



تاروں سے ستاروں تک



# EmPOWERING SUSTAINABLE COMMUNITIES



CABLES | LIGHTS | METALS | PVC



# Introduction

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## OUR VISION

**Empower** communities for sustainable development

## OUR MISSION

To be **market leader** by delivering excellence through innovation and capacity building of all stakeholders

## OUR BRAND PROMISE

Achieving **Excellence!**

### About Us:

FAST's journey began nearly four decades ago with a mission to promote industrialization in Pakistan and contribute towards the socio-economic uplift of fellow citizens.

Initially our focus was on the manufacturing of electrical Cables and Conductors under the Fast Cables brand, which has become a household name due to its premium ("REAL") quality and reliability. The confidence reposed by architects, engineers, and end users in the FAST brand, led to our expansion in the Metals, PVC, and Lights business verticals.



# Company Highlights

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## 4 Decades of Experience

Established in 1985



## Robust Revenue Growth

5 Year CAGR at 38%



## State of the Art Facilities

2 CCV Lines, Aluminum & Alloy Plant, 75kV Testing Lab



## Global Certifications

BASEC, UL, KEMA Gold, ISO 9001, 14001, 45001, VEIKI-VNL



## Diverse Product Portfolio

+10 Cable Types  
+6,000 Product SKUs



## Fast Tasdeeq

First to launch SMS + QR code cable verification and mobile app



## 10 Branch Offices

Outreach extends to whole country



## 350+ Dealer Network

Network nationwide



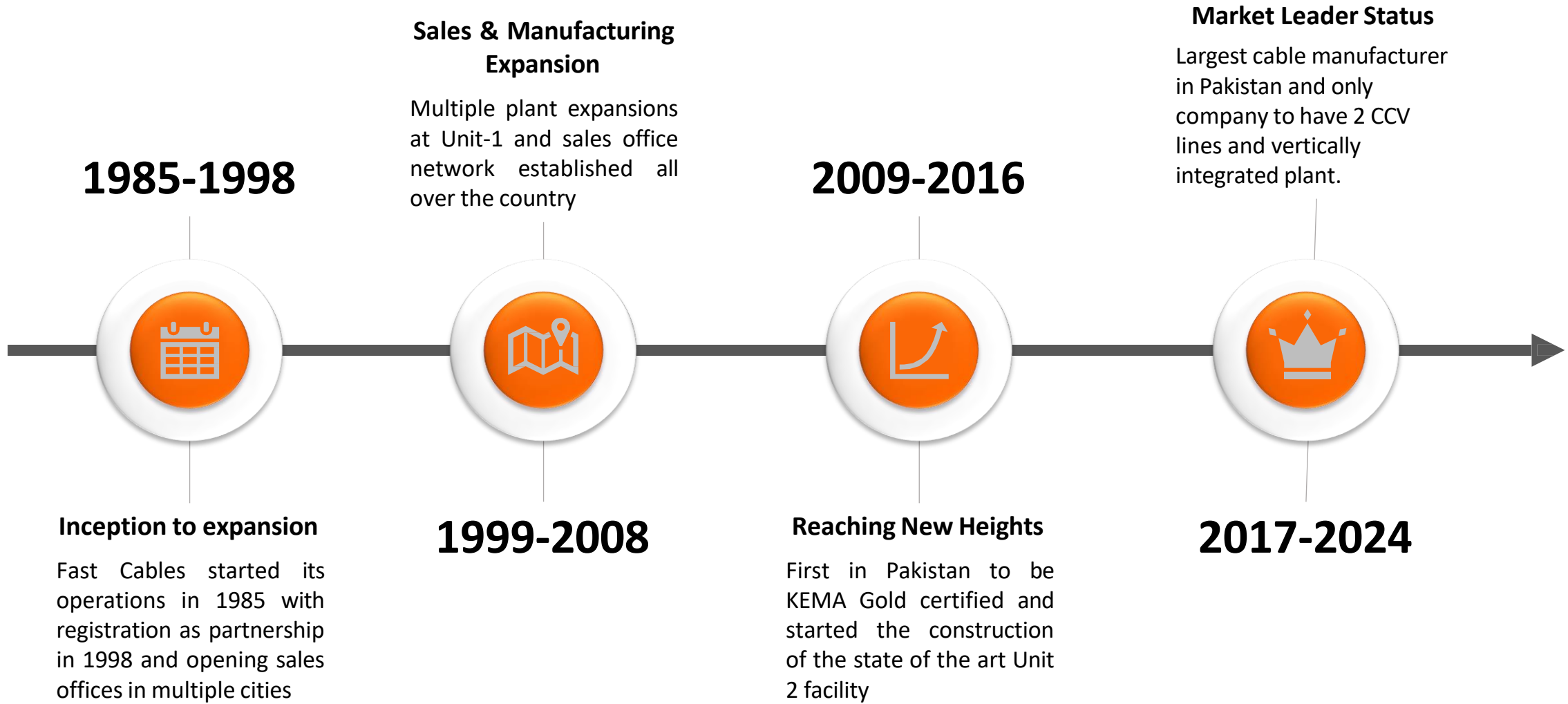
## CSR initiatives

Manages FLF & several other community welfare projects



# Corporate Timeline

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# Product Portfolio

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## Cables



## Lights



## Metals



## PVC





# Product Portfolio

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## LOW Voltage Cables

### Building Wires



Single Core Non-Sheathed



Single Core Non-Sheathed, Fire retardant, Halogen Free



Single and Multicore Sheathed

### Industrial Wires



Unarmored



Armored

### Telecommunication Cables



Indoor Cables



Telephone Cables Armored and Non-Armored



Multicore, Overall Screen – Unarmored



Multicore, Overall Screen – Armored

### Control & Instrumental Cables



Pairs, Overall Screen – Unarmored



Pairs, Screened Pair – Armored



Pairs, Screened Pair – Unarmored



Pairs, Screened Pair – Armored



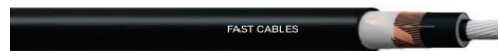


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# Product Portfolio

## Medium Voltage Cables

### Single Core Wires



Unarmored and Armored

### Three Core Wires



Unarmored, XPLE (Standard IEC 60502-2)



Armored, XPLE (Standard IEC 60502-2)

### Three Core Bundled Cables (ABC)



XPLE, Without Messenger (Standard IEC 60502-2)



XPLE, With Messenger (Standard IEC 60502-2 – HD 620-S2)

## Bare Conductors

### Aluminium Conductors



All Aluminium Conductor



All Aluminium Alloy Conductor



Aluminium Conductor Steel Reinforced (ACSR)



# Product Portfolio

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Indoor &  
Outdoor  
Lighting  
Range



Endure Linear Light



Value T-8 Pro



Value Downlight Pro



Endure Backlit Panel G2



Eco Downlight



Eco A Series Bulb



Endure High Bay Pro



Endure Street Light





# Certifications

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## Cables



Our unwavering commitment to quality assurance drives us to continuously deliver products of the highest standards to our customers. Our pursuit of excellence is reflected in the achievement of leading national and international certifications. In addition to ISO 9001, 14001, 45001 certifications, we have Pakistan Standard and Quality Control, UL Solutions, BASEC, KEMA Gold, VEIKI-VNL, TUV, and CE Mark. We are also certified by IEC in Lights.

## Lights





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# Market Segments

## Market Segments



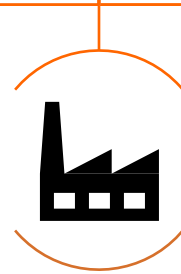
Housing

Housing projects & infrastructure



Trade

Sale of products through network of distributors and dealers



Industry

B2B Sales to Industries and Commercial



Institutions

Sale to institutions  
i.e. NTDC, K-Electric, DISCOs and Others



Export

Export to Middle East & African countries



# Sector Overview

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## Industry Size

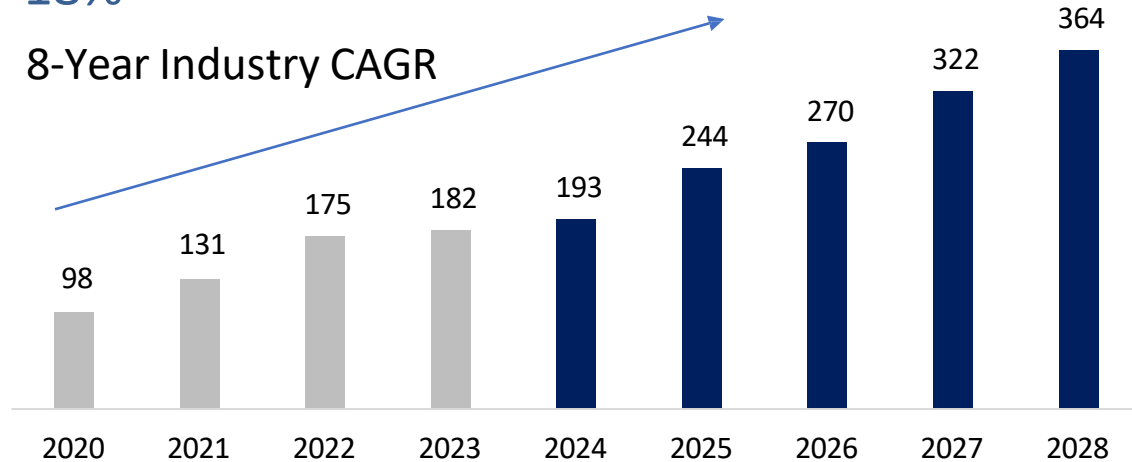
~PKR 200 Billion

Electrical Cables & Wires Industry

Estimated Market Size (PKR Bn)

18%

8-Year Industry CAGR



Expected to increase ~2x within 5 years

## Market Dynamics

Cottage Industry  
~40%

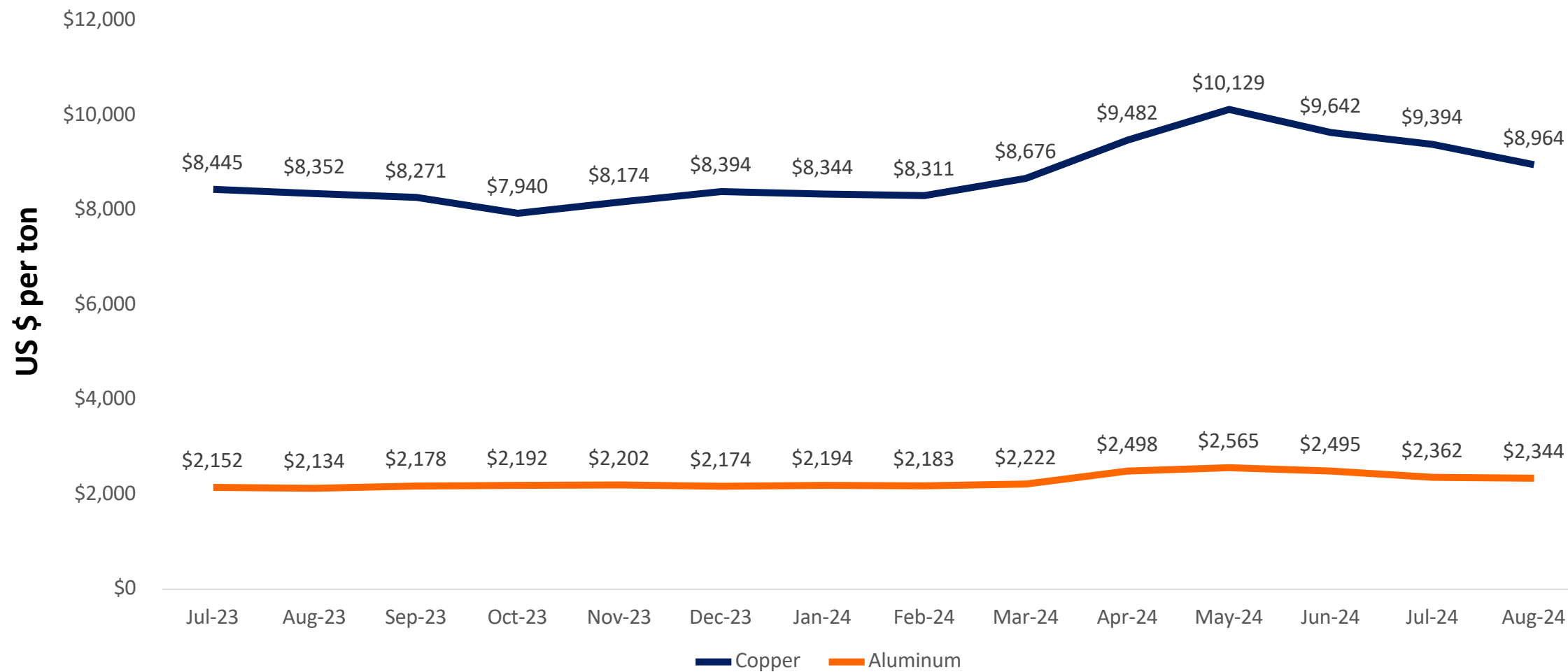
Formal  
Players  
~50%

Imported  
~8-10%



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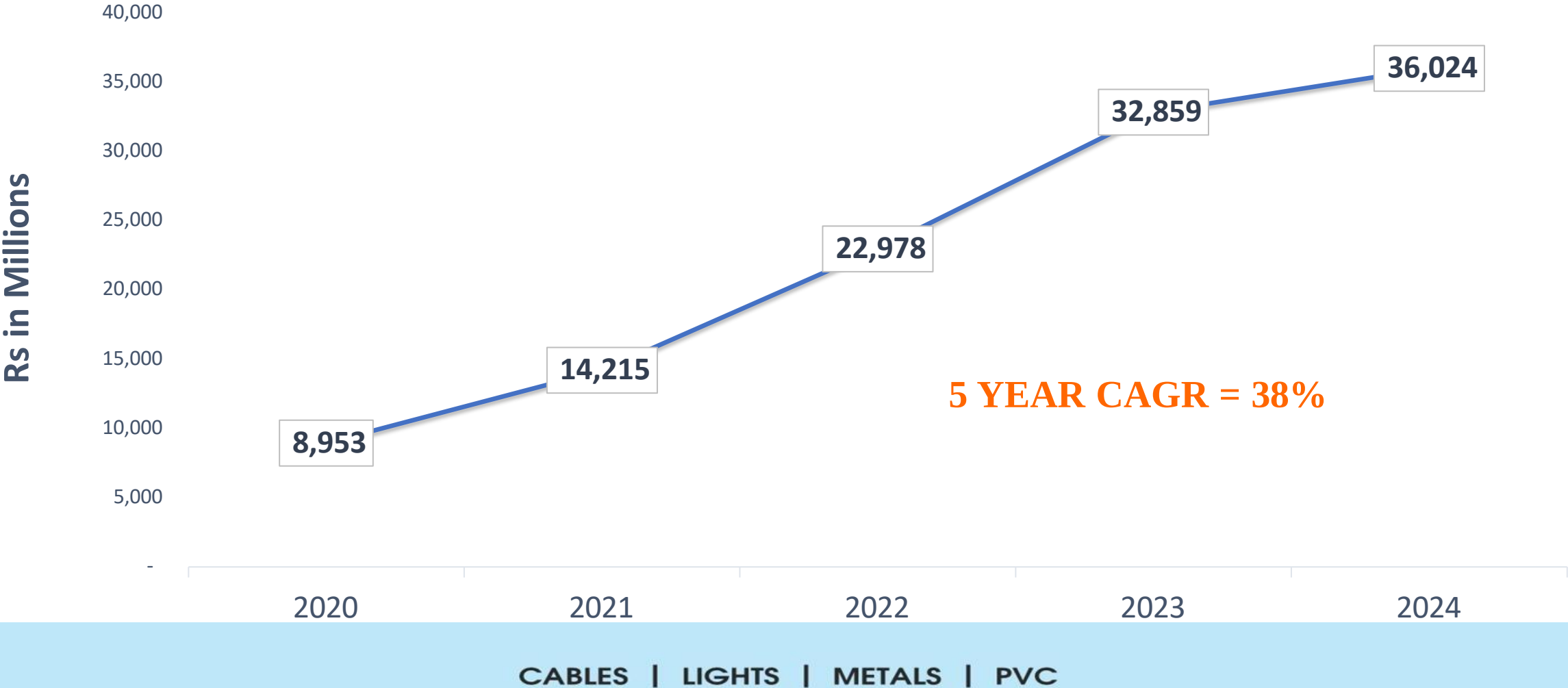
# LME Prices Trend – Copper & Aluminum





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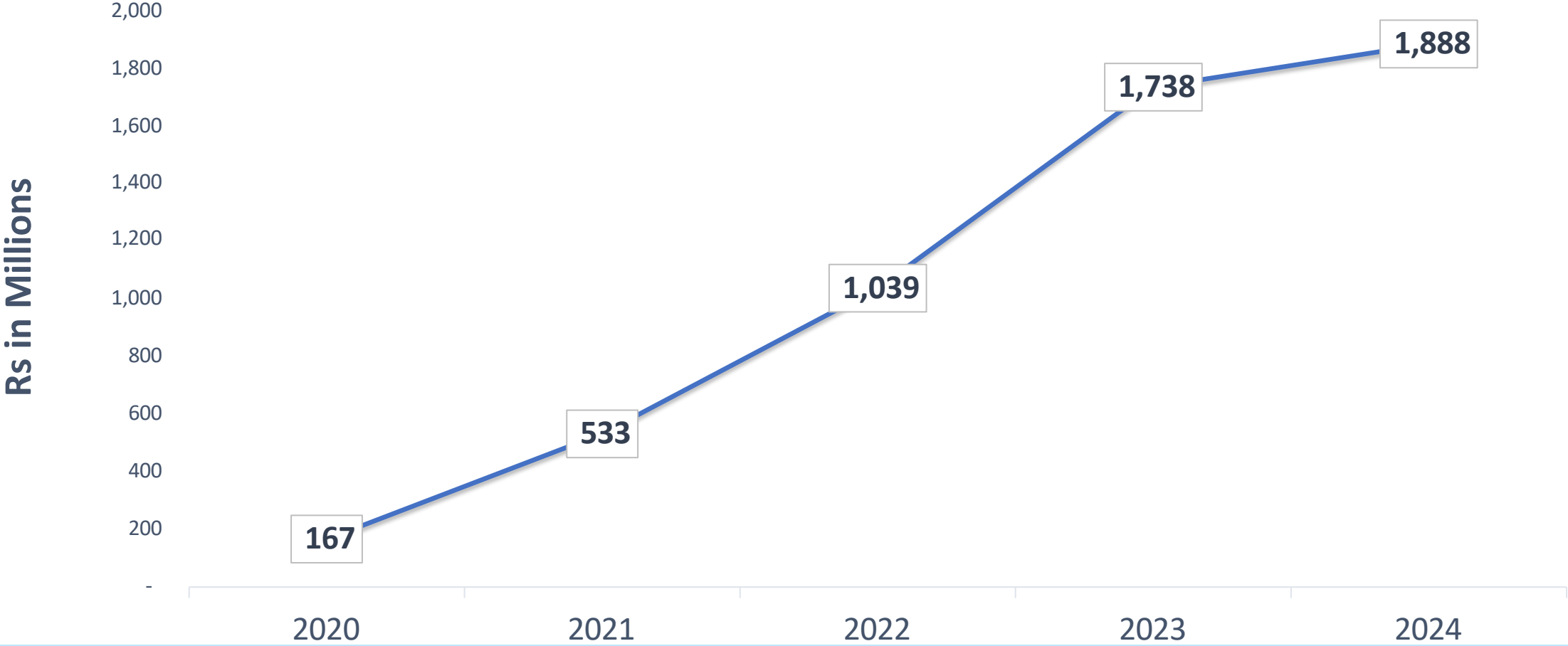
# Revenue Growth Over 5 Years





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# Profit Growth Over 5 Years





# Vertical Analysis of 5 Years

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| STATEMENT OF PROFIT OR LOSS           | 2024         |       | 2023         |       | 2022         |      | 2021         |      | 2020        |      | 2019        |      |
|---------------------------------------|--------------|-------|--------------|-------|--------------|------|--------------|------|-------------|------|-------------|------|
|                                       | Rs. '000     | %     | Rs. '000     | %     | Rs. '000     | %    | Rs. '000     | %    | Rs. '000    | %    | Rs. '000    | %    |
| Net Revenue                           | 36,024,051   | 100%  | 32,858,549   | 100%  | 22,978,118   | 100% | 14,214,855   | 100% | 8,952,909   | 100% | 7,164,276   | 100% |
| Cost of revenue                       | (29,291,009) | 81%   | (26,964,762) | 82%   | (19,520,135) | 85%  | (12,304,558) | 87%  | (7,651,480) | 85%  | (6,030,749) | 84%  |
| Gross Profit                          | 6,733,042    | 19%   | 5,893,787    | 18%   | 3,457,983    | 15%  | 1,910,297    | 13%  | 1,301,429   | 15%  | 1,133,527   | 16%  |
| Distribution cost                     | (1,403,769)  | 4%    | (1,112,830)  | 3%    | (752,941)    | 3%   | (517,319)    | 4%   | (424,058)   | 5%   | (414,660)   | 6%   |
| Administrative expenses               | (649,684)    | 2%    | (405,302)    | 1%    | (299,218)    | 1%   | (209,020)    | 1%   | (164,793)   | 2%   | (139,255)   | 2%   |
|                                       | (2,053,453)  |       | (1,518,132)  |       | (1,052,159)  |      | (726,339)    |      | (588,851)   |      | (553,915)   |      |
| Operating Profit                      | 4,679,589    | 13%   | 4,375,655    | 13%   | 2,405,824    | 10%  | 1,183,958    | 8%   | 712,578     | 8%   | 579,612     | 8%   |
| Other operating expenses              | (549,618)    | 2%    | (508,391)    | 2%    | (282,657)    | 1%   | (151,203)    | 1%   | (102,444)   | 1%   | (114,542)   | 2%   |
| Other income                          | 357,457      | 1%    | 72,172       | 0.2%  | 16,262       | 0.1% | 7,039        | 0.0% | 17,332      | 0.2% | 5,671       | 0%   |
| Earnings before interest and taxation | 4,487,428    | 12.5% | 3,939,436    | 12%   | 2,139,429    | 9%   | 1,039,794    | 7%   | 627,466     | 7.0% | 470,741     | 7%   |
| Finance cost                          | (1,364,767)  | 4%    | (1,042,515)  | 3%    | (528,030)    | 2%   | (283,426)    | 2%   | (378,492)   | 4%   | (257,278)   | 4%   |
| Profit before Levy and Taxation       | 3,122,661    | 10%   | 2,896,921    | 9%    | 1,611,399    | 7%   | 756,368      | 5%   | 248,974     | 3%   | 213,463     | 3%   |
| Levy / final taxation                 | (7,073)      | 0.02% | (2,903)      | 0.01% | -            |      | -            |      | -           |      | -           |      |
| Profit before taxation                | 3,115,588    |       | 2,894,018    |       | 1,611,399    |      | 756,368      |      | 248,974     |      | 213,463     |      |
| Taxation                              | (1,227,996)  | 3%    | (1,156,220)  | 4%    | (572,302)    | 2%   | (223,672)    | 2%   | (82,407)    | 1%   | (47,345)    | 1%   |
| Net Profit for the year               | 1,887,592    | 5%    | 1,737,798    | 5%    | 1,039,097    | 5%   | 532,696      | 4%   | 166,567     | 2%   | 166,118     | 2%   |



# Horizontal Analysis of 5 Years

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| STATEMENT OF PROFIT OR LOSS           | 2024         |      | 2023         |      | 2022         |      | 2021         |      | 2020        |      | 2019        |      |
|---------------------------------------|--------------|------|--------------|------|--------------|------|--------------|------|-------------|------|-------------|------|
|                                       | Rs. '000     | %    | Rs. '000     | %    | Rs. '000     | %    | Rs. '000     | %    | Rs. '000    | %    | Rs. '000    | %    |
| Net Revenue                           | 36,024,051   | 10%  | 32,858,549   | 43%  | 22,978,118   | 62%  | 14,214,855   | 59%  | 8,952,909   | 25%  | 7,164,276   | 100% |
| Cost of revenue                       | (29,291,009) | 9%   | (26,964,762) | 38%  | (19,520,135) | 59%  | (12,304,558) | 61%  | (7,651,480) | 27%  | (6,030,749) | 84%  |
| Gross Profit                          | 6,733,042    | 14%  | 5,893,787    | 70%  | 3,457,983    | 81%  | 1,910,297    | 47%  | 1,301,429   | 15%  | 1,133,527   | 16%  |
| Distribution cost                     | (1,403,769)  | 26%  | (1,112,830)  | 48%  | (752,941)    | 46%  | (517,319)    | 22%  | (424,058)   | 2%   | (414,660)   | 6%   |
| Administrative expenses               | (649,684)    | 60%  | (405,302)    | 35%  | (299,218)    | 43%  | (209,020)    | 27%  | (164,793)   | 18%  | (139,255)   | 2%   |
|                                       | (2,053,453)  |      | (1,518,132)  |      | (1,052,159)  |      | (726,339)    |      | (588,851)   |      | (553,915)   |      |
| Operating Profit                      | 4,679,589    | 7%   | 4,375,655    | 82%  | 2,405,824    | 103% | 1,183,958    | 66%  | 712,578     | 23%  | 579,612     | 8%   |
| Other operating expenses              | (549,618)    | 8%   | (508,391)    | 80%  | (282,657)    | 87%  | (151,203)    | 48%  | (102,444)   | -11% | (114,542)   | 2%   |
| Other income                          | 357,457      | 395% | 72,172       | 344% | 16,262       | 131% | 7,039        | -59% | 17,332      | 206% | 5,671       | 0%   |
| Earnings before interest and taxation | 4,487,428    | 14%  | 3,939,436    | 84%  | 2,139,429    | 106% | 1,039,794    | 66%  | 627,466     | 33%  | 470,741     | 7%   |
| Finance cost                          | (1,364,767)  | 31%  | (1,042,515)  | 97%  | (528,030)    | 86%  | (283,426)    | -25% | (378,492)   | 47%  | (257,278)   | 4%   |
| Profit before Levy and Taxation       | 3,122,661    | 8%   | 2,896,921    | 80%  | 1,611,399    | 113% | 756,368      | 204% | 248,974     | 17%  | 213,463     | 3%   |
| Levy / final taxation                 | (7,073)      | 144% | (2,903)      | 100% | -            | -    | -            | -    | -           | -    | -           | -    |
| Profit before taxation                | 3,115,588    |      | 2,894,018    |      | 1,611,399    |      | 756,368      |      | 248,974     |      | 213,463     |      |
| Taxation                              | (1,227,996)  | 6%   | (1,156,220)  | 102% | (572,302)    | 156% | (223,672)    | 171% | (82,407)    | 74%  | (47,345)    | 1%   |
| Net Profit for the year               | 1,887,592    | 9%   | 1,737,798    | 67%  | 1,039,097    | 95%  | 532,696      | 220% | 166,567     | 0%   | 166,118     | 2%   |



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# Profit and Loss FY-2024

|                                               | 2024<br>Rupees in<br>thousands | 2023<br>Rupees in<br>thousands |
|-----------------------------------------------|--------------------------------|--------------------------------|
| Revenue                                       | 36,024,051                     | 32,858,549                     |
| Cost of revenue                               | (29,291,009)                   | (26,964,762)                   |
| <b>Gross profit</b>                           | <b>6,733,042</b>               | <b>5,893,787</b>               |
| Distribution cost                             | (1,403,769)                    | (1,112,830)                    |
| Administrative expenses                       | (649,684)                      | (405,302)                      |
|                                               | (2,053,453)                    | (1,518,132)                    |
| <b>Operating Profit</b>                       | <b>4,679,589</b>               | <b>4,375,655</b>               |
| Other operating expenses                      | (549,618)                      | (508,391)                      |
| Finance cost                                  | (1,364,767)                    | (1,042,515)                    |
| Other income                                  | 357,457                        | 72,172                         |
| <b>Profit before Levy and Taxation</b>        | <b>3,122,661</b>               | <b>2,896,921</b>               |
| Levy / final taxation                         | (7,073)                        | (2,903)                        |
| <b>Profit before Taxation</b>                 | <b>3,115,588</b>               | <b>2,894,018</b>               |
| Taxation                                      | (1,227,996)                    | (1,156,220)                    |
| <b>Net Profit for the Year</b>                | <b>1,887,592</b>               | <b>1,737,798</b>               |
| <b>Earnings per share - basic and diluted</b> | <b>3.68</b>                    | <b>3.47</b>                    |



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# Profit and Loss 1Q-2025

|                                                        | Three Months period ended     |                    |
|--------------------------------------------------------|-------------------------------|--------------------|
|                                                        | September 30, 2024            | September 30, 2023 |
|                                                        | ---- Rupees in Thousands ---- |                    |
| Revenue                                                | 7,204,265                     | 6,796,939          |
| Cost of revenue                                        | (6,140,420)                   | (5,689,975)        |
| <b>Gross Profit</b>                                    | <b>1,063,845</b>              | <b>1,106,964</b>   |
| Distribution cost                                      | (342,745)                     | (291,196)          |
| Administrative expenses                                | (128,804)                     | (115,681)          |
|                                                        | (471,549)                     | (406,877)          |
| <b>Operating Profit</b>                                | <b>592,296</b>                | <b>700,087</b>     |
| Other operating expenses                               | (44,695)                      | (57,417)           |
| Finance cost                                           | (497,047)                     | (224,811)          |
| Other income                                           | 253,374                       | 51,710             |
| <b>Profit before Levy and Taxation</b>                 | <b>303,928</b>                | <b>469,569</b>     |
| Levy / final taxation                                  | (621)                         | -                  |
| <b>Profit before Taxation</b>                          | <b>303,307</b>                | <b>469,569</b>     |
| Taxation                                               | (96,548)                      | (140,550)          |
| <b>Net Profit for the Period</b>                       | <b>206,759</b>                | <b>329,019</b>     |
| <b>Earnings per Share - Basic and Diluted (Rupees)</b> | <b>0.33</b>                   | <b>0.66</b>        |



# Future Outlook

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## Strategic Growth:

- FCL is well-positioned for sustained growth, fueled by increasing demand for cables and conductors across sectors.
- Ongoing expansion of manufacturing facilities, utilizing IPO funds, will increase production capacity and incorporate advanced technologies.

## Operational Excellence:

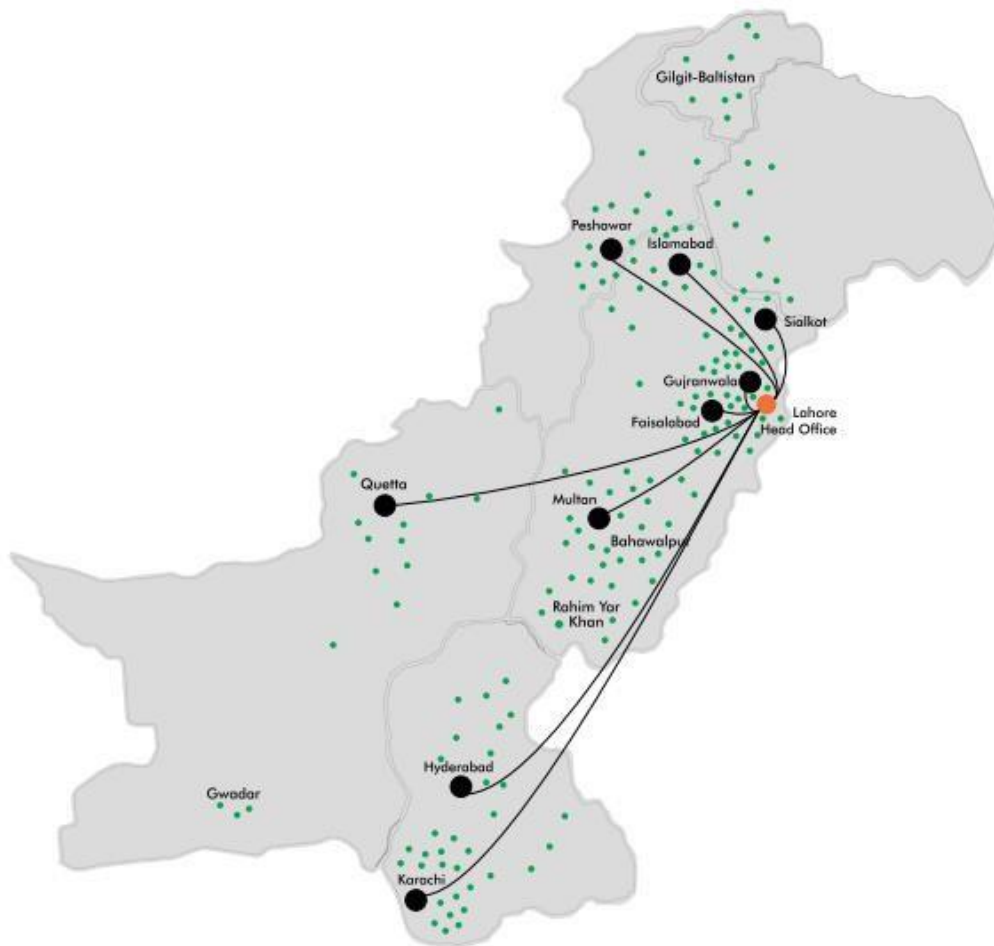
- Focus on benchmarking operations with international best practices to enhance efficiency and quality, targeting export markets.
- Achieved British Approvals Service for Cables (BASEC) certification, the first and only in Pakistan, showcasing compliance with global standards.

## Future Focus:

- FCL remains committed to innovation, sustainability, and excellence, aiming to capture new markets and support national infrastructure development.



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CABLES | LIGHTS | METALS | PVC