



**AL-NOOR GROUP**

## Company Profile



[www.pakistanethanol.com](http://www.pakistanethanol.com) | [www.alnoorsugar.co](http://www.alnoorsugar.co) | [www.alnoormdf.com](http://www.alnoormdf.com)



## The Group Introduction

Al-Noor Group of companies began operations as a trading company in the late Nineteenth Century in Calcutta, India. Offices were subsequently established in Mauritius, Sri Lanka and Burma that specialized in Sugar, Rice & Jute trade.

Post sub-continent partition, the Group established Noori Trading Corporation (Pvt) Ltd. in Karachi, Pakistan to handle the trading of general merchandise and in 1960 Noori Sugar Factory was established with a cane research farm in Moro/ Nawabshah District along with a small sugar manufacturing unit.

In 1971 Al-Noor Sugar Mills Limited was commissioned and subsequently listed on the Karachi Stock Exchange. The principle activities of the Company are manufacturing Sugar, Ethanol & Medium Density Fibre (MDF) board, power generation and its sale.

# The Group Umbrella





# The Al-Noor Culture

## Vision Statement

To be a model company producing sugar and allied products of international quality by maintaining a high level of ethical and professional standards.

## Mission Statement

- To gain strength through industry leadership in the manufacturing and marketing of Sugar, Ethanol and Lasani Wood.
- To have a strong presence in these products' markets while retaining the options to diversify in other profitable ventures.
- To operate ethically while maximizing profit and satisfying customers' needs and stakeholders' interests.
- To assist in the socio-economic development of Pakistan especially in the rural areas through industrial expansion and development.



# Shahmurad Ethanol



## Manufactured From Sugarcane Molasses

Shahmurad Ethanol was commissioned in 2005 with an initial production capacity of 35,000 tons from Maguin Interis of France.

Shahmurad Ethanol has doubled its capacity in 2018 to produce 70,000 tons annually. Presently the daily combined production capacity stands at 270,000 liters (216 tons) per day.





## Our Ethanol Is Used in Various Industries



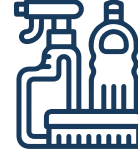
Pharmaceuticals



Perfumes



Paint &amp; Varnish

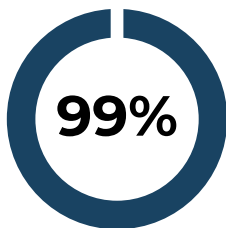
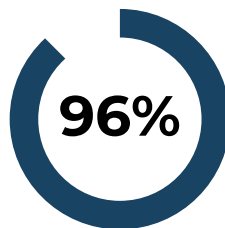
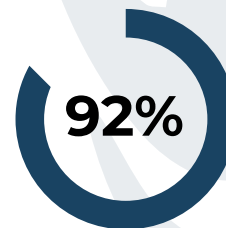
Chemical  
ManufacturingCleaning  
Products

Fuel



## Producing The Finest Grade Of Ethanol Using Machinery from Maguin Interis of France

Shahmurad Ethanol is a one-stop for its customers by enabling the product to be unloaded right at the customers door.

**Anhydrous  
Ethanol****Hydrous  
Ethanol****B-Grade  
Ethanol**

# MDF Board Division

Al-Noor MDF (Medium Density Fibre Board division) was established in 1987 and is registered in Karachi, Pakistan with the manufacturing facility located at Shahpur Jahania, District Shaheed Benazir Bhutto Abad (Nawabshah) in the province of Sindh. Al Noor pioneered in introducing MDF in Pakistan market with the Lasani Brand. With over 30 years of manufacturing experience, we at Al-Noor MDF board division pride ourselves in the quality and uniqueness of our range of products which include raw and laminated MDF.

