



Making sustainable affordable!



Since 1953, **Gul Ahmed** has been the leader in textile innovation in Pakistan.

Today the group has investments in Retail, Textiles, Chemicals, Industrial Equipments & Energy with sales of over **USD 600 Million**.

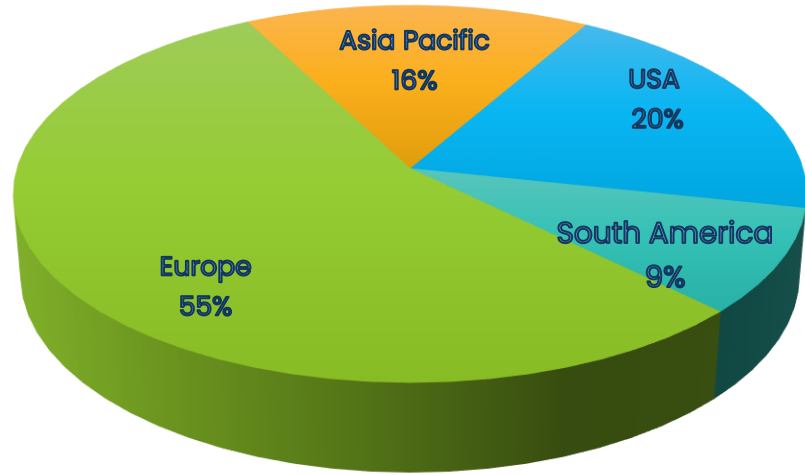
**Gul Ahmed**

**SWISSTEX**  
CHEMICALS  
PVT LTD

**ideas**<sup>®</sup>  
by Gul Ahmed

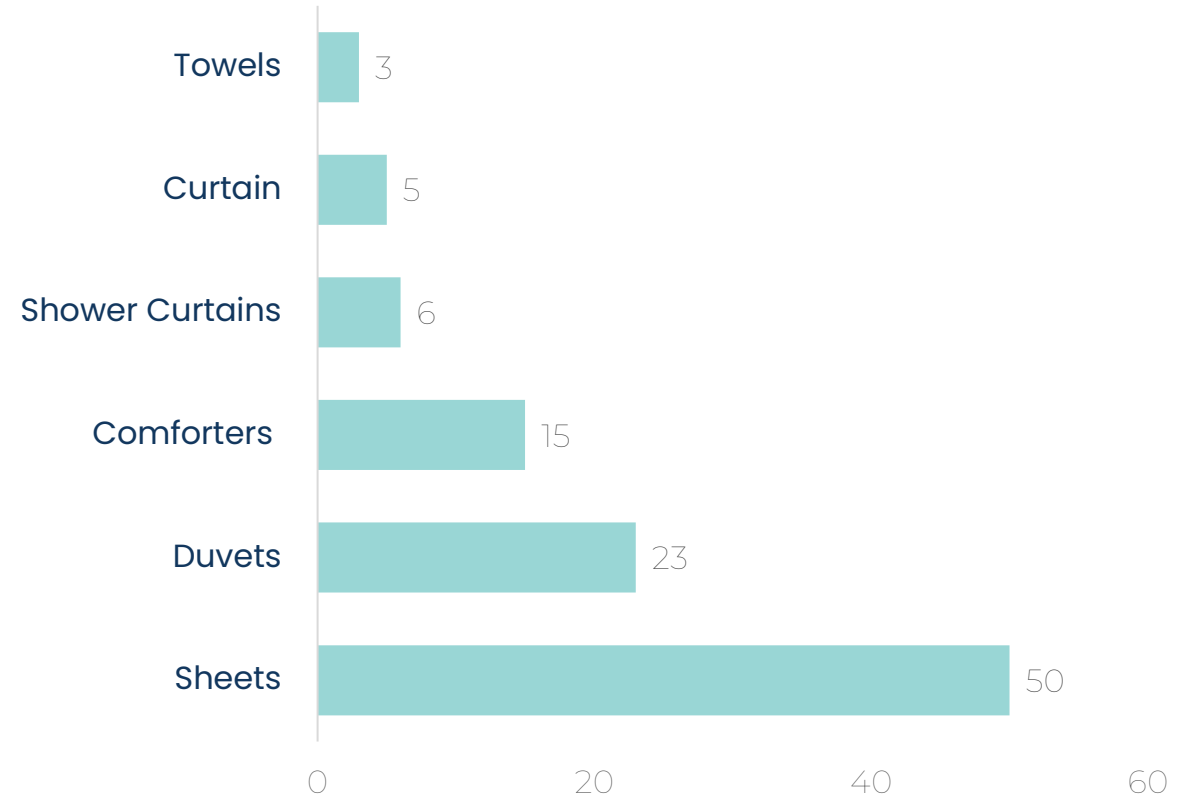
**WINSTAR**  
PRIVATE LIMITED

# Countries we Sell



Gul Ahmed sells top retailers the world over. Our largest market is Europe, our biggest customer is IKEA. The US market is growing steadily thanks to the company's commitment to innovation & sustainability.

HOME TEXTILE PRODUCTS BY CATEGORY (%)



# Global Customers



ZARA HOME

ANTHROPOLOGIE

POTTERY BARN

JCPenney

URBAN OUTFITTERS

Dillard's

Walmart 

LAURENCE



HomeGoods®

T.J. maxx®

LANDS' END 

NEXT

Sainsbury's

AAFES™  
Army & Air Force Exchange Service

 macy's

 LI & FUNG



Carrefour

belk

JOANN



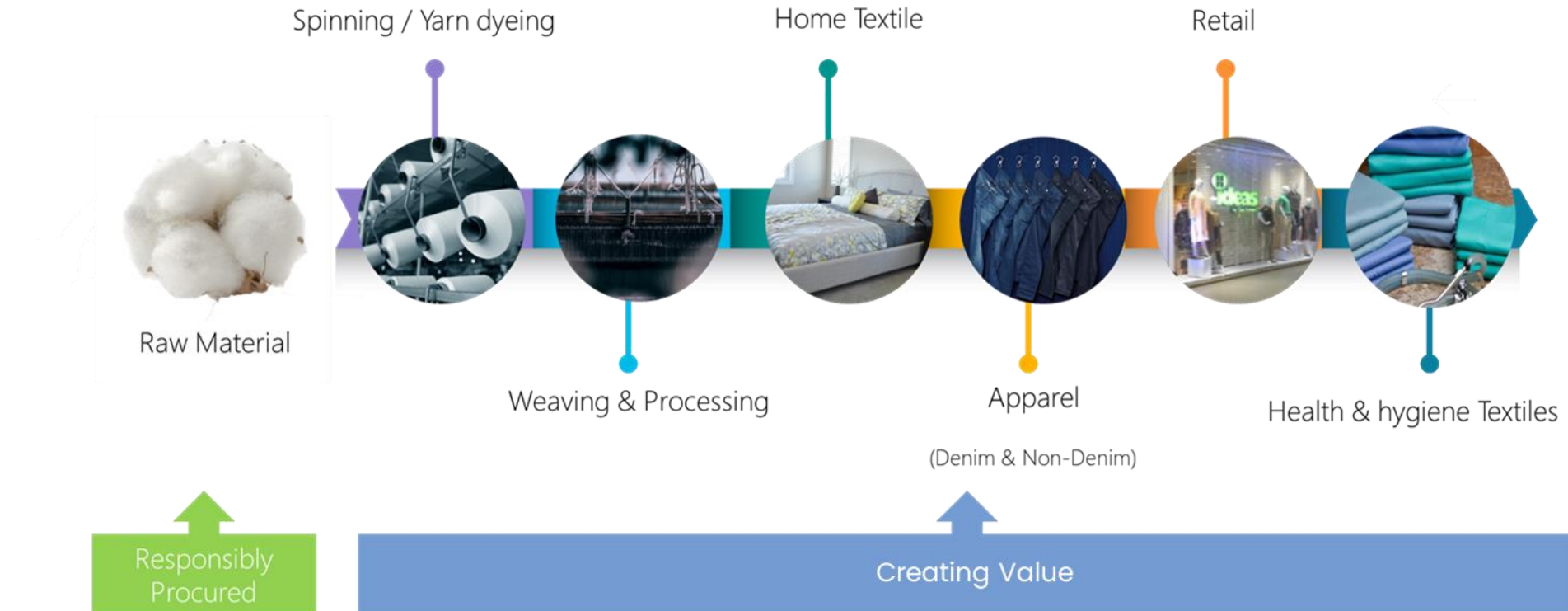
ROSS  
DRESS FOR LESS®

 Fred Meyer®

bealls

# Vertical Manufacturing

*One of the most versatile manufacturing capabilities under one roof....*



Gul Ahmed Textiles is a vertical manufacturer of home textile and apparel products. As one of the largest spinners of regenerated Fiber, Better Cotton & Cellulosic fibers, these products are sustainably designed and responsibly produced. Vertical integration provides complete transparency in sourcing of materials and manufacturing of goods.



# Product Categories



## BEDDING

*Gul Ahmed offers a wide variety of print, woven and solid comforters, duvets, sheets and quilts in a range of fibers and constructions. Open stock, comforter sets and bed-in-a-bags are available.*



## TOWELS

*As one of the largest spinners of towel yarns in Pakistan, Gul Ahmed offers ring spun, zero twist and open-ended towels in cotton, lyocell and eucalyptus. We also provide woven and printed beach towels*



## WINDOW

*Gul Ahmed can offer a wide variety of printed fabric and wovens with a wide variety of finishes such as rod pocket, back tabs or grommets. Gul Ahmed is the only textile mill in Pakistan with foam-backing capabilities for blackout window*



## TABLE LINENS

*Whether its table linens, runners, placemats or napkins, the company can offer printed or woven machine washable table linens to tie into any brand or lifestyle.*



## DECORATIVE PILLOWS

*Printed, woven and embroidered,. Gul Ahmed makes a wide variety of designs and shapes. The company can also source various trims and ribbons to add additional interest.*



## FABRIC

*Sold on the bolt, Gul Ahmed offers digital or rotary screen prints on on a wide range of constructions from light weight upholstery to heavier weight fabrics..*

# Global Presence



# Strive to Innovate





# Strategic **Direction** & Change Drivers



Optimized Value Chain – Cost Conscious culture



Sustainability Throughout – Renewable energy & ZLD



Digitalization – Take on the evolving marketplace



Material & Innovation – Process & Product Improvement



Lean & Automation – Supply Chain capabilities



People Agenda – Nurturing, Enabling & Empowering Talent

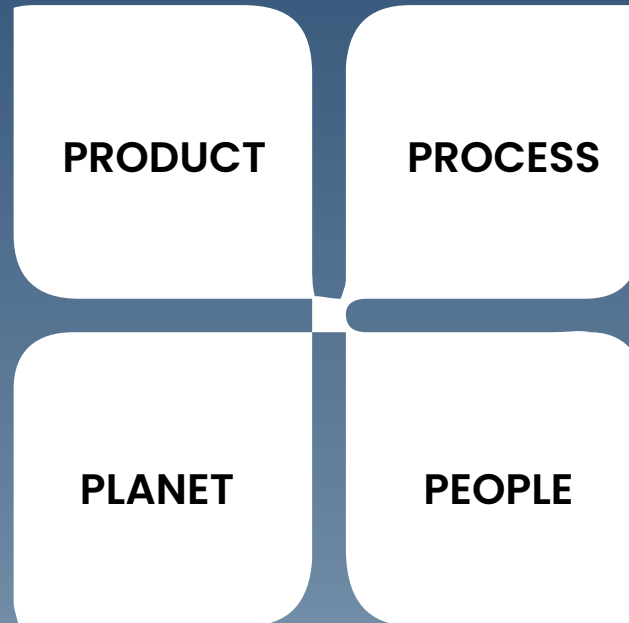


# Four P's. One **Goal**.

## A **Better Life** for everyone.

- Product Design & Material Innovation
- Organic Cotton Project
- Certified Recycled Synthetic Materials
- Post Industrial Waste Recycling
- Sustainable Product Packaging
- Circularity

- Effluent Treatment
- Zero Liquid Discharge Target
- Addition of renewable electricity & thermal energy for GHG reduction
- Science Based Targets
- Reporting Initiatives



- Optimized Processes
- ZDHC compliant chemical management system
- Global Design Collaboration
- Agile Manufacturing
- Traceability

- Diversity & Inclusion
- Vocational training for women and differently abled people
- Empowered MANCOMS
- Commitment to health & wellbeing
- People and Culture

Sustainability isn't just something we say, it's *everything* we do.

# Global Design Collaboration



**Where  
sustainable  
*Innovation*  
happens  
every day** ■

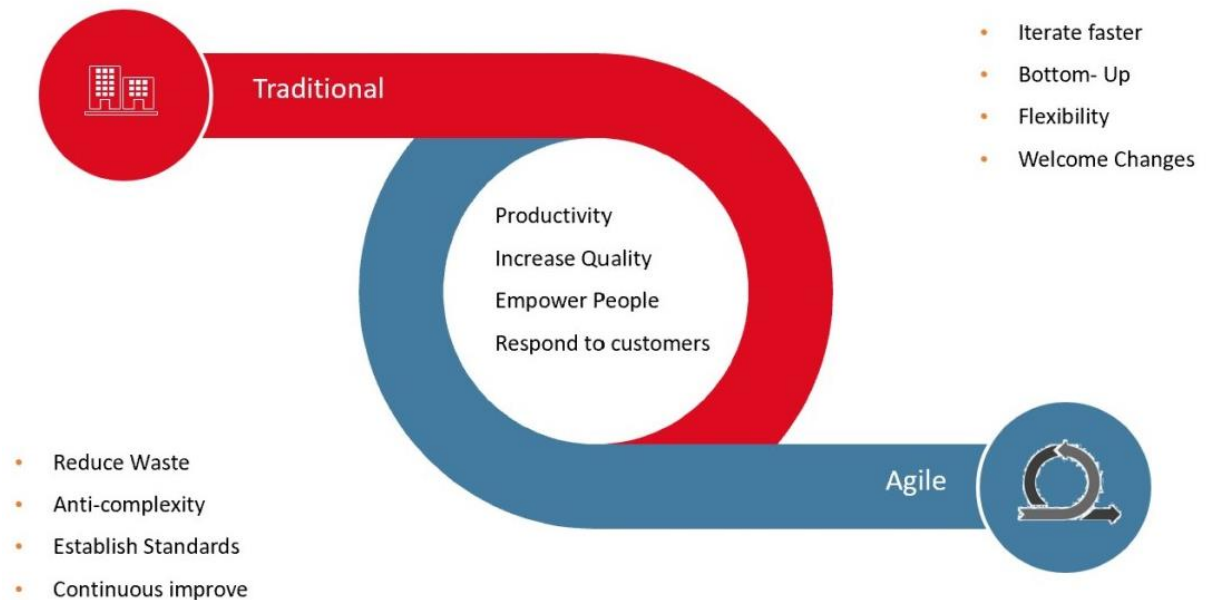
The Ideas Lab is a creative virtual space at Gul Ahmed where designers, weavers, printers, dyers work together to develop sustainable "fabrics of the future."



With studios in the United States, United Kingdom and Pakistan, Gul Ahmed's design team creates trend right, saleable products for its brands and retail partners.

# Agile Manufacturing

- **25% Export Growth in FY24**
- **Versatile Products**
- **1000+ SKUs**
- **Speed to Market**
- **Domestic Warehousing**
- **Assessing Resource Efficiency & Decarbonization Potential**





# People & Culture

*Enriching lives by inspiring change...*



## Business Goals

Sales/Profits/Growth Targets  
Venturing into New Divisions  
Customer Expectations & Requirements  
HRBP Model



## Diversity & Inclusion

Equal opportunities for  
individuals  
from all walks of life and  
background



## Core Values

Integrity  
Respect  
Passion  
Quality  
Teamwork

## Impacting Lives

**15K+** Current  
Workforce

## Agile & spirited organization

**62%** of our workforce is  
35 years of age &  
under

## Diversity & Inclusion

**150+** PWDs Employees  
Trained & Inducted

## Performance

**100%** 100% Goals are set for  
Senior Manager & Above

# Gul Ahmed Sustainability

Gul Ahmed is driven by its **ESG** (Environmental, Social, and Governance) agenda that integrates sustainability and responsible business practices into its operations and decision-making processes.



**We're a  
sustainability  
company  
that makes  
*beautiful*  
Textiles** ■

# Innovating through *Responsible Product Design & Material Choices*

- ❑ Integrating sustainability from ideation to execution
- ❑ Developing & adopting sustainable materials
  - ❑ Linen
  - ❑ Hemp
  - ❑ Lyocell
  - ❑ Organic Cotton
- ❑ Continuous Innovation





# Post Industrial Waste *Recycling*

**2,262**tons/month

**In house production waste recycling**

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We are practicing circularity to tackle textile waste by recycling post industrial waste (fibers and yarn) received in-house.

A fully functional waste recycling plant capable of recycling almost **2,262 tons/month** of production waste is helping to maximize the waste recapture to reintroduce it into the production cycle as a raw material

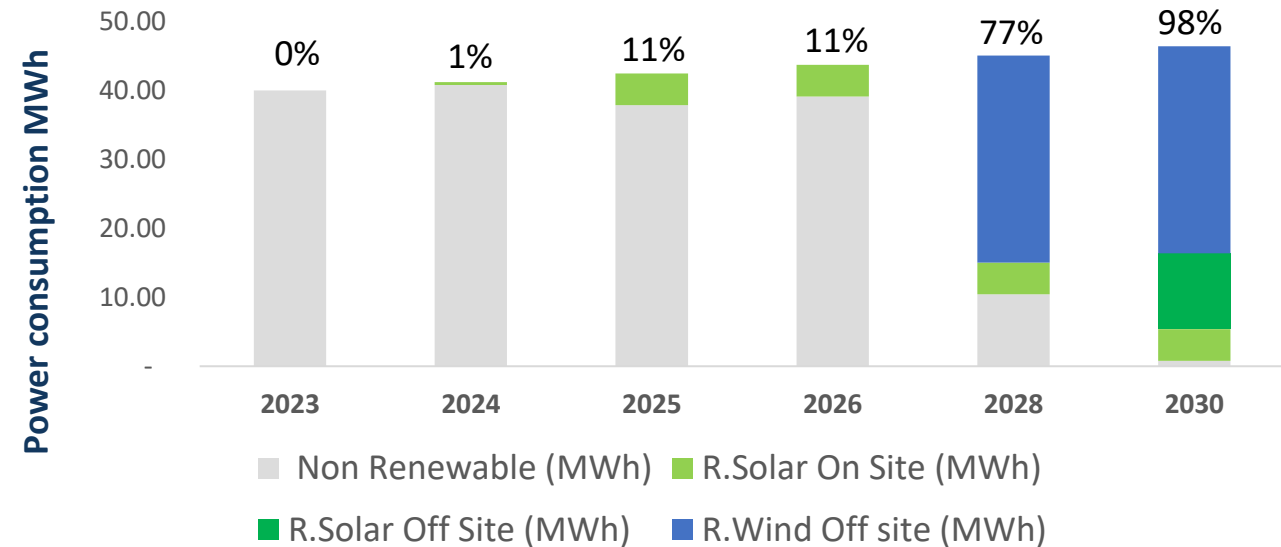




# Shifting to 100% Renewable Energy

- ❑ **Current Load:** 40 MW
- ❑ **Onsite Solutions:**
  - ❑ Solar: 19 MW by Q1 2025
- ❑ **Offsite Solutions:**
  - ❑ Solar: 50 MW by 2030
  - ❑ Wind: 100 MW by 2028
- ❑ **Impact:**
  - ❑ 11% renewable share by 2025
  - ❑ 98% renewable share by 2030
- ❑ **Adding Renewable Thermal Energy:**
  - ❑ 50% renewable thermal energy share by Q1 2025

## Renewable Electricity



**GulAhmed**

## 17.1 MW Solar Plant Project Redefining Pakistan's Energy Landscape.





**Sustainability isn't  
just something we  
say, it's *everything* we  
do.**





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