## ASIAN FOOD INDUSTRIES LIMITED

### **HEAD OFFICE**

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### PLANT

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## www.mayfair.com.pk



## **ASIAN FOOD INDUSTRIES LIMITED**



Asian Food Industries Limited (AFI) - Mayfair is one of the oldest food companies in Pakistan that started their business operations in 1969, since then the company has been growing and expanding their horizons in multiple industries and businesses. The production facility of the company is located at Raiwand with the total land of approx. 70 acres. The food segment of the company has been divided in to 2 divisions that includes Confectionery and Biscuits.

**Confectionery Division** started its operation in 1969 as the first confectionery company in Pakistan. In 1972 the company became the leader of Bubble Gum category. Afterwards the successful journey has been continuous and the company ruled the Soft chews category from 1994 to 1997. Currently AFI offers wide range of Soft Chews, Chew Toffees, Center Filled Sour Candies, Hard boiled Candies, Swirl Cream Candies, Pectin Jellies Eclairs, Bazooka Bubble Gum, Sour Chew Bars and Center Filled Gums.

Asian Food Industries Limited is currently exporting to over 35+ countries and had a vision to turn into a global food player by expanding their business operations, differentiated products, premium quality and innovative approach. The state of the art production facility is certified with International labs and authorities that includes; Halal, BRC Food Grade 8, ISO 9001, OSHAS 18001, Food Safety 22000 and others.

Today MAYFAIR products are the choice all over the world. Our motive is to provide premium quality products in which high standards permeate all aspects of the company.

### www.mayfair.com.pk

# About Us

Biscuit Division started the biscuit category production in 2005 with the successive launch of Tea Biscuits, Café Biscuit that brought the new concept of Biscuits in Pakistani market. Afterwards the company expanded their product portfolio by launching some new categories in different brands like ChocDay, Special Egg & Milk Cookies, Cremo, Chip Xpress, A1 Egg & Milk Cookies, Wow Center Filled Biscuit and Hearts Puff Pastry.

SINCE



### PASSION

We are committed in heart and mind to deliver results and continous growth.

## TRANSPARENCY

We believe that transparency helps us make partners for life Being open in our dealings is integral to our work ethic

### CONSUMER CENTRIC

We see the world through the eyes of our consumers. We exist heacuse of them.

## TEAMWORK

We coach and support each other to ensure everyone wina.We believe in a We vs. I mindset.



We paractice othical and responsible behavior in all our dealings.We have a zero colerants pulicy inwards violations of our codes and beliefs.

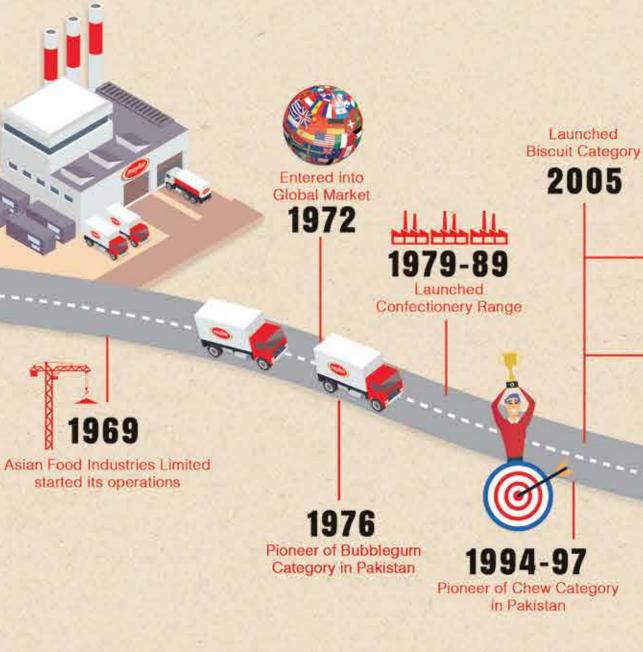
## INNOVATION

We believe in continous innovation, which inspires us to discover and develop products that make life happier. It is the basis of our success,

### ACCOUNTABILITY / EMPOWERMENT

We believer that it's up to each of us to do whay it takes to drive growth. If it is to be, its up to me.



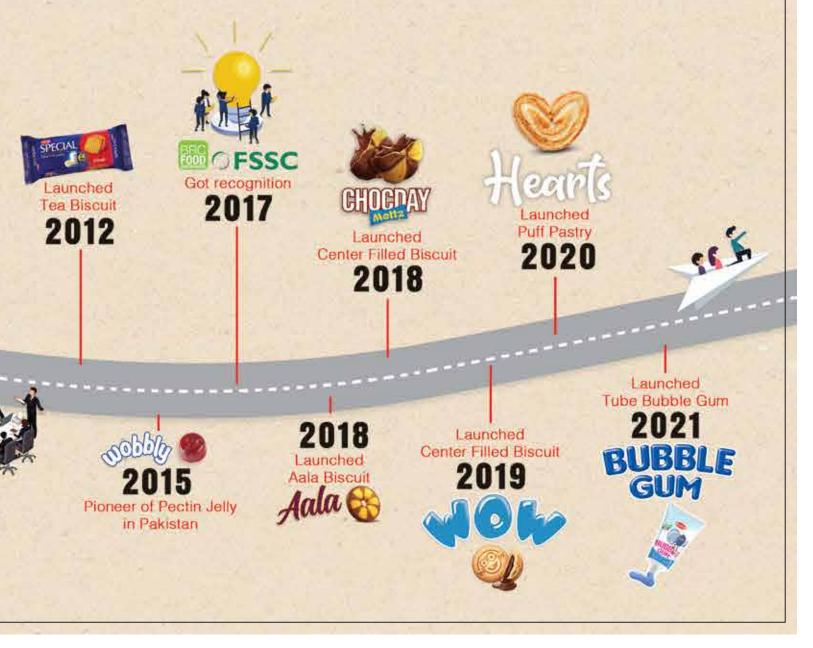


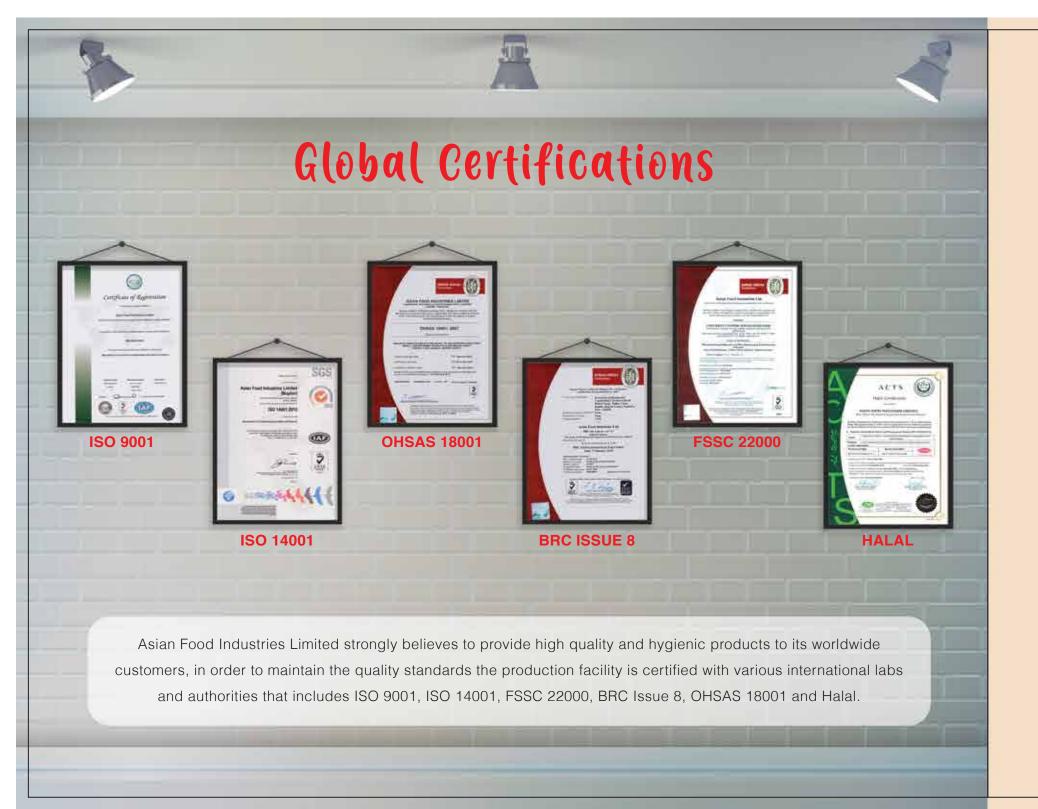
2010 SAP

GLOGDAY XTREME

Implemented in operations

# Journey to Success





Currently Asian Food Industries Limited is exporting various OEM manufactured products under the umbrella of international brands along with its own registered brand Mayfair & Sweetway.

The global presence of the company has reached to more than 35+ countries and is expanding after every passing year, the major international market for the company is Afghanistan followed by United States of America, Canada, Brazil, Australia, United Kingdom, Spain, Netherland, Czech Republic, France, Malaysia, Maldives, Taiwan, Vietnam, China, United Arab Emirates, Saudi Arabia, Oman, Kuwait, Qatar, Bahrain, Yemen, Iraq, Jordan, Palestine, Libya, Turkey, South Africa, Ghana, Nigeria, Senegal, Mauritius, Congo, Liberia and Mauritania.



# Global Presence

Asian Food Industries Limited had a vision to conquer the whole world and in order to achieve the goal, the company is focusing more on Export business by developing innovative and quality product range.





Asian Food Industries Limited started their business operations in 1969, as the pioneer of confectionery products in Pakistan and became the leader of Bubble Gum category in 1972, afterwards the success journey has been continued and the company become the market leader in the Soft chews category from 1994 to 1997.

Currently Asian Food Industries is offering wide range of Soft Chew Bars, Chew Toffees, Center Filled Candies, Hardboiled Candies, Swirl Candies, Pectin Jellies, Eclairs, Bazooka Bubble Gum, Sour Candies, Tube Bubble Gum and Center Filled Gums in various brands locally and Internationally.















√0 <sup>∆</sup> Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
01	4.0	60	30	600	1450
01	4.0	100	12	1500	3500
	Pieces / Pack 01	Pieces / Weight / Pack Pack 01 4.0	Pieces / Pack Weight / Pack Pack / Box   01 4.0 60	Pieces / Pack Weight / Pack Pack / Box Boxes / Carton   01 4.0 60 30	Pieces / Pack Weight / Pack Pack / Box Boxes / Carton 20ft   01 4.0 60 30 600



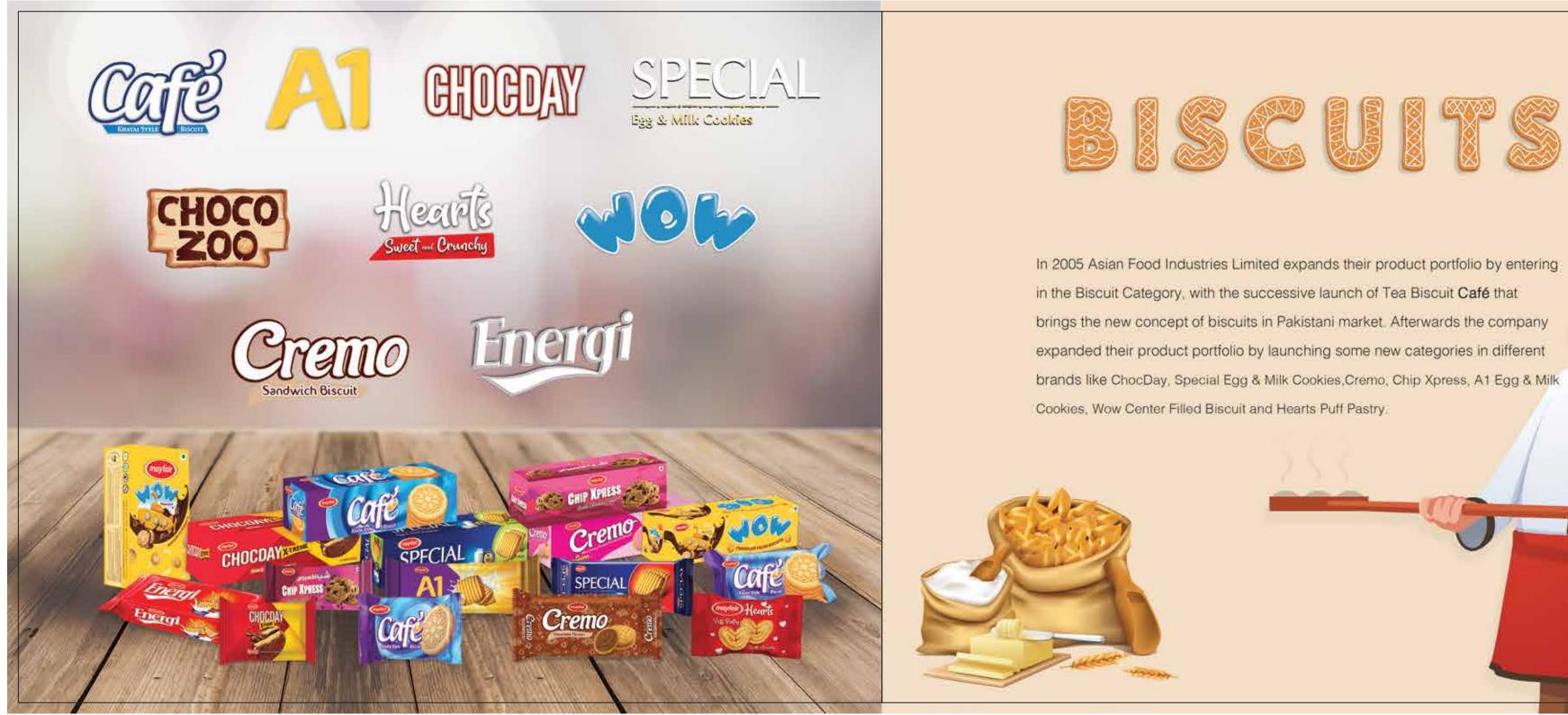
Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
01	4.5	200	18	525	1280
01	4.5	48	48	800	1775
01	5.0	200	18	550	1275
01	3.5	200	12	1300	3000
	01 01 01	01 4.5   01 4.5   01 5.0	01     4.5     200       01     4.5     48       01     5.0     200	01     4.5     200     18       01     4.5     48     48       01     5.0     200     18	01     4.5     200     18     525       01     4.5     48     48     800       01     5.0     200     18     550

<image/>	B		BAZOOKA			ergy	
PACKAGING SKU	ï <sup>S</sup> Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft	PACKAGING SKU
TIGER BUBBLE GUM JAR PACK	01	4.5	200	18	525	1280	VAMPIRE TOUNGE PAINTER JAR
ENERGY BUBBLE GUM BOX PACK	01	4.5	48	48	800	1775	ROSHAN BUBBLE GUM BOX PA
CARTOON BUBBLE GUM JAR PACK	01	5.0	200	18	550	1275	AAGHAZ BUBBLE GUM BOX PAG
ENERGY BUBBLE GUM PACK	01	3.5	200	12	1300	3000	
			7				





	Pack	Pack	Box	Carton	20ft	40ft
	01	114	01	24	1150	2700
	01	128	01	24	1150	2700
AG	01	114	01	24	1150	2700
BAG	01	128	01	24	1150	2700





KU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
	06	9,6	48	12	425	1050
	10	16	24	12	505	1210
	18	28.8	12	12	435	1090
к	22	70.4	01	96	525	1275



ки	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
ACK PACK	02	18	24	12	525	1210
MILY PACK	12	108	02	48	1100	2500



1	8.0	24	18	900	2150
	1				and the second
1	13.0	24	18	1050	2550
3	24.0	24	12	550	1350



KU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
S	08	50	200		635	1500
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