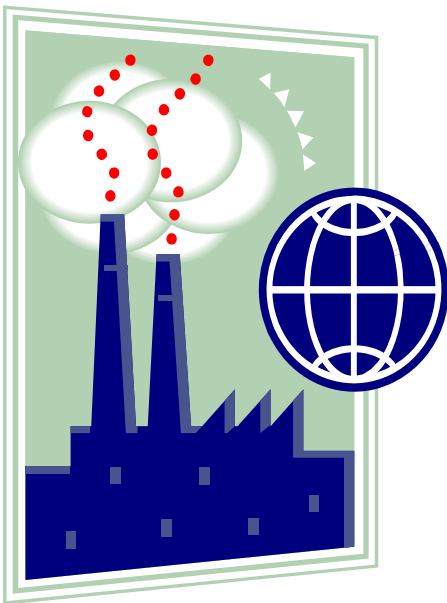


AMEEJEE VALLEEJEE & SONS (Private) LTD.



Company Profile

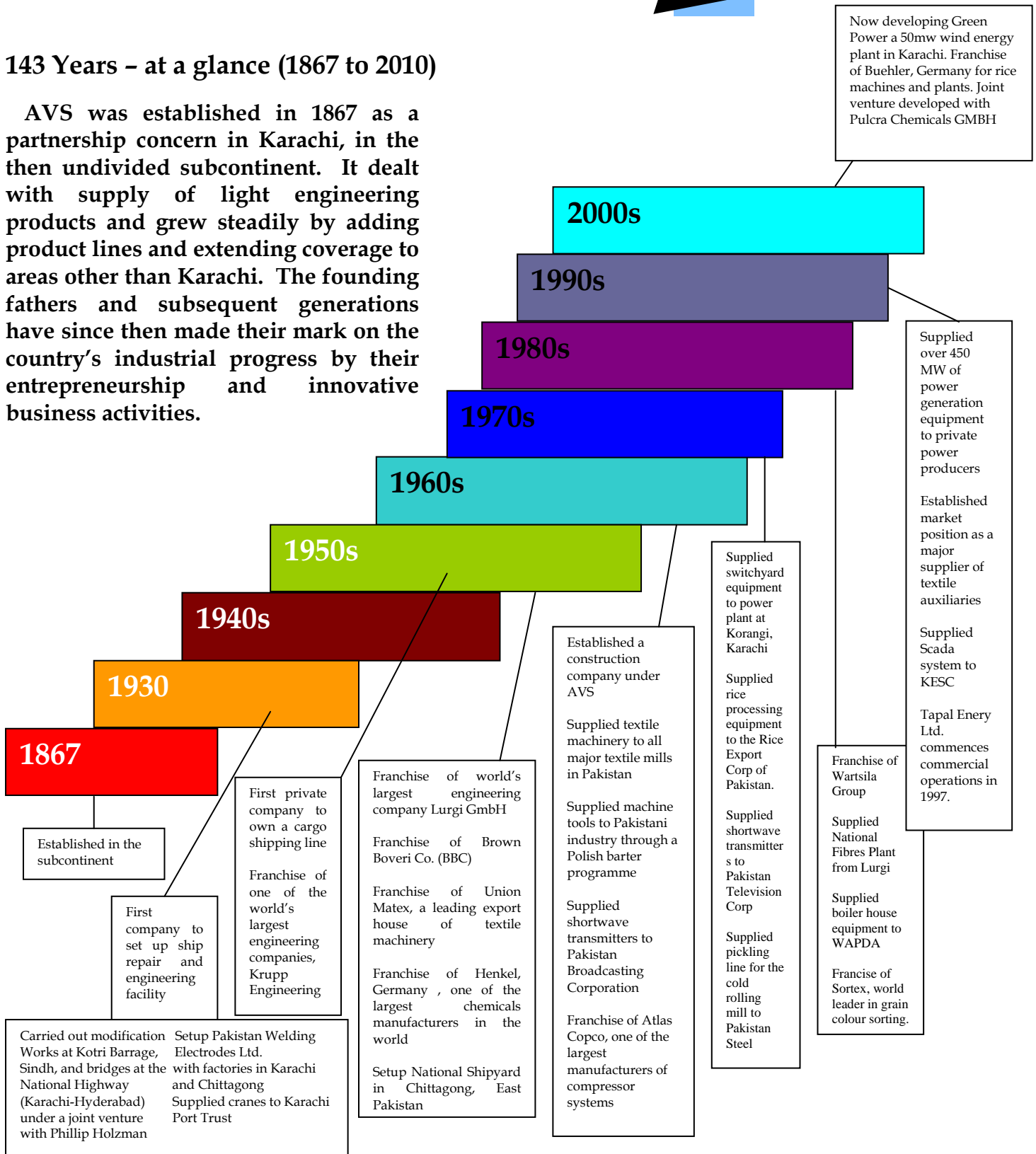
In 2010, AVS will be celebrating its 143rd anniversary. In the same year Tapal Energy, its 126MW diesel power plant will be in the 13th year of operation, reliably supplying the much needed electricity to Karachi.

With 143 years of history, AVS remains a symbol of stability, steady growth and a forward-looking business management style. Today AVS has holdings and management responsibilities of very diverse activities. Cognisance of market needs of a rapidly changing economy, business foresight, entrepreneurship and organization stability have contributed to customer confidence, a rapidly expanding client base and a distinct market position. AVS is known as a business house with a difference. Keeping up tradition with innovation.



143 Years – at a glance (1867 to 2010)

AVS was established in 1867 as a partnership concern in Karachi, in the then undivided subcontinent. It dealt with supply of light engineering products and grew steadily by adding product lines and extending coverage to areas other than Karachi. The founding fathers and subsequent generations have since then made their mark on the country's industrial progress by their entrepreneurship and innovative business activities.



The AVS Group of Companies

AVS carries out much of the older businesses of the parent company. It is engaged in marketing of industrial plants and products and financial structuring and management of contracts to the last stages of implementation.

Tapal Enterprises (Pvt) Ltd. is a subsidiary, primarily holding responsibility for management of working capital and financial engineering of cash intensive projects.

Industrial Engineering and Construction Ltd. was formed to carry out industrial installation activities. It holds to its credit major electrical and mechanical works at power plants set up by WAPDA in former East and West Pakistan during the 1960s.

Tapal Chemicals (Pvt) Ltd. has been recently formed to enable concerned business managers realize the growth potential this business holds. The current textile chemicals business is a thriving one, supplying textile auxiliaries to majority of the textile mills in Pakistan. Upon implementation of diversification strategies it is expected to cater to a particular market niche for specialized chemicals.

Tapal Energy (Pvt.) Ltd. was one of the first few private sector companies to receive a Letter of Support for power generation. TEL was developed with Wartsila Group, which is already a well-known name in the power sector in Pakistan. The 126mW diesel power plant commenced commercial operations in June 1997. Expansion plans are underway to set up a 200mW diesel power plant in the Punjab area.

The Company Today

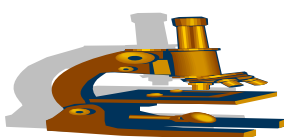
The 1971 war with India and the subsequent separation of East Pakistan caused major losses to companies with business interest in the eastern wing. AVS, too, suffered a setback, in terms of loss of revenues from the shipyard as well as loss of a growing market. The company, however, proved to be resilient and began to recover rapidly. During the 70s, power plant equipment was supplied to many generation plants of KESC and WAPDA. Industries that came up during this period (rice processing, sugar, fertilizer and chemicals) were equipped with AVS supplied products.

With macro economic policies geared favourably towards privatization, liberalisation of imports and decentralization AVS's share in the private sector grew. To cater to competitive market forces and consistently improve responses to customers, AVS reorganized its businesses and set up semiautonomous divisions carrying total responsibility for specific businesses. The central AVS management has retained a synergistic role, to ensure that common resources are shared appropriately, organization goals are clear and strategic business decisions are taken and implemented.

The company is staffed by over 200 persons of whom about 60% are experienced engineers or technicians. Various software systems are in use extensively for accounts, finance and sales, thereby allowing a faster response time and easier information retrieval. People retention is high as company policies are designed around goal achievement, work satisfaction and an encouraging environment.

Headquartered in Karachi, AVS has its main branch office in Lahore. The upcountry market is served by a full-fledged operation covering both sales and service. Both Karachi and Lahore have a service and repair workshop with trained staff, tools and machines. Sales of industrial products require professional backup services and these are made available by AVS through its own personnel, with support from its suppliers. A liaison office is maintained in Islamabad to ensure contact with, and response to, customers and government entities in the region.

Textile Chemicals and Auxiliaries



AVS has been a trusted name in the textile industry for over 40 years. In the 50s and 60s, AVS gained a leadership position in supply of textile machinery. In the late 50s, it signed an agreement with Henkel, Germany, to supply textile auxiliary chemicals. Since then, the Henkel-AVS collaboration has provided textile manufacturers a highly responsive set-up, sound technical backup, both pre and post supply, and economy of purchase. The latter has been achieved through AVS local capability under licence to carry out blending, diluting and use of additives thus reducing imported component in price. Strict quality control is maintained with adherence to prevailing market needs all the more critical, as the customer base is largely the quality conscious, export oriented sector.

Response and delivery time is reduced by maintaining inventories in Karachi and Lahore, as well as through a distributor network entered in Faisalabad.

In November 2001, the Henkel Group sold out its textile auxiliary unit and it is now run independently under the name Cognis Deutschland GmbH & Co. KG. Cognis continues to be a world leader in the supply of textile auxiliaries and oleochemicals.

The chemicals business has been taken over by a joint venture between Cognis and AVS. Ltd. with a view to expanding its market base, diversifying its product range and extending its local manufacturing activities.

Some installed reference - Chemicals

Al-Abid Silk Mills
Al-Karam Textile Mills
Adamjee Enterprises
Afroze Textiles
Artistic Denim
Crescent Textile Mills
Ihsan Sons Textile Mills
Feroze Textile Mills
Kohinoor Textile Mills
Masood Textile Mills
Mohammad Farooq Textile Mills
Mustaqeem Dyeing & Printing
National Silk & Rayon Mills
Nishat Textile Mills
Sapphire Textile Mills
Sitara Textile Mills
Star Textile Mills
Yunus Textiles

Process Plants and Equipment



Pakistan's industrial base, in 1947 was limited to a couple of sugar plants. Industrial activity gained momentum in the 60s, and then in the 80s, when indigenous production of sugar, rice, cement, fertilizer, chemicals and oil and gas increased over ten-fold. New plants were setup, older plants went ahead with expansion/modernization plans, and new technologies were incorporated.

As the exclusive representative of Lurgi, Germany and Dorr Oliver, Netherlands, AVS has supplied a number of plants and process equipment and managed the local aspects of major projects. These include National Fibres in Karachi, Hoechst-Ravi in the Punjab; supply of electrostatic precipitators and quarry equipment to many cement mills; boilers to fertilizer, chemical and textile plants; water and effluent treatment plants and specialized process machines for sugar and corn based plants. The larger, export oriented rice processing plants are equipped with milling, sorting and grading equipment from F.H. Schule.

Steel industry is also a major business focus. The Pakistan Steel Mills is equipped with AVS supplied equipment from Vai Clecim, France. AVS also markets steel and special alloy products for use in metalworking and heavy fabrication in the aerospace industry.

As local engineering and construction skills have developed over the years, AVS has handled its projects accordingly. Based on its understanding and experience of Pakistani companies, AVS sub-contracts out work in consultation with plant suppliers whose labour content is thus reduced to supervision and quality control. AVS role in bid structuring and project execution ensure maximum local content, lowering of costs for the customer and smooth execution cycles for the supplier.

Some installed references - plants & equipment

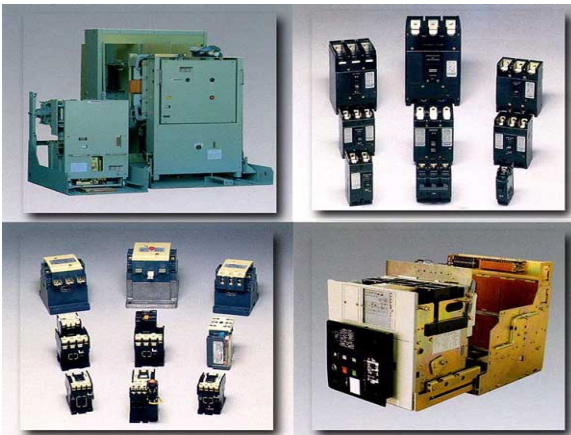
Attock Cement	OGDC
Cherat Cement	Pak-Arab Fertilizer Ltd.
Crescent Sugar Mills Ltd.	Pakistan Refinery
Dadabhoy Cement	Pakistan Saudi Fertilizer Ltd.
D.G. Khan Cement	Pakistan State Oil
Fauji Corn Complex	Pakistan Steel Mills
Gul Ahmed Textile Mills	Pakland Cement
National Fibres Ltd.	PARCO

Mechanical and Electrical Products



Pneumatic Systems installed in most major industries rely on AVS for supply, installation, maintenance and repair. As sole agents for Atlas Copco, the engineering team interacts with a large client base. Activities include assessing needs, providing technical guidance and a package of products and services for compressors, air cleaning and cooling systems, water treatment and air jet operated equipment.

A well-equipped compressor workshop caters to all service and spare-parts requirements. The workshop, previously located at head office, has recently been shifted to a large facility at the Korangi Industrial Area to deal with the increased volume of business. Plans are underway to expand service capability to include compressor assembly and service and repair of generator sets.



AVS has been one of the oldest companies associated with power generation in Pakistan. As a representative of Brown Boveri Co. (now ABB), AVS has been supplying switchyard equipment and low, medium and high voltage components to power plants and industries. AVS currently markets low voltage products from ABB through a countrywide dealer network and also plans to assemble them locally under license.

Some installed references-compressor/pneumatic installations

Aircraft Manufacturing Factory	Milkpak Ltd.
Attock Cement	Mohammad Farooq
D.G. Khan Cement	Textile Mills
Dawood Hercules Ltd	National Fibres Ltd
Dillingham Construction Co.	Nishat Textile Mills
Dyno Pakistan Ltd.	Pak-Arab Fertilizer Ltd
Fauji Fertilizer Ltd.	Pakistan Refinery Ltd.
Gatron Industries Ltd.	Pakland Cement
Gul Ahmed Textile Mills	Ravi Rayon Mills
Habibullah Mines	Rupali Polyester Ltd.
Indus Motor Co. Ltd.	S.G. Rayon Mills
Karachi Electric Supply Corp.	Sarah Textile Mills
Kohinoor Textile Mills	Shahtaj Sugar Mills Ltd
Lever Brothers Ltd.	Shakarganj Sugar Mills
Lucky Cement	Synthetic Fibres Ltd.
	WAPDA

Power Plant Systems



ABB reference –
Steam/gas turbines, Switchyard

Karachi Electric Supply Corp.
West Wharf, Korangi 1 & 2
Bin Qasim 1-5, SITE, Karachi

WAPDA
Mangla, Kot Addu, Guddu
Tarbela, 11-14

Zeal Pak Cement, Hyderabad

Countrywide Over 35 grid stations

AVS has been associated with the power sector for over 45 years. Two periods in Pakistan's industrial development can be highlighted as intense activity periods in power generation. In the 50s and 60s, the KESC and WAPDA were setting up electricity generation and transmission capability and Brown Boveri Co., with AVS in local collaboration, was one of the first few foreign power companies to supply equipment and backup services. The power plants in both former East and West Pakistan include switchyard supplied by BBC-AVS. The Kotri and West Wharf power stations as well as a few industries are equipped with BBC gas and steam turbines. Even now AVS continues to play its part as a strong, local partner for ABB e.g. in financial management of the hydropower project at Tarbela Units 11 & 14, awarded to the ABB-Siemens Consortium and Ghazi Barotha.

Power availability remained a cap on industrialization despite the utility companies' expanding base. A few industries turned towards self-generation in the 80s and 90s. Today, both captive and private sector power generation have now become the most significant economic activity. Over the years, AVS has supplied over 150 Mw to this sector, along with one of the most reputed power companies – Wartsila Group. Another 250 Mw were delivered and installed in 1997 to the IPPs Gul Ahmed Energy and Kohinoor Energy. In addition to these AVS has supplied over 100 high-speed standby diesel generator sets to industrial and domestic users.

References – heavy fuel/gas engine-based power plants

Century Paper and Board Mills	Lahore	3x4 MW
Cherat Cement Ltd.	NWFP	3x5 MW
Crescent Greenwood	Hafizabad	3x5 MW
Crescent Textile	Faisalabad	5x2.5 MW
Elite Textile Mills Ltd.	Karachi	4x920 KW
Gul Ahmed Energy Ltd.	Karachi	9x15 MW
Jubilee Spinning & Weaving Mills	Karachi	4x920 KW
Kohinoor Energy Ltd.	Raiwind	8x15 MW
KWSB/Siemens	Karachi	1x4 MW
Lucky Cement	Islamabad	7x6 MW
MFMY Textile Mills	Karachi	3x920 KW
National Refinery Ltd/Siemens	Karachi	1x4 MW
Packages Ltd.	Lahore	2x5 MW
Tapal Energy (Pvt) Ltd.	Karachi	8x15 MW
Zarak Textile Mills	Karachi	5x750 KW

Power Generation



Tapal Energy (Pvt.) Ltd. generates 126 MW of electricity, adding to the KESC currently installed capacity of 1800 MW. The project entered construction stage in the 3rd quarter of 1995 and was completed at a fast track, within 14 months to start operation in 1997.

The project was initially conceived by AVS and brought to fruition by coordinated efforts of Wartsila, Wartsila Development and Financial Services OY (WDF). Wartsila is a company that has built power plants in Pakistan for over a decade. It is the world's largest manufacturer of medium-speed engines and is noted for its reliable and highly competitive products. It has an established and expanding base in Asia, due to its quick project turnaround, technology alternatives and flexibility in adapting to local needs.

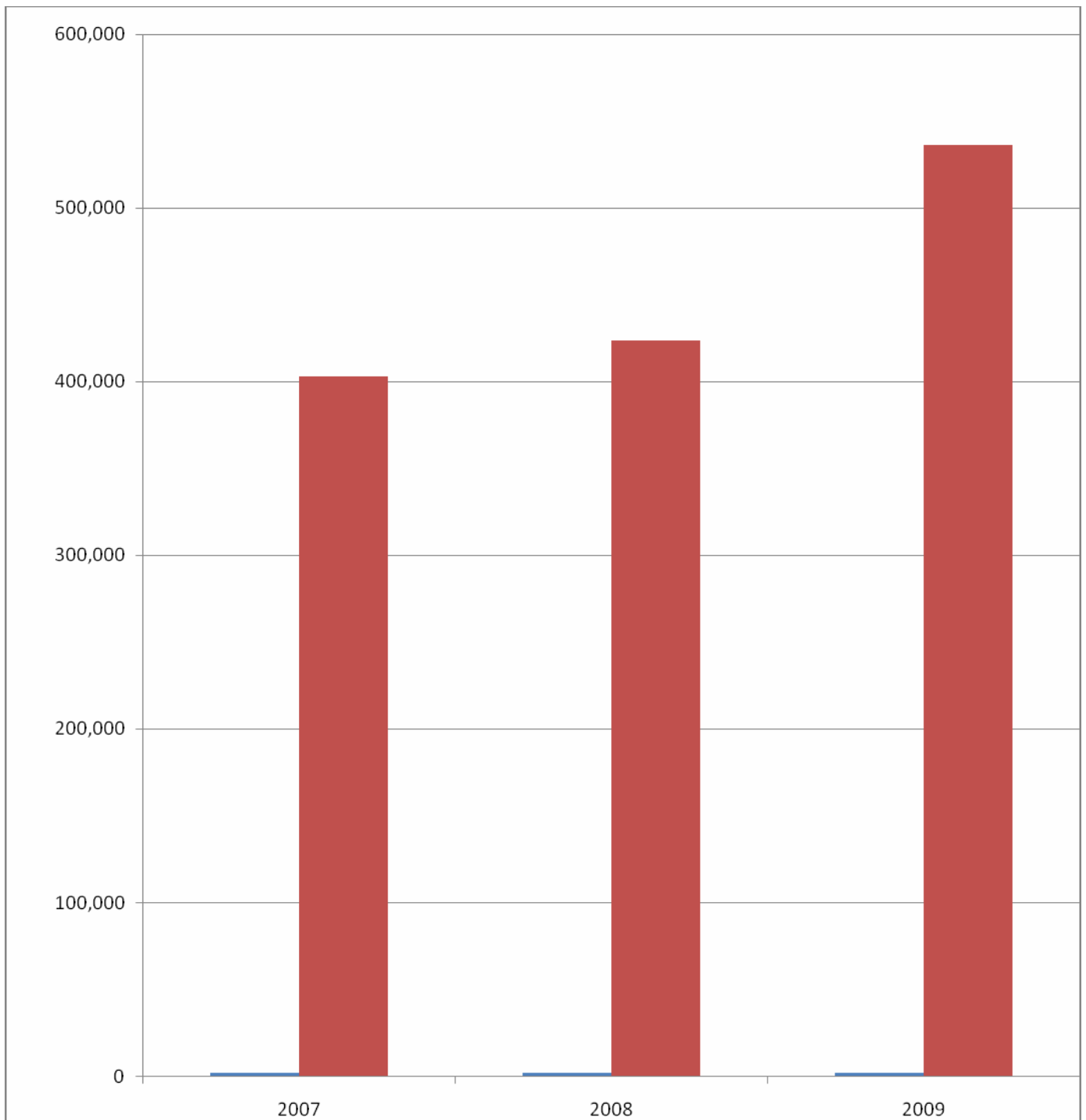
WDF carries out financial structuring mainly of private sector power projects and also conducts negotiations with governments, utility companies and fuel suppliers to facilitate quick closure and expedite implementation. Its main offices are in Finland and USA.

Wartsila Netherlands NL (WNL) manufactured the engines for this project at their plant in Zwolle. WNL have vast background for production of prime movers for land-and barge-mounted diesel power plants as well as marine propulsion engines. The 38 series of engines supplied to Tapal energy (Pvt) Ltd are of state-of-the-art design, extremely reliable and cost effective and economical in operation.

The turnkey contract for the project was awarded to Power Construction Company NL (PCC) from The Netherlands. Civil, electrical and mechanical works were subcontract by PCC to companies holding a credible construction record in Pakistan. Supervision and commissioning was carried out by WNL, while operation and maintenance of the plant is being carried out under a contract with Sithe.

AVS, Wartsila and Marubeni Corporation, Japan hold the equity in TEL. In June of 2004 the project became debt free.

SALES PROFILE (Rs 000)



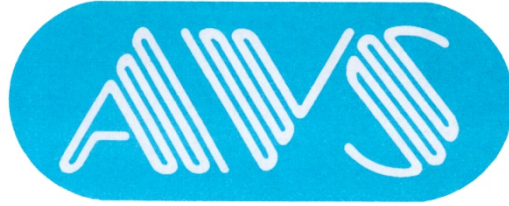
*** DOES NOT INCLUDE SALES OF TAPAL ENERGY (PVT) LTD.**

International Supplier/Affiliate Network

Manufacturer / Supplier

Product Range

Asea Brown Boveri (ABB)	Low, medium and high voltage products
Atlas Copco Airpower n.v.	Compressors, diesel generating sets, pneumatic systems, air dryers
Babcock Borsig Power Service, Germany	High capacity boilers, specialized burners
Bohler Bleche GmbH, Germany	Specialised steel sheets and plates
Bohler International GmbH, Austria	Specialised steel bars
Buehler GmbH, Germany	Rice milling and cleaning equipment
Boehler, Turkey	Carbide indexable inserts and tool holders
Cognis Deutschland GmbH & Co. KG	Chemicals for textile and polyester plants
Drew Mitco AB, Sweden	Water treatment chemicals
Denso Export GmbH, Germany	Corrosion protection and water proofing products
GL&V Dorr-Oliver, Netherlands	Water and effluent treatment, processing equipment for sugar and food industry
Jubilee Power Plant, U.K.	Diesel generator sets
Lurgi Bischoff GmbH, Germany	Complete process plants, refineries, Fertilizers, chemicals, ore mining, plant equipment and incinerators
Sortex Ltd, U.K.	Colour sorting equipment for Rice, Nuts, Coffee, Beans & Seeds
Stadco Cooling, U.K.	Cooling towers
Standard Fasel-Lentjes B.V., Netherlands	Low capacity boilers and special firing equipment
Vai Clecim, France	Steel plant equipment, pickling/tinning lines, rolling mills
Wartsila OY, Finland	Power plants systems based on heavy fuel, diesel and gas engines



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