



Mehran Bottlers (Private) Limited
CORPORATE PROFILE





Vision

To be a distinguished and trusted beverage company in Pakistan. Mehran Bottlers (Private) Limited is committed in fulfilling its promise of providing international quality beverages made with the finest ingredients for all its customer worldwide.

Mission

It is our aim to provide our consumers with premium quality beverages, with a vast variety of products, guaranteeing consumer satisfaction, whilst exceeding consumer expectations for taste, flavor, product safety and price competitiveness.

Hygiene Policy and Core Values

To develop, implement and continuously improve an integrated quality management system based on ISO and HACCP.

To provide opportunities for growth to our employees and communities in which we operate in, whilst maintaining by our relationship with consumers on the basis of trust, quality and reliability.

Company's History

Mehran Bottlers (Private) Limited is the first and the oldest manufacturer, distributor and exporter of carbonated beverages in Pakistan. The company is based in Karachi, the commercial hub of Pakistan. It produces the largest selling National soft drink (Pakola) and its Products available globally in Africa, Afghanistan, Canada, Middle East, New Zealand, USA and the United Kingdom. The flagship Pakola Ice Cream Soda and its patriotic green color, exotic fruity flavor is cherished by every Pakistani worldwide.

The Team

Mehran Bottlers (Private) Limited has well experienced and qualified staff in all departments, The company employees around 300 skilled workers at its Karachi plant, Their experiences and on going training make them more confident to face all types of task and challenges.

Sales and Marketing

The company owns and operates around 40 trucks for sales operation in Karachi. We ensure prompt and timely supplies of products through a proper supply chain management system. The company has strong relationship with wholesalers, retailers and modern trade.

Mehran Bottlers also has strong affiliation with its consumers. The company plays with a blend of marketing activities with in its available resources. These activities include from electronic media to press advertisement and from out of home advertisement to direct consumer contact via stall activities.



Production Facilities

Mehran Bottlers operates a wide variety of state of art production lines, these include:

- SIG Canning Line
- Paktool Returnable Glass Line
- Paktool PET Line
- Ektam Hot Fill Juice Line
- Ektam Mineral Water Line
- Tetra Pak TBA 19 Line



Recognition and Award

Pakola has won the Export Brands of the Year 2006 Award in Carbonated Drinks Category. Similarly, for exporting Non-traditional items and for exploring new markets. The company is awarded Exporters Performance Award 2003-2004 from Karachi Chambers of Commerce & Industry (KCCI) and was nominated for Exporters Performance Award 2004-2005 by Karachi S.I.T.E. Association of Industry.



BEVERAGES



Name of Products	Packaging	Quantity in Container <small>(Each Package in a 20ft Container)</small>	Cost
Pakola, Apple Sidra, Fresh Lime	330ml Cans (24 pcs)	2,350	
Pakola, Apple Sidra, Fresh Lime	1500ml Pet Bottle (6 pcs)	1,900	
Pakola, Apple Sidra, Fresh Lime	500ml Pet Bottle (12 pcs)	2,000	

Customized Order:
Combination of above packages can also be delivered in a 20ft container

JUCINA PET



Name of Products	Packaging	Quantity in Container <small>(Each Package in a 20ft Container)</small>	Cost
Jucina Juices (PET)	250ml (24 Bottles)	2,500	
Jucina Juices (PET)	1 Litre (6 Bottles)	3,000	

Customized Order:
Combination of above packages can also be delivered in a 20ft container

JUICES TETRA PAK



Name of Products	Packaging	Quantity in Container (Each Package is a 200l Container)	Cost
Jucina Juices, Fruiter, Jooster, Vimto & Fruitina (TETRA)	200ml (27 pcs)	3,500	

Customized Order:
Combination of above packages can also be delivered in a 20l container

PRIVATE LABELING

Mehran Bottlers (Private) Ltd develops private label options for Carbonated Drinks, Juices, and Mineral Water in Pet Bottles, Can and Tetra Pak packaging from the initial idea stage to full-scale beverage production.

Whether you are starting with a Drink/Juice concept or are looking to expand your product line, Mehran Bottlers has all the capabilities necessary to create the highest quality beverage solution for you. Our in-house expertise ranges from flavor chemistry, application development and brand creation to regulatory compliance, production, and quality assurance.

At Mehran Bottlers we are dedicated to making every sip enjoyable and every drink remarkable.



Name of Products	Packaging	Quantity in Container <small>(Each Package in a 20ft Container)</small>	Cost
Pakola, Apple Sidra, Fresh Lime	330ml Cans (24 pcs)	2,350	
Jucina Juices (PET)	250ml (24 Bottles)	2,500	
Jucina Juices (PET)	1 Litre (6 Bottles)	3,000	
Jucina Juices, Fruiter (TETRA)	200ml (27 pcs)	3,500	

Customized Order:

Combination of above packages can also be delivered in a 20ft container

Notes:



Mehran Bottlers (Private) Limited

D/33-B, S.I.T.E., Karachi - 75700, Pakistan.

Ph: +9221-32583331-3, UAN: +9221-111-725-652

E-mail: export@pakola.com.pk www.mehranbottlers.com

Designed by: www.maxsell.org