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# 2024 Product Catalogue



ISMAIL  
INDUSTRIES  
LIMITED



**“ WITHOUT CONTINUAL GROWTH AND PROGRESS, SUCH WORDS AS IMPROVEMENT, ACHIEVEMENT AND SUCCESS HAVE NO MEANING. ”**

**- BENAMIN FRANKLIN**

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## ABOUT US

Ismail Industries has established itself as the largest confectionery manufacturer as well as largest confectionery exporter in Pakistan. Over the years, Ismail Industries has expanded horizontally by launching brands such as Bisconni (biscuits and cookies) and SnackCity (chips, peanuts, etc.), as well as vertically through Astro Plastics, which manufactures packing and plastic films.

We have a dedicated Research and Development department that focuses on developing the best-in-class products, incorporating the latest trends in consumer tastes. Quality is our prime concern, which is why Strict Quality Assurance Programs are conducted at all levels within the organization and manufacturing facilities so as to ensure proper and safe product delivery to the consumers.

Since 1988 we have worked diligently, passionately, and relentlessly to supply the highest quality Pakistan-produced products exported worldwide (into +40 countries and counting).

Since 1988 we have worked diligently, passionately, and relentlessly to supply the highest quality Pakistan-produced products exported worldwide (into +40 countries and counting).

In keeping with the long-established Ismail way, our meticulous standards for superior quality, competitively priced products that satisfy our customers' needs will be stringently upheld. It is this trio of principles that allows us to have the most inclusive and diverse customer base possible. Our customers are the core foundation on which our business is built, and we are wholly committed to ensuring their complete satisfaction.



**Our customers are the core foundation on which our business is built, and we are wholly committed to ensuring their complete satisfaction.**



## OUR VISION

Continue our growth trajectory in the coming years to become the largest food manufacturing company in the region, through its strategy focused on quality products, leveraging people capabilities, employing technology for efficiency, bold innovation, and continuous process improvements. We aim to serve our customers with delightful treats and products with the promise.

## OUR MISSION

To capitalize on our values and maximize our customers' satisfaction through continuous efforts of delivering consistent quality of products to our consumers. We aim to constantly empower and enable our people to deliver value for our consumers. Our target is to extensively cater to the home markets and to strengthen our roots in international ones.



# BUSINESS OVERVIEW

Ismail Industries Limited is one of the largest business conglomerates of Pakistan. The company has a diverse portfolio ranging from food products and packaging to pharmaceuticals and power generation.

## CONFECTIONERY



## BISCUITS



## SNACKS



## NUTRITION



## PACKAGING



## PHARMACEUTICAL



## BANKING



## POWER GENERATION



# CORE BUSINESSES

Our diverse portfolio reflects our adaptability and resilience in the face of ever-changing market dynamics



30+ YEARS

6+ DIVISIONS

250+ SKUs

22+ CATEGORIES

67+ BRANDS

40+ COUNTRIES

# OUR SUCCESS TRAIL



30+ YEARS

6+ DIVISIONS

250+ SKUs

22+ CATEGORIES

67+ BRANDS

40+ COUNTRIES



## OUR GLOBAL PRESENCE

Ismail Industries has established itself as the largest confectionery manufacturer as well as largest confectionery exporter in Pakistan. Over the years, Ismail Industries has expanded horizontally by launching brands such as Bisconni (biscuits and cookies) and SnackCity (chips, peanuts, etc.), as well as vertically through Astro Plastics, which manufactures packing and plastic films.

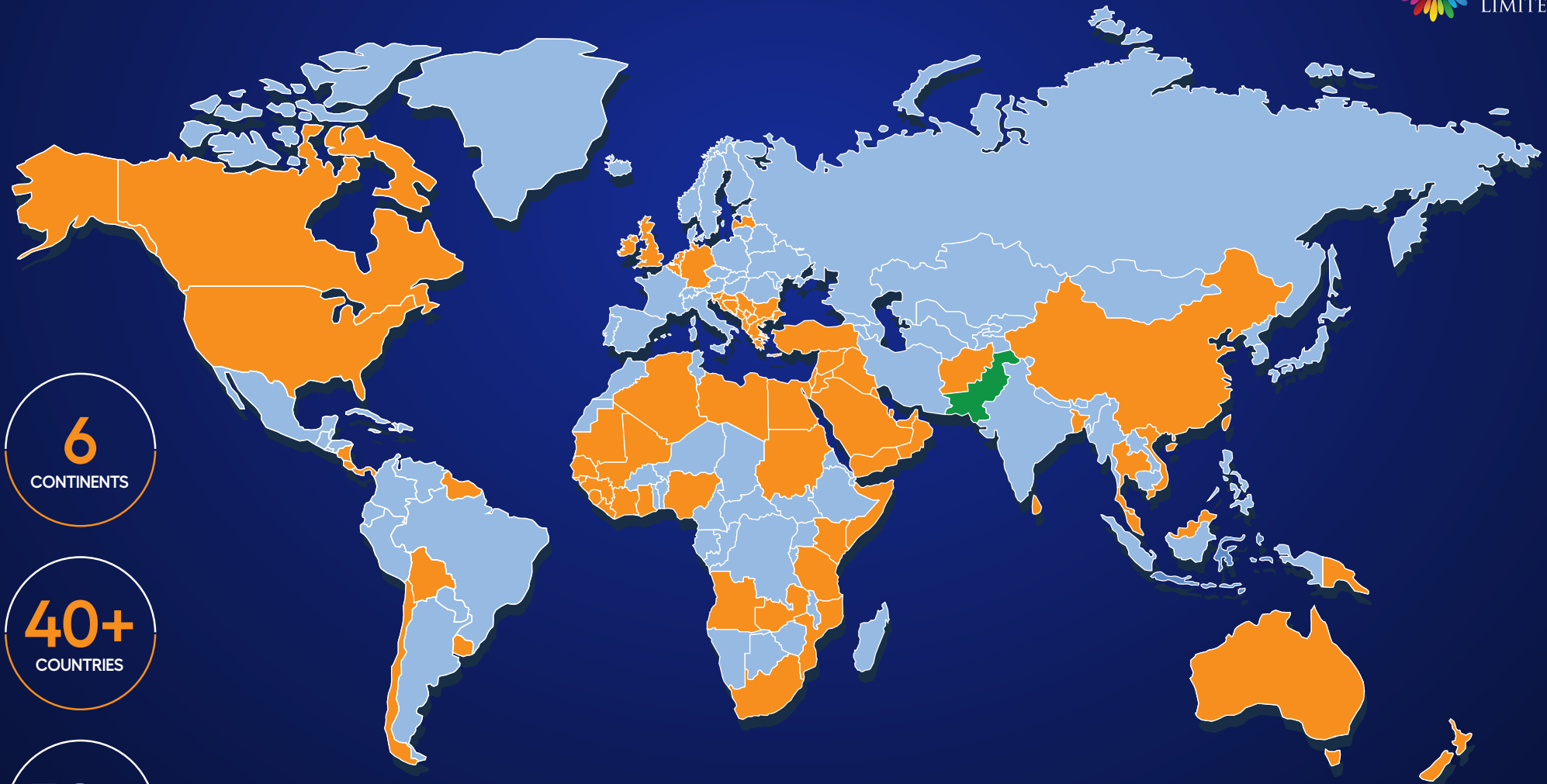
We have a dedicated Research and Development department that focuses on developing the best-in-class products, incorporating the latest trends in consumer tastes. Quality is our prime concern, which is why Strict Quality Assurance Programs are conducted at all levels within the organization and manufacturing facilities so as to ensure proper and safe product delivery to the consumers.

Since 1988 we have worked diligently, passionately, and relentlessly to supply the highest quality Pakistan-produced products exported worldwide (into +40 countries and counting).



With a widespread global presence, we proudly cater to a diverse range of markets, ensuring that our exceptional products reach households around the world.





6  
CONTINENTS

40+  
COUNTRIES

50+  
DISTRIBUTORS

## OUR MAJOR PARTNERS



# CandyLand

CandyLand is the largest Confectionery Brand in Pakistan, and is the market leader in various categories.

GUMMY JELLIES

JELLY BEANS

HARD & SOFT CANDIES

CHEW CANDIES

MARSHMALLOWS

CHOCOLATES

COOKING CHOCOLATES

LOLLIPOPS

BUBBLE GUMS

# Chili Mili



**Flow Pack**

Net Wt.	18g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,328
Shelf Life:	12 mos

**Stand-up Pouch**

Net Wt.	80g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	-
Loadability 40 FCL:	4,983
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

**Pakistan Top Selling  
Hot, Sweet & Sour Jelly**

# Chili Mili



**Flow Pack**

Net Wt.	18g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	420
Loadability 40 FCL:	1,040
Shelf Life:	12 mos

**Flow Pack**

Net Wt.	32g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	420
Loadability 40 FCL:	1,040
Shelf Life:	12 mos

**Stand-up Pouch**

Net Wt.	125g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	1,255
Loadability 40 FCL:	3,110
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

**Pakistan Top Selling  
Hot, Sweet & Sour Jelly**



# GUMMY JELLIES



## Cola / Fizzy Cola



150g

80g

18g

32g

150g

80g

32g

18g

Exciting Fruity  
Flavors

### Flow Pack

Net Wt.	18g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,328
Shelf Life:	12 mos

### Flow Pack

Net Wt.	32g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	853
Shelf Life:	12 mos

### Stand-up Pouch

Net Wt.	80g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	-
Loadability 40 FCL:	4,983
Shelf Life:	12 mos

### Stand-up Pouch

Net Wt.	125g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	-
Loadability 40 FCL:	3,302
Shelf Life:	12 mos

# Bear / Fizzy Bear



Exciting Fruity  
Flavors

**Flow Pack**

Net Wt.	18g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,328
Shelf Life:	12 mos

**Flow Pack**

Net Wt.	32g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	853
Shelf Life:	12 mos

**Stand-up Pouch**

Net Wt.	80g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	-
Loadability 40 FCL:	4,983
Shelf Life:	12 mos

**Stand-up Pouch**

Net Wt.	125g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	-
Loadability 40 FCL:	3,302
Shelf Life:	12 mos

# Worm / Fizzy Worm



Exciting Fruity  
Flavors



**Flow Pack**

Net Wt.	18g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,328
Shelf Life:	12 mos

**Flow Pack**

Net Wt.	32g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	853
Shelf Life:	12 mos

**Stand-up Pouch**

Net Wt.	80g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	-
Loadability 40 FCL:	4,983
Shelf Life:	12 mos

**Stand-up Pouch**

Net Wt.	125g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	-
Loadability 40 FCL:	3,302
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS  
AND ARTIFICIAL COLORS.



# Fizzy-O / Rings



Exciting Fruity  
Flavors



**Flow Pack**

Net Wt.	18g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,328
Shelf Life:	12 mos

**Flow Pack**

Net Wt.	32g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	853
Shelf Life:	12 mos

**Stand-up Pouch**

Net Wt.	80g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	-
Loadability 40 FCL:	4,983
Shelf Life:	12 mos

**Stand-up Pouch**

Net Wt.	125g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	-
Loadability 40 FCL:	3,302
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS  
AND ARTIFICIAL COLORS.

# ABC



125g

18g

Exciting Fruity  
Flavors



**Flow Pack**

Net Wt.	18g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,328
Shelf Life:	12 mos

**Stand-up Pouch**

Net Wt.	125g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	-
Loadability 40 FCL:	3,302
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

# Jelly Burger



**Bag**

Net Wt.	14g
Outer:	15 Pcs
Carton:	12 Bags
Loadability 20 FCL:	1,255
Loadability 40 FCL:	3,110
Shelf Life:	12 mos

**Box**

Net Wt.	14g
Outer:	24 Pcs
Carton:	12 Boxes
Loadability 20 FCL:	1,255
Loadability 40 FCL:	3,110
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

**Fruit Flavored  
Gummy Burger**



# Pizza Chili Mili / Fruity



Tray

Net Wt.	21g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,900
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

**Exciting Fruity  
& Hot Flavors**

**NEW**

**PACKAGING OF JELLIES  
BEGINS IN JUNE 2024**



# OMG



Flow Pack

Net Wt.	18g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,114
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

**Fruity Flavored  
Hot Chili Beans**

# Jelly / Chili



Flow Pack

Net Wt.	18g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,114
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

Spicy & Tangy with Exciting Flavors



# Yums Sour / Fruity



**Flow Pack**

Net Wt.	18g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,114
Shelf Life:	12 mos

**Stand-up Pouch**

Net Wt.	38g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,257
Shelf Life:	12 mos

**Stand-up Pouch**

Net Wt.	175g
Outer:	-
Carton:	24 Pouches
Loadability 20 FCL:	-
Loadability 40 FCL:	1,257
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

**Sweet & Sour**  
**Exciting Flavors**





# HARD & SOFT CANDIES



4g  
50 pcs



4g  
50 pcs



4g  
50 pcs



4g  
50 pcs

Coffee, Butter Scotch,  
Fanty & Cola Candy

Net Wt.	4g
Outer:	50 Packs
Carton:	30 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,890
Shelf Life:	12 mos

Amazing Flavors of  
Coffee, Butter, Fanty & Cola



# HARD & SOFT CANDIES



### Toss Candy

Net Wt.	4g
Outer:	60 Packs
Carton:	30 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,100
Shelf Life:	12 mos

### Floaty Candy

Net Wt.	4g
Outer:	50 Packs
Carton:	30 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,890
Shelf Life:	12 mos

### Snow Mints Candy

Net Wt.	4g
Outer:	50 Packs
Carton:	30 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,950
Shelf Life:	12 mos

### Fico Candy

Net Wt.	7g
Outer:	50 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,480
Shelf Life:	12 mos

Amazing Flavors of  
Toss, Floaty, Snow Mints & Fico

# Puffs Rainbow



**Flow Pack**

Net Wt.	15g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	729
Shelf Life:	12 mos

**Bag**

Net Wt.	150g
Outer:	-
Carton:	24 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	729
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

**Exciting Fruity  
Flavors**



# Puffs Party



Fruity Flavors with  
White & Pink



**Flow Pack**

Net Wt.	15g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	729
Shelf Life:	12 mos

**Bag**

Net Wt.	150g
Outer:	-
Carton:	24 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	729
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

# Puffs White / Fluffs



**Puffs White  
Flow Pack**

Net Wt.	150g
Outer:	-
Carton:	24 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	1,072
Shelf Life:	12 mos

**Fluffs  
Flow Pack**

Net Wt.	15g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	765
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS  
AND ARTIFICIAL COLORS.

**Exciting Fruity  
Flavors**



# MARSHMALLOWS



## Jammin

240g



8g

8g

8g



### Flow Pack

Net Wt.	8g
Outer:	30 Packs
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,502
Shelf Life:	12 mos

### Stand-up Pouch

Net Wt.	150g
Outer:	-
Carton:	24 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	837
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

Amazing Flavors of  
Strawberry, Orange & Peach



# Super Twister



16g



8g



Exciting Fruity  
Flavors

**Bag**

Net Wt.	8.5g
Outer:	24 Pcs
Carton:	12 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	1,655
Shelf Life:	12 mos

**Box**

Net Wt.	8.5g
Outer:	24 Pcs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,432
Shelf Life:	12 mos

**Bag**

Net Wt.	16g
Outer:	24 Pcs
Carton:	12 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	1,048
Shelf Life:	12 mos

**Box**

Net Wt.	16g
Outer:	24 Pcs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,116
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

# Mello Vanilla / Strawberry



**Chocolae Coated  
Fruity Flavors**

**Chocolate Vanilla  
& Strawberry Flow Pack**

Net Wt.	18g
Outer:	24 Pcs
Carton:	12 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	1,520
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS  
AND ARTIFICIAL COLORS.



# Now Paste



7g  
24 pcs

7g  
3 pcs

7g  
20 pcs

**Flow Pack with Box**

Net Wt.	7g x3
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,501
Shelf Life:	12 mos

**Flow Pack with Jar**

Net Wt.	7g x3
Outer:	20 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	3,115
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

**Hazelnut  
Chocolate Paste**



# Mr. Nutter / Cloud 9



**Chocolate Coated  
Peanuts & Wafers**

**Mr. Nutter  
Flow Pack**

Net Wt.	18g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,571
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS  
AND ARTIFICIAL COLORS.

**Cloud 9  
Flow Pack**

Net Wt.	16g
Outer:	18 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,650
Shelf Life:	12 mos

# You / Sonnet / Now Gold



**You  
Flow Pack**

Net Wt.	21 g
Outer:	18 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	3,522
Shelf Life:	12 mos

**Super Sonnet  
Flow Pack**

Net Wt.	20 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,000
Shelf Life:	12 mos

**Now Gold  
Flow Pack**

Net Wt.	20 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,000
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

Amazing Flavors of  
Milk, Peanut, Fudge & Caramel



# Paradise / Bisca / Verve



Coconut & Caramel  
Filled Chocolates



### Paradise Flow Pack

Net Wt.	20 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,000
Shelf Life:	12 mos

### Bisca Flow Pack

Net Wt.	24 g
Outer:	12 Packs
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,619
Shelf Life:	12 mos

### Verve Flow Pack

Net Wt.	20 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,000
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

# Eclairs

400g



400g



750g



**Caramel Chew with  
Chocolate Centre**

**Box**

Net Wt.	400 g
Outer:	-
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,357
Shelf Life:	12 mos

**Bag**

Net Wt.	400 g
Outer:	-
Carton:	24 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	1,938
Shelf Life:	12 mos

**Jar**

Net Wt.	750 g
Outer:	-
Carton:	12 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	1,540
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

# Crown



1Kg



2Kg



Premium Chocolate Truffles with Cream



**Assorted Bag**

Net Wt.	1000 g
Outer:	-
Carton:	6 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	1,983
Shelf Life:	12 mos

**Assorted Box**

Net Wt.	2000 g
Outer:	-
Carton:	6 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	1,439
Shelf Life:	12 mos

Caramel, Vanilla, Hazelnut & Coconut Box

Net Wt.	2000 g
Outer:	-
Carton:	6 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	1,439
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

# Creations

500g



500g



500g



500g



Dark, Milk  
Compound & White  
Box

Net Wt.	500 g
Outer:	-
Carton:	16 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	3,002
Shelf Life:	12 mos

Dark, Milk  
Compound & White  
Box

Net Wt.	200 g
Outer:	-
Carton:	32 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	3,814
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS  
AND ARTIFICIAL COLORS.

Unsweetened, Milk, White &  
Compound Flavors



# Big Bunny / Funny Bunny



Gum Filled Fruity  
Flavor Lollipops

### Big Bunny Bag

Net Wt.	15 g
Outer:	50
Carton:	12 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	2,692
Shelf Life:	12 mos

### Big Bunny Jar

Net Wt.	15 g
Outer:	50
Carton:	18 Jars
Loadability 20 FCL:	-
Loadability 40 FCL:	1,302
Shelf Life:	12 mos

### Funny Bunny Bag

Net Wt.	10 g
Outer:	60
Carton:	24 Bags
Loadability 20 FCL:	-
Loadability 40 FCL:	1,131
Shelf Life:	12 mos

### Funny Bunny Jar

Net Wt.	10 g
Outer:	50
Carton:	12 Jars
Loadability 20 FCL:	-
Loadability 40 FCL:	1,941
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS  
AND ARTIFICIAL COLORS.



# Bubble Pop / Super Tattoos



**Bubble Pop Box**

Net Wt.	3.75 g
Outer:	50
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	3,286
Shelf Life:	12 mos

**Bubble Pop Jar**

Net Wt.	4.5 g
Outer:	56
Carton:	18 Jars
Loadability 20 FCL:	-
Loadability 40 FCL:	2,286
Shelf Life:	12 mos

**Super Tattoos Box**

Net Wt.	5.5 g
Outer:	200
Carton:	10 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,850
Shelf Life:	12 mos

AVAILABLE IN NATURAL COLORS AND ARTIFICIAL COLORS.

**Exciting Tutti Frutti  
Flavors**



Bisconni is one of the largest biscuit manufacturers in Pakistan and is the market leader in Cookies & Wafers category.

CENTER FILLED BISCUITS

---

CHOCOLATE COOKIES

---

COOKIES

---

BISCUITS

---

SANDWICH BISCUITS

---

CRACKERS

---

CAKES

---

WAFERS

---

# CENTRE FILLED BISCUITS



## Cocomo



**The Most Loved  
Chocolate Filled Biscuits**



**Flow Pack**

Net Wt.	10 g
Outer:	48 Packs
Carton:	12 Boxes
Loadability 40 FCL:	1,040
Shelf Life:	18 mos

**Flow Pack**

Net Wt.	16 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 40 FCL:	1,040
Shelf Life:	18 mos

**Flow Pack**

Net Wt.	35 g
Outer:	24 Packs
Carton:	6 Pouches
Loadability 40 FCL:	3,110
Shelf Life:	18 mos

**Stand-up Pouch**

Net Wt.	100 g
Outer:	-
Carton:	24 Pouches
Loadability 40 FCL:	3,110
Shelf Life:	18 mos

**Box**

Net Wt.	400 g
Outer:	-
Carton:	6 Boxes
Loadability 40 FCL:	3,110
Shelf Life:	18 mos

**Box**

Net Wt.	35 g
Outer:	24 Boxes
Carton:	6 Trays
Loadability 40 FCL:	3,110
Shelf Life:	18 mos

**Box**

Net Wt.	16 g
Outer:	24 Boxes
Carton:	12 Trays
Loadability 40 FCL:	3,110
Shelf Life:	18 mos

## CENTRE FILLED BISCUITS

BISCONNI



# Chocolatto



94g

24g



Because it's  
Special Inside!



### Box

Net Wt.	94 g
Outer:	-
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,114
Shelf Life:	18 mos

### Flow Pack

Net Wt.	24 g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,485
Shelf Life:	18 mos

## CENTRE FILLED BISCUITS



# Mi Amor



**Premium Cookies with  
Rich Chocolate Inside**

### Box

Net Wt.	150 g
Outer:	-
Carton:	30 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,090
Shelf Life:	18 mos

### Flow Pack

Net Wt.	24 g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,485
Shelf Life:	12 mos

## CENTRE FILLED BISCUITS



# DayDream



Premium  
Coffee Cookies

### Box

Net Wt.	150 g
Outer:	-
Carton:	30 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,090
Shelf Life:	18 mos

### Flow Pack

Net Wt.	24 g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,485
Shelf Life:	12 mos

# CHOCOLATE COOKIES



## Mini Chocolate Cookies



100g

32g

21g

16g

35g

**Satisfaction in Every Bite!**



### Flow Pack

Net Wt.	16 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 40 FCL:	1,546
Shelf Life:	18 mos

### Flow Pack

Net Wt.	21 g
Outer:	24 Packs
Carton:	6 Boxes
Loadability 40 FCL:	3,110
Shelf Life:	18 mos

### Flow Pack

Net Wt.	32 g
Outer:	24 Packs
Carton:	6 Boxes
Loadability 40 FCL:	1,479
Shelf Life:	18 mos

### Stand-up Pouch

Net Wt.	100 g
Outer:	-
Carton:	24 Pouches
Loadability 40 FCL:	2,615
Shelf Life:	18 mos

### Box

Net Wt.	35 g
Outer:	24 Boxes
Carton:	6 Trays
Loadability 40 FCL:	3,110
Shelf Life:	18 mos

# CHOCOLATE COOKIES



## Double / Original



96g



24g



96g



24g



35g

### Flow Pack

Net Wt.	24 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,546
Shelf Life:	18 mos

### Box

Net Wt.	96 g
Outer:	-
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	3,412
Shelf Life:	18 mos

More Chips  
Per Bite





# CHOCOLATE COOKIES



## Chip Hop / Loaded



156g

156g

24g

96g

24g

Premium Chip Cookies  
Vanilla & Chocolate



### Chip Hop Chocolate / Vanilla Flow Pack

Net Wt.	24 g
Outer:	24
Carton:	12 Boxes
Loadability 20 FCL:	470
Loadability 40 FCL:	1,170
Shelf Life:	18 mos

### Chip Hop Chocolate / Vanilla Flow Pack

Net Wt.	156 g
Outer:	-
Carton:	18 Packs
Loadability 20 FCL:	-
Loadability 40 FCL:	1,756
Shelf Life:	18 mos

### Loaded Flow Pack

Net Wt.	24 g
Outer:	24
Carton:	12 Boxes
Loadability 20 FCL:	470
Loadability 40 FCL:	1,170
Shelf Life:	18 mos

### Loaded Box

Net Wt.	96 g
Outer:	-
Carton:	24 Boxes
Loadability 20 FCL:	1,600
Loadability 40 FCL:	4,000
Shelf Life:	18 mos

# Craving



**Butter Cookies Box**

Net Wt.	93 g
Outer:	-
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,000
Shelf Life:	18 mos

**Butter Cookies Box**

Net Wt.	93 g
Outer:	-
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,000
Shelf Life:	18 mos

**Peanut Cookies Box**

Net Wt.	93 g
Outer:	-
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,000
Shelf Life:	18 mos

**Coconut Cookies Box**

Net Wt.	93 g
Outer:	-
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,000
Shelf Life:	18 mos

**Premium Zeera, Butter, Peanut & Coconut Cookies**

# Panda Power / Nice

20g



37g



18.5g



**Sugar Prinkled & Energy Biscuits**

### Panda Power Flow Pack

Net Wt.	20 g
Outer:	16
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,908
Shelf Life:	18 mos

### Nice Flow Pack

Net Wt.	18.5 g
Outer:	16
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,490
Shelf Life:	18 mos

### Nice Flow Pack

Net Wt.	37 g
Outer:	8
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,381
Shelf Life:	18 mos



# Perfetto / Chai Wala Biskut



24g



24g

**Perfetto Flow Pack**

Net Wt.	24 g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,170
Shelf Life:	18 mos

**Chai Wala Biskut Flow Pack**

Net Wt.	24 g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,170
Shelf Life:	18 mos

Premium Biscuits  
with Milk & Egg



# Zabar Rusk / Digestive



14g

28g

45g

126g

**Zabar Rusk  
Flow Pack**

Net Wt.	14 g
Outer:	16 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,250
Shelf Life:	18 mos

**Zabar Rusk  
Flow Pack**

Net Wt.	28 g
Outer:	15 Packs
Carton:	16 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,300
Shelf Life:	18 mos

**Zabar Rusk  
Flow Pack**

Net Wt.	126 g
Outer:	-
Carton:	36 Packs
Loadability 20 FCL:	-
Loadability 40 FCL:	1,850
Shelf Life:	18 mos

**Digestive  
Box**

Net Wt.	45 g
Outer:	6
Carton:	24 Packs
Loadability 20 FCL:	-
Loadability 40 FCL:	-
Shelf Life:	18 mos

# SANDWICH BISCUITS



## Yuppie / Rite Gold / Vanilla



**Rich Chocolate Biscuits  
with Vanilla Cream**

**Yuppie Lemon Flow Pack**

Net Wt.	22.5 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,505
Shelf Life:	18 mos

**Gold Lemon Flow Pack**

Net Wt.	22.5 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,505
Shelf Life:	18 mos

**Gold Chocolate Box**

Net Wt.	107 g
Outer:	-
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,700
Shelf Life:	18 mos

**Gold Lemon Flow Pack**

Net Wt.	22.5 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,505
Shelf Life:	18 mos

**Gold Chocolate Box**

Net Wt.	107 g
Outer:	-
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	4,700
Shelf Life:	18 mos

# CRACKERS



## Crux

96g



41g



100g



14.4g



22g



**Satisfaction in Every Bite!**



### Flow Pack

Net Wt.	14.4 g
Outer:	24 Packs
Carton:	24 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,057
Shelf Life:	18 mos

### Flow Pack

Net Wt.	22 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,411
Shelf Life:	18 mos

### Flow Pack

Net Wt.	41 g
Outer:	16 Packs
Carton:	6 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,172
Shelf Life:	18 mos

### Flow Pack

Net Wt.	100 g
Outer:	3 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,572
Shelf Life:	18 mos

### Box

Net Wt.	96 g
Outer:	-
Carton:	72 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,431
Shelf Life:	18 mos

# WAFERS



## Novita



110g



22.4g

22.4g

22.4g



### Novita Bites Stand-up Pouch

Net Wt.	110 g
Outer:	-
Carton:	24 Packs
Loadability 20 FCL:	-
Loadability 40 FCL:	2,220
Shelf Life:	12 mos

### Novita Tutti Frutti Flow Pack

Net Wt.	22.4 g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,410
Shelf Life:	12 mos

### Novita Orange Flow Pack

Net Wt.	22.4 g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,410
Shelf Life:	12 mos

### Novita Chocolate Flow Pack

Net Wt.	22.4 g
Outer:	24 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	2,410
Shelf Life:	12 mos

### Divine Chocolate Flow Pack

Net Wt.	25 g
Outer:	10 Packs
Carton:	18 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	-
Shelf Life:	12 mos



# Rollies / Flo



30g

30g

30g

30g



18g

18g

**Rollies  
Flow Pack**

Net Wt.	30 g
Outer:	6
Carton:	24 Packs
Loadability 20 FCL:	-
Loadability 40 FCL:	1,550
Shelf Life:	12 mos

**Flo  
Flow Pack**

Net Wt.	18 g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	-
Loadability 40 FCL:	1,350
Shelf Life:	12 mos

# SNACKCITY

SnackCity was established in June, 2006.  
Since then, Kurleez has grown to become the  
market leader in the crinkle chips category.

## COATED PEANUTS

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# COATED PEANUTS



### Flow Pack - Barbecue

Net Wt.	14g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	520
Loadability 40 FCL:	1,117
Shelf Life:	12 mos

### Flow Pack - Cheese

Net Wt.	14g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	520
Loadability 40 FCL:	1,117
Shelf Life:	12 mos

### Flow Pack - Masala

Net Wt.	14g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	520
Loadability 40 FCL:	1,117
Shelf Life:	12 mos

### Flow Pack - Herb & Yogurt

Net Wt.	14g
Outer:	24 Packs
Carton:	12 Boxes
Loadability 20 FCL:	520
Loadability 40 FCL:	1,117
Shelf Life:	12 mos

**Cheese, Barbeque, Masala,  
Herb & Yogurt Flavors**





In 2010, the Ismail Nutrition division was launched and has now become a global supplier of nutritional supplements to organizations like UNICEF and the World Food Program. The company manufactures products like RUSF (Ready-to-use Supplementary Food), RUTF (Ready-to-use Therapeutic Food) and LNS (Lipid based Nutritional Supplements).

All products of Ismail Nutrition are produced according to the meticulous standards of quality and transparency demanded by the international donor agencies. The company has implemented advanced food safety parameters and their adherence is reflected in the numerous successful third-party quality audits.

Ismail Nutrition products are mostly exported to hunger stricken and calamity hit areas around the world. It is this desire to help humanity that contributes to our stakeholders trust in the company and its success around the world.



# FOOD SUPPLEMENTS

Ismail Nutrition products are mostly exported to hunger stricken and calamity hit areas around the world.



# SUSTAINABLE DEVELOPMENT

## SOLAR INITIATIVE

In 2019, Ismail Industries took the initiative to convert all manufacturing facilities to solar power.

So far, solar panels have been installed in 4 production centers and 2018 KWh of clean energy is being produced.



**Candyland**  
Hub, Balochistan



**Bisconni**  
Hub, Balochistan



**Astro Films**  
Hub, Balochistan



**WFP**  
Hub, Balochistan

# CORPORATE SOCIAL RESPONSIBILITY

Ismail Industries is dedicated to sustainable integration, prioritizing ESG factors in our decision-making. Our transparent ESG / Sustainability reporting informs stakeholders, driving improved ecological practices, cost savings, risk mitigation, innovation, and eco-awareness. Our divisions, including Bisconni, Candyland, Astro, and Facilities, are already advancing sustainability through initiatives like beach cleanups and yoga sessions.



## Community Events

We actively engage in community events, showcasing our social responsibility.



## Water Initiatives

We're dedicated to sustainable water initiatives ensuring cleanliness and accessibility for all.



## Sustaining Support for Ismail Academy and Khadijah Girls College

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.



## Employment

Creating employment opportunities for the lower income segment of the society.

# QUALITY MANAGEMENT



## Food Safety Management

Executing comprehensive Food Safety Management covering **PRP Plan, HACCP Plan, OPRP Plan**, scheduled internal & external audits, scheduled trainings, and Food Safety meetings.



## Microbial Testing

Microbial Testing as per quality plan covering **Personnel, Equipment, Environment, Raw / Packing, CIP Verification, Product Testing & Assurance.**



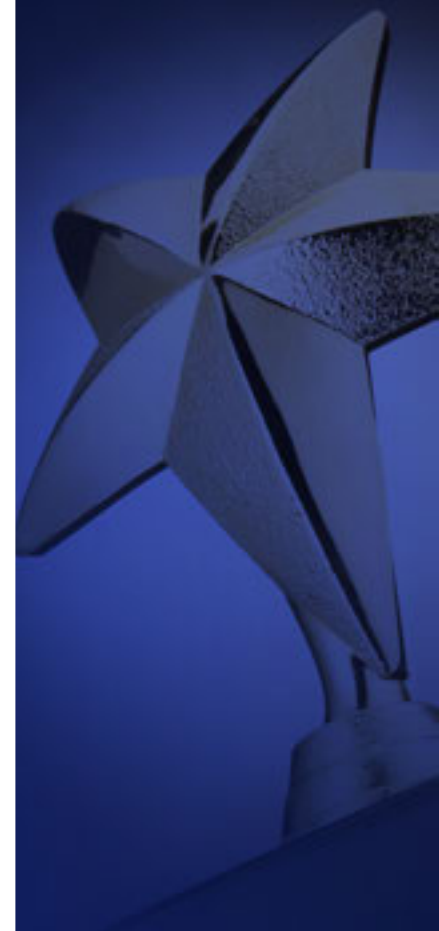
## RM / PM Inspection

Assurance of **RM / PM Inspection, Testing and Record Keeping**



## Quality Analytical Plan

Process monitoring as per Quality Analytical Plan covering **In-Process Inspection, Packing & Finished Goods Inspection.**





# CERTIFICATIONS

## FSSC 22000

Food Safety System  
Certification 22000

## ISO 22000 BUREAU VERITAS

Food Safety and Quality  
Management Systems

## FDA

United States Food and Drug  
Administration

## BRCGS

Brand Reputation  
Compliance Global Standard

## SANHA HALAL

South African National Halal  
Authority (SANHA)





# CUSTOMER SATISFACTION

We believe that the customer satisfaction is the key to business success. We understand that knowing our customers and their needs will help us in providing them with the best products.

It is our firm belief that delivering excellent customer service makes our customers feel valued and assures them that we stand behind our products and we would love to be given the opportunity to export our products to the global markets.

Please feel free to contact our Export Department on the email below:

[globalexports@ismailindustries.com](mailto:globalexports@ismailindustries.com)





*CandyLand*

SNACKCITY



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