



AHMED FOOD PVT LTD

COMPANY PROFILE

Ahmed Foods is among the pioneers who brought in the Pakistani Food Industry Shrink Packing, Twist Off Packing, Canning, Bar Coding and Multilingual Labeling Systems. The Company also highlighted the concept of Halal Ingredients in the local food industry, like crystal jelly manufacturing without gelatin. Thus, it proves Ahmed Foods has always been committed to serving its millions of valued consumers with best possible hygienic, quality assured food products. The company's motto is to:

Ahmed Food's factory is equipped with a Computerized Inventory Control System and a proper Quality Control Laboratory that fulfill the demand of standardization of the products and identification of specification according to local and international standards. Trained staff in the field of Food, Science & Technology, Chemistry and Microbiology assures the quality of the materials quite thoroughly. From buying the materials to processing to marketing, the samples of every material are monitored many times as per demand of local and foreign regulations. Having been tested in a fully equipped lab, the samples of the food materials are examined three to four times at different levels of processing to assure that the final food product is of a sound quality and may not turn to a source of hazards to consumers. Science & Technology go side by side for achieving good workable results and Ahmed Foods justified it by completing every process under the supervision of Ph.D. scientist and Food Technologists.

FOUNDER, AHMED FOODS



**Al-Haaj
Zameeruddin**

Shaikh

This S&T collaboration, during last year, produced a research paper entitled, "Post Harvest Preservation of Fruits and Vegetables; Study on Carrot Preserved by Modified Atmosphere Packaging (MAP) Technology that was published in Pakistan Journal of Scientific and Industrial Research. It was a noticeable achievement for a food industry in Pakistan, as there is rarely an example of scientific research along with production and manufacturing in the local food industry. Just a few steps away from the two-way wide road of SITE, Karachi, stands an imposing grey edifice of dedication, commitment, quality and unswerving loyalty to satisfy consumer palate countrywide and globally with well-managed strategies followed by the modern market trends. Just on the corner of the building people are seen enjoying the natural tastes in the well-stocked Company's outlet. They may perchance cast a glance at the Company's name written in the block scarlet letters in right of the centre of the Company's logo; but they may little know about the rich history of the Company. Let's start from the Company inception!

From Past

Envisaged by late Al-Haj Shaikh Zameeruddin Ahmed, the Company was established in 1958 in Karachi with the name of Ahmed Fruit Products. It started out with the modest means with a slow but steady pace. Rome was not built in a day! The Company took time to formulate and strengthen its management and

marketing. The start of the Company is noteworthy. Sweetmeats and murrabbas making was an important part of the Company's rich history. It was a famous business run in a small shop, where delicious sweetmeats and murrabbas were sold in an unusual way. The sweetmeats were served in fresh banyan leaves to customers. Similarly, a few reliable people were selected to sell 8-10 products in jute sacks on credit. After selling them in the market with profit, they paid money for purchased products to the Company. That was the way the business flourished. As the years rolled by, the Company crossing all the barriers proved itself as a major quality food products' manufacturer and supplier in Pakistan and Middle East within a period of two decades.

In the process of evolution to revolution, the Company was transformed from a small business to a multinational organization. After changing its name from Ahmed Fruit Products to Ahmed Food Products (Pvt) Ltd., the Company shifted from Mission Road to SITE, Karachi in 1969. Lal Sharbat, Jams, Jellies, Sweetmeats and Murabbas were the first products of Company that were marketed in the local market quite successfully. Nothing succeeds like success! Ahmed Pickles successful marketing provided the Company a great launch pad. Broadening its horizons, Ahmed Foods initiated its business outside the country with pickles' export in 1964. Pickle packaging was a feather in the Company's cap. Ahmed Foods was the first food company in the whole subcontinent that introduced packaging methodology in traditional pickles. So quality has always been the source of Company's success, leading up to witness Company's aim- "Nature Produces Taste, Ahmed Preserves It!"

Though the growth rate was only 5-10% in the first decade, the Company progressed swiftly in 1980's. It started manufacturing spices in the mid of eighties. With the same steady and speedy pace it introduced a variety of food-processed products to its consumers. Because of its quality products, and good management, the Company has swept the board. It has won a number of local and international awards, e.g. Asia Award, Europe Award, Swiss Management Award, Selection Gold Medal Award, etc.

TO PRESENT

Now, Ahmed Foods is a renowned food company in Middle East, Europe, Kingdom of Saudi Arabia (KSA), Australia, Canada and the USA. It is marketing over 200 food products globally. As time passes, consumers' tastes and needs change. Ahmed Foods delivers its valued consumer to the modified tastes with convenience. Yet the Company is true adherent to the traditional flavours. The wide range of Ahmed Foods' products include: jams, jellies, marmalade, pickles, whole and ground spices, pastes of spices, canned mughalai recipes, syrups, chutneys, ketchup, murrabbas, jelly crystals, custards, kheer mix, vermicelli, etc.

Al-Haj Shaikh Zameeruddin Ahmed

With the industrial expertise and complete awareness of consumers' needs, the Company offers its consumers the finest possible products. Ahmed Foods is not behind the utilization of modern technologies. The Company has always striven to give natural products in the safest way. Every product is researched in the advanced laboratories and stringently processed with state of the art equipments. Ahmed Foods is walking along the pace of advanced food processing industries of the developed countries.



to resolution

Now, again, in this august month of Pakistan Independence, we make a resolution that our every action will be for the betterment of Pakistan. We will, with the same high spirits, keep satisfying the changing tastes of

the consumers from every walk of life. By providing food products with hygienic, traditional and new varieties, we will strengthen the bond with our consumers in the future..?

factory facts & figurer

The atmosphere in Ahmed Foods' factory is hard to put into words; it simply has to be seen. The Company has come a long way since it began, and everyday it comes a step closer towards fulfilling the consumers' demands and changing tastes. Over 200 competent staff members and more than 1000 workers are seen in the factory doing their jobs diligently. All the factory employees are committed to serving the consumers with best possible hygienic, quality controlled and delectable food products. Ahmed Foods did not begin its business with huge budget; only the continuous hard work, consumer confidence, loyalty and unflinching commitment brought the Company to the mark of success.



Ahmed Foods started out its business with small sections in a plant according to the need of the hour. With the passage of time, Ahmed Foods has now established itself within the length and breadth of the country as one of the leading food processing units. The first and foremost requirement of any food processing industry is a well-equipped testing laboratory for controlling and examining the quality of food products. Ahmed Foods is based on two large plant locations covering an area of 4000 sq. ft. Ahmed Foods (Pvt.) Ltd and Ahmed Food International yield a wide range of food products with scientific approach as all the processes and finished products are checked and approved by the experts. Company's 16 established processes manufacture over 200 products under an inventory control system, aiming to give quality assured, nutritious food products to the valued consumers across the world.



facilities

Ahmed Foods is fully aware of the needs of its committed employees. The Company has two well service canteens; one for the staff and the other for the workers. It has all the first aid arrangements for the treatment of minor injuries or health problems. Conveyance is always ready for taking the employees suffered from major injuries, etc. to hospital on immediate basis, as the Company believes that care for employees is the foundation of a good business.

AREA OF INTEREST: AGRO FOODS ITEMS

CONTACT DETAILS:

CONTACT PERSON: MS. ANISA JAFFRI
DESIGNATION: ASSISTANT MANAGER, SALES
CELL: 0323-2171755
EMAIL: SALES.MARKETING@AHMEDFOOD.COM.PK
ADDRESS: AHMED HOUSE, D-112, AHMED AVENUE, SITE AREA, KARACHI
WEBSITE: WWW.AHMEDFOOD.COM.PK