



# LIFONIC BRANDS PVT LTD

COMPANY PROFILE



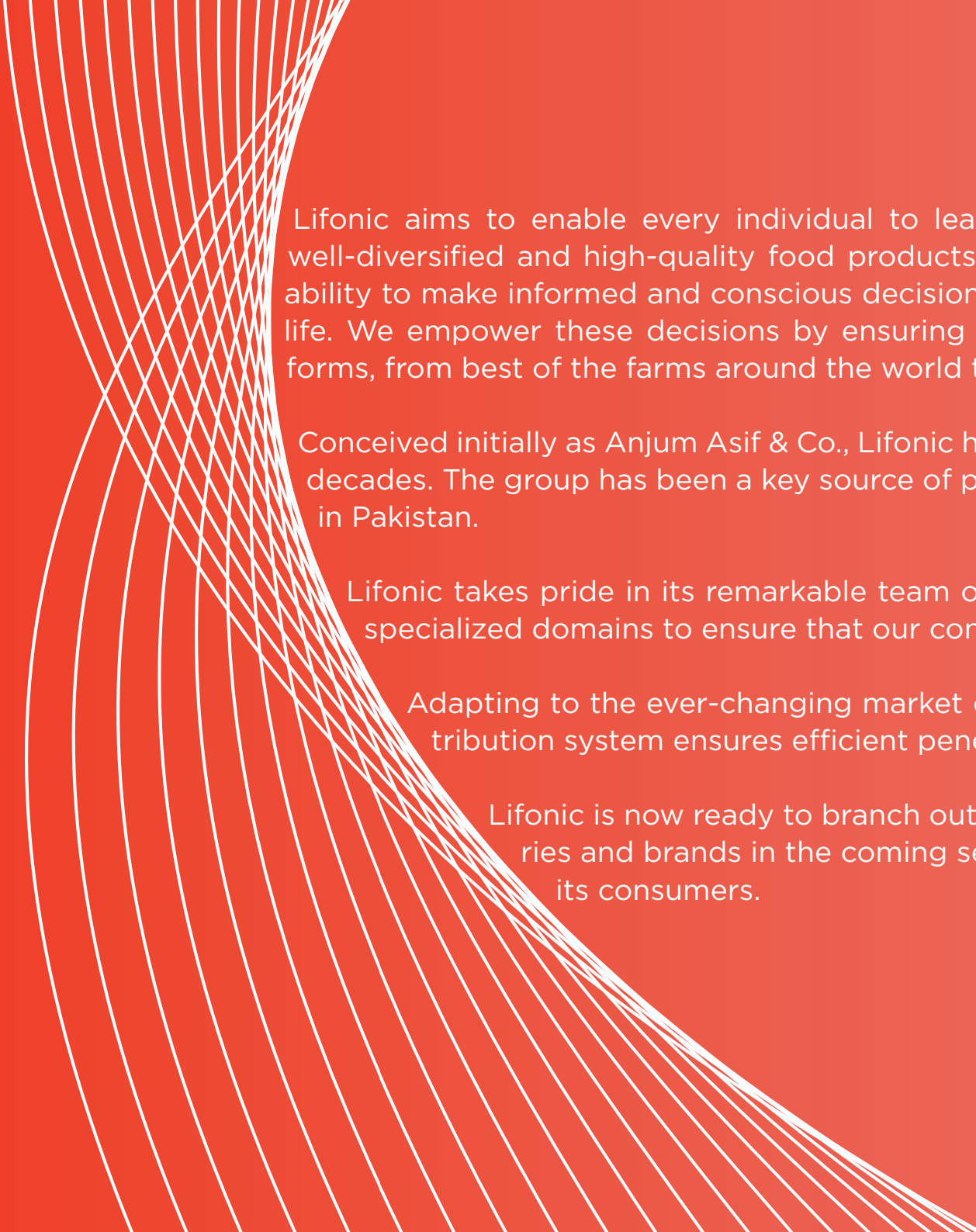


W E L C O M E



# DISCOVER **ICONIC LIVING**

# OVERVIEW

A decorative graphic on the left side of the page consists of numerous thin, white, curved lines that originate from the top left and fan out towards the bottom right, creating a sense of movement and depth against the solid red background.

Lifonic aims to enable every individual to lead a healthy lifestyle by offering comprehensive, well-diversified and high-quality food products. We believe that every individual must have the ability to make informed and conscious decisions regarding their well-being and overall quality of life. We empower these decisions by ensuring that our consumers get products in their purest forms, from best of the farms around the world to their table.

Conceived initially as Anjum Asif & Co., Lifonic has grown and expanded rapidly over the last three decades. The group has been a key source of providing high-quality offerings to millions of users in Pakistan.

Lifonic takes pride in its remarkable team of experienced brains, working relentlessly in their specialized domains to ensure that our consumers get value.

Adapting to the ever-changing market dynamics, Lifonic's efficient supply-chain and distribution system ensures efficient penetration of our food products into the market.

Lifonic is now ready to branch out beyond food as it explores new domains, categories and brands in the coming seasons aiming to offer diversity and experience to its consumers.



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MESSAGE

FROM THE

CEO

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# PURPOSE

To strive for and create an ecosystem where life, nature, and welfare are preserved in the best way possible.





# VISION

To uplift the quality of life by means of introducing healthy food and clean energy through enabling technologies

# MISSION

To become the brand of choice by bringing in diversified range of affordable and best-quality products & services to the market and the stakeholders we serve, while optimizing the value of brands we associate with.



# PRINCIPLES & VALUES – OUR LIFELINE

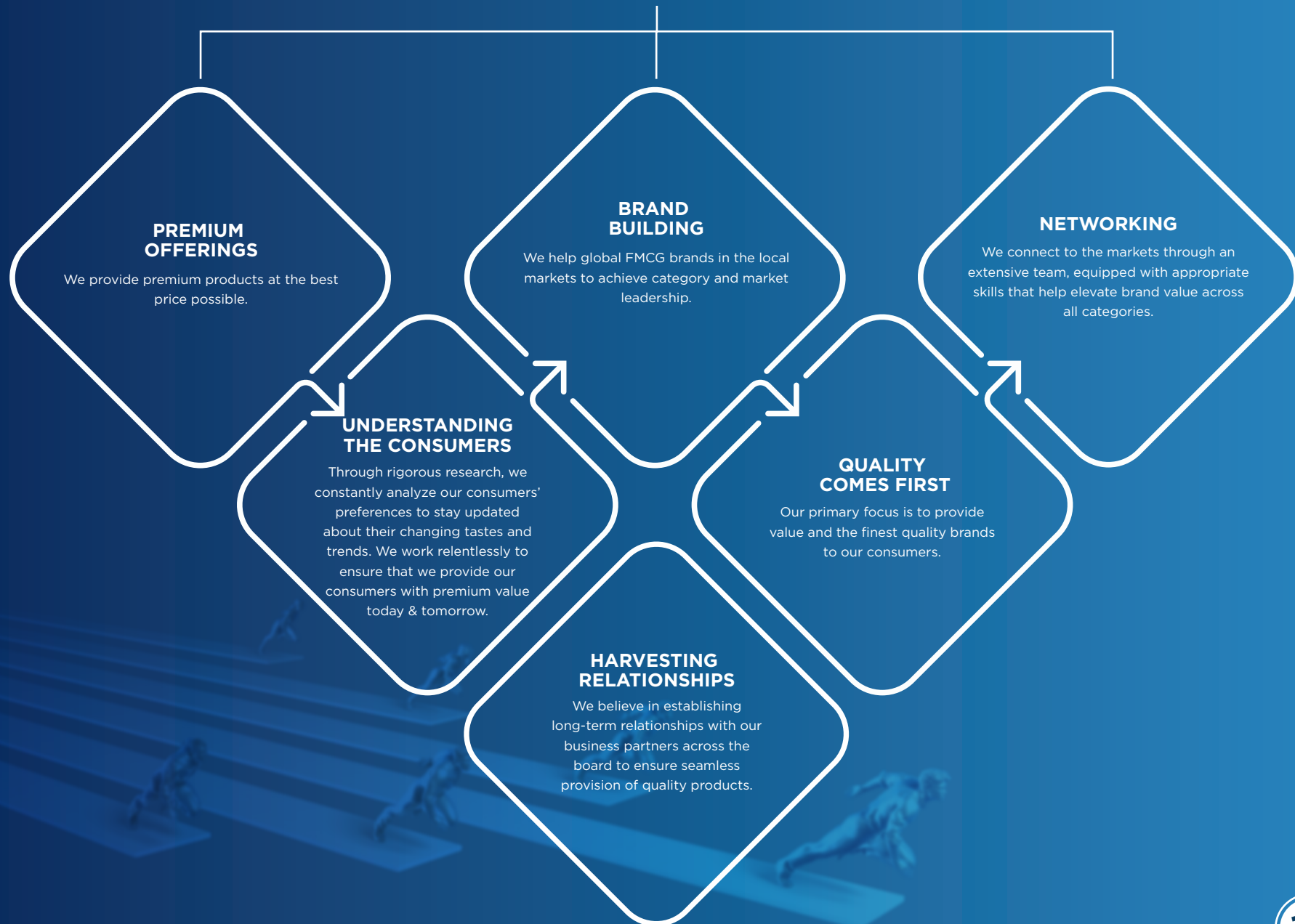
## GUIDING PRINCIPLE

We thrive on delivering excellence by taking appropriate risks with courage to achieve the best while being prudent.

## VALUES



# OUR CORE COMPETENCIES



# OUR STRENGTH

TO PRODUCE QUALITY

EVER-IMPROVING  
CUSTOMER SERVICES

PERFORMANCE  
ORIENTED  
APPROACH

FOCUSED ON STRATEGY  
THROUGH DATA ANALYTICS  
& INSIGHTS

CONTINUOUS  
BUSINESS EXPANSION

CLEAR AND  
SHARED OBJECTIVES  
AND POLICIES

BUSINESS BASED ON THE  
PRINCIPLES OF INTEGRITY

STRATEGIC PLANNING FOR LONG-TERM GOALS AND SHORT-TERM OBJECTIVES

## **NURTURING THE BRANDS/** BRAND BUILDING

Our unique market position have enabled us to partner with different brands and most importantly we believe in brand building with sustainable growth. Based on the years of experience in FMCG we know what a brand needs to be successful. We start by recognizing the brand and identifying its market, and positioning it. Our team's vast expertise and our strong distribution network act as a catalyst in the entire process - from enabling the brand all the way to connecting it with the right consumers - and as a result, helping them become market leaders in their respective category.

## **HAND-IN-HAND WITH OUR PARTNERS**

Another key to our success is maintaining a positive relationship with our distributors and retailers as we consider them our business partners. Our constant efforts towards building brands at the retail front give us a respectable rapport in the market; making us the market leaders in most of our brand categories today.

To keep this great partnership going, we keep proposing exciting offers and schemes for distribution and retail. Lifonic aims to raise the spirits of our distributors and retailers by introducing various interactive programs from time to time, in order to boost the overall morale of the teams and inducing collaborative learning. Through these engagement programs, we ensure them the best ROI.



# EFFECTIVE CHANNEL MANAGEMENT

The core strength of Lifonic lies in the well-established connection with its stakeholders across all the distribution channels. Conscious endeavors are made and calculated measures are taken the way each account is managed.

Our channels are categorized as LMTs, IMTs, GT, HORECA, Wholesale & Institutional Sales. We are also working towards building a sustainable e-commerce channel as we aim to give easy access and convenience to our consumers.

Lifonic ensures to directly oversee key accounts and build strategic alliances with them to maintain the optimal level of service. In addition to that, we have a group of efficient distributors to handle the indirect channels to create maximum coverage nationwide.

# NESTLING A STRONG ECOSYSTEM

One of the major aim of Lifonic is to maintain a high market share and provide maximum customer satisfaction through purpose driven sales function. We effectively manage and execute sales function to gauge optimal level of brand performance at all fronts. To capitalize on this mission, we are armed with trained and skilled sales professionals who play an integral role to achieve these objectives.

Catering to the growing consumer demands, Lifonic keeps introducing new products in the market. Our strong sales team uses its skills and creative approach to make these new launches effortless and smooth, while our extraordinary group of merchandisers ensure that the products are available on shelves and the visibility is attractive. This helps us lead positive customer responses.

Our sales force constantly undergoes rigorous training to prepare them for the ever-changing challenges they face on the field. Since each brand represent its unique identity, the sales strategies are made individually at the heart of the vision of Lifonic. The group has achieved this strong backing over the years of perseverance and consistency towards its vision.



# SUPPLY CHAIN EDGE

Lifonic's 30 years of experience helps us maintain a consistent flow of distribution and our distributors are the real force behind making our supply chain model a success. Our team's focus, dedication, and determination was the driving force behind us that we represent some of the most iconic international brands today.

Our products are available nationwide because of our well spread out distribution network as we continue to explore new avenues of growth and opportunities.



# THE UNSTOPPABLE MARKETING TEAM

The marketing department at Lifonic is a powerhouse on its own. It conceptualizes important strategies for every brand that is managed and looked after by an individual team of experienced marketers.

The brand teams are responsible to drive sales through effective marketing strategies by designing various promotional tools aimed at the target audience of each brand. They collaborate with external partners and suppliers to monitor the performance of products at the retail front to achieve respective targets.

As a prudent company, the brand team takes a great measure at maintaining healthy presence at all digital media fronts to create powerful talking points with the consumers. This has helped us evolve becoming a consumer centric company to be better able to understand our target audiences.

Moreover, we believe in ethical form of promoting our brands, hence our marketing campaigns always support social causes, our consumers love to associate with.



# OUR BRANDS



The Del Monte brand name has been synonymous with premium foods since its debut in 1886. For over 90 years it is the market leader in the packaged pineapple and mixed fruit, canned and carton ready-to-drink juices and other food categories. Del Monte has earned this reputation with a series of innovations and a singular dedication to quality.

As the pioneers in packaged fruits and vegetables, Del Monte sources the best quality fruits from around the world for its consumers. Del Monte's Juiciest Pineapple Slices, Tidbits, and Fruit Cocktail are imported from Philippines. Moreover, Del Monte offers in Olives, Olive Oil and whole corn categories. Lifonic takes a huge pride to have Del Monte as one of its major brands for over three decades now.



# Langnese



As a renowned brand in Germany, Langnese Honey offers the best pure bee honey in a consistent high quality. Langnese Honey supply natural honey from Europe, as well as Central and South America, providing a broad range of the world's best honey products. Langnese Honey's quality control begins from the source itself. The honey is inspected according to strict criteria before delivering it to Langnese Honey. All the batches delivered to Langnese in Germany are carefully tested. The latest scientific findings and state-of-the-art technology is used to ensure that the Langnese Honey satisfies the strict codes of quality standards.

Lifonic has started its journey with Langnese Honey over three decades ago and currently we are offering Langnese Honey in Pure Bee Honey and Speciality Range.

# coroli®



Coroli was established in 1968 and has continued to refine, develop, and produce excellent edible oils ever since. For decades, Coroli has been known and loved by millions of consumers for products that include Corn Oil, Sunflower Oil, Canola Oil, coconut oil, pomace oil and Cooking Oil. The oils are produced using the best resources from trusted farmers from across the globe, ensuring the highest quality. Coroli understands that good health is more of a journey and not a destination. Which is why Coroli promotes healthy cooking by encouraging its consumers taking steps towards better food habits and active routines, in order to achieve and maintain good health. Lifonic takes great pride in offering this iconic brand under its portfolio of premium brands.



Founded in Germany in 1891, Dr.Oetker ranks among the leading food manufacturers in Europe today. The business has developed with trust, sustainability and credibility, as its core values and now enjoys a reputation as one of the most trusted food brands internationally. From baking products to desserts, snacks, and pizzas, it provides a wide range of food and services to meet the tastes of people around the world. The Dr. Oetker brand has been a sign of outstanding taste, the highest quality and a guarantee of perfect results every time - re-enforcing consumer choice. The brand always meets consumer expectations and prides itself in meeting ever changing consumer needs with new and innovative products. Currently, Lifonic is offering Dr.Oetker Nona Cake Mixes range under its portfolio.



**La Española**<sup>®</sup>



With almost two centuries of rich history, La Española is proudly recognized as the oldest olive oil company in Spain and has grown to become a trusted world leader in quality olive oil. La Española offers a wide variety of olive oil products that bring out the best flavors in all your meals with consistent high quality. Using low-impact harvesting methods and 100% recyclable packaging, there is a perfect balance between crafting beautifully rich olive oils, supporting traditional techniques, and protecting the environment.

Lifonic has been bringing the quality products of La Española Extra Virgin Olive Oil to Pakistan under its olive oil range.

# AQUA COCO



Aqua Coco is 100% pure coconut water dedicated to providing coconut water that is made from only young green coconuts, has no added sugar and is free from preservatives – only the best for you and your family! Aqua Coco is a natural source of potassium, which is beneficial for the heart and it is a low-calorie drink. It's the perfect drink to keep you fit, healthy, hydrated and feeling refreshed. Balance your lifestyle, stay in shape and live well. Lifonic is proud to be bringing this healthy drink for the Pakistani consumers.



# Today's MIXED FRUIT



Today's is another brand that Lifonic sources from Philippines under its mixed fruit category. Due to its price competitiveness and great quality its highly demanded in the HORECA segments. The range is widely available nationwide in packaging options as to cater specific usage needs.

# LET'S TALK

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