

POLYESTER

Polyester staple fiber (PSF) is a major expansion in 1998. A recent Asset Modernization Project in 2006.



PAINTS

The Paints Business in Pakistan operates in:

Decorative Industry
the Refinish segments.



Coming towards managerial aspects of the company: Waqar Kadir (CEO, appointed in 2005)

As a team their main focus is on the basis of long term performance in achieving:
- Full extent profitability and clear strategy
- Value maximization for their shareholders
- Customer focus and strong brands
- Acquisition in core businesses and excellent innovation platform
- High growth markets by availing favorable growth opportunities

Corporate social responsibility activities:
- Social development initiatives
- Improving and enhancing infrastructure facilities in the health care and education sectors
- Significant financial support to various institutes.
- Support to NGOs
- Fulfilling National Environmental Quality Standards (NEQS)

SODA ASH

Soda Ash plant dates back to 1975, commercial production began in 1964.

The total capacity of the plant today is 250,000 tons.

Caters to approximately 70% of the Country's total Soda Ash requirement.

Soda Ash carried out an in house initiative of installing a Coke Briquetting Plant in 2011. The total project cost was 20 Million PKR.

LOCATION

ICI Pakistan Limited (Imperial Chemical Industries) is located in Karachi, Pakistan.

BUSINESSES

Polyester
Soda Ash
Paints
Life Sciences
Chemicals

THANK YOU

Unichema

TheCasesolutions.com

LIFE SCIENCES

The Life Sciences Business consists of three divisions:

Pharmaceuticals
Animal Health
Seeds

CHEMICALS

ICI Pakistan Chemicals Business consists of:
General Chemicals
Specialty Chemicals (formerly Uniqema).



ICI
As a FIRM

ICI (Imperial chemical industry) was set up as a public listed company in 1952.

It was acquired by AkzoNobel and is located in Karachi, Pakistan.

Its business operations are in polyester, soda ash, paints, life sciences and chemicals.

ICI's Competition

Multinational Competitors

H. B. Fuller
Rohm and Haas
Henkel
Air Products
Chemicals and A. E. Staley.

Regional Competitors

• Berger
• Silver sand
• Nippon paints
• Master paints



POLYESTER

Polyester Staple Fiber (PSF) business
Major expansion in 1996
A recent Asset Modernization Project in 2005



PAINTS

The Paints Business in Pakistan operates in:
Decorative Industry
The Refinish segments.



Coming towards managerial aspects of the company:
Major MUR (CEO, appointed in 2005)

As a team their main focus is on the basis of long-term performance in achieving balanced portfolio and clear strategic value proposition for their shareholders
Customer focus and strong brands
Acquisition in core businesses and efficient innovation platform
High growth markets by availing brilliant growth opportunities

Corporate social responsibility activities:
- Social development initiatives
- Improving and enhancing infrastructure facilities in the health care and education sectors
- Significant financial support to various institutes.
SA
- Follows National Environmental Quality Standards (NEQS)

SODA ASH

Soda Ash plant dates back to 1909, commercial production began in 1944.
The total capacity of the plant today is 250,000 tons
Caters to approximately 70% of the Country's total Soda Ash requirement.
Soda Ash carried out an in house initiative of installing a Color Finishing Plant in 2011. The total project cost was 30 Million PKR.

LOCATION

ICI Pakistan Limited (Imperial Chemical Industries) is located in Karachi, Pakistan.

The share price : 177.86 PKR

The market share:
Timely and accurate financial reporting
Transparent structure to monitor and report the performance
It has opened a no. of chemical stores all around the world, as the they are estimated about 8 or more.

BUSINESSES

Polyester
Soda Ash
Paints
Life Sciences
Chemicals

THANK YOU

Unichema

TheCasesolutions.com

LIFE SCIENCES

The Life Sciences Business consists of three divisions:
Pharmaceuticals
Animal health
Seeds

Polyester
ICI ensured it as one of the leading fiber suppliers in Pakistan. It relates to Textiles, Leather, Footwear etc

Soda Ash
It relates to glass and detergents

Paints
This Business in Pakistan operates in the decorative, Industry and the Refinish segments

Life Sciences
It includes Pharmaceuticals, Animal health, Agriculture, Livestock Seeds, Fertilizers etc

Chemicals
General and specialty chemicals (they involve imports too)

ICI
As a FIRM

ICI (Imperial chemical industry) was set up as a public listed company in 1952.

It was acquired by AkzoNobel and is located in Karachi, Pakistan.

Its business operations are in polyester, soda ash, paints, life sciences and chemicals.

CHEMICALS

ICI Pakistan Chemicals Business consists of:
General Chemicals
Specialty Chemicals (formerly Uniqema).



Multinational Competitors

H. B. Fuller
Rohm and Haas
Henkel
Air Products
Chemicals and A. E. Staley.

Regional Competitors

• Berger
• Silver sand
• Nippon paints
• Master paints

ICI's Competition



LOCATION

ICI Pakistan Limited (Imperial Chemical Industries) is located in Karachi, Pakistan.

BUSINESSES

Polyester

Soda Ash

Paints

Life sciences

Chemicals