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H/FIN/278/2010
February 23, 2010

The General Manager
Karachi Stock Exchange (Guarantee) Limited
Stock Exchange Building, Stock Exchange Road
KARACHI.
Fax 111-573-329

Subject: **FINANCIAL RESULTS FOR THE HALF YEAR ENDED DECEMBER 31, 2009**

Dear Sir,

We have to inform you that the Board of Directors of our Company in their meeting held on Tuesday, February 23, 2010 at 11:00 a.m. at registered office situated at 509, Business Avenue, Block 6, P.E.C.H.S., Shahrah-e-Faisal, Karachi approved the following:

The financial results of the Company are as follows:

	Quarter ended December 31		Half year ended December 31	
	2009 (Rupees)	2008 (Rupees)	2009 (Rupees)	2008 (Rupees)
Net sales	163,200,953	130,087,442	316,888,878	251,172,875
Cost of sales	(112,367,433)	(94,930,666)	(222,058,735)	(175,282,276)
Gross profit	50,833,520	35,156,776	94,830,143	75,890,599
Selling and distribution expenses	(39,265,568)	(27,059,264)	(74,317,669)	(57,034,660)
Administrative and general expenses	(2,990,966)	(3,408,704)	(5,859,493)	(6,766,106)
Operating Profit	(42,256,534)	(30,467,968)	(80,177,162)	(63,800,766)
Finance costs	(2,009,108)	(2,252,652)	(4,217,287)	(5,606,614)
Other charges	(539,393)	(168,601)	(732,784)	(459,615)
	(2,548,501)	(2,421,253)	(4,950,071)	(6,066,229)
Other income	184,375	35,876	184,375	109,089
Profit before taxation	6,212,860	2,303,431	9,887,285	6,132,693
Taxation	(4,400,000)	(600,000)	(6,400,000)	(2,100,000)
Profit after taxation	1,812,860	1,703,431	3,487,285	4,032,693
Other comprehensive Income	-	-	-	-
Total comprehensive income for the period	1,812,860	1,703,431	3,487,285	4,032,693
Basic Earnings Per Share	0.46	0.44	0.89	1.03

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