

About 4 Acres (30 Kanal),  
Factory in Lahore.

Serving Since 2004

# A.M INTERNATIONAL

HOME OF FLAVOURS & FRAGRANCES



- ✓ ISO 14001
- ✓ FSSC 22000
- ✓ ISO 9001
- ✓ HALAAL
- ✓ PHA Licence

[www.aminternational.pk](http://www.aminternational.pk)

# A.M INTERNATIONAL

**A** for Allah

**M** for Muhammad ﷺ

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

## Brief History



Muhammad Ali Hassan  
(MBA - Marketing)  
Managing Director

A.M international is a family owned business involved in the manufacturing Flavours & Fragrances (liquid & dry powder). A manufacturing organization of Pakistan with its expertise in the field of R & D and quality. Working since 2004, A.M International has been involved in introducing new and innovative Flavours & Fragrances. A.M International has faith in offering professional services with Honesty, Honour, Dignity, Skills, Care and persistent Commitment to our valuable customers.



Lt Col. Nayyer Hameed (Retd), TI (M)  
Bsc. (Hons)  
Director

Glad to mention, Ours is the first company in the World to introduce the concept of Fragrances in dry powder form. Also the first Flavouring company in Pakistan to attain, ISO - 22000 & Halaal certification. Others are now following our traditions.

Our core competence, is not our quality only, but also our different, unique and professional approach of doing business. Which mainly differentiates us from rest of our competitors.



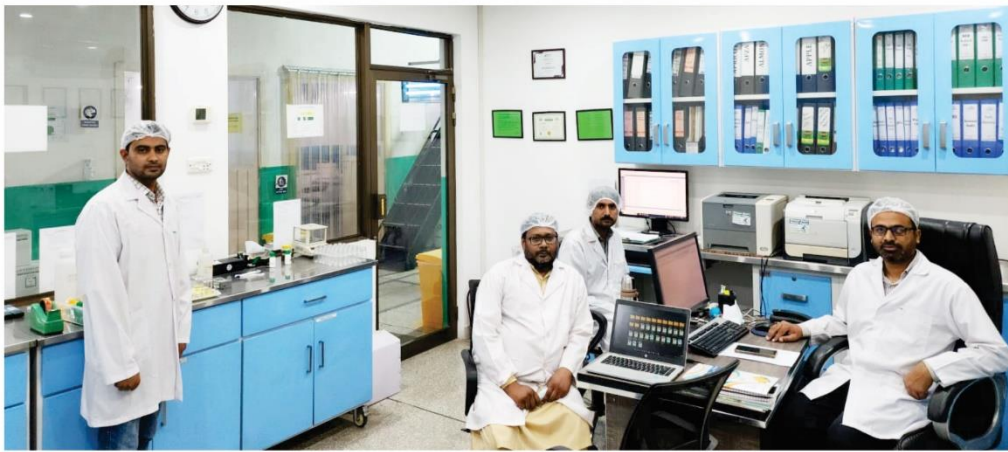
Ahmad Mustafa (ACCA)  
Director Operations

Initially we started producing liquid Flavours and Fragrances only. But within next 5 to 6 years, A.M international started producing dry powder Flavours and Dry Powder Fragrances too Apart from the above, now we are also offering seasoning Flavours and pre mix Flavours.

## Vission:

At A.M International, our vision is to redefine sensory experiences globally. as an innovative and sustainable manufacturing company, we aspire to be the foremost leader in creating captivating and evocative flavours and fragrances that enrich every aspect of life. Guided by our passion for excellence and commitment to quality, we strive to inspire delight, ignite memories, and elevate emotions through the power of our distinctive creations.

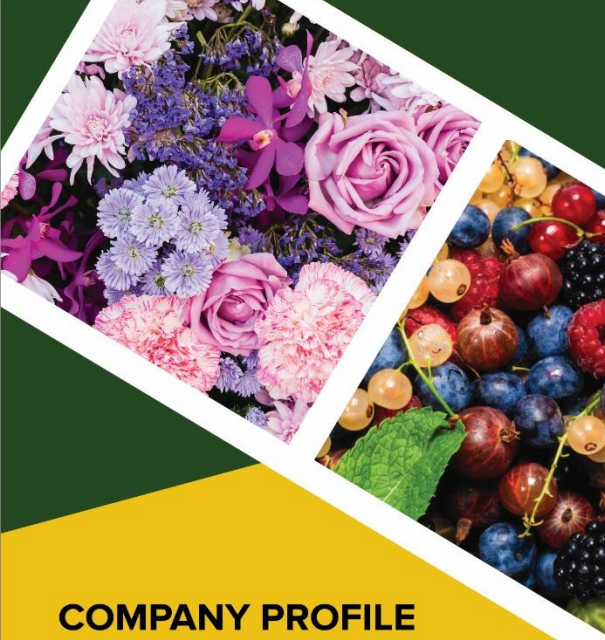




**Quality Assurance Lab**



**Research and Development Lab**



## COMPANY PROFILE



### Year of Establishment:

Serving since "2004"



### Product Range:

Over 2500 different food flavours (Liquid & Dry Powder) and fragrances are manufactured at our plant.



### Sales Team:

We have a dedicated and energetic sales team of "23" persons who are running the sales operations professionally.



### Total Team:

A team of about 80 professionals.



### Countries of Operations:

Pakistan, UAE, Iran, South Africa, Afghanistan & Bangladesh.



### Manufacturing Facility:

A state of the art factory near Coca Cola Factory Raiwind Road Lahore.



### Clients:

Serving the requirements of over 3000 clients across the globe.

## اے۔ ایم انٹرنیشنل کا مختصر تعارف

**قیام کا سال:**  
2004 سے آپ کی خدمت میں۔



### مصنوعات کی تیاری:

2500 سے زائد مختلف فوڈ فلیورز اور خوشبو پائٹ (پاؤڈر اور لیکوڈ حالت میں) ہمارے پلانٹ پر تیاری جاری ہیں۔



### سیلز ٹیم:

23 افراد پر مشتمل سیلز ٹیم جو کہ پیشہ ورانہ انداز میں اپنے کام کو سرانجام دے رہی ہے۔



### کل ٹیم:

اپنے کسٹمرز کی خدمت کے لئے 80 پیشہ ور افراد کام کر رہے ہیں۔



### بین الاقوامی سطح پر کام کا دائرہ کار:

ہمارے کام کا دائرہ کار پاکستان، U.A.E، ایران، جنوبی افریقہ، افغانستان اور بنگلہ دیش تک پھیلا ہوا ہے۔



### میدون فیکچرنگ کی سہولیات:

رائے ونڈ روڈ لاہور نزد کوکا کولا فیکٹری، پر جدید طرز کی فیکٹری واقع ہے۔

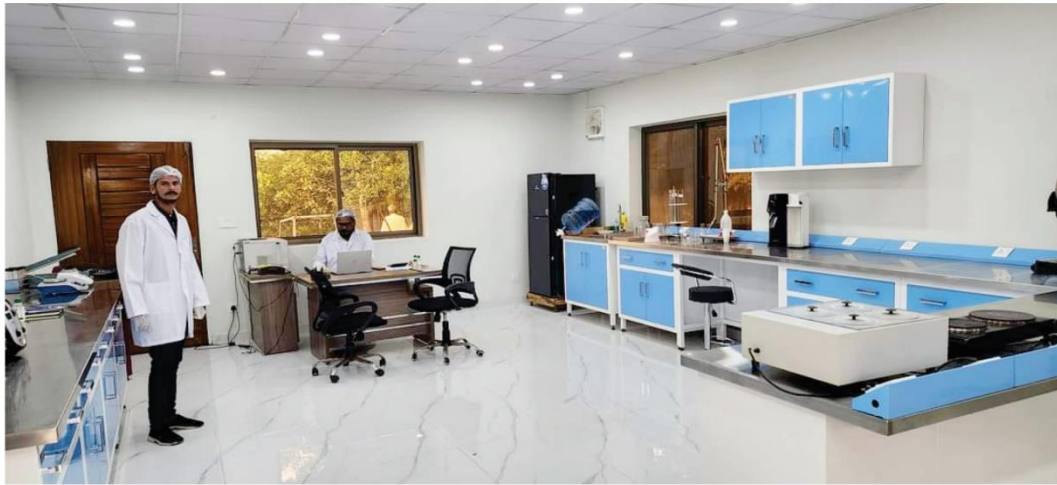


### کلائنٹس:

دنیا بھر میں تقریباً 3000 سے زائد کسٹمرز کی ضروریات کو پورا کر رہے ہیں۔







**Food Application Lab**



**Soap Application Lab**



**Sampling Section**

## اے۔ ایم انٹرنیشنل سے ہی فوڈ فلیورز اور خوشبویات کیوں خریدیں ؟

- اے۔ ایم انٹرنیشنل میں اعلیٰ معیاری ”کوالٹی کنٹرول لیب“ موجود ہے جو کہ مندرجہ ذیل کوالٹی ٹیسٹ سرانجام دے رہی ہے:

Flash Point	Moisture	Tapped Density
Mesh Size	Specific Gravity	Refractive Index
Brix	Conductivity	pH

- اے۔ ایم انٹرنیشنل میں فوڈ فلیورز اور خوشبویات سے متعلق دو الگ الگ اپتیکیشن لیبارٹریز موجود ہیں۔

- اے۔ ایم انٹرنیشنل میں اعلیٰ معیاری ریسرچ اینڈ ڈویلپمنٹ لیبارٹری موجود ہے
- مختلف فوڈ فلیورز اور خوشبویات میں استعمال ہونے والے آلات اور مشینری کو خاص پانی (R.O Water) سے دھویا جاتا ہے اور اس مقصد کے لئے ایک عدد جدید ترین آر۔ او پلانٹ (R.O Plant)، ٹیکنیری کے اندر ہی نصب کر دیا گیا ہے۔
- لیکوڈ فلیورز اور لیکوڈ خوشبویات کے لئے علیحدہ علیحدہ پروڈکشن ہالز موجود ہیں۔
- اسی طرح پاؤڈر فلیورز اور پاؤڈر خوشبویات کی تیاری کے بھی علیحدہ علیحدہ پروڈکشن ہالز موجود ہیں۔
- احتیاط اور کوالٹی کو برقرار رکھنے کے لئے لیکوڈ خوشبویات اور لیکوڈ فلیورز کی پیکنگ بھی الگ الگ مخصوص کمروں میں ہوتی ہے۔
- اعلیٰ ترین حفاظتی تقاضوں کے مطابق پاؤڈر فلیورز اور پاؤڈر خوشبویات کی پیکنگ کے لئے بھی الگ الگ کمرے مخصوص ہیں۔



## Why to Purchase Flavours & Fragrances from A.M International?

- We have a latest Quality Control Lab to conduct the following tests:

Flash Point	Moisture	Tapped Density
Mesh Size	Specific Gravity	Refractive Index
Brix	Conductivity	pH

- We have 2 separate Application Labs. One for food and other for non food products.
- We have a latest Research and Development Lab.
- For washing our apparatus and machines, we use RO water, for that purpose we have RO Plant at our factory site.
- We have two separate production halls for liquid Flavours and Fragrances.
- We have two separate production halls for powder Flavours and Fragrances.
- For liquid Flavours and liquid Fragrances, we have two separate packing halls.
- For Dry Flavours and Dry Fragrances, we have two separate packing halls







**Separate Production Halls For Dry Flavours & Dry Fragrances**



**Separate Production Halls for Liquid Flavours & Liquid Fragrances**



**“It's the quality of the management that brings ultimate success to a company rather than their technology”**

## **The Internal Core Team of AMI**

At A.M International, the decisions are made with thorough consultation and discussions. The Internal Team of A.M International, the core group of the company, makes and then implements various policies & decisions regarding different departments of the company. The internal team is the key management team group of the company that heads the over all business operations of the company.

### **Internal Team Members**



Muhammad Ali Hassan



Ahmed Mustafa



Mahad Hassan



Sajjad Ali



Abdul Majid



Hamid Ali



Bilal Qayyum



### **Mission:**

At A.M International, our mission is to passionately create, deliver exceptional flavours and fragrances that enrich people's lives and inspire their senses and become the premier choice for customers. We are committed to utilizing our expertise, innovation, and sustainable practices to develop highquality products that captivate and delight our customers across the globe. Together with our dedicated team, valued partners, and cherished customers, we envision a future where our flavors and fragrances enhance lives, evoke cherished memories, and create a brighter, more fragrant world for generations to come.





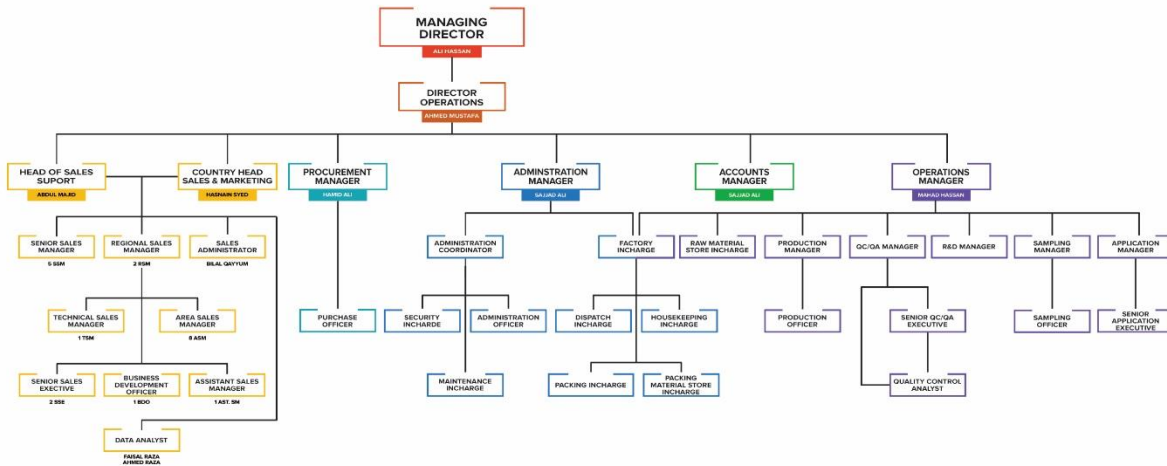
**Indoor Facility**



**Raw Material Stores**



# ORGANIZATIONAL STRUCTURE



## PLANNING

At A.M International we make sure that our strategic decisions are made to optimize production processes, resource allocation, and supply chain logistics. Our Effective planning ensures streamlined operations and facilitates meeting production targets while maintaining quality standards.



## LEADING

At A.M International we Lead, Inspire and Motivate our team to achieve their best performance, setting a positive example and guiding them towards shared goals. Our effective leadership fosters a culture of innovation and continuous improvement, driving the firm's success and adaptability in a competitive market.



Head Office Location: Lahore

Other Sales & Marketing Offices Location: Karachi | Faisalabad

## ORGANIZING

Organizing at A.M International involves structuring the workforce, defining roles, responsibilities, and establishing clear lines of communication. This ensures efficient coordination among teams, fostering a cohesive work environment and enhancing overall productivity.



## CONTROLLING

At A.M International we Control by monitoring performance, comparing it against predetermined targets and implementing corrective actions to ensure that operations remain on track and in alignment with the company's objectives. It plays a critical role in optimizing efficiency, quality and resource utilization, ultimately contributing to the firm's profitability and success.







**Raw Material Store**



**Spacious Car Parking Facility**



**Factory Cafeteria**





**Factory Masjid**



**Umrah Scheme Winners**



**Sales Team at Annual Function at Nishat Hotel Lahore.**



**Country Head Sales & Marketing**







الحمد لله رب العالمين ، ماشاء الله  
 By The Grace of Allah  
 some of our Major Clients Industry-Wise

**Pharmaceutical Industry**



**Food Industry**



**Cosmetics, Soaps, Detergents & Paint Industry**



**Others**





**Karachi Corporate Office**



**Faisalabad Corporate Office**



**Monthly Sales Meeting**



**KPK Sales Team**



**Regulatory Affairs Department**



**University Students Visiting A.M International**





## آخراے۔ ایم انٹرنیشنل پاکستان میں فلیورز اور خوشبویات کی انڈسٹری میں مارکیٹ لیڈر کس طرح کہلائی جاسکتی ہے۔

مارکیٹ لیڈر وہ ہوتا ہے۔ جس کی نقل دوسرے کریں۔ اور وہ نئے سے نئے کام کرنے کے طریقے اپنائے اور مصنوعات لانچ کرے، جس کی وجہ سے انڈسٹری کے دوسرے لوگ اس کی تقلید پر مجبور ہو جائیں۔

1۔ رب کائنات کی مہربانی سے اے۔ ایم انٹرنیشنل دنیا کی پہلی کمپنی ہے۔ جس نے 2008 میں خوشبویات کو پاؤڈر فارم میں متعارف کروایا۔ اور آج نہ صرف ملکی بلکہ کئی ملٹی نیشنل کمپنیوں نے بھی اے۔ ایم انٹرنیشنل کی تقلید کرتے ہوئے پاؤڈر فارم میں خوشبویات پر کام کرنا شروع کر دیا ہے۔

2۔ پاکستان کی پہلی فلیورز بنانے والی کمپنی جس نے سب سے پہلے ISO 22000 کارٹیکیشن حاصل کیا۔ اس کے بعد باقی کمپنیوں نے بھی ISO 22000 کارٹیکیشن حاصل کرنے کی کوشش شروع کر دی۔

3۔ پاکستان کی سب سے پہلی فلیورز بنانے والی کمپنی جس نے حلال کارٹیکیشن حاصل کیا۔ باقی کمپنیوں کو بعد میں اے۔ ایم انٹرنیشنل کی تقلید میں مجبوراً حلال کارٹیکیشن حاصل کرنا پڑا۔

4۔ پاکستان کی پہلی فلیورز بنانے والی کمپنی جس نے ISO 14001 کارٹیکیشن حاصل کیا اور باقی شاید ابھی تک سوچ رہی ہیں۔

**نوٹ 1** مارکیٹ لیڈر دعوے نہیں کرتا، بلکہ رب العالمین کی مہربانی سے کام کر کے دکھاتا ہے۔ زبانی جمع خرچ اور عملی کام میں، زمین و آسمان کا فرق ہے۔ اگر آپ بھی کوالٹی چاہتے ہیں تو اے۔ ایم انٹرنیشنل کی مصنوعات استعمال کر کے ہماری ٹیم کا حصہ بنیں۔

**نوٹ 2** یاد رہے مارکیٹ لیڈر جھوٹ کی بنیاد پر کبھی عمارت کھڑی نہیں کرتا۔ اور اس کی حفاظت رب کائنات کی مہربانی سے سچ ہوتی ہے وہ جھوٹے دعوے کر کے لوگوں کو متاثر نہیں کرتا، بلکہ سچ بول کر اور اپنا کام دکھا کر لوگوں کو اپنی طرف مائل ضرور کرتا ہے۔

## How A.M International is the market leader amongst Flavours and Fragrances industry in Pakistan

“Market Leader is the one who is known as trend-setter and is responsible for introducing innovative techniques in the market and is followed by the other stakeholders.”

1. With the blessing of the Almighty, A.M International is the first company in the World, wick launched Fragrances in Dry Powder form in 2008. It was a major break through in “Flavours & Fragrances” industry and many multinational & national companies have strated production of Fragrances in Dry Powder Form too.
2. A.M International is the First Food Flavour & manufacturing company in Pakistan to get ISO-22000 Certification.
3. A.M International is the First Food Flavour & manufacturing company in Pakistan to get Halaal Certification.
4. A.M International is the First Food Flavour manufacturing company in Pakistan to get ISO-14001 certification, other companies are probably yet thinking to do that.

### Note

A true market leader dose not only claim but proves itself by doing it practically. We have done and looking for new dimensions in future.

For quality products please contact us.

[www.aminternational.pk](http://www.aminternational.pk) , [www.fakeer.pk](http://www.fakeer.pk)

الحمد لله رب العالمين ، ماشاء الله



# A.M INTERNATIONAL

Company Giving Cars to Various Team Members



Country Head Sales & Marketing



Senior Sales Manager



Head of Sales Support



Senior Sales Manager



Production Manager



Regional Sales Manager



Manager Administration



Area Sales Manager



Product Application Manager



Procurement Manager



Area Sales Manager



Senior Sales Manager



Senior Sales Manager



Area Sales Manager



Area Sales Manager



Senior Sales Executive





## FOOD FLAVOURS:



Bakery  
Products



Pharmaceuticals



Beverages  
(Carbonated and  
Non-Carbonated)



Savory  
Products



Dairy  
Products



Confectioneries  
(Candies, Bubble Gum)



Snacks



Ice Cream & Sweets



## OUR PRODUCTS

AM. international offers a broad range of food Flavours and Fragrances to meet the needs of the market.

## FRAGRANCES:



Body and Skin care products



Cosmetics



Paints



Shampoos



Soap and  
Detergents



## QUALITY GUARANTEED:

ISO 9001:2015, ISO 14001:2015, HALAAL & FSSC 22000 Certifications were awarded to AM International on attaining Internationally recognized standards. Needless to say, our Corporate Mission is to enhance our clients satisfaction. Factory is applying PDCA (Plan-Do-Check-Act) methodology to all the activities such as Quality Control, Production, Packing, Dispatch and Sales & Marketing. We will continue to develop our Systems.



Sieve Shaker



Tapped Density Tester



Flash Point Tester



Moisture Analyzer





#### Factory & Head Office

10.5 km Raiwind Road, Near  
Coca-Cola Factory, Lahore Pakistan.  
+92 - 4235459524 - 25 , +92 - 321-8404292

#### Karachi Office

Office No. 116, Mezzanine Floor, Saba  
Palace, on Plot No. 29-A, Block-6,  
P.E.C.H.Society, Main Shahrah-e-Faisal.  
+92 - 321 4292406 , +92 - 300-4018352

#### Faisalabad Office

Hassan Center Kotwali Road Near GCUF  
(Main Campus) Gate No. 2 Opp. Govt.  
Sabria Sirajia School No.1, Street No.1  
+92 - 331-4545681 , +92 - 300-4018352

sales@aminternational.pk info@aminternational.pk