



## **BUFFIELDS PVT LTD**

### **COMPANY PROFILE:-**

M/s. Buffields feel immense pleasure to introduce and provide you a brief introduction about our company - **Buffield Pvt. Ltd, Karachi, Pakistan.**

### **Vision Statement**

To become a leading beverage company which consumers want to prefer, by building a unique portfolio of beverage related brands, striving to surpass our competitors in quality, innovation, value, and elevating our image.

### **Mission Statement:**

To deliver the highest value to our customers, suppliers, employees and shareholders and continue to shape and lead the markets in which we chooses to compete by adhering to the highest ethical conduct in all our business dealings with our stakeholders.

### **Our USP:**

Buffield Pvt. Ltd is a young company, established in 2007 to cater for the market needs and ensure market to have premium quality products. We are **situated near Port Qasim Industrial Area**, which provides us greater opportunities to be efficient and strategic and to function well, both when it comes to the supply chain, in terms of quick accessibility and advantage for exporting our products.

### **Our Achievements:**

Recently we have obtain **ISO 22000:2005 Food Safety Management System** Certification, which allows us to stand among those organization which are known for their quality products.

We have also started the process for acquiring **PSQCA – Pakistan Standard Quality Control Association** and **Halal Certification** so that we and our stakeholders feel proud of us being a Pakistani company.

### **Beverage Division:**

In beverage segment we have **Infruiti, In-Joy & Xtractor – Fruit drink** which has been launched in Mango, Apple & Mix Fruit flavors. Its unique packaging makes it distinct among other juice brands present in the market. The quality is supported by its freshness and purity and their content are at par with any other brand in the market and can be described as genuine value for money. It has a differential edge over other brands available in Karachi which you will immediately feel after drinking.

### **Dairy Division:**

In dairy segment we have **Doctor Milk** and **Amolatte** - pasteurized and homogenized milk which has achieved unforgettable acceptability and consumer are too eager to look for it every day. Our products are at par with the standards that have been recommended by various national federations.

Another product in the same segment is **Chaimilk** - Tea Whitener. Its quality and packaging speaks for itself due to which it has earned a good position in the market.

### **Exports:**

Recently we have actively started to explore export market with our recently fruit based beverages, as we consider our USP & positioning allows us to be: competitive, capatilise on the opportunities and contribute to national wealth.

### **AREA OF INTEREST:-**

#### **AGRO PRODUCTS**

### **CONTACT DETAILS:**

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