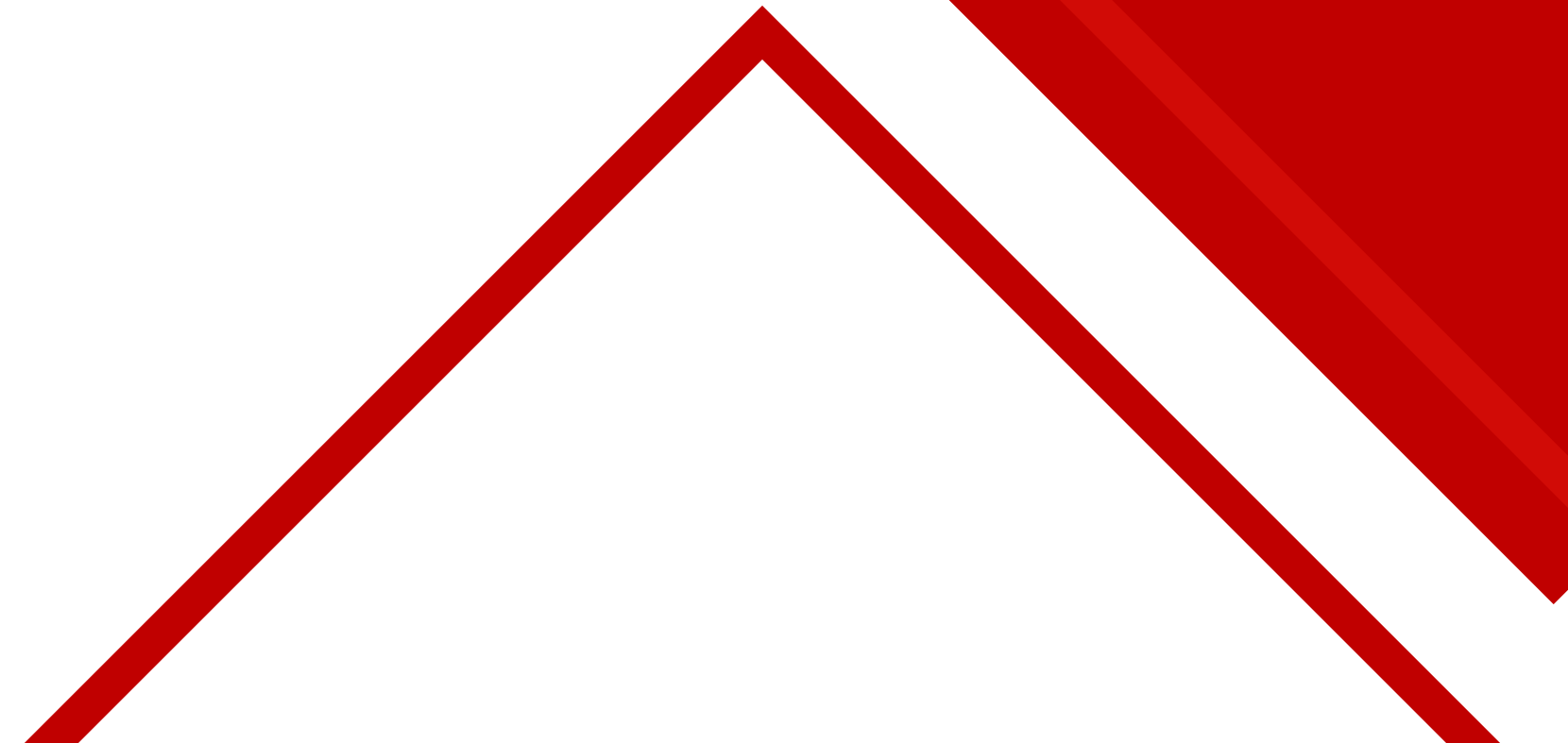




# ALKARAM TEXTILE MILLS (PVT)LTD.

THE HUB OF UNWAVERING COMMITMENT!



# ABOUT US

OUR JOURNEY STARTED IN 1986 WHEN ALKARAM TEXTILE MILLS WAS SETUP TO PROVIDE INNOVATIVE TEXTILE SOLUTIONS ACROSS THE GLOBE. SOON, ALKARAM TEXTILE MILLS EMERGED AS ONE OF THE LEADING TEXTILE MANUFACTURING AND EXPORTING COMPANIES OF PAKISTAN, WITH A GLOBAL FOOTPRINT IN THE US, UK, FRANCE AND PORTUGAL. FOR MORE THAN **35 YEARS**, ALKARAM'S REPUTATION AND DISTINCTIVE IMAGE HAVE BEEN CONSISTENTLY DEVELOPED ACROSS AN EXPANDING NUMBER OF PRODUCTS, BRANDS, AND INTERNATIONAL MARKETS. CURRENTLY, ALKARAM TEXTILE MILLS IS THE LARGEST VERTICALLY INTEGRATED TEXTILE SETUP IN PAKISTAN.

## Our Vision



**TO BE A GLOBAL PARTNER  
INTEGRATING VERTICAL TEXTILE  
SOLUTIONS WITH VALUES AND  
SUSTAINABILITY.**

## Our Mission



**TO BE A GLOBAL PARTNER  
INTEGRATING VERTICAL TEXTILE  
SOLUTIONS WITH VALUES AND  
SUSTAINABILITY.**



# COMPANY CORE VALUES



## RESPECT

### Collaboration

Builds constructive working relationships characterized by a high level of acceptance, cooperation, and mutual respect

### Integrity

Gains the trust of others by taking responsibility for own actions and telling the truth



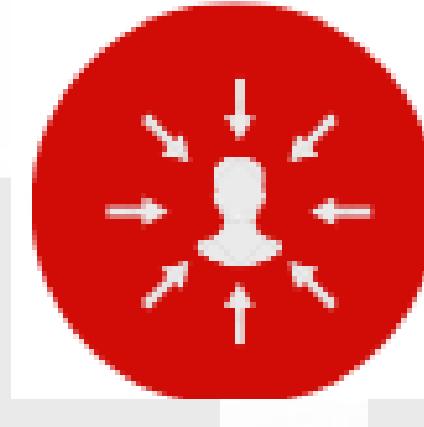
## AGILITY

### Efficiency

Instrumental in resource optimized utilization of resources to attain maximum productivity

### Continuous Learning

Builds professional skills and competencies and improves work processes



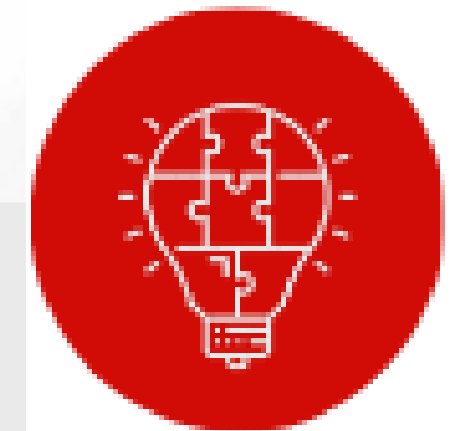
## CUSTOMER CENTRICITY

### Strategic Insights

Uses of understanding of competitive position to develop both short & long term strategy

### Decision Making

Make decision in a timely manner



## INNOVABILITY

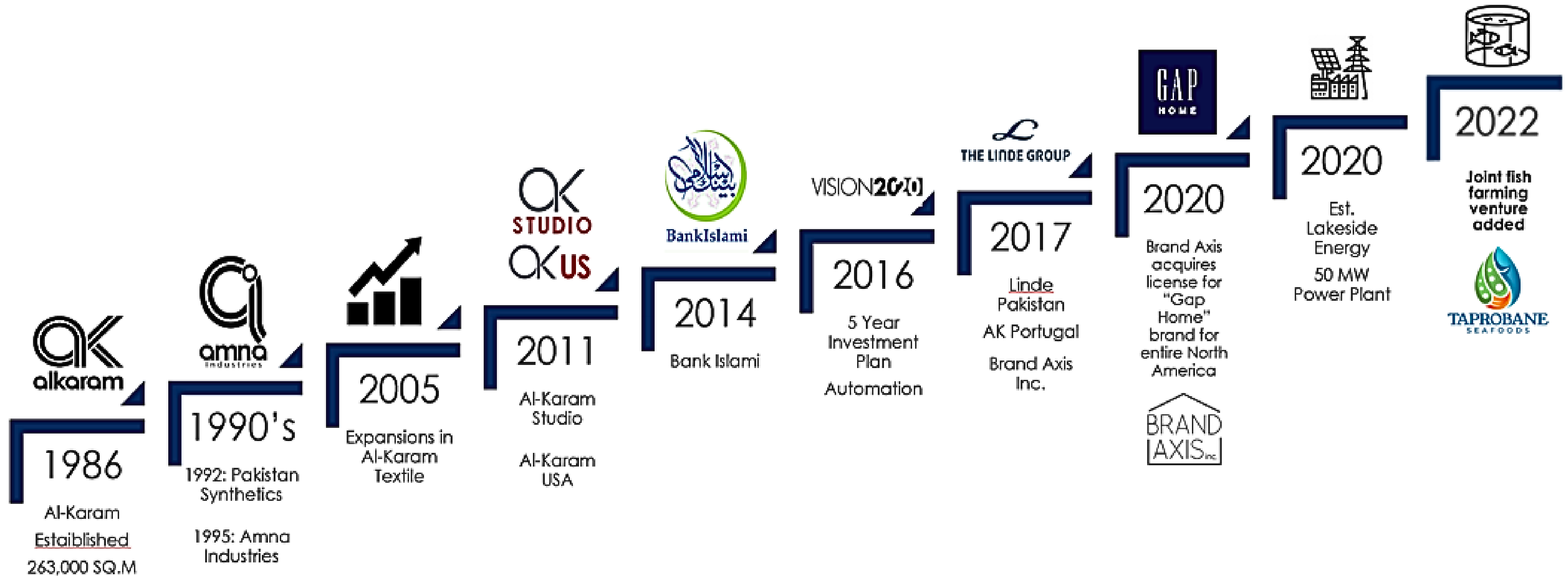
### Innovation

Fosters and initiates new ideas, method and solution

### Sustainability

Places Huge values on ethical environmental practices  
We manage our business to protect the environment and preserve the earth's natural resources, both for today and future generations

# ALKARAM GROUP TIMELINE



-One of the most Financially sound business enterprises.

-Prolific growth in last 10 years.

-Global presence with offices in USA, UK, France, Portugal, China.

-35 Years of Textile experience.



# OUR CAPABILITIES



## Design & Innovations Team

Dedicated creative design resource in Pakistan, UK, France & USA



## Worldwide locations

Presence in Portugal, through Mea Cama. Quick response times & knowledge of trends



## One window solution

Extensive product range developed in-house with worldwide partners and suppliers



## R&D department

Our innovation and analysis of trends keep our products relevant and current



## Global retail experience

The Alkaram experience of global franchises and retail stores are in over 16 cities



## Vertically integrated

We house the complete supply chain within our facilities under one roof



## Supply Support

Dedicated analysts to streamline and replenish stock levels



# GLOBAL PRESENCE

 **KARACHI, PAKISTAN**  
**PRODUCTION HUB**

 **USA**  
**CORPORATE OFFICE**

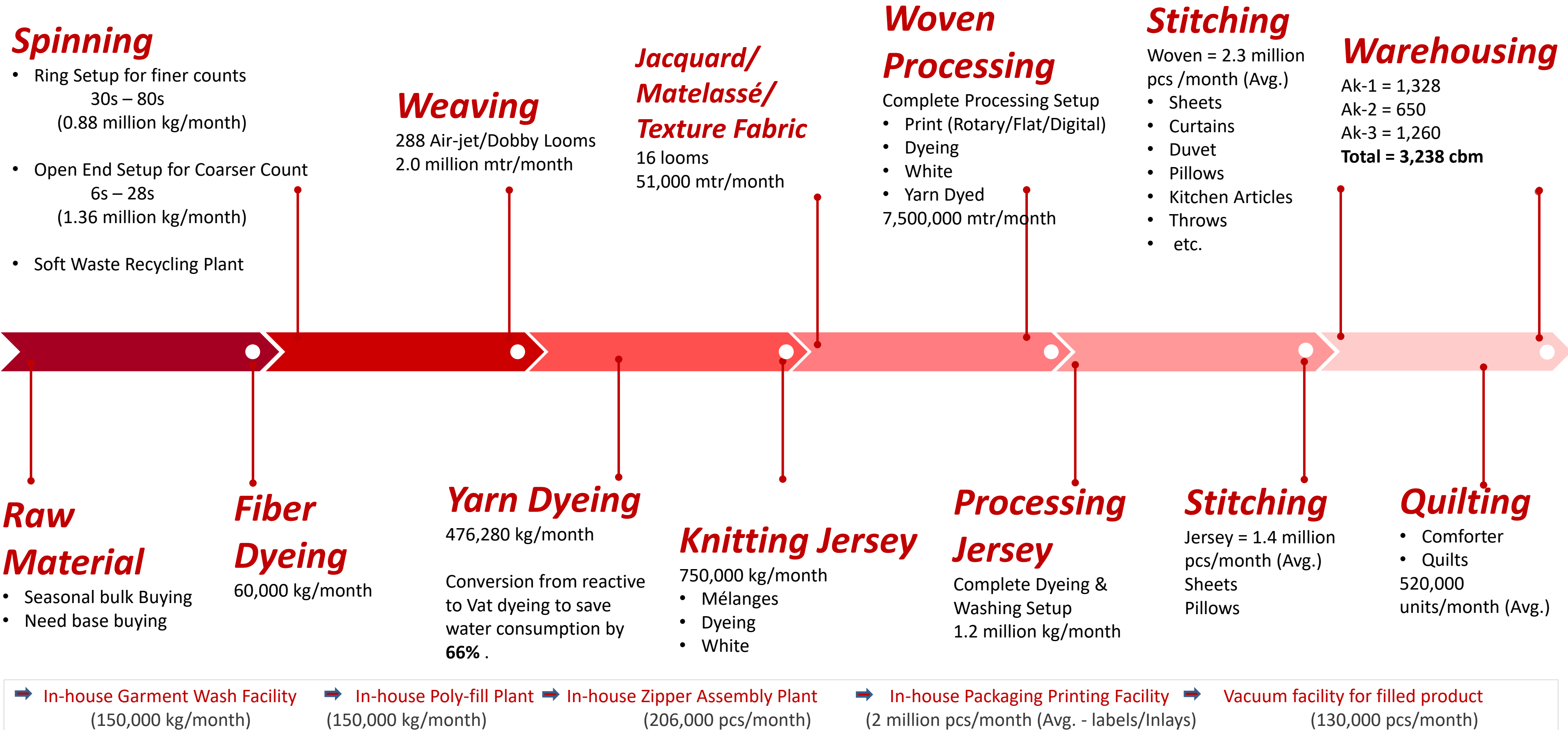
 **PORTUGAL**  
**CORPORATE OFFICE**

 **UK**  
**CORPORATE OFFICE**

 **FRANCE**  
**CORPORATE OFFICE**



# AL Karam - Vertical Integration



# Strategic Investments

Overall Approx USD 250 Million investments planned in next 4 years



**Q1**  
**Soft Waste Recycling**

**Airjet Weaving**

**High Speed knitting + Knits Processing Plant**

**Processing expansion (Finishing)**

**New Cut to Pack facility**



**Lean burn generators**

**Q4**

300 New stitching machines



Upgradation of solar project  
(5.2MW)

**Knits capacity upgradation**



**Wind Power Plant – 50MW**

**Q3**

Additional Bleaching Range  
80k/day

Additional Mercerizing

Automatic Cut to pack plant

**Q2**

New Ring Spinning Plant  
Finer Counts 40s to 100s (575  
Bags / day)

2021

2022

2023

2024

2025

**Q3**

Filled article unit with  
polyfill and wadding  
plant

40 Single Needle Delta  
Quilting Machines,  
(Additional 8000  
Comforter units /day  
avg)

**Q4**

Circularity –  
Shredding plant (250  
Bags /day)

2.6 MW Solar Electric  
Project

Expansion in Dyeing –  
30,000 mtrs/day

**Q3**

OE Spinning (1250 bags/day)

**Jacquard (2000mtrs/day)**

**Aero Finish - Garment wash  
replacer**

**Q2**

**ETP enhancement**

**Q4**

**Water recycling  
plant**

2 New Digital  
Printing Machines

**Q4**

New Weaving Factory - 200  
Machines - 50k mtrs /day

\* Completed

\* In process / LC opened

\* Under Planning



# WHAT WE OFFER – PRODUCTS



Sheet Sets



Duvet Set Comforters  
(Quilted)



Curtains & Shower Curtains



Kitchen Linens



Bed In Bag / All in Bag (Set of  
four different items)



Cover lits - Bed covers, Day  
Blankets and Throws



Decor Items (Cushions)



Sofa Covers



Baby Products



Quitting





# Global Partners

# Brands

POTTERY BARN

Walmart  
Save money. Live better.

IKEA

KOHL'S

west elm

TARGET

next

Carrefour

Costco  
WHOLESALE

Argos

Auchan

Dunelm

John Lewis

ALDI

MARKS & SPENCER

DKNY

ESPRIT

SONIA RYKIEL  
PARIS

bed  
INC.

auping

Mea Cama  
PORTUGAL

ZARA  
HOME

DANIEL HECHTER  
PARIS

INES DE LA FRESSANGE  
PARIS

RALPH  
LAUREN

GAP

KARL  
KARL LAGERFELD

kayori

**Serving as the backbone to our Organizational Structure;**

**Market Intel**

**Customer's Expectations  
(through surveys)**

**Product Offerings**

**Trend Forecast**

**On-shelf Retail  
Comparison**

**Gap Analysis**



# Sustainable Material

**2022** 85%  
Material used from sustainable sources.

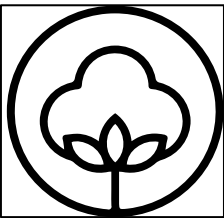


**2023** Goal is to reach 90% by 2023

"We Program"

## RESET / RECYCLED INITIATIVE

**2024**



BCI Cotton  
53% of total consumption



Recycled Polyester  
50% of total polyester consumption



Organic Cotton  
18% of total consumption



Lyocell Tencel TM  
7% of total consumption

**2025**

SEA PLASTIC

KAPOK

NAIA

(Next Gen Material)  
Tree Free MMCF /  
Circularity

CICLO

(Enhanced Biodegradation in Polyester)

BANANA FIBER

DOPE DYED VISCOSE

# RESET

LETS MAKE HOME TEXTILES  
CIRCULAR

Due to: “TAKE MAKE DISPOSE”

- INCREASE IN POLLUTION
- OVERFLOW OF LANDFILLS
- CLIMATE CHANGE









## OUR MISSION

RE-USE THE PAST  
RECYCLE THE PRESENT  
SAVE THE FUTURE

## GOALS

25% of Internal waste in 2022  
50% in 2023  
75% in 2024 and  
100% till 2025

	Energy saving per kg	29kWh
	Pollutants saving per kg	0.59 kg
	CO2 saving per kg	11.9 kg
	Water saving per kg	7,762 liters
	Land Use saving per kg	1.3 m²
	rPET bottles of 0.6 liters used per kg	20.2 bottles

## CIRCULAR WASTE PRODUCTION

Total Consumed Waste (Cut-Clips)  
**2,20,000**LBS. / Month (May 2022)  
**Approx. 1,45,000 Sheet Sets\***  
**\*20% Recycled Content - 120 GSM**

## CIRCULAR YARN PRODUCTION

**9500** BAGS / Month  
**\*20% Recycled Content**  
  
More shredders in the value chain till 2025  
  
8,80,000 lbs./month of waste utilization by very  
conscious sorting with respect to fiber and color.





## EXCLUSIVITY

Al Karam is the sole manufacturer of Recover yarn & finish products in the Home Textiles Bedding Category.

Providing end-to-end solution for design, development, production, and sustainability demands in Home Textiles.

## PRODUCTION HUB

- Recover has opened up PRODUCTION HUB in Karachi, Pakistan which is operational from Nov-2021 for the commercial orders.
- A convenient way for a better and stable supply chain of recycled fiber.



### Cotton Fiber

Recycled Cotton = 1.00  
Conventional Cotton = 60.60

### Dyed Cotton Fiber

Recycled Dyed Cotton = 43.00  
Conventional Cotton = 98.00

### Dyed Poly / Cotton Fiber

Recycled Poly Cotton = 30.00  
Conventional = 71.10

# RECOVER

## PRODUCTS

### RCotton

- 100% Recycled fiber
- Suitable for overdyeing
- Minimum of 15% RCOT Fiber included

**RPure**

100% Recycled Cotton

**RMix**

90% Recycled Cotton  
10% Other Fiber

**RDenim**

80% Recycled Cotton  
20% Other Fiber

### RColorBlend

Recycled cotton ranging from 30% to 70% mixed with recycled carrier fiber.

**RBlue**

52% Recycled Cotton  
48% Recycled Polyester

**REarth**

50% Recycled Cotton  
50% Organic Cotton



## Some of our Certifications

Ø ZDHC



BSCI

An initiative of the Foreign  
Trade Association (FTA)

Business Social Compliance Initiative



SMETA



GREEN  
OFFICE



FAIRTRADE  
INTERNATIONAL



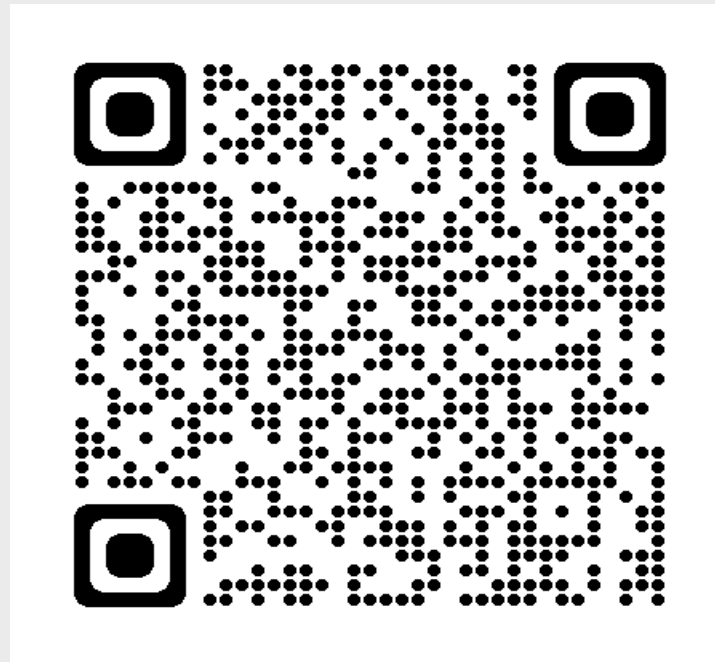
# Thank You

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Send us your query at



[waqas.farooqui@alkaram.com](mailto:waqas.farooqui@alkaram.com)



Scan & Connect to the fastest