

# Shield Corporation Limited

## Corporate Briefing 2020

November 24, 2020

Karachi

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The Art of  
Caring

# Corporate Profile

Shield Corporation Limited was established in 1975. Over the last 45 years Shield has strategically expanded its product portfolio in Baby Care and Oral Care along with the launch of Hygiene category this year.

Shield is committed to providing best quality products to our consumers under the guidelines of ISO 9001 system requirements, moreover to the protection of the environment and for enforcement of strict code and regulations of ISO 9001 and ISO 14001 system.

# Shield Vision & Mission

**Vision:** Transform lives with love and happiness.

**Mission:** To become the best consumer products company by focusing on quality, consumer needs and marketing excellence, while maintaining an ethical code of conduct, showing care and compassion towards employees, being fair to all shareholders and symbolizing responsible corporate citizenship.

# Certifications



PSQCA

# Auditors

BDO Ebrahim & Co. Chartered Accountants  
(External Auditors)



Deloitte Yousuf Adil Chartered Accountants  
(Internal Auditors)

**Deloitte.**

# Board of Directors

- Mr. Ebrahim Qassim Chairman
- Mr. Muhammad Haroon Qassim Chief Executive
- Mr. Vali Muhammad A. Habib Director
- Mr. Abdul Ghaffar Umer Kapadia Director
- Mrs. Saadia Butt Naveed Director
- Mr. Imran Chishti Director
- Mr. Muhammad Salman Qassim Director



# Board Committees

- Audit Committee
- Human Resource & Remuneration Committee
- Risk Management Committee

# Products



# Major New Products

- Launch of BPA free baby care range
- Launch of Hygiene category (Hand sanitizer, wipes and disinfectant spray)



# DIAPERS

## Product Range



MEGA BACHAT PACK



DIAPER REGULAR PACK



SUPER BACHAT PACK

# Feeders & Nipples

## Product Range

260ml

180ml



CRYSTAL FEEDER

260ml

180ml



WIDE NECK FEEDER



WIDE NECK ANTI COLIC NIPPLE

250ml

125ml

60ml



EVENFLO FEEDER

240ml

120ml



GLASS FEEDER



EVENFLO ANTI COLIC NIPPLE

# BABY CARE ACCESSORIES

Product Range





Available in 4 colors 

**CLASSIC SOOTHER**



Available in 2 colors 

**SILICONE TEETHER**

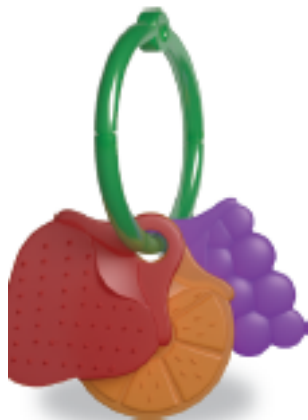


**SIPPY CUP**



Available in 4 colors 

**CLASSIC SOOTHER**



**TRIO TEETHER**



180ml 180ml 180ml

Available in 3 colors 

**NON-SPILL TRAINING CUP**

# ORAL CARE

## Product Range



■ SHIELD®  
DUAL PRO®

■ SHIELD®  
SOF-TIP®

■ SHIELD®  
CLARITY®

■ SHIELD®  
ANTI-BAC®

■ SHIELD®  
SENSATION®

■ SHIELD®  
SMOKERS®

■ SHIELD®  
ELEGANT®



■ SHIELD®  
PRO-CLEAN®



■ SHIELD®  
FLEX®



■ SHIELD®  
RIGHTO®



■ SHIELD®  
FALCON®



■ SHIELD®  
DIAMOND®



■ SHIELD®  
CLASSIC®



■ SHIELD®  
ANGULAR®



**Shield**<sup>®</sup>  
Family Of  
**KIDS'**  
**TOOTHBRUSHES**

35



■ SHIELD®  
HIPPO®



■ SHIELD®  
GIGGLES®



■ SHIELD®  
FLEX JUNIOR®



■ SHIELD®  
BIO JUNIOR®





**Shield**<sup>®</sup>  
**TOOTHPASTE**  
Portfolio

PEPPERMINT



CINNAMON



CHAMPS BUBBLEGUM



CHAMPS STRAWBERRY





# Key Activities / Initiatives

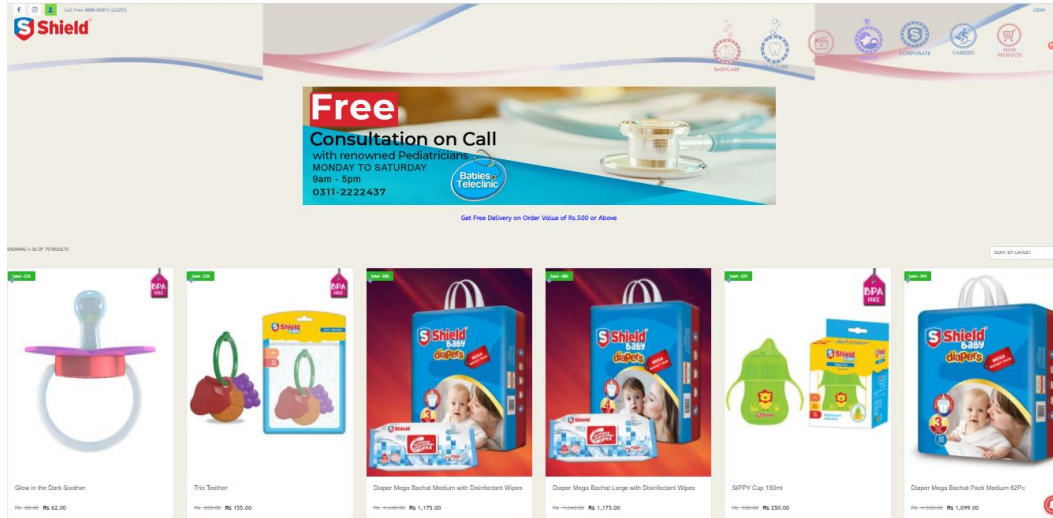
## ▪ Launch of Mother, Baby and Oral Health Programs on digital media

with famous

- Gynecologists
- Dentists
- Pediatricians
- Psychologists



- Launce of e-commerce platform
- Launch of tele clinic



**Shield**

**Babies  
Teleclinic**

شیلڈ بے بیز ٹیلی کلینک کے آغاز سے اب  
والدین گھر بیٹھے اپنے بچوں کی صحت کے  
متعلق مفت مشورہ حاصل کر سکتے ہیں۔

☎ 0311-2(Babies)  
0311-222437

Monday to Saturday  
9am - 5pm

**Dr. Mohsina Ibrahim**

Consultant Paediatrician &  
Paediatric Endocrinologist

National Institute Of Child Health Karachi

f ShieldBabies

Instagram Shieldbabiespk

YouTube Shield Corporation Limited

www.shield.com.pk

# Financial Results



# Key Highlights

Net-Sales		
2020	2019	%
1,708,620,654	1,778,794,872	(3.95)

Net sales for the year 2019-20 recorded a decrease of 3.95% over the last year, from Rs. 1.778 billion to Rs. 1.708 billion.

# Key Highlights

Cost of Sales		
2020	2019	%
1,292,601,578	1,222,057,829	5.77

Cost of sales of the Company increased by 5.77%, mainly on account of increased depreciation expense due to higher capital expenditure, higher fuel, power expenses and unfavorable movement of exchange rates.

Gross Profit		
2020	2019	%
416,019,076	556,737,043	(25.28)

Gross margin declined by 25.28% mainly due to increase in Cost of Sales and decline in sales revenue .

# Key Highlights

## Selling and Distribution Expenses

2020	2019	%
277,342,742	338,493,789	(18.07)

The Company has spent Rs. 1.80 million and Rs 59.35 million lesser as compared to the last year on Selling & distribution expenses and Advertisement respectively.

# Key Highlights

Finance Cost		
2020	2019	%
100,882,938	41,594,682	142.54

Finance cost of the Company has increased by Rs. 59.29 million due to the increase in utilization of short term and long term financing facilities and high Bank rate during the year.



# Key Highlights

## (Loss)/Earnings per Share

2020

2019

(4.73)

6.24

# Future Outlook



# Future Challenges

- The overall economic outlook, global and domestic, remains uncertain considering the fear of pandemic's second wave.
- Disruption in supply of raw materials due to Covid-19.
- Competition in various product lines. (Local and imported products)
- Change in exchange rate / borrowing rate.

# Action Plans

- Actively on a quest to identify new product categories which will be supplementary to the existing categories.
- Plans to manage it with competitive pricing strategy.
- Building on distribution led competitive edge.
- Increased focus on baby care products to increase market share
- Export market is currently being explored and developed, to create a new platform where the Company can meet demands of the challenging market.

Q&A

Thank you