FIDA HUSSAIN GROUP

COMMITED TO CARE



DON'T AIM FOR SUCCESS IF YOU WANT IT; JUST DO WHAT YOU LOVE AND BELIEVE IN IT, AND IT WILL COME NATURALLY.

- FIDA HUSSAIN
(LATE)
- FOUNDER


1981
FH
FIDA HUSSAIN
GROUP
DAWN
BREAD
DAWN
Foods
Doughstory
BREAD
& BEYOND
JUST BAKED
AB MAURI Pakistan
A Joint Venture Company
COMMITTED TO CARE

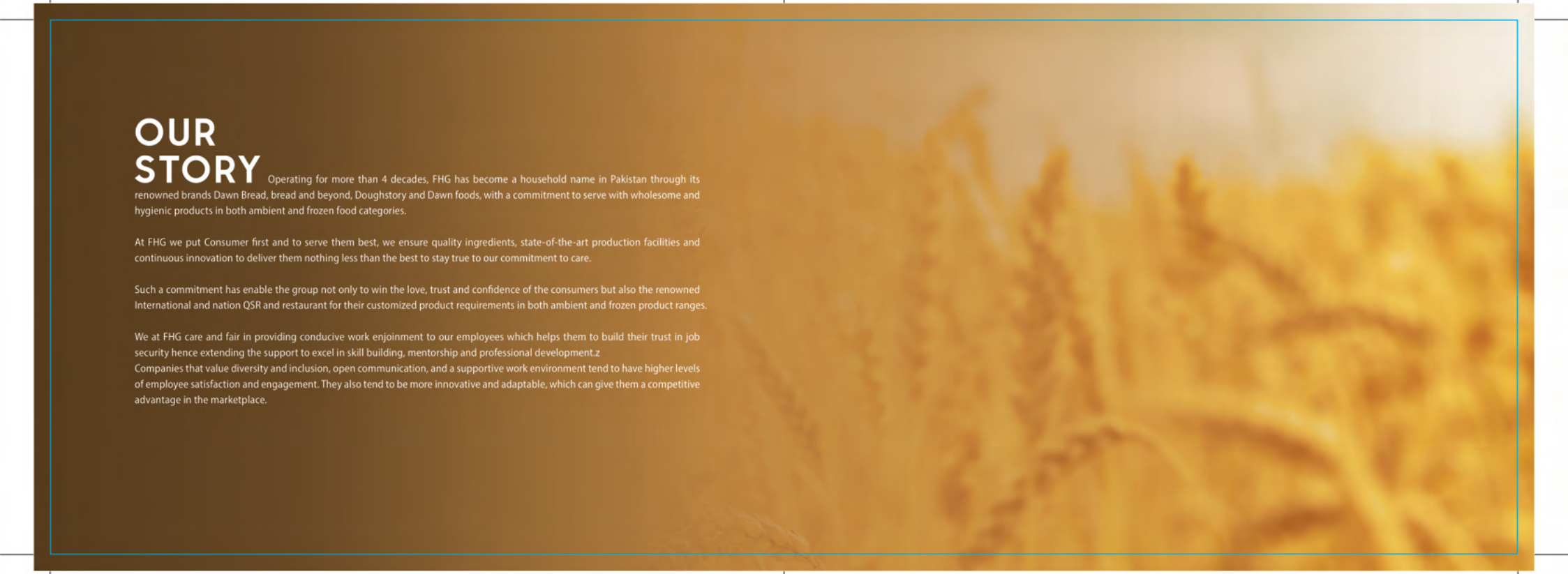
OUR STORY

Operating for more than 4 decades, FHG has become a household name in Pakistan through its renowned brands Dawn Bread, bread and beyond, Doughstory and Dawn foods, with a commitment to serve with wholesome and hygienic products in both ambient and frozen food categories.

At FHG we put Consumer first and to serve them best, we ensure quality ingredients, state-of-the-art production facilities and continuous innovation to deliver them nothing less than the best to stay true to our commitment to care.

Such a commitment has enable the group not only to win the love, trust and confidence of the consumers but also the renowned International and nation QSR and restaurant for their customized product requirements in both ambient and frozen product ranges.

We at FHG care and fair in providing conducive work enjoinment to our employees which helps them to build their trust in job security hence extending the support to excel in skill building, mentorship and professional development.z
Companies that value diversity and inclusion, open communication, and a supportive work environment tend to have higher levels of employee satisfaction and engagement. They also tend to be more innovative and adaptable, which can give them a competitive advantage in the marketplace.





FIDA HUSSAIN GROUP

COMMITTED TO CARE

VISION

We endeavor to stay true to our legacy of nurturing generations with the best tasting, most nutritious choices in a wide range of food categories and eating occasions.

—

MISSION

To give a state-of-the-art infrastructure to the food industry with safe, nutritious and quality products for a brighter way of life.occasions.

—

VALUES

- Leadership that trickles down to the industry
- Driven by the passion to make life better
- Forever evolving with the needs of our valued customers
- Serving the best quality products
- Providing a better way of life for everyone

OUR PRESENCE



FHG FACTORIES



AMBIENT

LAHORE

1. Quaid.e.Azam Industrial Estatev
2. Azam Chowk Kamaha

MURIDKE

3. 29 Km, G.T Road

FROZEN

KASUR

4. 45 Km, Main Manga Road.

QUALITY

FHG puts the safety and health of its customers first and foremost as we follow good manufacturing practices (GMP), to ensure all our production processes are in line with standards recognized by the government and international organizations.



DIRECT DISTRIBUTION NETWORK PAKISTAN



AUTOMATION

PLANT AND EQUIPMENT

Southeast - Asia's First Fully Automated
BREAD & BURGER BUN Lines.





CERTIFICATIONS & COMPLIANCE



FHG QSR CUSTOMERS

INTERNATIONAL



NATIONAL





CSR

The group has been working towards the betterment of the society through various CSR Partners.
Every Ramadan we distribute RASHAN among 1500 families approx.

rizq

INDUS HOSPITAL & HEALTH NETWORK

Edhi ایدھی

The Citizens Foundation

LRBT
FREE EYE CARE FOR THE POOR

SOS CHILDREN'S VILLAGES INTERNATIONAL

HUF

PROSEMIX FOUNDATION FOR RESEARCH & DEVELOPMENT
STRIVING FOR HUMAN EMPOWERMENT
PFRD


DAWN
BREAD®

OUR STORY

Dawn Bread has been a household name
for more than 4 decades.

—

The brand has become synonymous with bread itself over the course of time with millions of people choosing Dawn on a daily basis. What started off as a small bread production facility has now transformed into one of the biggest names in the Pakistani food industry. Having market share of 50% to 52%.



VISION

To endeavor for Pakistan's most preferred brand by choice, banking on our legacy while evolving with the changing consumer landscape.

—

MISSION

Spreading smiles through generating the right food sense.

VALUES

- Leadership that trickles down to the industry
- Driven by the passion to make life better
- Forever evolving with the needs of our valued customers
- Serving the best quality products
- Providing a better way of life for everyone



QUALITY

Dawn Bread puts the safety and health of its customers first and foremost as we follow good manufacturing practices GMP, to ensure all our production processes are in line with standards recognized by the government and international organizations.

MANUFACTURING FACILITIES

LAHORE

1. Quaid.e.Azam Industrial Estatev

MURIDKE

2. 29 Km, G.T Road



PRODUCTS

Keeping consumer preferences in mind and ever-changing trends, Dawn has never shied away from evolving for the better.

Following the journey of becoming the best bread manufacturer in the country, gradually and steadily, Dawn bread became the front runner for healthy wheat-based products.

Our extensive product range extends from breads, buns, parathas, rusks to other food items and delicacies.



BREADS

An exquisite range of fulfilling breads to cover all your dietary needs.
Full of nutrients, our breads provide you with the boost that's required to kickstart a day. We guarantee convenience like never before with a great tasting range.



CAKES

A range of mouthwatering cakes that prove to be a great snack that can be consumed at any time of the day. You can choose from a wide variety according to your personal preference.



RUSKS

Our rusks guarantee great taste and amazing quality.
These can be eaten at any time of the day, however most of our consumers enjoy having rusks in the morning with a hot cup of tea.



BUNS

A range to cover all your needs. Whenever you feel like creating and cooking up a storm in the kitchen, our buns can come in handy. We have a wide set of offerings so the choices for our consumers are not limited.



PARATHAS

A range that takes convenience takes to another level. Easy to prepare and fulfilling to eat Parathas that save time and effort while guaranteeing great taste.



FLAT BREADS

A range that takes convenience to the next level. Easy to make evening snacks that save time and effort while guaranteeing great taste.



PUFF UP

A range of puff pastries that are considered delicacies, enjoyed by countless people across the country, due to consistent quality and remarkable flavor

BURGER BUNS

Our Burger Buns are the ideal indulgent blend of soft texture, subtle sweetness, and pure goodness. So load them up with your favorite toppings and elevate your burger experience cause these buns won't fall apart!




DISTRIBUTION
NETWORK
DAWN
BREAD
Total Vehicles: 575
Total Outlets: 22000
Cities Coverage: 25
family
Pack
DAWN


BREAD
& BEYOND
JUST BAKED



OUR STORY

Bread n Beyond closely a decade and half old setup of FHG specializing in superb refined, frozen and oven fresh baked assortment, which was commissioned at the end of year 2007. With the establishment of this concern, Dawn Bread has entered a new vista in producing highly developed and innovative bakery delights that complement the appetite of the sweet toothed for the customers having good taste. In 2012-13 Bread & Beyond enter into the third party retail business and manage to establish a premium segment in the baking segment having a market share of 6-8%.



QUALITY

Our highly modern production facility makes use of the latest technology and equipment that enables us to maintain consistency and quality. The facility exhibits a hardworking labor force that carries out quality tests to maintain the richness of our products.

PRODUCTION FACILITY

Azam Chowk Kamaha, Lahore.

PRODUCT PORTFOLIO



BREAD

Our breads are prepared with care and commitment to ensure an experience like no other. Giving customers multiple variants to choose from, our breads take fulfilment to new heights.



CAKES

A range of creamy and delicious cakes that bring nothing but smiles and make every occasion memorable.

BURGER BUNS

Light, fresh and yummy, Bread & Beyond Burger buns are a perfect way for you to enjoy the same fast food restaurent taste in the comfort of your own home.



RUSKS & CAKE RUSK

Craft your mornings and snack time with your favorite tea or coffee with the crispness you yearn for. Excite your taste buds by trying cookies, biscuits and rusk range.



FLAT BREADS

Tortilla bread is thin, soft, and pliable, making it easy to wrap around fillings. It is typically made from flour and cornmeal having a mild, slightly dough flavor. This 10 inches' diameter treat can be enjoying in a variety of dishes, including tacos, burritos, enchiladas, and quesadillas.



POUND CAKES & MUFFINS

Whether you prefer muffins or pound cake, both baked goods are delicious and perfect for any occasion. Whether you're looking for a quick breakfast, a snack, or a dessert, muffins and pound cake are sure to satisfy your sweet tooth and Bread & Beyond is known for its apotheosis in taste and quality in the bakery industry when it comes to muffins and pound cake.



SWEETS

Celebrations are incomplete without some sweets. We make everything from different types of Barfi to Gulab Jamuns to Cham Chams. Premium quality sweets for your moments of happiness.



HOT KITCHEN

A live kitchen set up where our chefs prepare fresh products for you right there and then, serving you without delay. From pizzas to sandwiches to burgers and wraps. Our hot kitchen does it all.



OUR BAKERY OUTLETS

TOTATL OUTLETS: 8



DISTRIBUTION NETWORK




DAWN
Foods



OUR STORY

Since its inception in 2008, Dawn Frozen Foods has carved a niche for itself as a standout in public perception - and it is reflected in its significant and ever-growing market share.

Dawn Frozen Foods mirrors its parent company in quality and freshness. A remarkable aspect of Dawn Frozen foods, which is also a proof of universal public acclaim here and abroad. Having market share 15% to 17% in value added protein.



QUALITY

Our state-of-the-art production facilities make use of the latest equipment that is operated by experts. A team of professionals overlook all production processes to ensure consistency in our quality.

MANUFACTURING FACILITIES

45 Km, Main Managa Road, Kasoor

PRODUCT PORTFOLIO

A vast portfolio that redefines the ready - to - cook and ready - to - eat categories in Pakistan.



READY - TO - COOK

Our Ready - to - Cook range carries a variety of popular chicken products from the desi Chicken Chapli Kabab to the kids favorite Chicken Jungle Fun Nuggets; All of which can be quickly cooked with a light splash of oil or air fried.



READY - TO - EAT

In our Ready - to - Eat range we offer the culturally popular Chicken Seekh Kabab, which are easy to cook with just some time in a microwave are a quick fix for health delicious meal.

DISTRIBUTION NETWORK




Doughstory



OUR STORY

Doughstory, a subsidiary of FHG, was established with the objective of offering premium ambient and frozen carbs products to consumers in both the Pakistani and global markets. The company places a strong emphasis on its innovative and unique frozen product offerings, including a range of frozen carbohydrates such as naan and paratha. These offerings feature distinctive options, such as the "meetha paratha" and Roghini naan, that are unmatched in the market and has stamped a mark in its own category.



QUALITY

Our state-of-the-art facilities enable us to maintain International Quality standards to develop premium products, which can be recognized through our certifications of FSSC, BRC, and Halal certification from SANHA.

PRODUCTION FACILITY

45 Km, Main Managa Road, Kasoor



GLOBAL PRESENCE

From the house of Dawn Foods comes Doughstory, a brand created with the focus towards worldwide distribution of premium quality food products. Doughstory has been established with the goal to bring the taste of Pakistan to the rest of the world, with our wide variety of frozen flatbreads, frozen snacks and ambient snacks.

PRODUCT PORTFOLIO

Setting out with a vision to become one of the top Asian brands in the international food market, Doughstory strives to provide products of great quality, superior taste, and convenience through its vast portfolio, which includes both Ready-to-Cook and Ready-to-Bake frozen food products.



PARATHAS

Made with premium quality ingredients, Doughstory Paratha range has become the go-to, ready-to-eat bread of families across the world.



SAMOSA

A delectable range of Samosas makes waves around the world with exceptionally made dough and mixture.



NAAN

The fluffy and crispy range of Doughstory Naan makes the meal authentic and lavish. without any hassle



SNACKS

A delectable range of ready - to - cook snacks items making waves around the world with exceptionally made dough and mixture.



AB | MAURI Pakistan

A Joint Venture Company



ABOUT AB MAURI?

A united, global family of yeast and bakery ingredients companies.

AB MAURI KEY FACTS & FIGURES 2020

ANNUAL REVENUE
€1 BILLION+

PLANTS
52+

EMPLOYEES
7000+

OPERATIONS IN
32 COUNTRIES

SALES IN
100+ COUNTRIES



ABF GROUP AT A GLANCE 2020



GROCERY

Grocery comprises consumer-facing businesses that manufacture and market a variety of well-known brands both nationally and internationally. Products include hot beverages, sugar and sweeteners, vegetable oils, balsamic vinegars, bread and baked goods, cereals, meat and world foods.

Revenue £3,420m

SUGAR

AB Sugar is a leading producer of sugar and sugar-derived co-products in southern Africa, the UK, Spain and north China. It operates 24 plants in 10 countries with the capacity to produce some 4.5 million tonnes of sugar annually.

£1,730m

AGRICULTURE

AB Agri operates at the heart of the agricultural industry. Its unique breadth and experience enable it to add value all along the food, drink and biofuel industry supply chains. It supplies products and services to farmers, feed and food manufacturers, processors and retailers.

£1,350m

INGREDIENTS

Yeast and bakery ingredients production supporting and enabling the world's bakers, both large and small, across craft/artisan and industrial, as well as high-value ingredients for food and non-food applications.

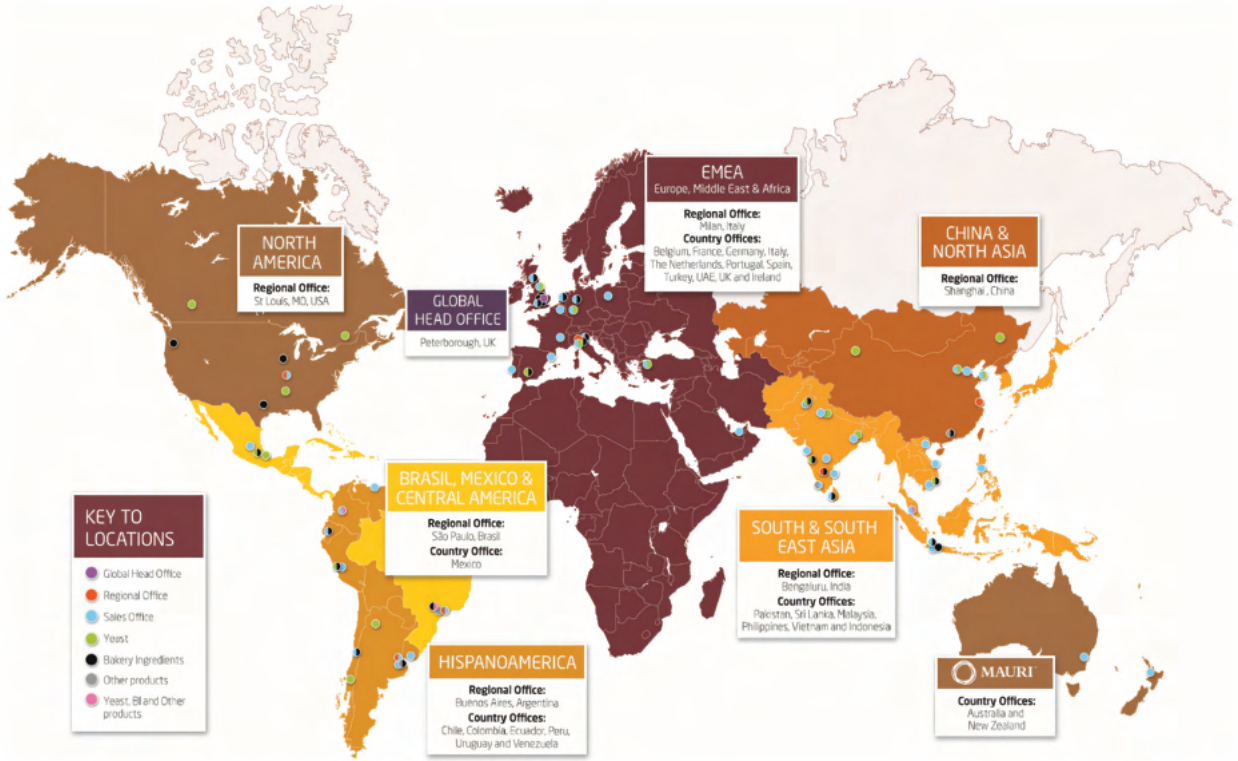
£1,467m

RETAIL

Primark is a major retail group employing 75,000 people. It operates over 360 stores in the UK, Ireland, Spain, Portugal, Germany, the Netherlands, Belgium, Austria, France, Italy and the US. It offers customers quality, up-to-the-minute fashion at value-for-money prices.

£7,477m

GLOBAL OPERATIONS



AB MAURI-
CUSTOMER VALUE PROPOSITION

A customer driven business with two major global segment:
Yeast & Bakery Ingredients

YEAST

AB Mauri's global expertise and technology capabilities in Yeast now encompasses: bakery, bioethanol, alcoholic beverages, pharmaceutical, human & animal nutrition.

BAKERY INGREDIENTS

AB Mauri is a baking technology leader with a clear focus on customer outcomes that encompass product characterisation performance, taste and freshness dimensions in baked products for the world's bakers, both large and small.

AB MAURI PAKISTAN

AB Mauri was established in 2005 with a state-of-the-art production facility in Gajju Matta, Lahore. It's the only commercial Yeast Plant in Pakistan with highly trained 150 employees that maintain consistency in quality.

PRODUCTS

- Fresh compressed yeast
- Cream Yeast
- Dry Yeast
- Baking Powder
- Cake Gel
- Bread Improvers
- Calcium Propionate

MAIN CUSTOMERS

Plot # 39 Madar-e-Millat Road,
Industrial Estate Kot Lakhpat,
Lahore, Punjab, Pakistan
+92-42-111-111-999
info@dawnbread.net

DAWN BREAD

BREAD & BEYOND
Just Baked

Doughstory

DAWN Foods

AB | MAURI Pakistan
A Joint Venture Company