

## Facebooking with Falak Basmati Rice

Social Media has emerged itself as the fastest channel to engage with consumers and create a hype of a product in no time. Creativity is the name of the game, and then you build upon your art through networks which take your message in all the directions. Facebook is a daily or even hourly activity of the youth in Pakistan and elsewhere, and youth is the most effective carrier for brands. Falak Basmati Rice has decided to engage with its valued consumers through this virtual link in all parts of the world. Our prime focus is housewives and girls, who are the torchbearers of kitchen.

Being connected with our consumers 24/7 provides a chance to know about brand status, its positioning in consumers mind, reputation in market and youth perspective on it. Firsthand knowledge is gained and queries are solved on immediate basis. Interaction provides a tool to build up brand personality and enforce it in the minds of consumers. The activities taking place makes it possible to engage large number of audience and to get hold of our target market. More is needed to be done in this respect and steps are being taken accordingly.



## Successful Installation of Small Packaging Facility

Staff members who participated in setting up the Small Packaging Facility (Ahsanabad Industrial Area of Karachi, Pakistan) received appreciation certificates for their devoted efforts in bringing up a fully operational plant. Now Matco operates a separate facility for small packaging orders, having a more flexible capacity to customize the product as per the requirement of the buyer.

### Employees of the Month from April-June 2012

Months	Matco-I	Matco-II	Matco-Sudhohle
April 2012	M. Kazim Rasheed-AM-HR	Mirza Saad Baig- QA Asst	Zahseer Hussain-Asst. Operator
May 2012	Muzhar Hussain- Manager Admin	NIL	Nazar Abbas-Cook
June 2012	M. Irshad-Accounts Officer	Kamran ur Rehman-Helper	Muhammad Jamil-Latin Machine Operator

### Trainings Detail from April-June 2012

Date	Topic	Venue	Participants
May 11th 2012	Level 2 Award in Cleaning in Food Premises	Royal Rodale Karachi	M. Adnan, Iqbal Hussain, Kaulab Alam, Qaiser Farooq
May 12th 2012	Leading an Effective Sales Force	LUMS	Nijam ul Arifsen
May 12ve 2012	Risk-Assessment & Control Evaluation	ICAP Clifton Karachi	Nabeel Ahmed Tanweer Jamil
From May 14th (40 Credit Hours)	Business English Course	IBA-City Campus	Nijam ul Arifsen
19th July 2012	HSE Orientation for new employees	HR Meeting room	24 staff (Hired since Nov 2011)

## Director's Note

The market has been very volatile in the international front. Tenders from China, Iraq and Egypt created an imbalance in the supply & demand which in turn hit the availability of stock, hence increasing on the prices. However, we tried our best to sustain the inline commitments and minimize the variance which happened almost daily.

I visited India with a trade delegation as fresh air of warm ties built upon lately. It could be helpful for both sides once proper channels of engagement are established. This quarter had cooking classes carried out at a local training school Rangonwala, social media activation for our brand Falak, we attended a couple of seminars and conferences and taking necessary risk and steps to ensure the peace and stability of the market. We are also working on the credence and cooperation of IFC-World Bank in coming onboard with us.

The marketing team is preparing to land upon two upcoming exhibitions, i.e. Moscow and Egypt which will happen in the next quarter. In-house, we have plans to procure paddy in greater amounts this year to be able to cope with the increasing sales. We are already making arrangements for the paddy this season with the experience and learning from the past two years.

My fellow stakeholders, Matco is moving pretty smoothly in league with our vision and we will always make efforts to ensure equal share for all in the ripening fruit.

Good day!

Javed Ali Ghori  
Managing Director



## News Feed

### JCR-VIS Upgrades Entity Ratings of Matco Rice Processing (Pvc) Limited to A-/A-2

Karachi, June 15, 2012: JCR-VIS Credit Rating Company Limited (JCR-VIS) has upgraded the entity ratings of Matco Rice Processing (Pvc) Limited (Matco) to A-/A-2 (Single A-Minus/A-Two) from 'BBB+/A-3' (Triple B Plus/A-Three). Outlook on the rating is 'Stable'.

Following the injection of equity of USD 5m by International Finance Corporation (IFC) in Matco, IFC is now a shareholder of Matco along with the existing shareholders. IFC has proposed and recommended the Board and management to take necessary steps to improve the corporate governance framework of the company.

Cont.....



"Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit."

- Conrad Hilton

Please give us your feedback if you have any suggestions or any article that you may want to share in the next issue of Golden Grain, please email us. Thank you.



Tel: +92-21-36323137, 3631296  
Fax: +92-21-363620509, 35206835  
Email: contact@matcorice.com  
Website: www.matcorice.com

## Inside....

Cont..... from News Feed

Markets share of Matco in overall Basmati rice exports by Pakistan was 5.6% in FY11. The company's gross margins have hovered in the range of 13-14% in the past two and a half years. With steadiness in global supply and demand dynamics of the rice industry in the past two years and stability expected in the same, going forward, upside potential in price of rice is limited. Nevertheless, gross margins of the company may receive impetus from rupee devaluation, if any, coupled with planned capacity expansion of Sudhoke plant to come online at a gradual pace.

Gearing of the company was below 2x at end-Dec'11 on account of augmentation in equity base from profit retention. With impact of fresh equity injection to be reflected in QOY12, gearing is expected to come down further. Moreover, debt servicing capacity of the company is considered sound.

### Iqra University Faculty Visit



Itikhar Farooqi - Brand Manager, Matco Rice, giving the presentation to the faculty delegation from Iqra University, Gujranwala Campus.

Matco hosted a delegation from Iqra University Gujranwala Campus comprising faculty member from Marketing, Supply Chain and HR departments. The delegation was briefed with Matco legacy, its infrastructural development and business activities pertaining to sales of private label brands. The faculty was overwhelmed by the way Matco was working in rice industry as it is the largest exporters of Basmati Rice from Pakistan.

Both institutions agreed to cooperate in areas of mutual concern, where Matco will induct fresh graduates and internships from Iqra, while Iqra will develop projects, conduct



### HUM TV Consumer Exhibition - Expo Centre Karachi

Matco participated at the event showcasing its brand Falak at discounted prices for its valued consumers. The event lasted 2 days, drew huge crowd from the city. Falak being the premium brand in the rice always makes sure its attendance in such avenues so as to have a chance to engage with our valued consumers for feedback and improvements.



Such platforms bring in consumers who show genuine interest in the brand and serves as a personalized instrument allowing rice to rice communication. Prompt reactions of the consumer are received and addressed accordingly.

### Punjab board of investment and trade exhibition in Lahore

Matco participated at this trade cum consumer exhibition. Special media coverage was given to Matco's Stall in various digital and radio channels. Consumer who bought Falak at the stall expressed their loyalty and satisfaction with the brand, which serves as a great motivation for us to gear up and provide even better produce in the market. CRY42, APNA FM 103 the local channel of Lahore and PM 107.4 aired a brief report on Matco and Falak, while also speaking to Javed Ali Ghori - Managing Director of Matco, which observed his pleasure for being able to build a brand like Falak, which has drawn customers from every corner of country as their preferred choice.



### Retail and Modern Trade Branding

The company has installed sign boards, flag boards and banners in various markets, such as supermarkets, big stores and departmental stores in the city. This activity will help us monitor our reach and distribution in the city, and then a recall and recognition for the consumers through these boards is an obvious. We are also in process of negotiations with CSD stores for branding opportunities throughout Pakistan. We plan to brand our strongholds first, and then move into lighter areas where we would need an extra effort so as to streamline our distribution network and build the market.



Signage presence at CSD.

### Javed Ali Ghori - Managing Director Visits India

As relations between the two neighbors (India & Pakistan) soften, during the past couple of months, both sides are working out measures so as to build upon the trade across the borders for the benefit of the people and economy of both the countries. A delegation comprising business and traders from Pakistan along with government officials visited India to engage and discuss various business prospects with their counterparts. Mr. Javed Ali Ghori represented Matco Rice (largest basmati rice exporter) in the delegation, which is an undistinguishable honor for us being recognized amongst the leading and important companies from the country. The delegation from Pakistan was led by TDAP Chairman Mr. Tariq Iqbal Puri.

### Cooking @ Rangoonwala

This summer Matco sponsored cooking classes being held at Rangoonwala Institute, Karachi. We sampled Falak Extreme and Falak Premium to the teachers and students, as to educate them about the variety and quality of the product, and its cooking as per recipes. We acknowledged the need to educate the girls who will become households in the times to come, so that when they take responsibility of the kitchen, Falak goes hand in hand. The activity drew massive turnout in the training sessions as teachers used Falak rice in their dishes for the day. The feedback we received was exceptional and motivating. Renowned cooking practitioners Ms. Roohi, Ms. Noushaba and Ms. Shazia Abbas appreciated the efforts of the company in taking the initiative of sponsoring the summer classes.



The quality and variety of rice and its knowledge is mandatory for the households to achieve the best of cooking results. Having practical experience of cooking different products of "Falak", I feel more confident and skilled as to which rice to use in a specific dish. I am delivering my learning to my fellow students, who will be the future brand ambassadors of Falak.

- Ms. Roohi Allahwala



### Falak Spoon, Towel & T-shirt Promo for UAE

As international rice prices in general and Pakistani rice prices in particular, hiked, Matco felt the need to bring value promotions for its consumers, who are already facing the repercussions of the global economic downturn. Falak being our flagship brand and a source of link between us and hundreds of thousands in the world, which is already sold at the best value for money price tends to keep its customers on the heels with different promotions time to time.

