



Unmatched Quality Tiles

# 7<sup>th</sup> Corporate Briefing Session

2025



# ABOUT STILE



Founded in 1978 by one of Pakistan's largest conglomerate - House of Habib, Shabbir Tiles & Ceramics Limited (STCL) is the pioneer and first private sector enterprise in the ceramic industry of Pakistan, listed at Pakistan Stock Exchange. Our company brand "STILE" enjoys the leading position in the tile industry of Pakistan. With a heritage of over 45 years in the tile industry.

**"STILE is the only brand of Pakistan, which has been tested & certified on ISO and European Quality Standards by Centro Ceramico, Italy."**



# OUR BUSINESS ACTIVITIES

- Our products are distributed through the largest nationwide network comprising of over 300 retailers operating in more than 35 cities of Pakistan.
- We have our flagship company operated outlets, “STILE EMPORIUMS”, located across the country where the Company is committed to fulfilling customers’ aesthetic aspirations and providing them with exceptional customer experience to create exquisite home interiors and exteriors.
- We take pride in having the highest reputation within the architects’ fraternity with over 100 clients operating in more than 10 industries.



# OUR MANUFACTURING FACILITIES



- Our 3 state-of-the-art plants based in Karachi, employ the latest Italian technologies to manufacture premium quality porcelain, vitrified & ceramic wall and floor tiles, conforming to international standards. We have 4 manufacturing facilities for our building materials where we produce high quality products in this segment.
- We stay ahead of the curve by keeping up with the latest developments and advancements in our field. Our commitment to Research & Development drives continuous innovation, enabling us to develop cutting-edge products.

# STILE OFFERINGS



**STILE PORCELAIN TILES**



**STILE VITRIFIED TILES**



**STILE CERAMIC TILES**

# STILE PRODUCT PORTFOLIO

## PORCELAIN COLLECTIONS



The **Elite** Collection  
600mm x 1200mm

24'x48'  
600mm x 1200mm

The **BOOKMATCH** Signature Collection  
600mm x 1200mm

24'x48'  
600mm x 1200mm

**ALL NEW**  
**SIGNATURE**  
**COLLECTION**  
SPECIAL FINISHES

24'x24'  
600mm x 600mm

24'x48'  
600mm x 1200mm

**ALL NEW**  
The **LUXE** Signature Collection  
600mm x 1200mm

24'x48'  
600mm x 1200mm



**ALL NEW**



**HOMOGENEOUS**  
**POLISHED PORCELAIN**  
A FULL BODY MATERIAL & DESIGN TILE

24'x24'  
600mm x 600mm

24'x48'  
600mm x 1200mm

**MODISH** 24'x24'  
**COLLECTION** 600mm x 600mm

**LANDSCAPE** 24'x24'  
Signature Collection 600mm x 600mm

# STILE PRODUCT PORTFOLIO

## VITRIFIED COLLECTIONS



**WOODEN PLANKS** 6'x37'  
140mm x 925mm



The **VINTAGE** 6'x37'  
Collection 140mm x 925mm



Outdoor **VITRIFIED** 16'x16'  
Collection 400mm x 400mm



# STILE PRODUCT PORTFOLIO

## CERAMIC COLLECTIONS



Tile Art

The **Origami** Collection  
The **Kashi Kari** Collection

The **Arabesque** Collection  
The **Mirage** Collection

**ALL NEW**  
**Heritage** MOROCCAN  
The Renaissance of Art  
**12'x12'**  
300mm x 300mm

**Chic**  
Inkjet Wall Tiles  
**8'x26'**  
200mm x 650mm

The **Nature's Nest** Collection  
**8'x26'**  
200mm x 650mm

**ALL NEW**  
The **fanache** Collection  
Distinctive in style  
**12'x24'**  
300mm x 600mm



*Magnifico*  
Die Punch & Plain Inkjet Wall Tiles  
**12'x24'**  
300mm x 600mm

**MODISH** COLLECTION  
8"x26" | 9"x36" | 12"x24"

**BRICKS** **12'x24'**  
300mm x 600mm

The **Eclipse** Collection  
10"x24" | 12"x24"

The **ORNAMENT** Collection  
Inkjet Wall Tiles  
**10'x20'**  
250mm x 500mm

The **Mystique** Collection  
**10'x24'**  
250mm x 600mm

**ALL NEW**  
**Radiance** Collection  
**10'x24'**  
250mm x 600mm

# STILE OFFERINGS

## BUILDING & INSTALLATION MATERIALS



STILE BOND

STILE LATEX 73

STILE GROUT ADMIX

STILE UNSANDED  
GROUT

**ALL NEW**  
STILE STAIN-RESISTANT  
GROUT

**ALL NEW**  
STILE EPOXY TILE  
GROUT





# STILE EMPORIUMS

## OUR NATIONWIDE FOOTPRINT



# THE ALL-NEW STILE EMPORIUMS



## PESHAWAR



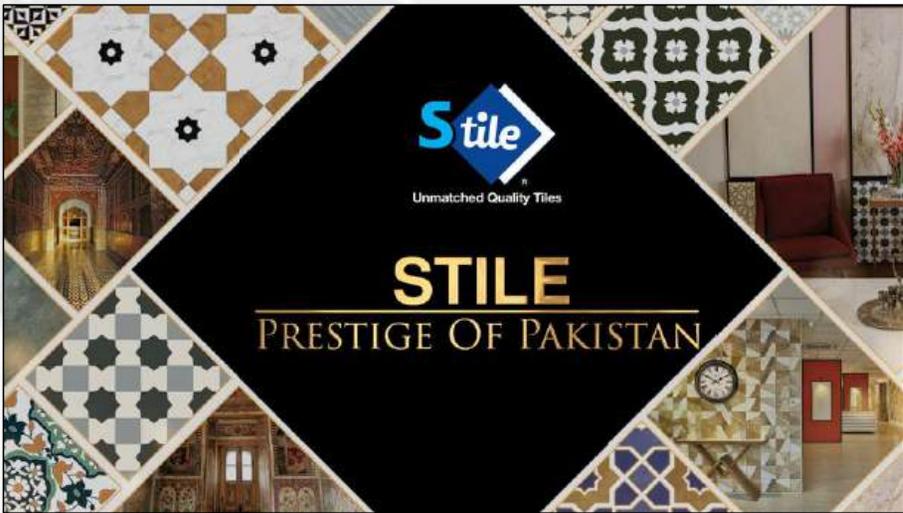
## BAHRIA TOWN, KARACHI



**STILE continued to strengthen its retail presence** with the launch of a new Emporium in Peshawar and the revamp of its Bahria Town Emporium, further enhancing the brand's presence & accessibility across the country.

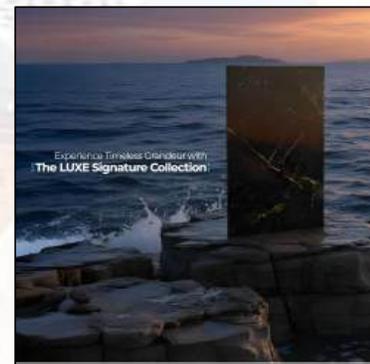
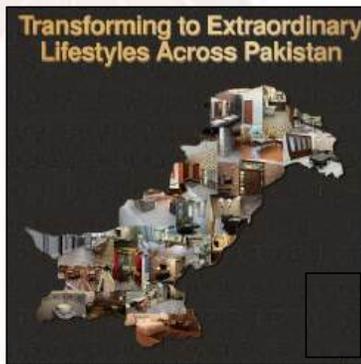


# 360 DEGREE GRAND MARKETING CAMPAIGN

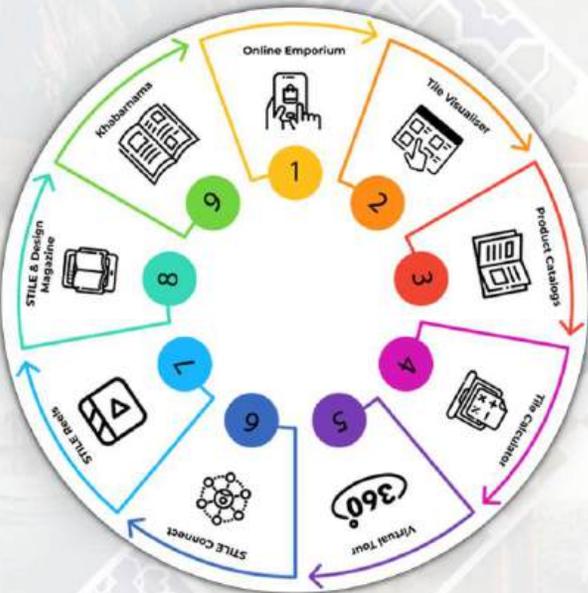


**STILE  
PRESTIGE OF PAKISTAN**

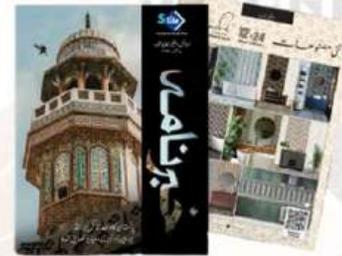
**2024 - 2025**



# DEVELOPING STATE-OF-THE-ART MARKETING TOOLS



Architects' Magazine



Retailers' Magazine



Catalogs



Facebook & Instagram



YouTube



STILE Visualiser



STILE Virtual Tour



STILE Calculator



Online Emporium

# FUELING BRILLIANCE IN STADIUMS THE PAKISTAN SUPER LEAGUE 2025



**SOFT-SIGNING CEREMONY**



**PARTNERSHIP CELEBRATION MEETUP**



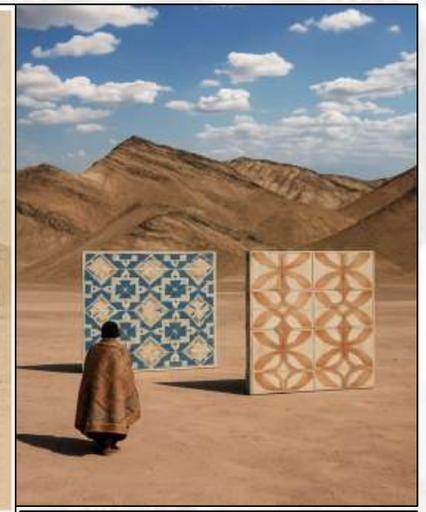
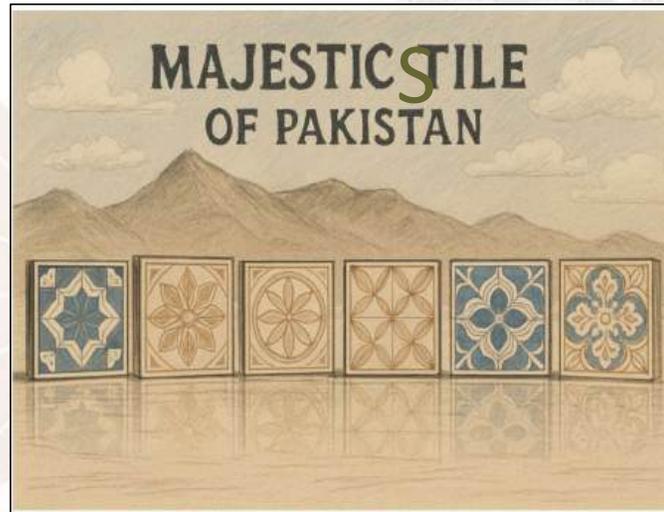
**STILE GLADIATORS MEETUP**

# STILE STAIN-RESISTANT GROUT

## Launched Across Pakistan



# STILE'S FIRST-EVER LARGE-SCALE MARKETING CAMPAIGN



Goes On Air in NOVEMBER 2025!



Unmatched Quality Tiles

# RECENT ADVANCEMENTS



# STILE's NEW WEBSITE



# STILE

With a Touch of Extraordinaire  
Presents the **REVOLUTION !!**

VISIT US AT

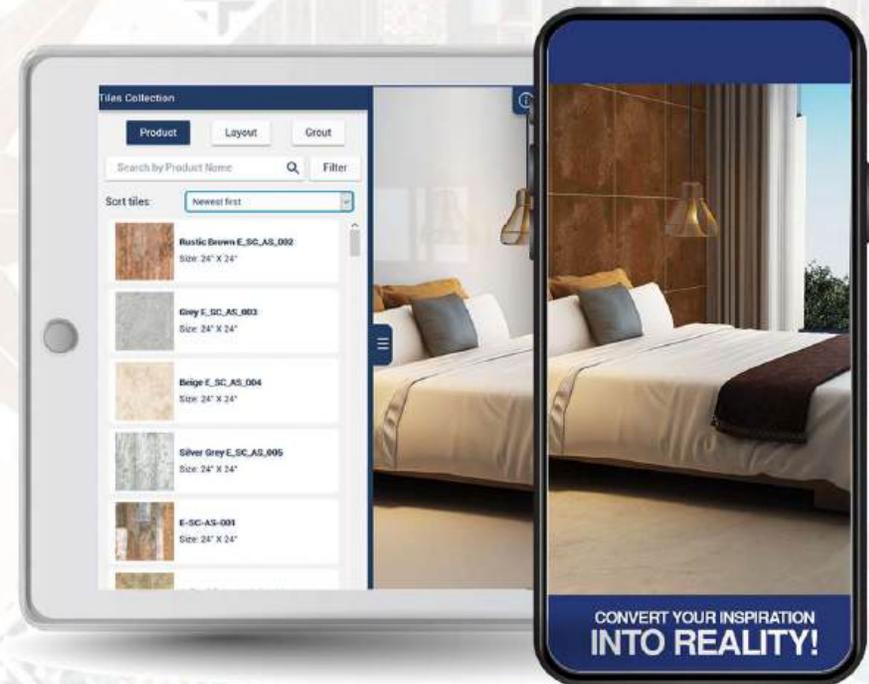
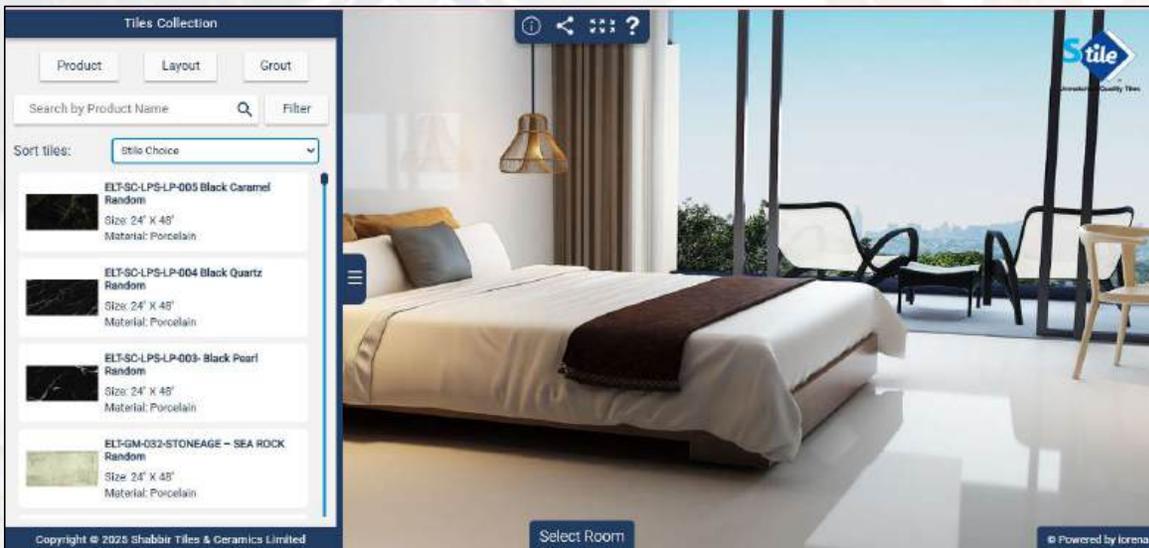
**WWW.STILE.COM.PK**

- Extraordinary Design
- Futuristic Interface
- Seamless Navigation
- World-class Functionality
- Exceptional User Experience



# The All-New STILE Visualiser

Design Power, Now for Everyone



# DIGITAL TRANSFORMATION WITH SAP S/4 HANA





Unmatched Quality Tiles

# PROJECTS & CLIENTS



# Our Prestigious Clients

+100 Clients | +10 Industries



## Banks

- Habib Metro Bank
- Meezan Bank
- HBL
- Askari Bank
- Bank Al Habib
- Faysal Bank
- DIB
- ABL

## Builders

- Paragon Constructors
- Principal Builders
- Saima Builders
- Rufi Builders
- Saima Paari Builders
- Shaikhani Builders

## Hospitals

- The Aga Khan Hospital
- Civil Hospital
- Jinnah Hospital
- Liaquat National Hospital
- Shifa International Hospital
- Abbasi Shaheed Hospital

## Institutes

- Dow Medical University
- NED University
- Karachi University
- Punjab University
- University of Lahore
- Hamdard University

## Hotels & Resorts

- Marriott Hotel
- Falettis Grand Hotel
- Movenpick Hotel
- Gulmohar Golf Club
- Garrison Recreational Club
- Dreamworld Resort

## Corporations

- National Foods
- Philip Morris
- Colgate Palmolive
- GlaxoSmithKline
- Gul Ahmed Textiles
- Mondelez Pakistan

## Malls

- Pakistan Army
- Pakistan Navy
- ASF
- Dolmen Mall
- Emerald Tower
- Fortress Mall

## Housing Societies

- EMAAR Pakistan
- Hoshang Pearl
- Askari Housing
- Cantt Villas
- Eden Value Homes
- Deans Complex

# RECENT PROJECTS

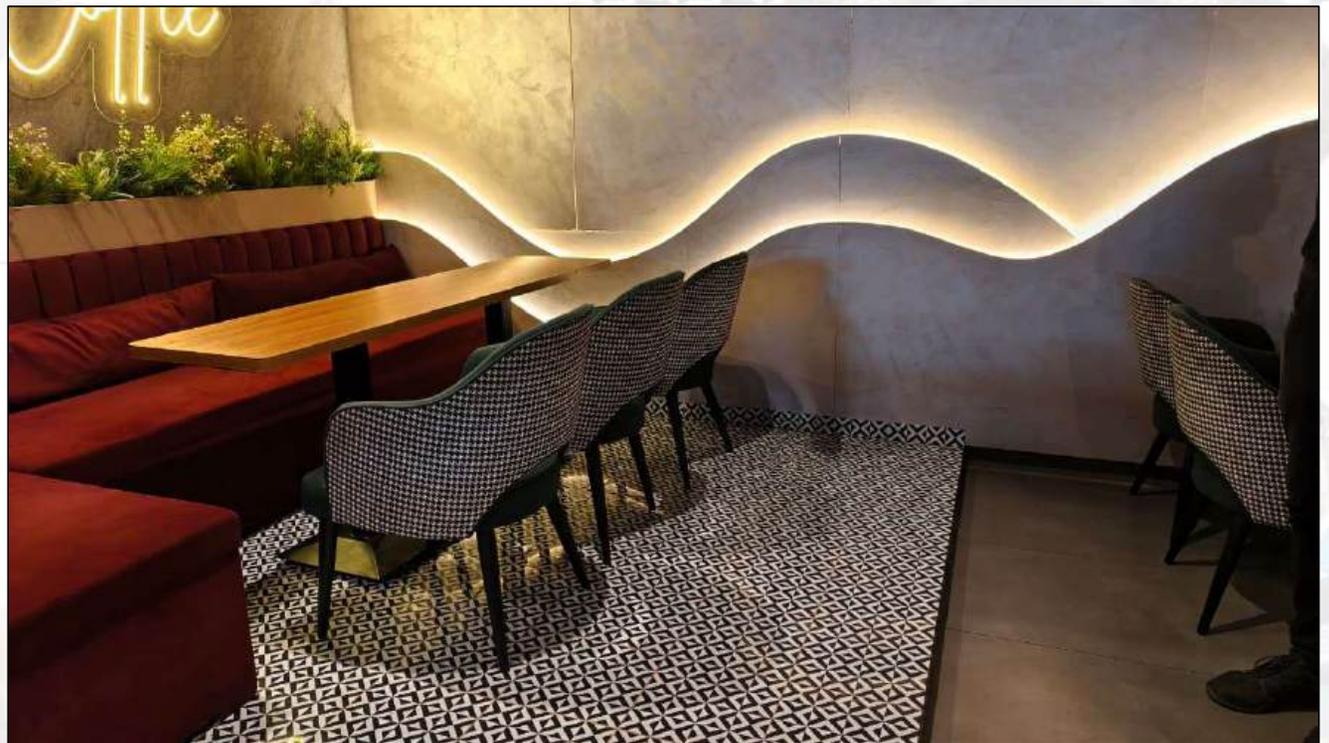


**INTERNATIONAL AIRPORT LOUNGE, KARACHI**

# RECENT PROJECTS

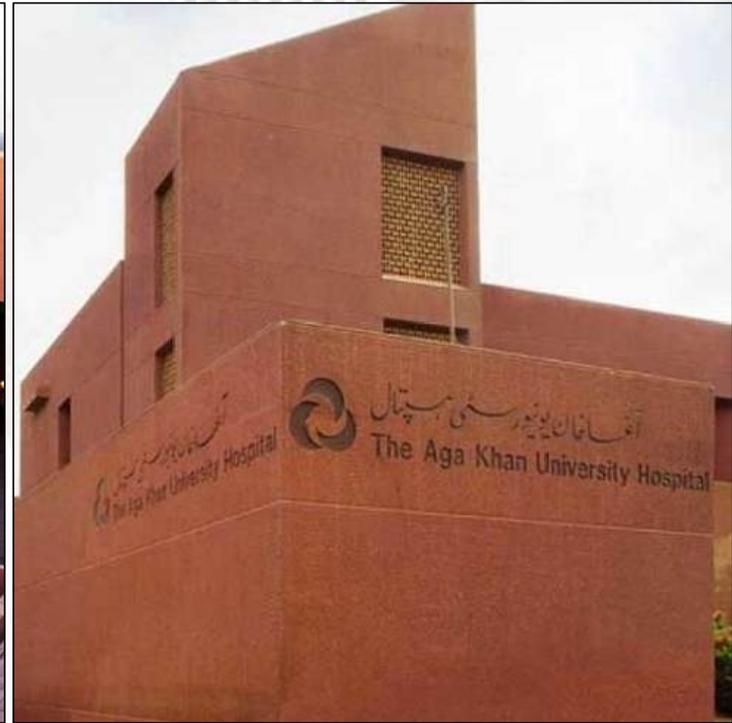


**FIORA HOTEL, MURREE**



**THE HAMPTONS CAFE, MULTAN**

# RECENT PROJECTS



**THE AGA KHAN UNIVERSITY HOSPITAL, KARACHI**

# RECENT PROJECTS



**HIGH COURT, MULTAN**



**DELHI SAUDAGARAN SOCIETY, KARACHI**

# RECENT PROJECTS



**NATIONAL STADIUM, KARACHI**



**GADDAFI STADIUM, LAHORE**



# HONING ARCHITECTS OF THE FUTURE STILE ART DESIGN



**ARROR UNIVERSITY OF ARCHITECTURE, ROHRI**



**GOVERNMENT COLLEGE UNIVERSITY FAISALABAD (GCUF)**

# Building Long Term Partnerships Architect Fraternity & Construction Industry



**Factory Visit – Islamabad & Peshawar Consultants**



**Strategic Planning Unit (SPU) of Punjab Government in Karachi**

# STANDING VICTORIOUS AWARDS & RECOGNITION



2020

Award by Employers' Federation of Pakistan for Employee Of The Year Award at The 9<sup>th</sup> Employer Of The Year Award 2021



2022

Tax Payer's Award by National Exchequer  
Award by NFEH at The 20<sup>th</sup> Annual Environment Excellence Awards



2024

Silver Category Award by the ILO & EFP Disability Inclusion Excellence Awards  
Award by National Forum for Environment and Health (NFEH) at the 22<sup>nd</sup> Annual Environment Excellence Awards  
Gold Award at the 3<sup>rd</sup> EFP Skills Development Employers' Recognition Awards

2021

Skills Development Employers' Recognition Award 2020 by Employers' Federation of Pakistan



Award by National Forum for Environment and Health (NFEH) at The 19<sup>th</sup> Annual Environment Excellence Awards



2023

Award by Employers' Federation of Pakistan for Employee Of The Year Award (Gold Recognition – National Category) at The 10<sup>th</sup> Employer Of The Year Award 2024



2025

# TAXPAYER'S AWARD 2023



## Taxpayer's Award 2023

STILE was awarded the Tax Payer's Award for Year 2023 from the FBR Chief Commissioner Mr. Shahid Iqbal Baloch for being the major contributor to the National Exchequer. STILE in 2023 – 2024 has contributed PKR 3.7 Billion to National Exchequer.



# MAKING PAKISTAN PROUD STILE'S REPRESENTATION INTERNATIONALLY



**SUSTAINABLE CONSTRUCTIONS SESSION  
OUR APPROACH TOWARDS CORPORATE SOCIAL RESPONSIBILITY**



**EXPO 2020 DUBAI**



**SAUDI BUILD 2025**

# OUR CULTURE



The screenshot shows the Stile website homepage. At the top left is the Stile logo and tagline. Navigation links for Home, Our Company, and Departments are visible. A weather widget shows 33°C on Thursday at 4:15 PM. A large banner for the 'ALL-NEW WEBSITE BANNER!' features a colorful tile pattern and the text 'EXPERIENCE THE TOUCH OF EXTRAORDINAIRE'. Below this are sections for 'Department In Focus', 'Pulse Survey!', and 'THE UPGRADED STILE CONNECT!'. An 'Events' calendar for October 2025 is shown, with dates 28, 29, 30, Oct 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11. A 'News & Updates' section contains three articles: 'STILE conducted 5th Training at...', 'STILE celebrates Diwali', and 'STILE Wins Gold Award at the 3rd...'. A 'CEO's Corner' section features a message from the CEO dated 10/2/2023.



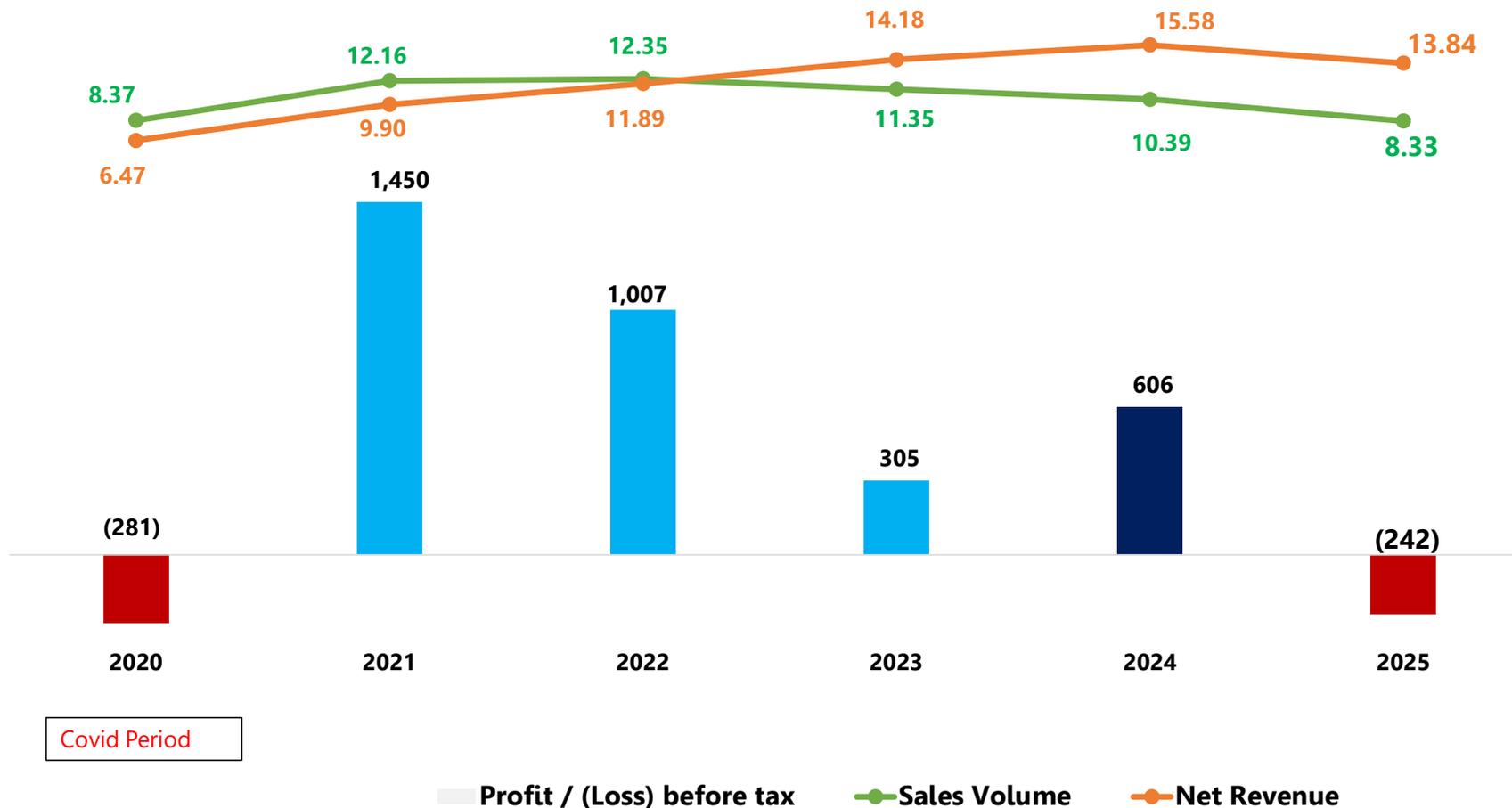
# **FINANCIAL HIGHLIGHTS**



# FINANCIAL SUMMARY

Rs in M /  
Sqm in M

Rs in M



# **KEY CHALLENGES**

## Current Challenges

- Market : The tile market remains subdued with surplus capacity ,
- Customers: Consumer preference is shifting decisively toward larger tile sizes
- Relaxation of regulatory duties on the import of tiles.
- Fluctuation/interruption in gas supply due to curtailment, gas reserves depletion
- Increase in material costs, energy and overheads due to high inflation
- Contraction in construction leading to low secondary sales
- Freight cost upsurge due to diesel prices

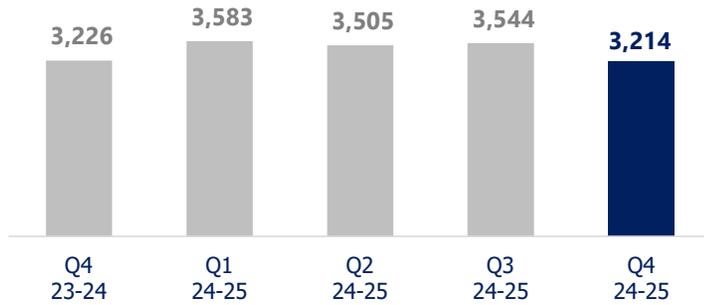


# KEY HIGHLIGHTS

## Net Revenue

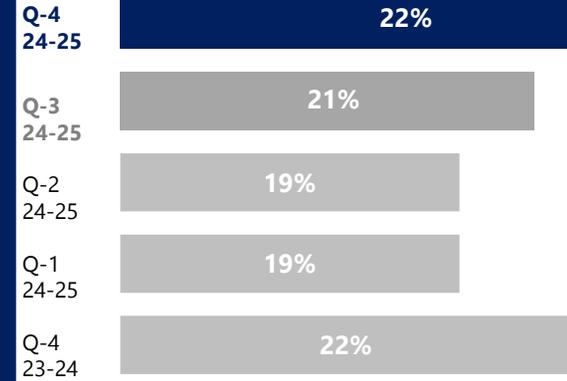
Rs in Million

Y-T-D  
Act : 13,846



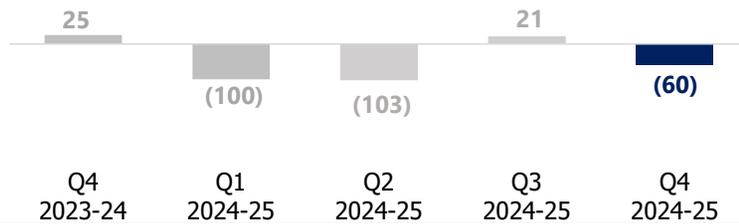
## GROSS MARGIN

Y-T-D  
Act : 20%



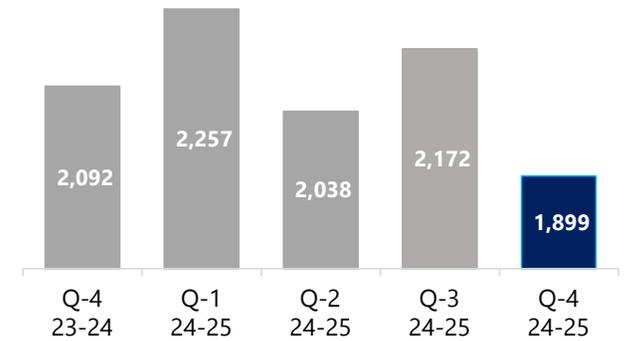
## PROFIT / (LOSS) BEFORE TAX

Y-T-D  
Act : Rs. -242 M



## VOLUMES

Y-T-D  
Act : 8,332k Sqm



**WAY FORWARD**

- Energy : Focus on energy optimization, alternate sources especially green energy initiatives.
- Freight optimization through alternate transportation initiatives.
- Localization of raw material leading toward cost saving initiatives
- Sustainability: recycling of water and recycling of waste.
- Explore export opportunities
- Enhancement of differentiated and value-added product portfolio.
- Efficient measures to control expenses



# Q&A

Shabbir Tiles & Ceramics Limited





Unmatched Quality Tiles

THANK YOU

