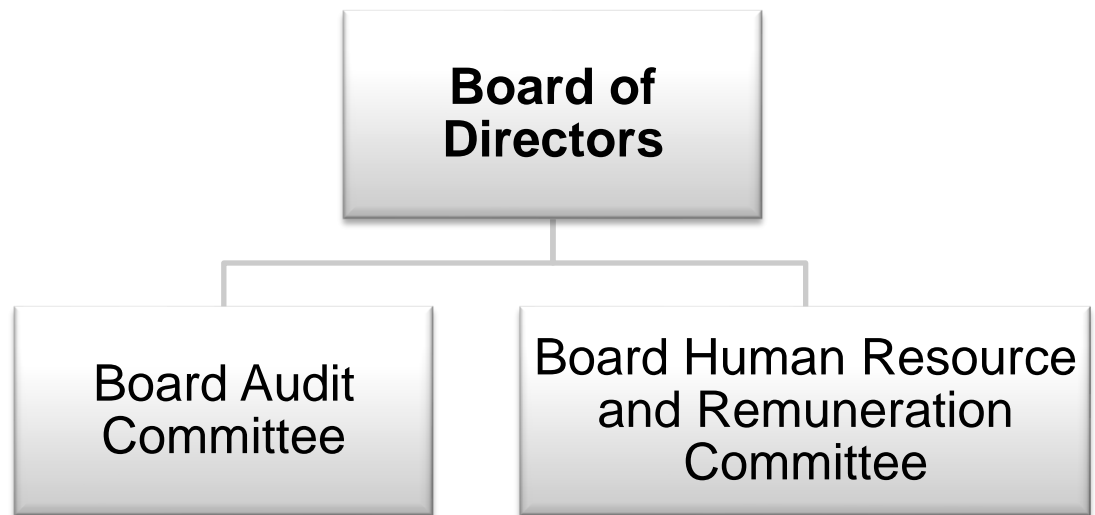


# Board of Directors

Mr. Shahzad M. Husain	Chairman /Non-Executive Director
Mr. Sikander Dada	Non-Executive Director
Mr. Abu Talib H.K. Dada	Non-Executive Director
Mr. Maqbool H.H Rahimtoola	Non-Executive Director*
Syed Shahid Ali Bukhari	Independent Director
Mrs. Amber Ahmed Motiwala	Female Director
Mrs. Ayesha Tariq Allawala	Independent Director
Mr. Samad Dada	Chief Executive

\* Resigned on September 24, 2024

# Board Committees



# Board Committees

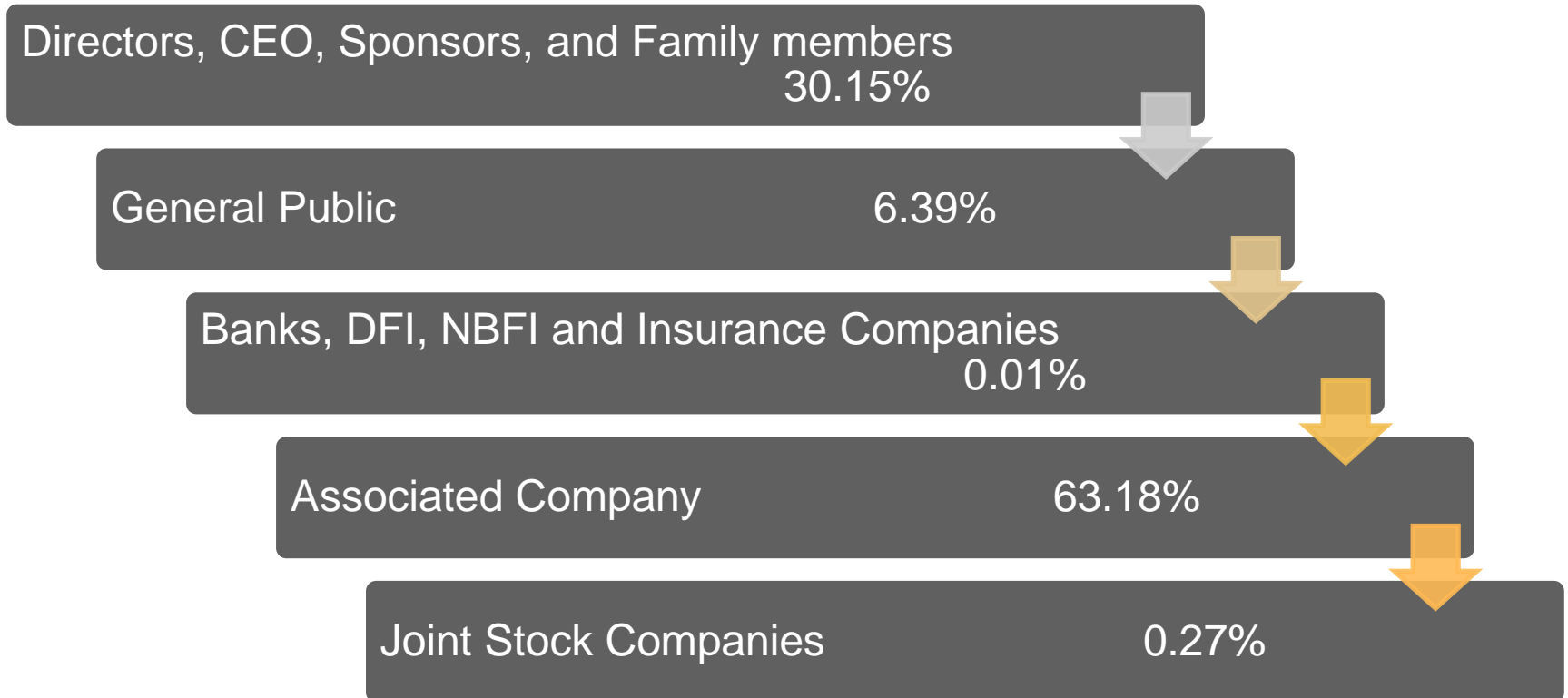
## Board Audit Committee

- Syed Shahid Ali Bukhari , Independent Director - Chairman
- Mr. Shahzad M. Husain - Member
- Mrs. Amber Ahmed Motiwala - Member
- Mr. Maqbool H.H Rahimtoola \* Resigned on Sep, 24, 2024 - Member

## Human Resource and Remuneration

- Mrs. Ayesha Tariq Allawala, Independent Director - Chairperson
- Mr. Abu Talib H.K. Dada - Member
- Mr. Maqbool H.H Rahimtoola \* Resigned on Sep, 24, 2024 - Member

# Pattern of Shareholding as of June 30, 2024





# Collaboration and Certifications

## Collaborations

We are the exclusive distributor of [WAVIN Overseas b.v.](#), of the Netherlands in Pakistan. Ranked as the largest plastic pipe extruder in 2003 in Europe, WAVIN, today, stands as the unrivalled European plastic pipe manufacturer in terms of product range.

# Certifications

In our quest to lead by example, joint efforts with our collaborators have led Dadex to ISO 9001, ISO 14001 & OHSAS 18001 Certifications:

- ISO 45001
- ISO 9001
- ISO 14001



# Certifications

Accreditation for supreme product performance and quality by the Pakistan Standards and Quality Control Authority (PSQCA).







# Products

**DADEX**



Polydex is a premium hot & cold Polypropylene Random Copolymer (PPR) Piping System



Thermoline is a cost effective hot & cold Polypropylene Random Copolymer (PPR) Piping System.



Nikasi is our premium quality complete soil, waste & vent (SWV) system.



# eco

ECO is a high quality economical complete soil, waste & vent (SWV) system.



# FlowLine

Flowline is a suitable solution for underground drain and sewer applications.



# Aquadex

Polyvinyl Chloride (PVC-U) Pressure pipes are best utilized for the distribution of potable water.



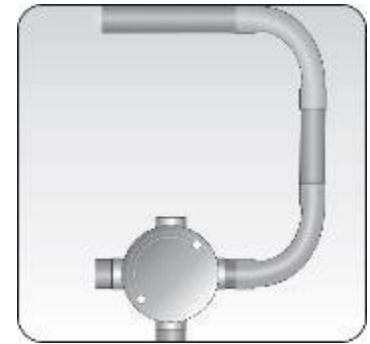
# DADEX



T-flex is a fast replacing conventional piping system for water supply and distribution.

## ELECTRICAL CONDUITS

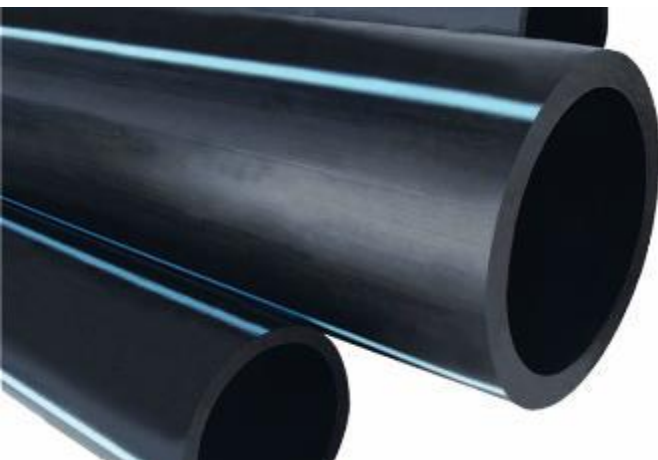
Polyvinyl Chloride (PVC-U) Electrical Conduits are flexible and uniform in shape.



Electro Duct is the first unplasticised Polyvinyl Chloride (PVC-U) Electrical Conduit System.



**DADEX**



# Antimicrobial Pipes

- Dadex has a history of making innovative products, and the first antimicrobial and antibacterial pipes in the country are a new step in that direction. Dadex launched the next generation of antimicrobial water pipes in Pakistan in 2017.
- These pipes have been manufactured by using world's latest revolutionary antimicrobial technology, used for the very first time in the plastic pipe industry of Pakistan.
- The purpose is to provide clean and safe water to the people of Pakistan.

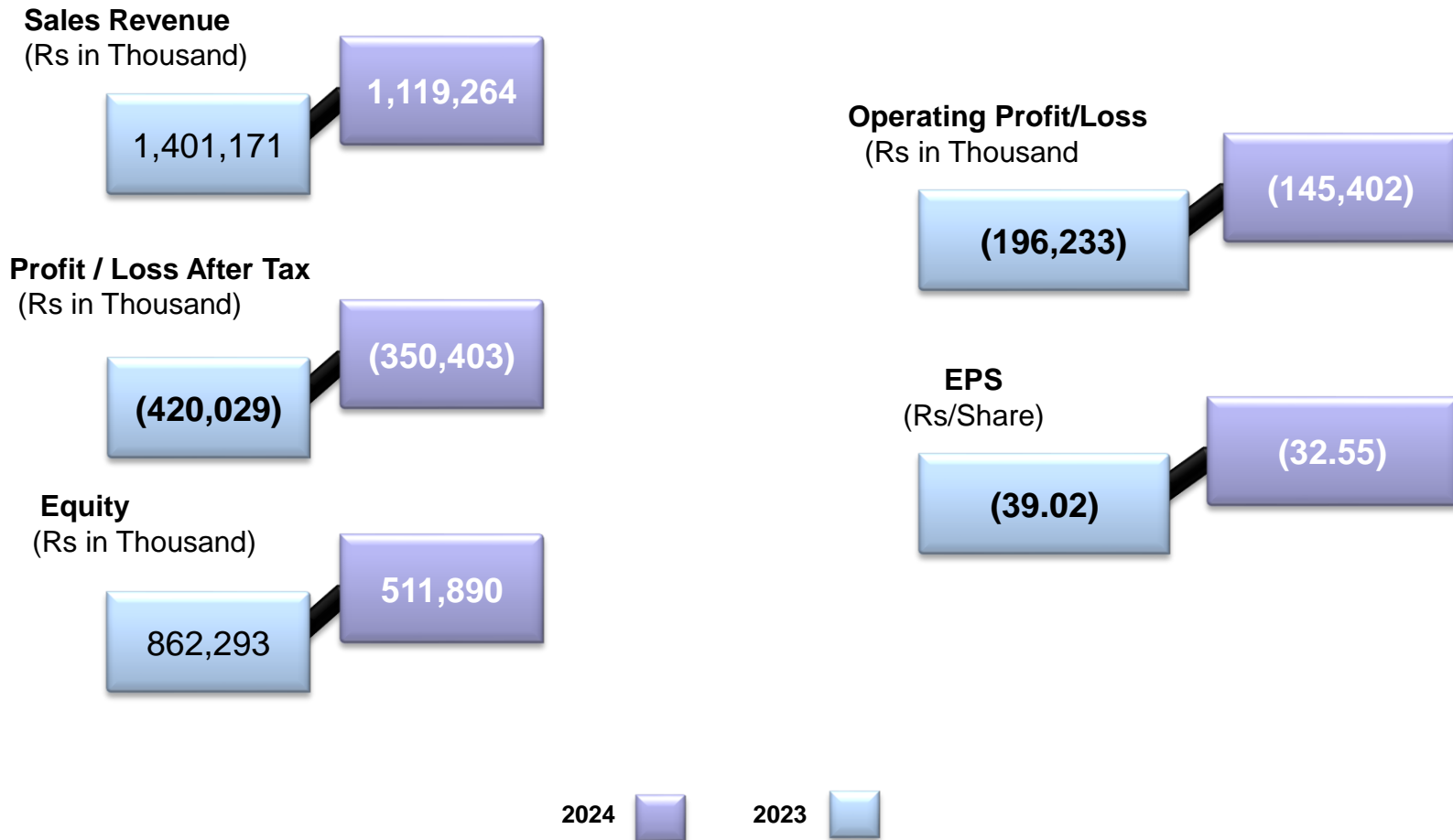
The background is a light blue, semi-transparent image. On the left, a pen is shown diagonally, pointing towards the bottom right. On the right, a bar chart is visible, with several vertical bars of varying heights. The overall aesthetic is clean and professional, typical of a corporate financial report cover.

# Financial Performance

For the year ended June 30, 2024 and 2023

# Financial Highlights

## For the year ended June 30, 2023, & 2024



## DADEX FINANCIAL PERFORMANCE FROM 2020 to 2024

PARTICULARS	2020 to 2024				
	2024	2023	2022	2021	2020
SALES – RS '000	1,119,264	1,401,171	1,696,846	2,444,539	2,374,110
OPERATING (LOSS)/PROFIT– RS '000	(145,402)	(196,233)	(21,208)	152,008	(158,738)
PROFIT AFTER TAXATION – RS '000	(350,403)	(420,029)	(142,938)	(39,009)	(361,519)
EARNING PER SHARE – RS	(32.55)	(39.02)	(13.28)	(3.62)	(33.59)



## DADEX ETERNIT LIMITED RATIOS ANALYSIS

PARTICULARS	2020 to 2024				
	2024	2023	2022	2021	2020
<b>PROFITABILITY RATIOS</b>					
GROSS PROFIT MARGIN RATIO	5.64%	9.25%	14.60%	12.72%	9.90%
OPERATING PROFIT MARGINS (EBIT) %	-12.99%	-14.00%	-1.25%	6.22%	-6.69%
RETURN ON EQUITY(GROSS) %	-68.45%	-48.71%	-17.84%	-4.41%	-39.17%

## DADEX ETERNIT LIMITED RATIOS ANALYSIS

PARTICULARS	2020 to 2024				
	2024	2023	2022	2021	2020
<b>PROFITABILITY RATIOS</b>					
CURRENT RATIO	0.32	0.40	0.56	0.48	0.69
QUICK RATIO	0.21	0.28	0.35	0.45	0.56
EARNING PER SHARE - IN RUPEES	(32.55)	(39.02)	(13.28)	(3.62)	(33.59)

## DADEX ETERNIT LIMITED ANALYSIS

PARTICULARS	JULY – JUNE				
	2024	2023	2022	2021	2020
INVENTORY TURN OVER -DAYS	67	84	105	89	105
RECEIVABLES COLLECTION PERIOD	18	23	27	23	35
PAYABLES PAYMENT PERIOD	226	176	155	113	96

# STRATEGIC / OPERATIONAL DEVELOPMENTS

## **A. Cost Optimization Strategies.**

- I. Reduce inefficient workflows.
- II. Renegotiate contracts with vendors.

## **B. Revenue Growth.**

- I. Sales and Marketing optimization to expand market share.

A tall, grey ladder leans against a clear blue sky filled with soft, white clouds. The background consists of rolling, light-colored hills under a bright sky. The overall scene is bright and open, suggesting a path or a journey.

# **FUTURE OUTLOOK / CHALLENGES**

**DADEX**

# Challenges

- The market conditions are expected to continue to be difficult for the business due to inflationary conditions.
- Massive devaluation of the Pak Rupee, supply and logistical issues due to the Ukrainian Crises, lockdown in China and Europe, high fuel and logistic cost are the major challenges for the company.
- The recent volatility in raw material prices, weakening of Pak Rupees against US Dollar posed serious challenges to the business.
- Very limited Govt. spending on Public development projects.
- Very limited construction activities carried out by the investors and private housing sector.
- Purchasing power of consumer has decreased.
- Inflationary trend in prices of raw materials and utilities.

# Outlook

The volatility in raw material pricing coupled with fluctuations in the value of the rupee against international currencies also creates uncertainty. Growth revival will depend on expedited implementation of structural reforms and fiscal improvements – lowering of interest rates and liquidity stimulus – by the Government .

