Corporate Brochure

AMI
Flavours & Fragrances ™

Creating Flavours & Fragrances, Enriching Your Brands!

A.M INTERNATIONAL

Home of Flavours & Fragrances


بسم الله الرحمن الرحيم

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MEET OUR TOP MANAGMENT



Muhammad Ali Hassan
(MBA - Marketing)
Managing Director



Lt Col. Nayyer Hameed (Retd), TI (M)
(MBA - Marketing)
Director



Ahmed Mustafa **(ACCA)**
Director Operations



Mahad Bin Hassan
BBA (Hons)
Operations Manager

Vision:

Our vision is to redefine sensory experiences globally. As an innovative and sustainable Flavours & Fragrances manufacturing company, we aspire to be the foremost leader in creating captivating and evocative flavours and fragrances that enrich every aspect of life.

Mission:

Our mission is to passionately create and deliver exceptional Flavours and Fragrances that enrich people's lives and inspire their senses and become the premier choice for customers.

COMPANY PROFILE

Year of Establishment:

Serving since "2004"

Product Range:

Over 2500 different food flavours (Liquid & Dry Powder) and fragrances are manufactured at our plant.

Sales Team:

We have a dedicated and energetic sales team of "23" persons who are running the sales operations professionally.

Total Team:

A team of about 80 professionals.

Countries of Operations:

Pakistan, UAE, Iran, South Africa, Afghanistan & Bangladesh.

Manufacturing Facility:

A state of the art factory near Coca Cola Factory Raiwind Road Lahore.

Clients:

Serving the requirements of over 3000 clients across the globe.





WE PRODUCE

Flavours

- Liquid Flavours
- Dry Powder Flavours

Applications

Bakery, Pharmaceuticals, Beverages, Savoury, Dairy, Confectioneries, Snacks, Ice Cream & Sweets

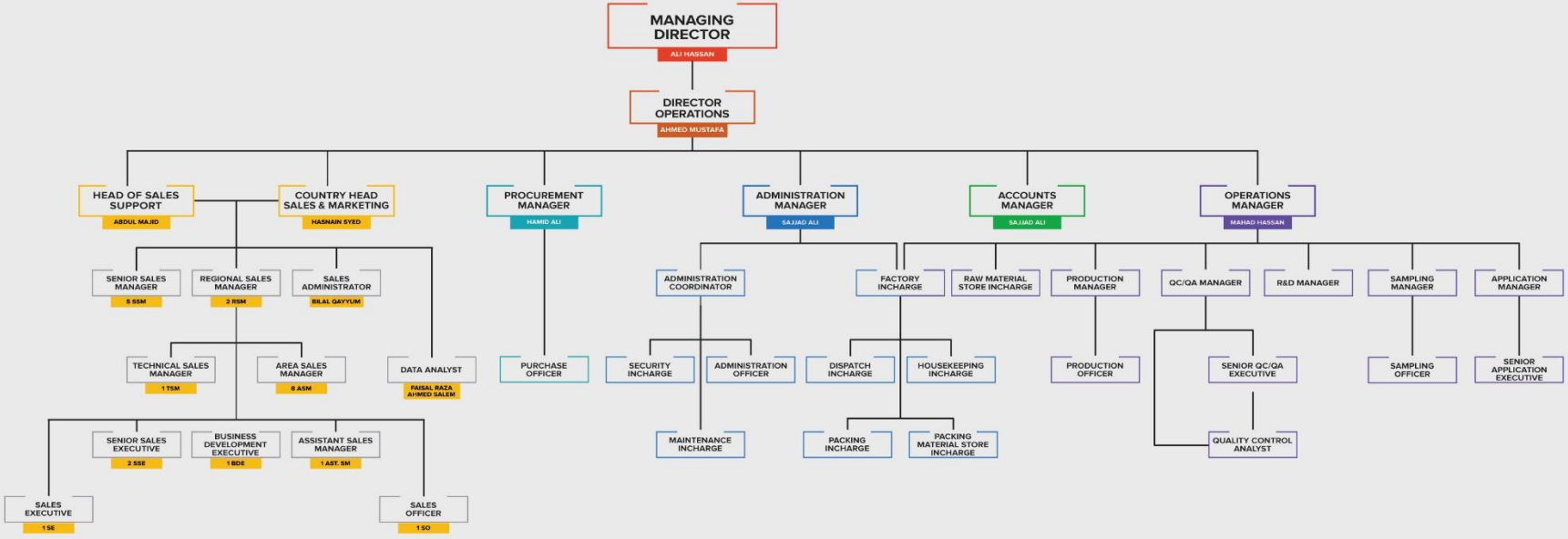
Fragrances

- Liquid Fragrances
- Dry Powder Fragrances

Applications

Body & Skin Care, Cosmetics, Paints, Shampoos, Soap & Detergent

ORGANIZATIONAL STRUCTURE



“A.M INTERNATIONAL” A MARKET LEADER?

“Market Leader is the one who is known as trend setter and is responsible for introducing innovative techniques in the market and is followed by the other stakeholders.”

Fittest Survivor

Forecasting Political, Economical, Social and Technological factors and strategizing accordingly. A.M International once again proves to be the fittest survivor. Our focus does not only remain on Development but also on Marketing and Brand Positioning. Resultantly, AMI holds a strong engaging market community.



Innovator

A.M International sets the bar and has become the first company in the world, which launched Fragrances in Dry Powder form in 2008 which proved to be a major break through in “Fragrances” industry globally.



Trendsetter

A.M International became the first Pakistani Flavours & Fragrances Manufacturing company which achieved the following certifications:

- ISO-22000
- ISO-14001
- HALAAL Certified

A true market leader does not only claim but proves itself by doing it practically. We have done and looking for new dimensions in future.

OUR VALUABLE CLIENTS

Pharmaceutical Industry

SEARLE
LCI — LUCKY CORE INDUSTRIES
SAMI Pharmaceuticals (Pvt) Ltd.
Herbion PHARMA
WILSON'S pharmaceuticals
VEDIC LABORATORIES
GENIX
Global Pharmaceuticals (Pvt) Ltd.
Falcon — Touch the nature
AGP — we value life
Hiranis PHARMACEUTICALS Pvt. LIMITED
GOLDSHEFF NUTRACEUTICALS (Pvt.) Ltd.
PH
Saffron
Nutrifactor — wellness for life
DON VALLEY
Bio-Labs — RESEARCH FOR BETTER HEALTH
Pharma Radiant — CHEMISTRY FOR LIFE
BETTER LIFE WITH BETTER MEDICINE — C. K. D.
CKD Pharmaceutical

Cosmetics, Soaps, Detergents & Paint Industry

Golden Pearl
NIZWA INTERNATIONAL
BERG — White miracle
Arena Gold — BEAUTY CARE
Mablay — BEAUTY
Concept — Cosmetics
B-Lite
Nexton — Feel good!
ISLAM SOAP Industries (PVT) Ltd.
SUFI — GROUP OF COMPANIES
VISTA
NIMIR
Yaqub — Since 1948
MILAN — Aftab Soap Factory (Private) Ltd. Faisalabad-Pakistan
Breeo — Laundry Detergent
BADAR — HIGHLY ACTIVE DETERGENCY — Washing Powder
A Product of Pakistan — KISAN SOAP — A Name of Trust
HH
APPLE — Washing Powder
master PAINTS
nova
Shaukat — NAME YOU CAN TRUST
Gamalux
asianpaints
CHAMPION PAINTS
GOBI'S Paints — Think this way
Soekarno Laboratories
BERGER — Trusted Worldwide
SPARCO PAINTS
andrew PAINTS

Others

Hi-Tech FEEDS (PVT) LTD
Bata
SUPER — Home Care Products
CLEANIT
Green Clean
MOTOR INSIDE
HB-11
OLIM NATURALS
mama organic
KASHIF FOOD PRODUCTS — KF — GUJRANWALA

Food Industry































Silver Lake Food

















































INTERNAL CORE TEAM

It is ultimately the Quality of the management team that builds successful companies rather than their technology.



Hamid Ali
Procurement Manager

Bilal Qayyum
Sales Administrator

Ahmed Mustafa
Director Operations

We

PLAN
ORGANIZE
LEAD
CONTROL

Mahad Hassan
Operations Manager

Sajjad Ali
Accounts Manager

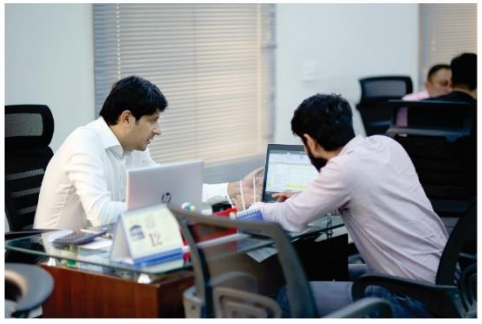
Abdul Majid
Head of Sales Support

Muhammad Ali Hassan
Managing Director



Planning

At A.M International we make sure that our strategic decisions are made to optimize production processes, resource allocation, and supply chain logistics. Our Effective planning ensures streamlined operations and facilitates meeting production targets while maintaining quality standards.



Leading

At A.M International we Lead, Inspire and Motivate our team to achieve their best performance, setting a positive example and guiding them towards shared goals. Our effective leadership fosters a culture of innovation and continuous improvement, driving the firm's success and adaptability in a competitive market.



Head Office Location: Lahore

Other Sales & Marketing Offices Location: Karachi | Faisalabad

Organizing

Organizing at A.M International involves structuring the workforce, defining roles, responsibilities, and establishing clear lines of communication. This ensures efficient coordination among teams, fostering a cohesive work environment and enhancing overall productivity.



Controlling

At A.M International we Control by monitoring performance, comparing it against predetermined targets and implementing corrective actions to ensure that operations remain on track and in alignment with the company's objectives. It plays a critical role in optimizing efficiency, quality and resource utilization, ultimately contributing to the firm's profitability and success.



SALES AND MARKETING



Hasnain Syed - Country Head Sales & Marketing

Hasnain Syed leads as the Head of Sales & Marketing Globally at A.M International, while continuing as Chief of Sales for Pakistan region as well. His passion for innovation, a commitment to excellence and a drive to provide valuable insights will mark a further step in implementing a leaner, more efficient corporate structure aimed at basing certain Group activities out of the local operations. Hasnain drives growth and success by orchestrating effective strategies and by motivating teams to achieve their goals.

Hasnain has over two decades of experience as a senior executive across multiple industries and has worked in different regions of Pakistan. Prior to joining A.M International, Hasnain was a Regional Director Sales at Ufone. Hasnain previously held senior leadership positions at Jazz & Bank Alfalah as well. He currently heads one of the most successful portfolio and looks forward in helping grow our core connectivity business and accelerating the pace of development.



Left to Right: Nasir Javaid, Anwer Kamal, Agha Ahmed, Asad Javaid



Left to Right: Muhammad Faisal, Moazzam Ali



Left to Right: Ahmed Ali,Arshad Mehmood



R1 - Left to Right: Col Nayyer Hameed Qureshi, Ali Hassan, Ahmed Mustafa

R2 - Left to Right: Khurram Waheed, M Faisal, Moazzam Ali, Arshad Munir, Mahad Hassan, Hasnain Syed, Abdur Rehman,, Arshad Mehmood, Ahmed Ali



Left to Right: Ahmed, Abdur Rehman, Arshad, Moazzam, Ammad, Khurram, Zaheer



Left to Right: Taha Hassan, Shahbaz Karim, Saleem Shah



Monthly Sales Meeting happening at Head Office Lahore.

Our efficient sales and marketing team of 23 sales warriors has a well-coordinated approach and has aligned its efforts to achieve common goals and objectives.

Their ability to adapt quickly to market trends and customer feedback enables them to stay ahead of the competition and consistently drive growth.



Front Row - Left to Right: Ammad, Faisal, Arshad, Nadeem, Moazzam, Hasnain, Ali Hassan, Col Nayyer Hameed , Ahmed Mustafa, Arshad, Sajjad, Abdur Rehman, Nasir, Anwar, Ahmed, Khurram
Back Row - Left to Right: Bilal, Shahid, Abdul Majid, Shahbaz, Ahmed, Mahad, Nadeem, Sohail, Aurangzaib, Saleem, Ramzan, Zaheer, Asad

THE FACTORY



Nasir Mehmood – General Manager Product Application

With over 37 years of experience in the field, Mr. Nasir Mehmood is a highly respected expert in product development and application. He earned his degree in Food Technology from the University of Agriculture, Faisalabad.



Zia Ullah - Production Manager

Zia Ullah has over 27 years of experience in this field. As a Production Manager in A.M International, he oversees the daily operations of the production floor, ensuring efficient production schedules and maintaining strict quality control standards. Through process optimization and team training, we achieve a significant reduction in production lead times and minimized product defects, leading to increased client satisfaction.



Azam Naseer – Research & Development Manager

Azam Naseer has over 22 years experience of developing Flavours and Fragrances. As a R&D manager at A.M International, he leads a cross-functional team to conceptualize and execute innovative projects. Successfully developing cutting-edge products, meeting market demands and surpassing competitors. This achievement not only boosts A.M International's efficiency but also strengthens our reputation as industry leaders.



M. Abrar Wahad – QC/QA Manager

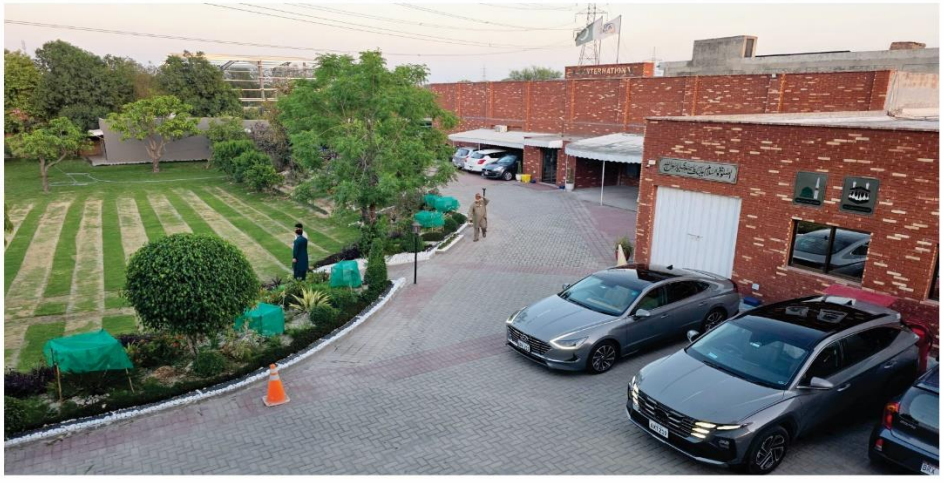
With over 10 years of experience, Abrar as A.M International QC/QA Manager is committed to ensure that each product manufactured at AMI is of best quality as "Quality is our Excellence". His team makes sure that all products are manufactured in an environmentally sustainable way that are safe, Halaal and meet the expectations of our esteemed clients spread all over the sectors from Pharma to food and non-food sectors.



Factory Managers and Production Team



Research & Development with Ahmed Mustafa and Azam Naseer



Aerial View of Factory & Head Office : Total Area 30 Kanal | 80 Employees | Located at Raiwind Road near Coca Cola Plant





A state of the art manufacturing unit on Raiwind Road, Opposite Coca Cola Factory which features a vast inventory of thousands of chemicals as raw materials, supporting their ability to fulfill large-scale orders and meet diverse customer needs promptly.

A.M International has well-organized four warehouses. Our efficient inventory management ensures seamless operations and reliable supply chain capabilities.







PRODUCTION AND PACKING



Our production facility allows us high capacity production of manufacturing 10 TONS of Flavours and Fragrances daily with a focus on sustainability and safety. Our manufacturing plant maintains high standards, delivering exceptional results to meet global demands.











A.M International ensures top-quality packaging for their products, combining elegant design with secure materials. Our packaging solutions are tailored to preserve the essence and freshness of each product, providing a secured unboxing experience for customers worldwide.



Fragrance Liquid Production



Fragrance Liquid Production

Our Packing Facility consists of sepearte halls for Flavours and Fragrance which are further divided into Liquid and Powder form. We provide different packing sizes according to our customer's demand. At A.M International meticulous packing of products is paramount to preserve the delicate aromas and ensure consistency in quality.



Cargo Lift



Packing Material Store



Raw Material Store

RESEARCH & DEVELOPMENT - QUALITY CONTROL - APPLICATION



Quality Control Lab

The brilliance of A.M International's Quality Control lies in its relentless pursuit of perfection. Our properly managed Laboratories with cutting-edge technology enable precise analysis, resulting in flawless and innovative products. Our unwavering dedication to maintaining the highest quality sets us apart as a leader in the industry.

The Research & Development department of A.M International operates with remarkable efficiency, constantly pushing the boundaries of innovation. Our agile approach, combined with a talented team of 4 experts, enables swift development and introduction of captivating new flavours and fragrances to the market.



Left to Right: Shehzad Munawar, Nasir Mehmood, Shaban Ali



Research & Development Lab.

At A.M International, we test our products internally before launching it in the market. So, we have a strong grip of our products and are able to present them in the market. Our Application department collaborates with clients to understand their specific needs. Through comprehensive testing and formulation adjustments, they deliver customized solutions that exceeds customer expectations.



Food Flavour application



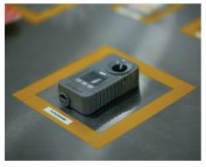
Soap Application Lab



Food Flavour application

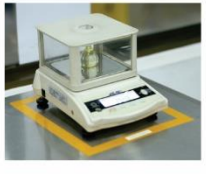
WHY A.M INTERNATIONAL?

Tests Conducted at our QC Lab











1. Flash Point
2. Moisture
3. Tapped Density
4. Mesh Size
5. Specific Gravity
6. Refractive Index
7. Brix
8. Conductivity
9. pH

Research & Development

Thousands of Chemicals involved in our R&D Lab which boosts our efficiency of product development

Application Lab

Two Properly operated Application labs to examine results of our Products in Food and Non-Food Applications.

Separate Halls

Production

- Four separate Production Halls for Liquid and Powder Flavours and Fragrances.

Packing

- Four separate Packing Halls for Liquid and Powder Flavours and Fragrances.

Our Achievements

FSSC 22000 BUREAU VERITAS Certification

ISO 14001

ISO 9001 2015 CERTIFIED

Halal



- **Factory & Head Office**
  10.5 km Raiwind Road, Near
  Coca-Cola Factory, Lahore Pakistan.
  +92 4235459524-25 , +92 3218404292
- **Karachi Office**
  Office No. 116, Mezzanine Floor, Saba Palace, on Plot No. 29-A, Block-6, P.E.C.H.Society, Main Shahrah-e-Faisal.
- **Faisalabad Office**
  Hassan Center Kotwali Road Near GCUF (Main Campus) Gate No. 2 Opp. Govt. Sabria Sirajia School No.1, Street No.1

AMI Flavours & Fragrances ™

Magnus Close to Nature · Lumen · Green · FLAVO Aroma · ORCHARD Flavours & Fragrances

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