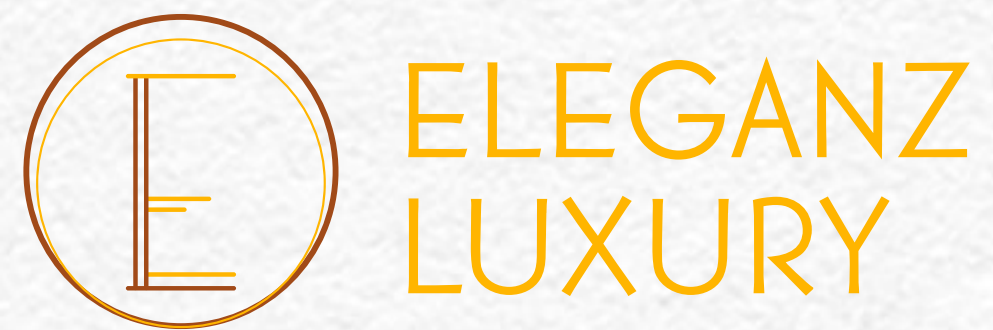




ELEGANZ
LUXURY

COMPANY PROFILE



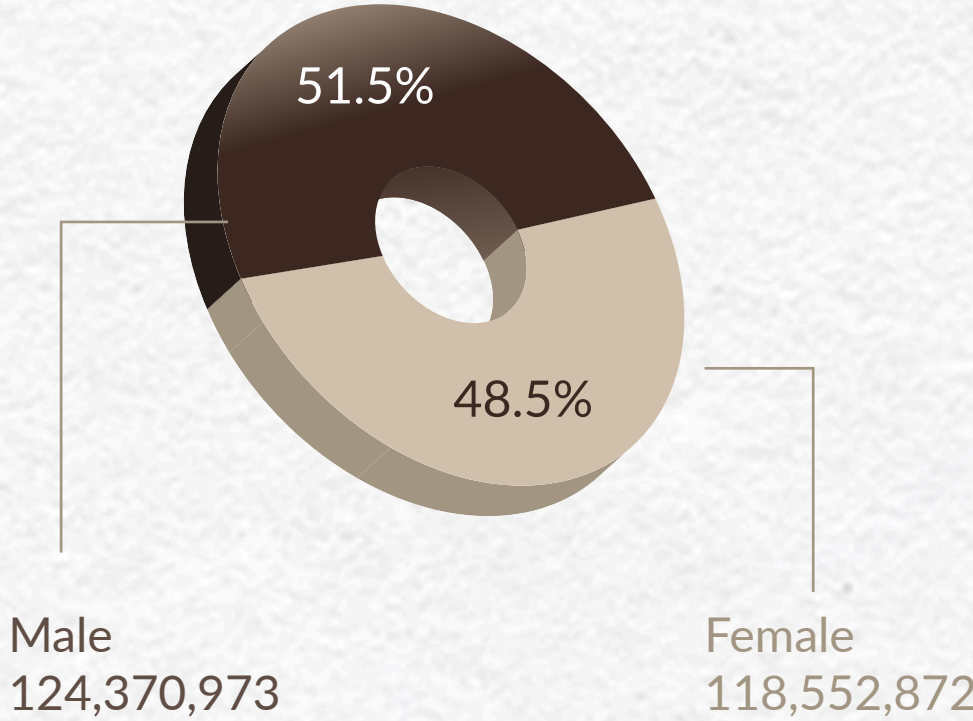
Formed with the acquisition of an existing distribution company, 'Multitech Marketing', and built on legacy of success that was formally constituted on May 2019 to carry out its quest, catering to untapped venture of deep & prolific Beauty Industry in South Asian country, Pakistan.

Currently, the company handles top Beauty Sector partners like L'oreal, LVMH Group, Bvlgari, Hermes, EuroItalia, BPI, Clarins to name a few, and live by the rationale of its existence of reaping milestones through and through being the Leading Distribution House in the vast territory of concern.

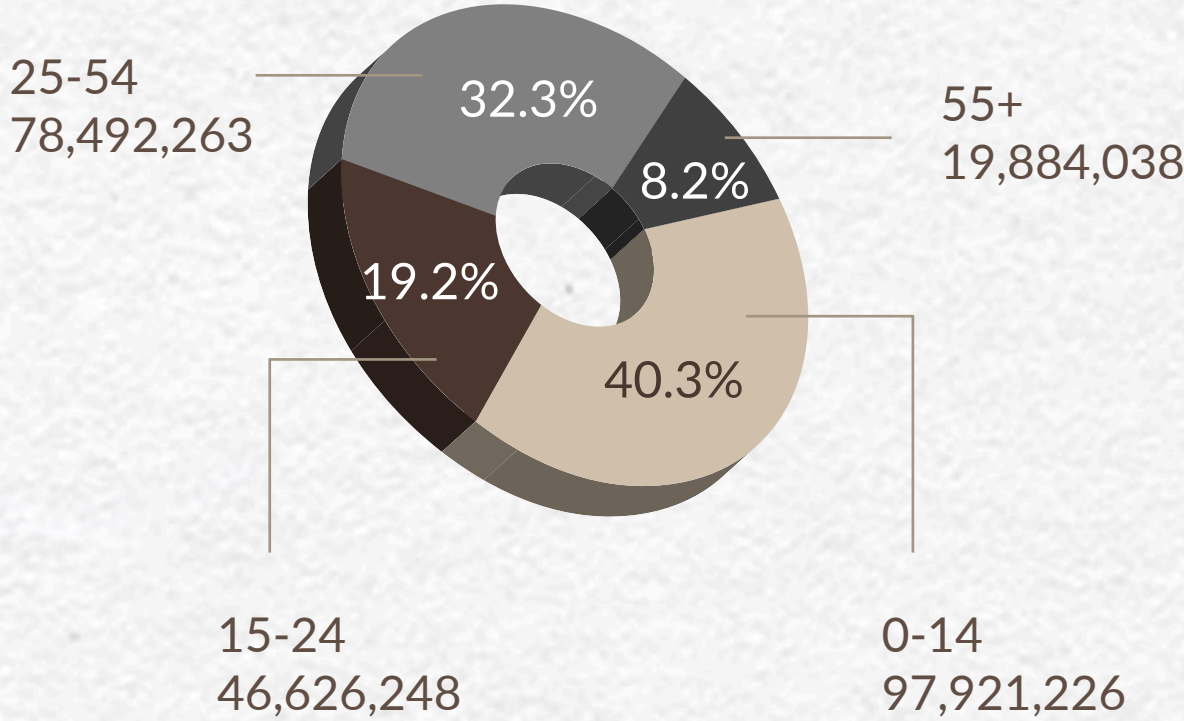


PAKISTAN DEMOGRAPHICS

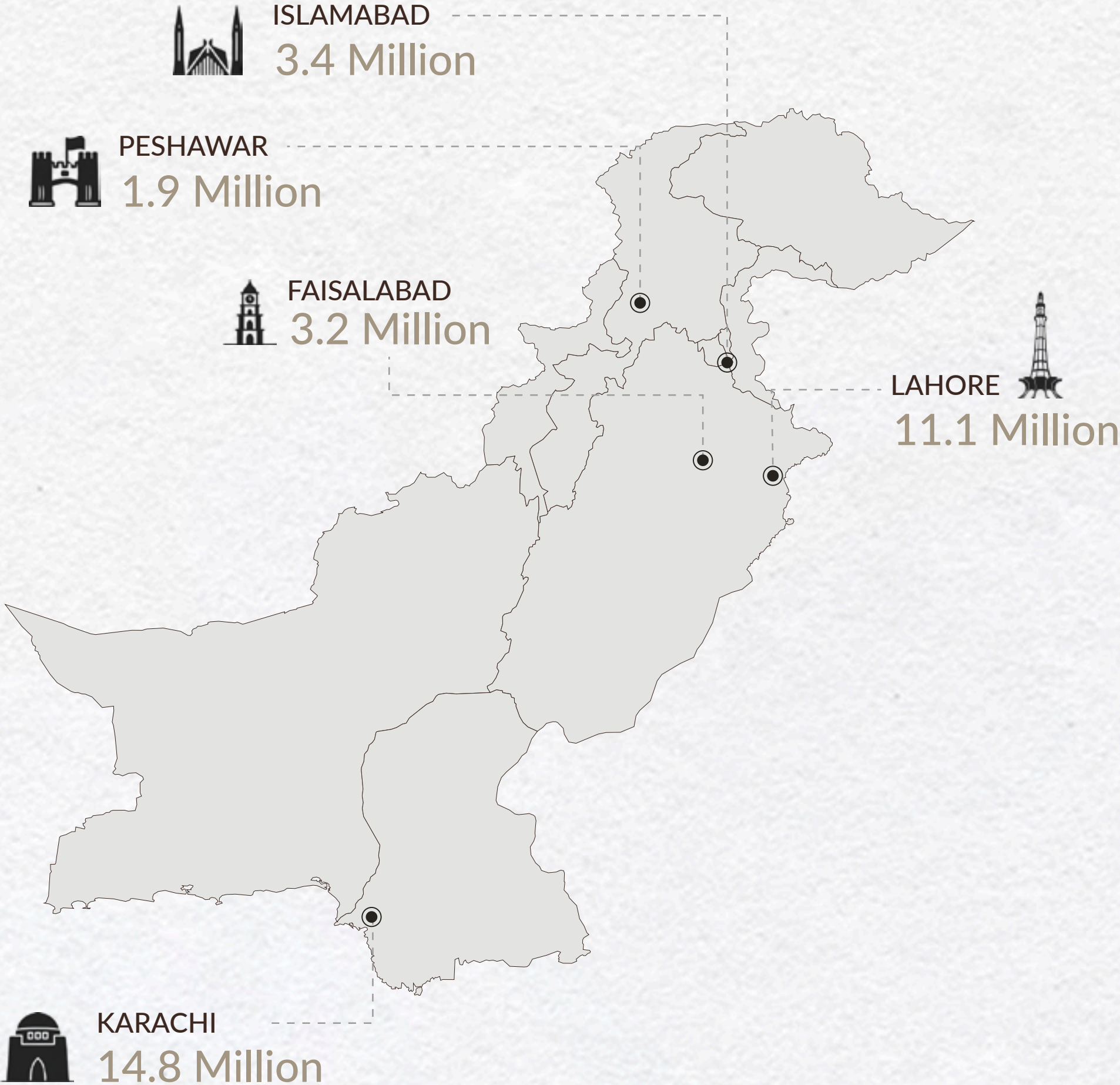
Gender



Age Group



Population Density by Key Cities



242.9 Million Total Population

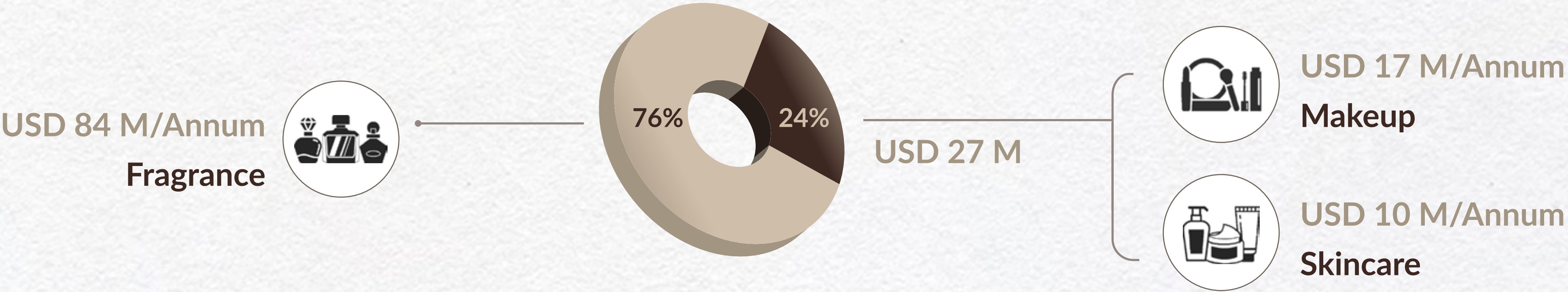


1.85% Population Growth Rate

*Above statistics has been collected from publicly available sources.

PAKISTAN'S BEAUTY MARKET SIZE

USD 111 Million*



*Insights/information is based on products above 50\$.

VISION

To sustain our leadership position in the cosmetics and fine fragrances market of Pakistan

MISSION

To introduce fashion and luxury brands in Pakistan's market with international standards while building on our commitment with our valued partners



PROPRIETOR AND GROUP CHAIRMAN

Kashif Shehzaad

Keeping with the vision outlined and lived by our growing organization, this marks a new chapter in our company's history as we embark on ambitious programme of growth for these imminent years in his role as Chairman for continuous improvement and transformation of our Group of Companies based in UAE, Pakistan and Egypt.

His foundational enterprise, trailing to shape up his career, started as he handled his very first international brand, Estee Lauder in UAE market, followed by manoeuvring successes through and through with Salam Studios & Stores, Paris Gallery Group and EuroItalia.

Soaring to next heights with nearly two decades of experience, Kashif unfolded his vision to start his own enterprise in Pakistan Beauty Industry with robust Distribution portfolio and modern Retail concept, a game changer for Beauty Retail. Taking the success to greater statures Kashif set his footings in Egypt, marking another territory of success to the existing bouquet of enterprises that expands to music industry and soon to launch K2 Airways in Pakistan.





CEO

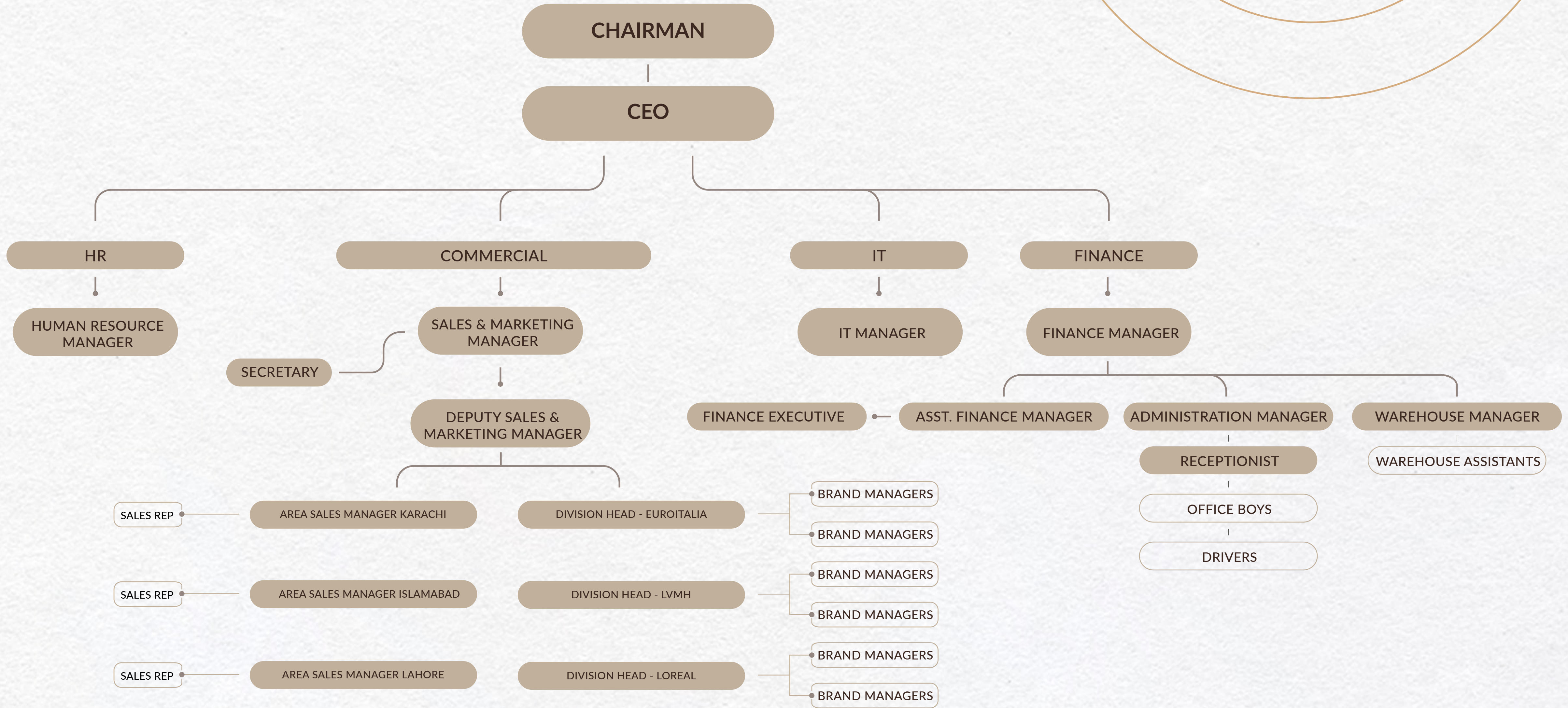
Dr. Mohsen Taha

Mohsen Taha, Chief Executive Officer and an active voting member of the Board, respected as a credible voice of the company in decision making, sound strategy development and finding reliable partners.

Dr. Mohsen, as he is customarily regarded, completed medical school, decorated and distinguished, in the field of Veterinary Medicine at Cairo University. Explored the early years of establishing his career in medical field, the youthful Dr. Mohsen then explored the world of business outside his expertise and broke into FMCG industry for a good number of years. Spearheading the major strategic shift, he entered Beauty Sector in KSA in the year 2008, grounded in market and financial information that levers the business being the General Manager of General Distribution Company (Sara Group).

Prior to his current role and acquisition of Unitrade, Dr. Mohsen performed the duties as Managing Director of Uninvest Group-Egypt since 2012, of which Unitrade was once one of the companies under the umbrella, for seven years long. Through and through sees the thread of opportunity as he is also currently taking the position as CEO of a lucrative distribution company in Pakistan, Eleganz Luxury.

THE TEAM





KNOWLEDGE
Market insight and understanding
of customers' aspirations



TECHNOLOGY
MIS-based tracking and
monitoring on SAP systems



STRENGTH
Experienced and
progressive leadership



PRESENCE
Operations in all
metropolises of Pakistan



TEAM
High-caliber, energetic
professionals



TRAINING
Organized training and skill
development of the workforce

OUR STRENGTHS



OUR OFFICE



WAREHOUSE FACILITY



New Modern & Equipped
Warehouses



Starting from Karachi with Central Warehouse
expanding to regional warehouse at both
Lahore and Islamabad



To give better and faster services
for our customers

TOP DISTRIBUTION NETWORK

DEPARTMENT STORES

NO. OF STORES: 10

- Naheed
- Springs
- Noors
- Al-Fatah
- Enem Liberty
- Shams

PERFUMERIES

NO. OF STORES: 11

- Malak
- Beaute Collection
- Allure Beauty

INDEPENDENTS/ SPECIALITY STORES

NO. OF STORES: 34

ONLINE PLATFORMS

NO. OF PLATFORMS: 1

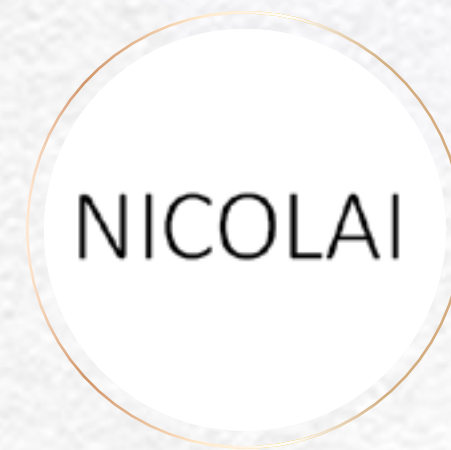
- Malak

TOTAL 56



ELEGANZ LUXURY : BRANDS PORTFOLIO

Niche

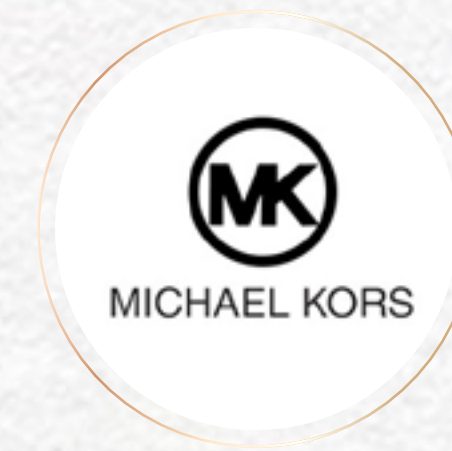


3 & 2 Axes



ELEGANZ LUXURY : BRANDS PORTFOLIO

Prestige



Masstige



BRAND PRESENCE



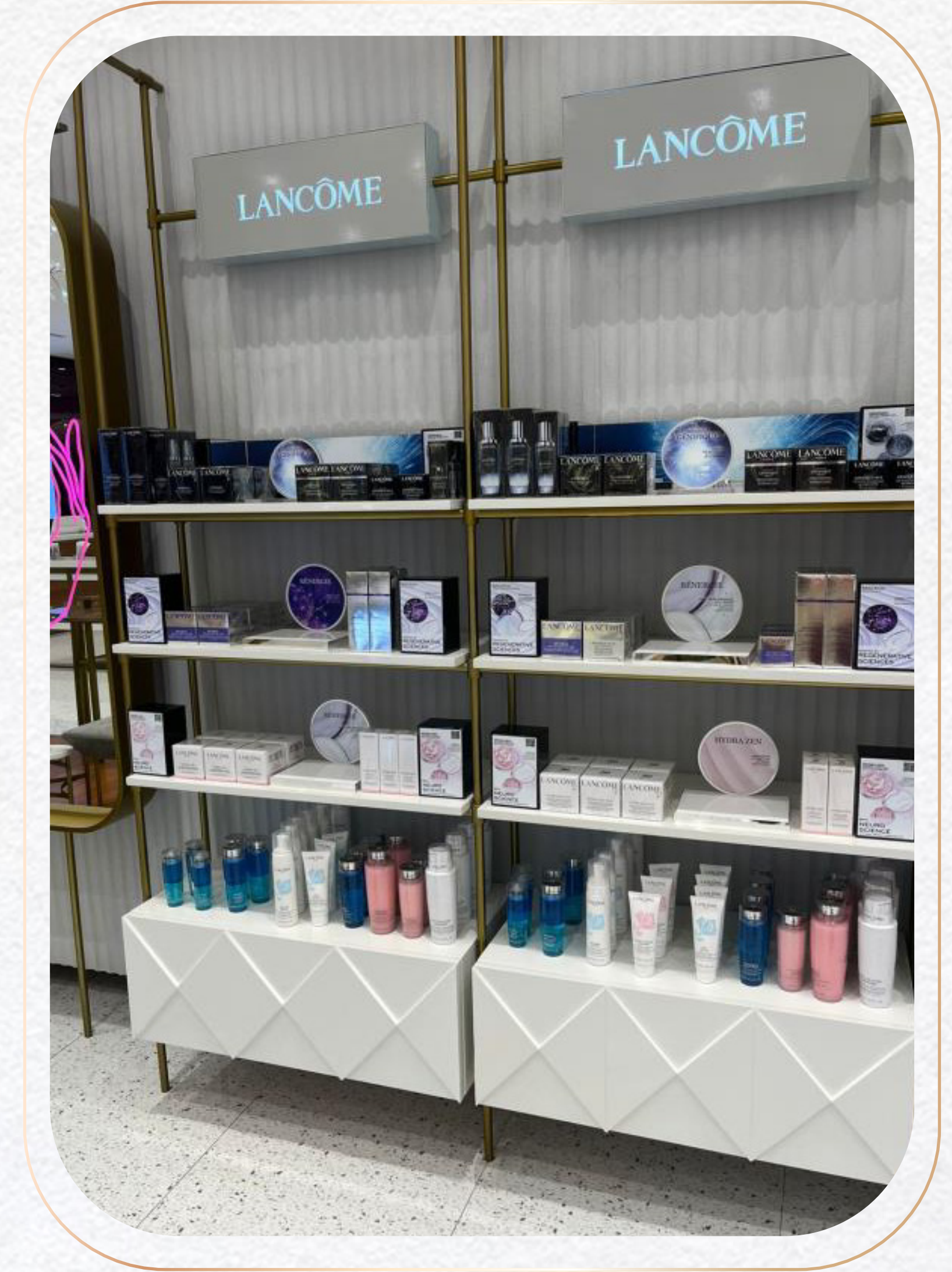
MALAK DMC



NOORS



AL-FATAH



MALAK DMC



BRAND PERSONALIZATION



MALAK DMC



AL-FATAH



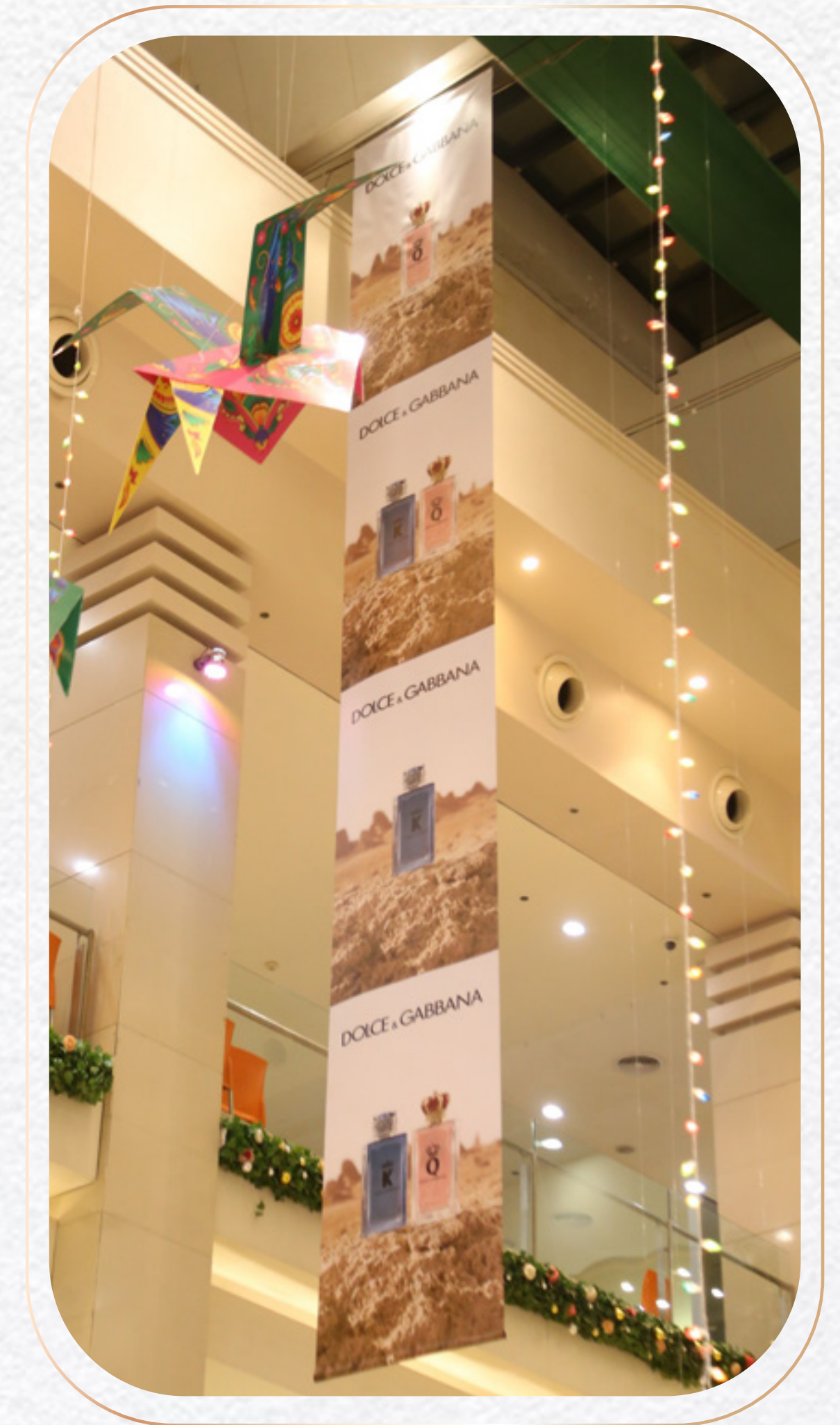
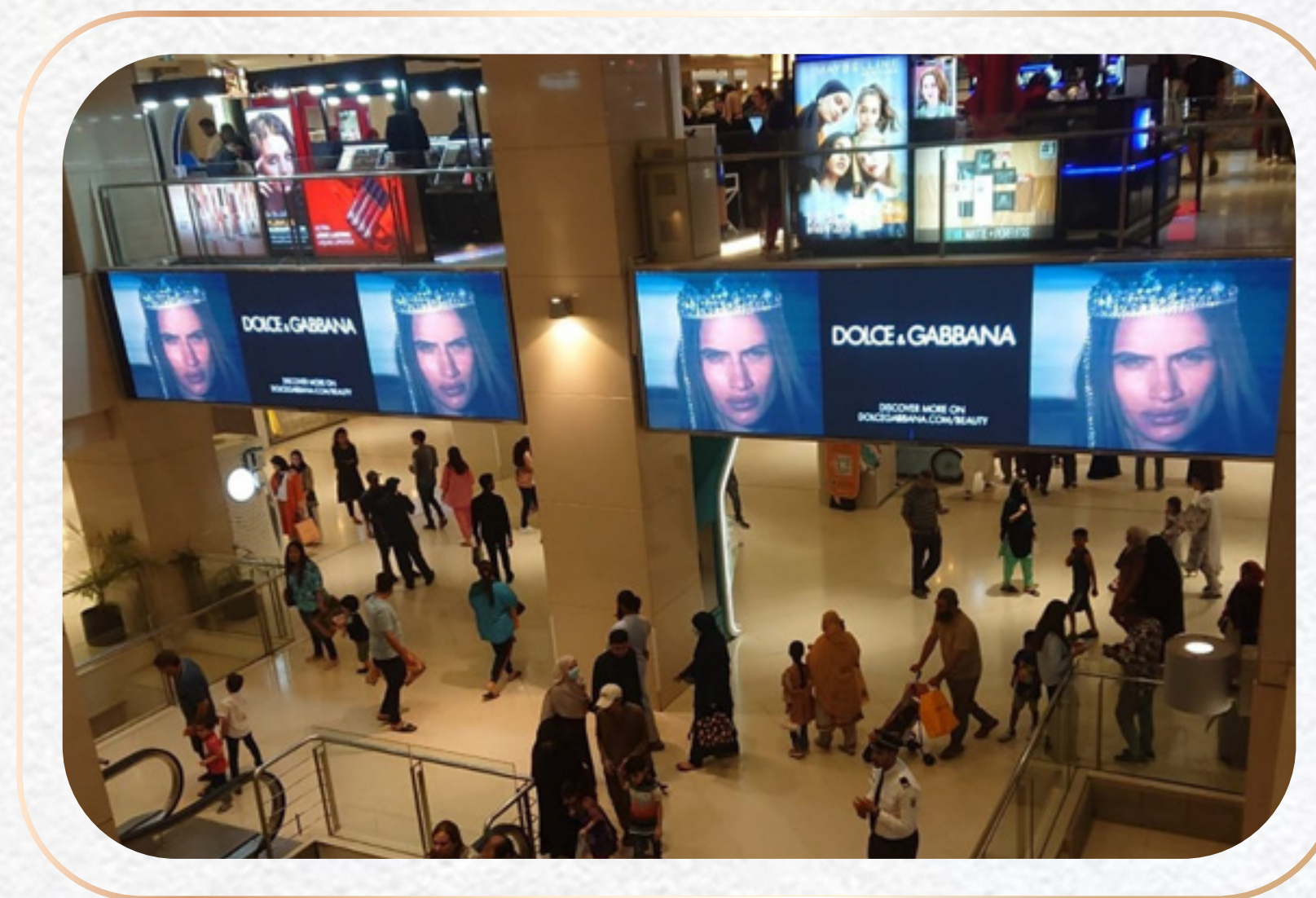
NAHEED



SPRINGS



MALL PROMOTION



MALL PROMOTION



INSTORE PROMOTION





INSTORE EVENTS

EVENT & ACTIVITIES



D&G- DMC



NAJ.OLEARI - DMC



Italian Consulate member with Habit owner participated in event

EVENT & ACTIVITIES

PUPA MILANO - DMC



PUPA MILANO - IMTIAZ ZAMZAMA



EVENT & ACTIVITIES



VERSACE - ITALIAN REPUBLIC DAY



PUPA MILANO - ITALIAN REPUBLIC DAY

EVENT & ACTIVITIES



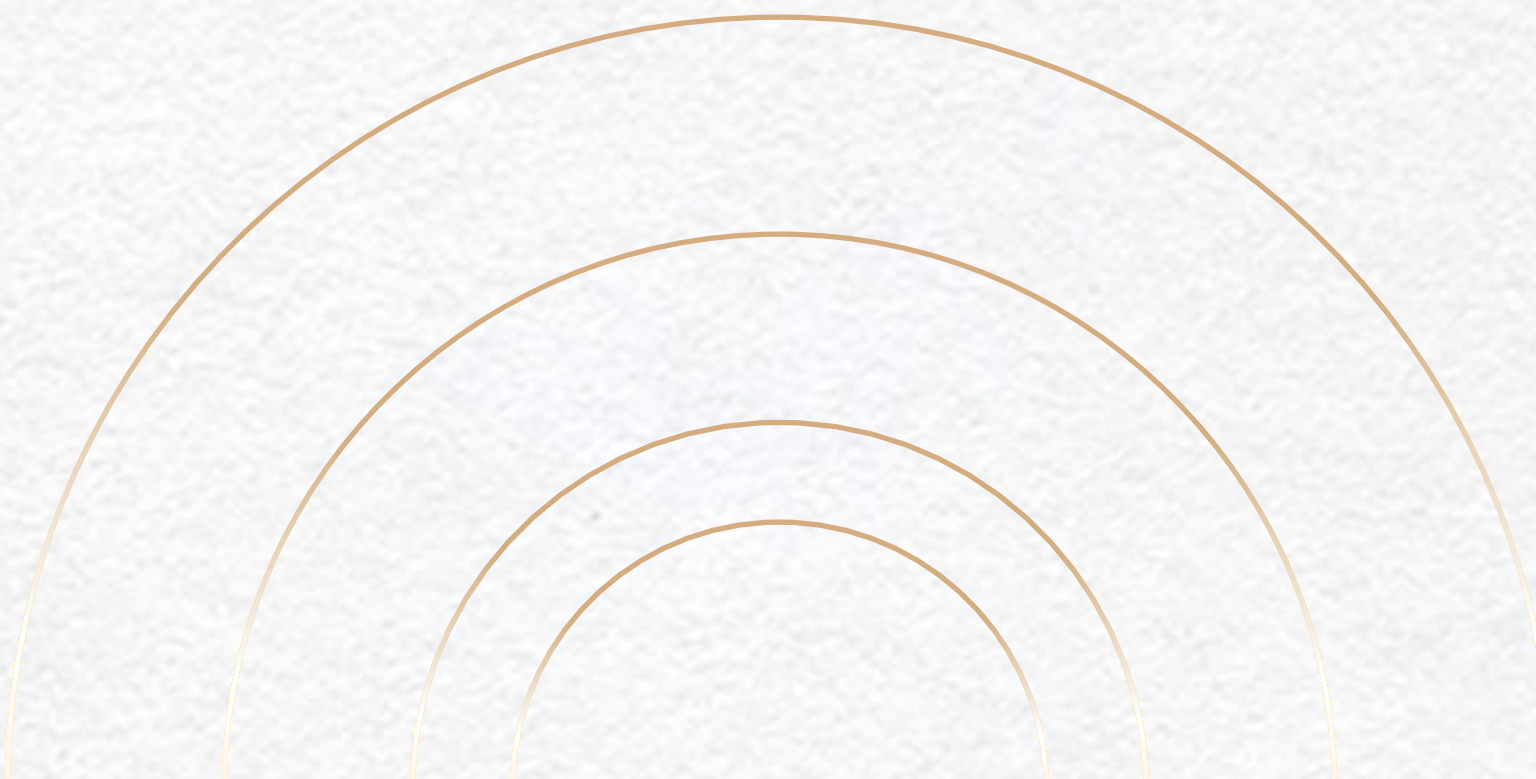
GIVENCHY - FRENCH DAY



CLARINS - FRENCH DAY



BLOGGERS COLLAB

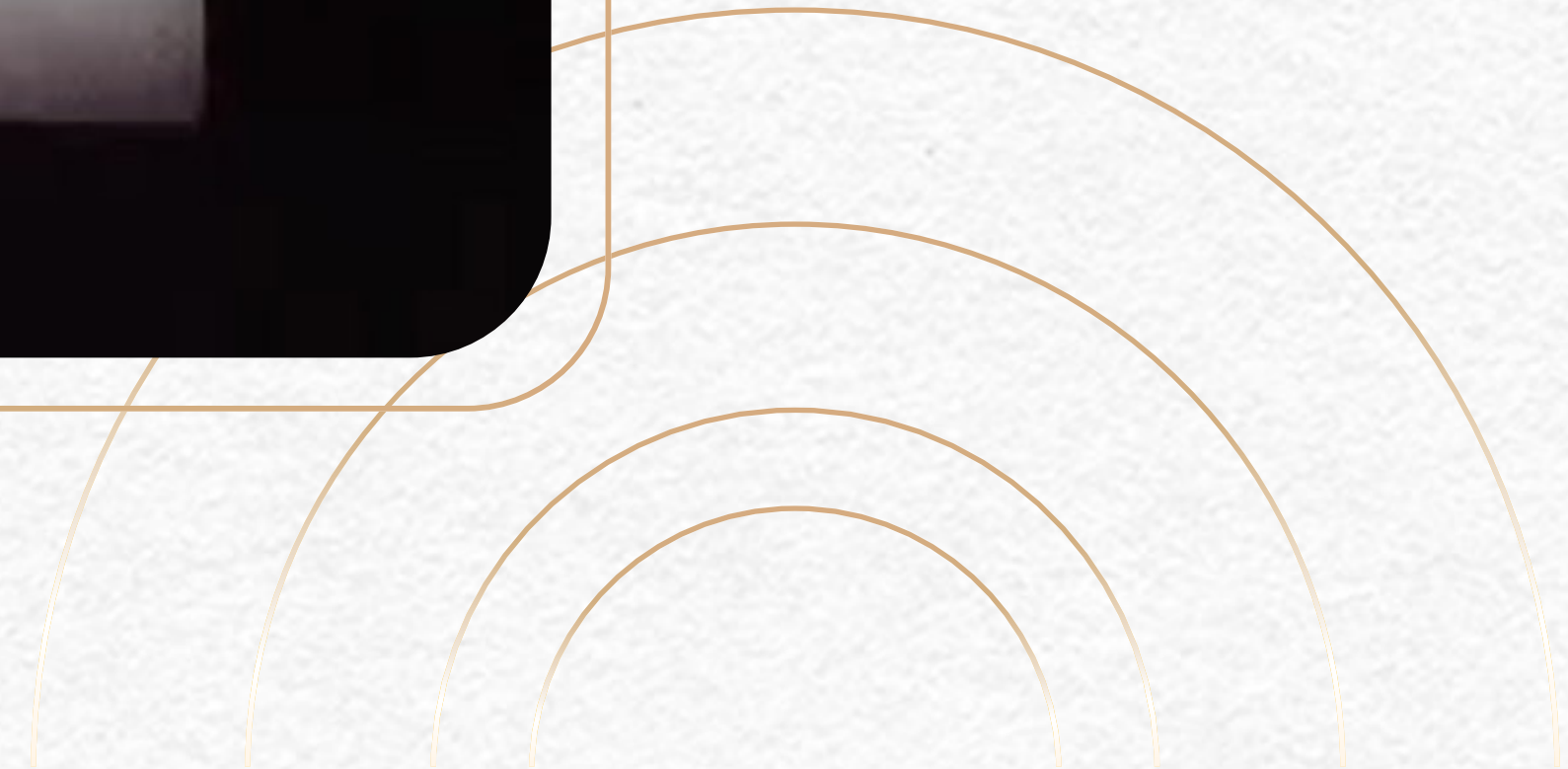


OUTDOOR ADVERTISING

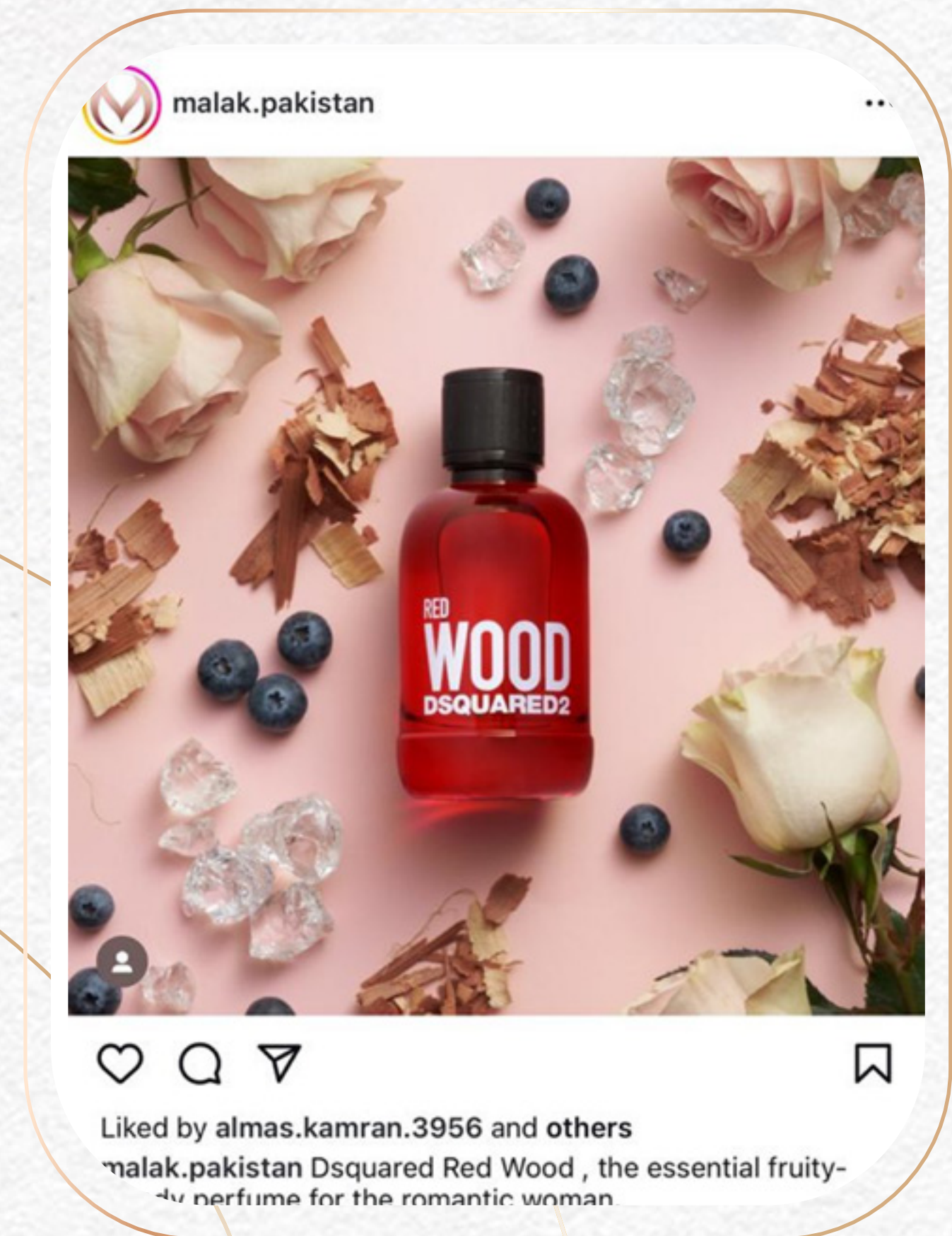
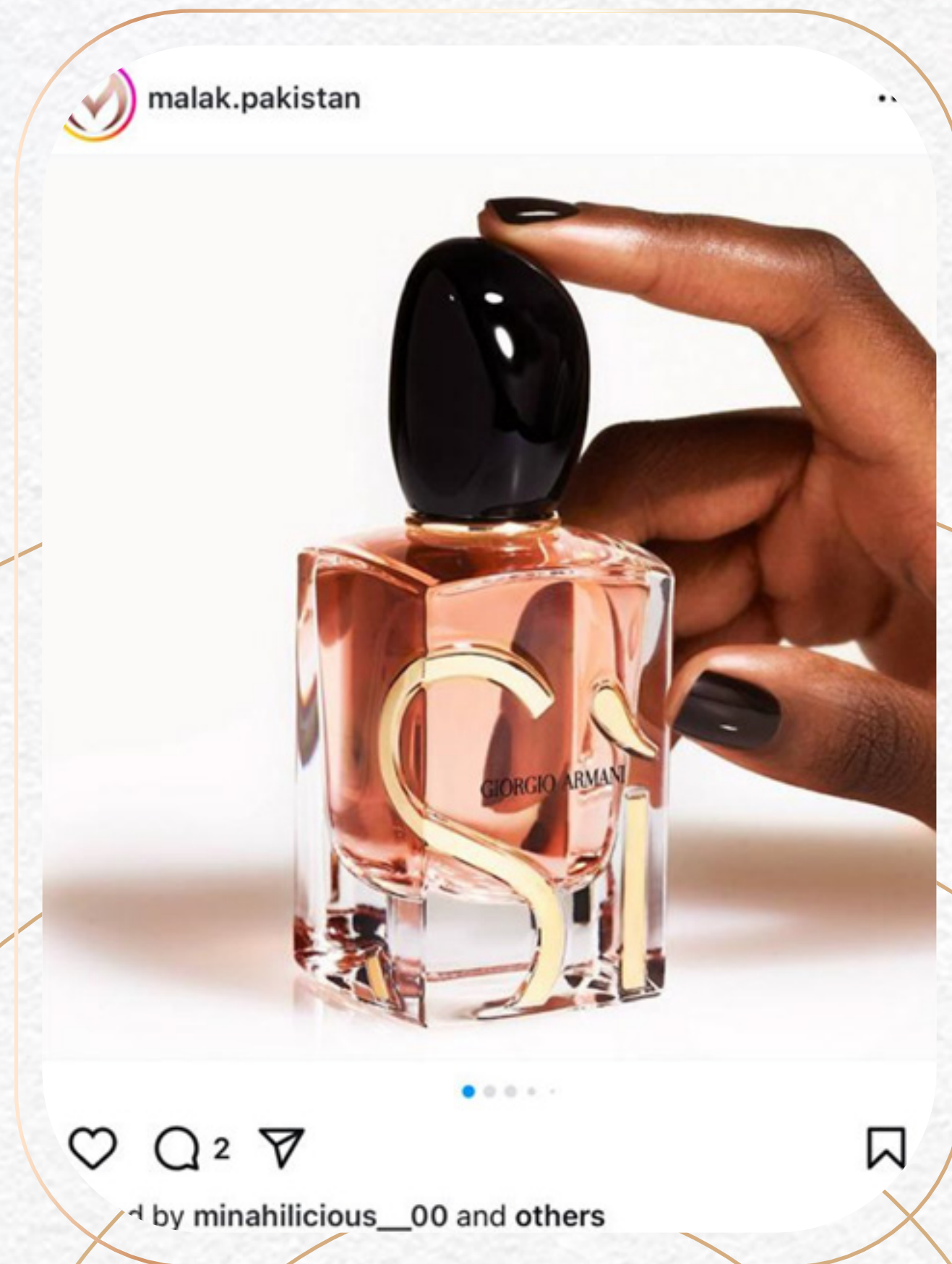
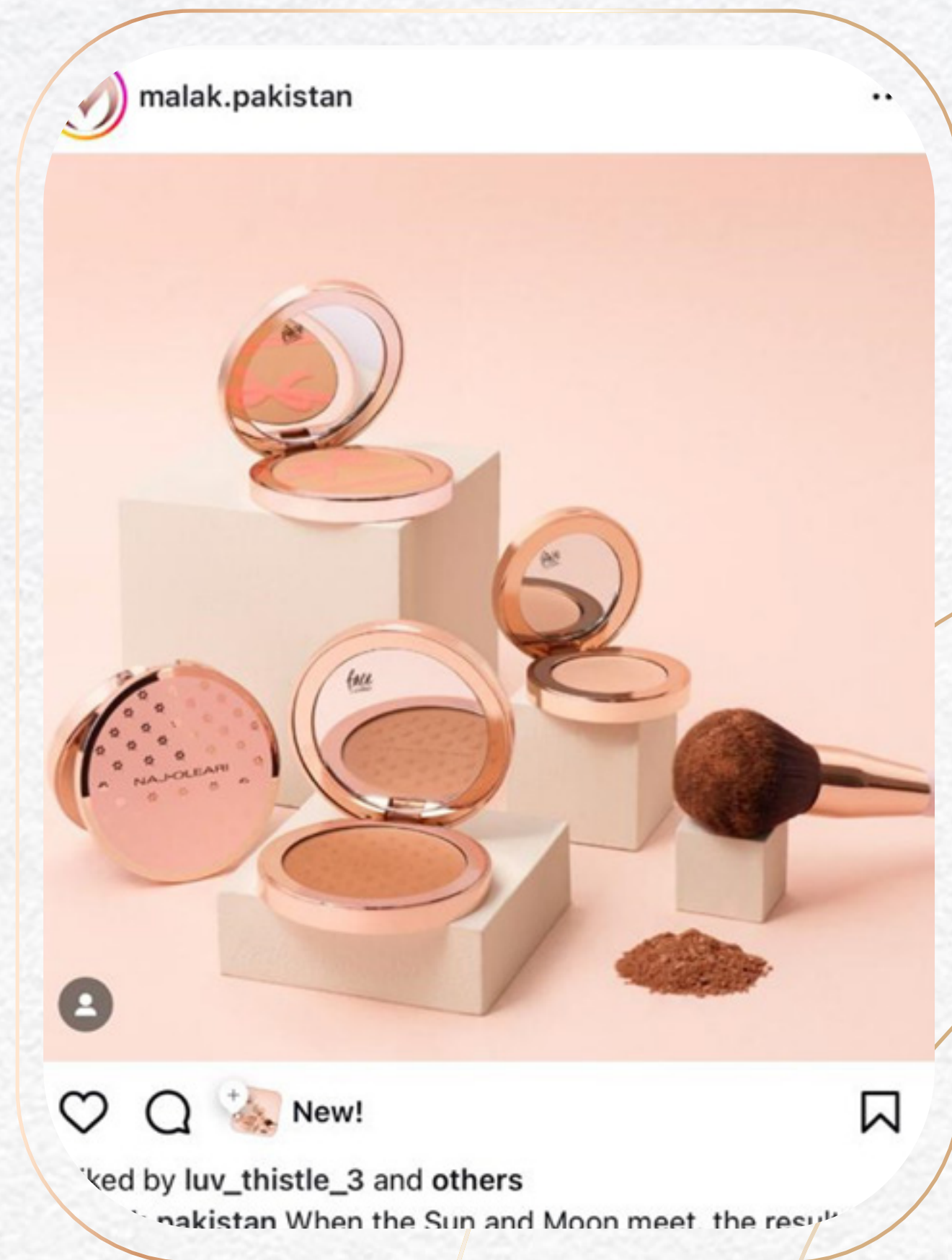




CINEMA
ADVERTISING



SOCIAL MEDIA



TRAINING



The image features a background of numerous concentric circles in a light gray color, creating a ripple effect. Two thin, golden-brown circles are superimposed on this background, one larger than the other, both centered on the page. In the center of these circles, the words "THANK YOU" are written in a bold, golden-brown, sans-serif font.

THANK YOU