



POPULAR GROUP OF INDUSTRIES  
www.populargroup.com.pk  
Since 1947





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## BOARD OF DIRECTORS





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## **ABOUT US (POPULAR GROUP)**

Popular Group is well renowned for its versatility, experience and skills. The group has its origin in late 1940s. Entrepreneurial skills and acumen have always been the driving force behind the success of the group. Popular Group has unfolded its vision of growth and established his multifaceted concerns around the globe. Following opportunities after the creation of Pakistan in 1947 the group since has flourished in the fields of ***Cement, Energy, Sugar, Textile, Juices, Food, Safety, Matches, Technology, Aluminum & Foils, Plastic Goods, Services, Trading and distributions.***

Skilled team has been the main force behind the success of **POPULAR GROUP**. The group became the famous business family of the region by creating the most modern units that went on to become the household name to cater the need of every individual .





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Popular is dedicated to the future of manufacturing, service and trade. Everything we do evolves around in the field of businesses, innovations and competitions in a fast-changing world. With our unique combination of business and services, we are representing the industry with experience and intelligence. No other organization is better placed to provide the skills, knowledge and networks needed to grow and thrive.

As the diversified Group, we believe that a modern, competitive and innovative manufacturing units are the main arteries of the Pakistan's economic future. We at the POPULAR GROUP are working with manufacturers and policy makers to help the industry flourish in the right direction to meet the world standards.



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# Corporate Values

**Our values are an integral part of the Popular Group culture; they underpin everything that we do. We have a zero-tolerance approach to health and safety: a collaborative and supportive team-working ethics and an absolute commitment to quality.**

**The safety of our staff, customers and the communities in which we operate is fundamental to our business. The Group is fully committed in achieving and maintaining the highest standards of Health and Safety at all times. We have a well-established Safety Strategy, Policy and Procedural framework, ensuring that everyone at the Popular Group is fully aware of their personal and corporate duties and responsibilities. Our teamwork ethics are evident from the way our teams works to ensure that not only to meet but to exceed our customers' expectations. Highly-skilled, multi-disciplinary teams working across Pakistan, the Popular Group differentiate from our competitors. Quality and delivery are also key attributes in the way the Popular Group does its business. The absolute commitment and attention towards quality is achieved through continuous improvement and highly Quality Management Systems.**



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# Vision

**To achieve market leadership in our Core businesses and to deliver quality products at affordable Prices faster & more competitive then Our Competitors in the fast moving competitive world.**



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# Mission

**Continues Improvement in Our Operating Standards fulfilling Customer's needs & expectations.**

**To be honest and fair with all Employs, Suppliers, Customers, Financial Institutions Govt. To provide career growing opportunities to the talented professionals.**





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By Popular



**PAJERO**<sup>®</sup>  
MATCHES

**POPULAR**  
style







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# Popular Fabrics Ltd.

- **PROCESSING DIVISION**
- **EXPORT DIVISION**
- **POPULAR STYLE DIVISION**



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## ➤ **Processing Division**

- Digital Printing
- Printing
- Dyeing



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## Digital Printing Machine





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# Printing



Rotary



Flatbed





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## Steam ager for two phase prints

*Field of use: Indanthrene dye fixation.*

*The absence of air in the steam and the installation of the pad mangle right under the steaming chamber makes our machine ideal for fixing these dyes, typically used for military prints, on cotton and viscose.*

*The dwell time of about 30 seconds at a temperature of 135 °C allows the production of approx 2.000 m/h of fabric with a machine of 18 m capacity.*



Flash Ager

 **ARIOLI**



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# Dyeing







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## ➤ **Export Division:**







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## ➤ Popular Style Division

- Home Textile
- Women's Apparel
- Popular Men's
- Kid's Wear





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## Home Textile







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## Women's Lawn





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# POPULAR style

Popular style is building on the strength of Popular group, the concept was created for customers to experience the depth, range and creativity of the Popular fabrics product portfolio. From fashion fabrics and apparel to kids-wear, home textiles to home-wear needs. Popular style is a complete creative concept where customers can realize their dreams and aspirations. Popular style is a perfect heavenly place for aesthetically-inclined women. You can experience the originality of the style with fashion fabrics, ready-to-wear lines and stunning accessories. It enables you to create your own clothes and accessorize with the required materials.





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# Popular Trading International





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# Popular Certified



FDA - U.S.A



SAFE FOOD AWARD



HALAL CERTIFIED



REACH CERTIFIED



ISO 22000:2005



HACCP CERTIFIED



OKOTEX



ISO 9001:2000

