

UNITY

Bulletin

FOOD FOR LIFE

JANUARY 2021

TAAQAT SAB KARNAY KI!

*Unity Foods launched its
breakthrough Ad film for
Sunridge Fortified Chakki Atta*

PSL
SEASON 5
SPONSORSHIP



INDEPENDENCE DAY DVC

*Kindness that is enough to
bring a smile on someone's face.*



<https://unityfoods.pk/>

**WON
ASIAMONEY
AWARD**
for the Most Outstanding
Company in Asia.



INTRODUCTION

Unity Foods Limited takes pride in being the company that promotes healthy living by providing food that nourishes and fulfills the essential and nutritional needs of the body. We offer 'Food for Life' by transforming crops into products that serve the vital global needs of the food sector in this ever-growing world. We have diversified our business portfolio to operate in an assorted agro product mix for a global bread basket, handling various agro commodities to connect them from the farm to the dining table.

Our current product portfolio includes Edible Oil, Flour, Industrial Fats and various feed ingredients for livestock sector. Adopting a fast growing approach, we have taken on a mission to constantly introduce new products with improved quality.



SUNRIDGE FORTIFIED CHAKKI ATTA

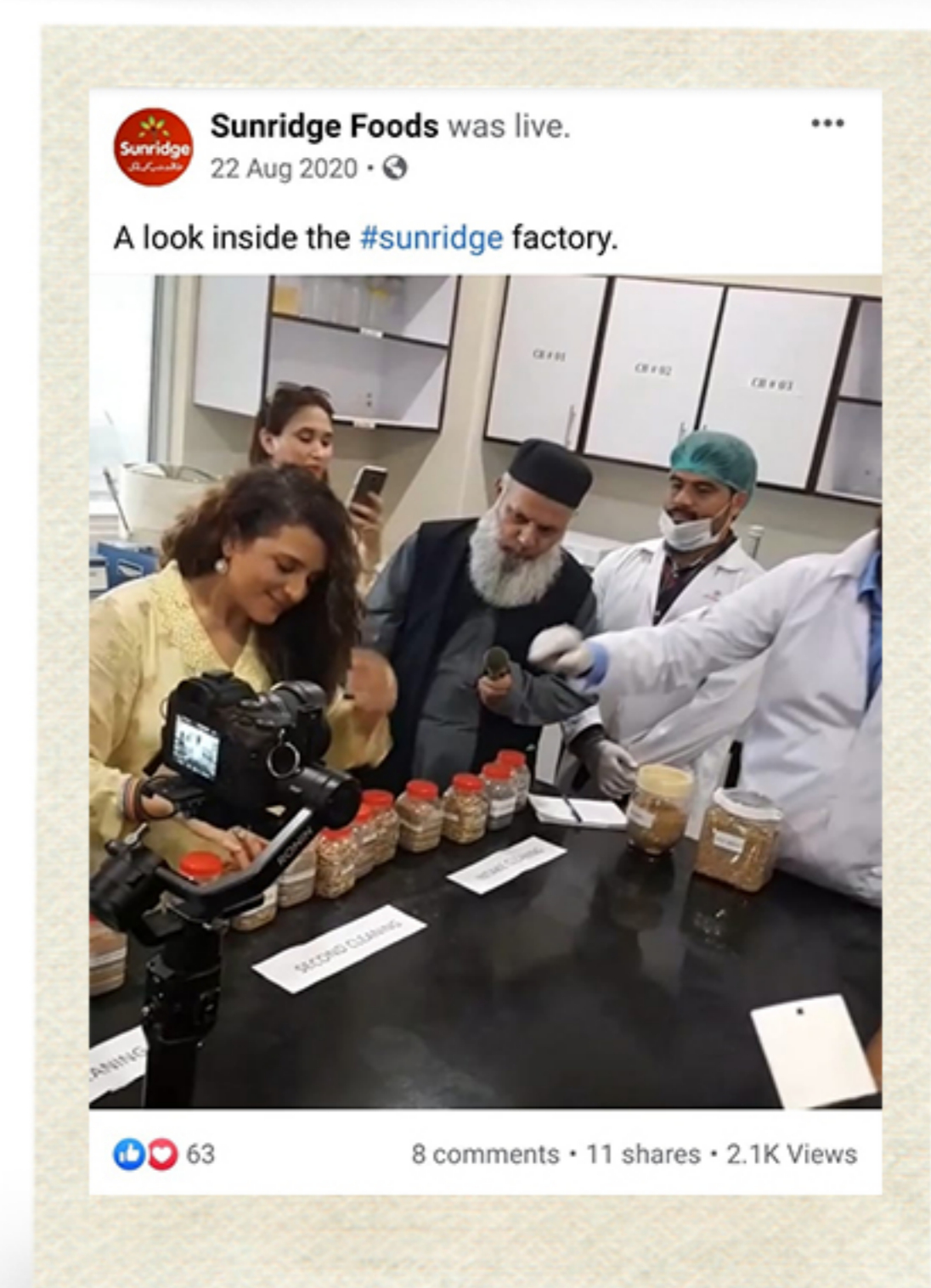
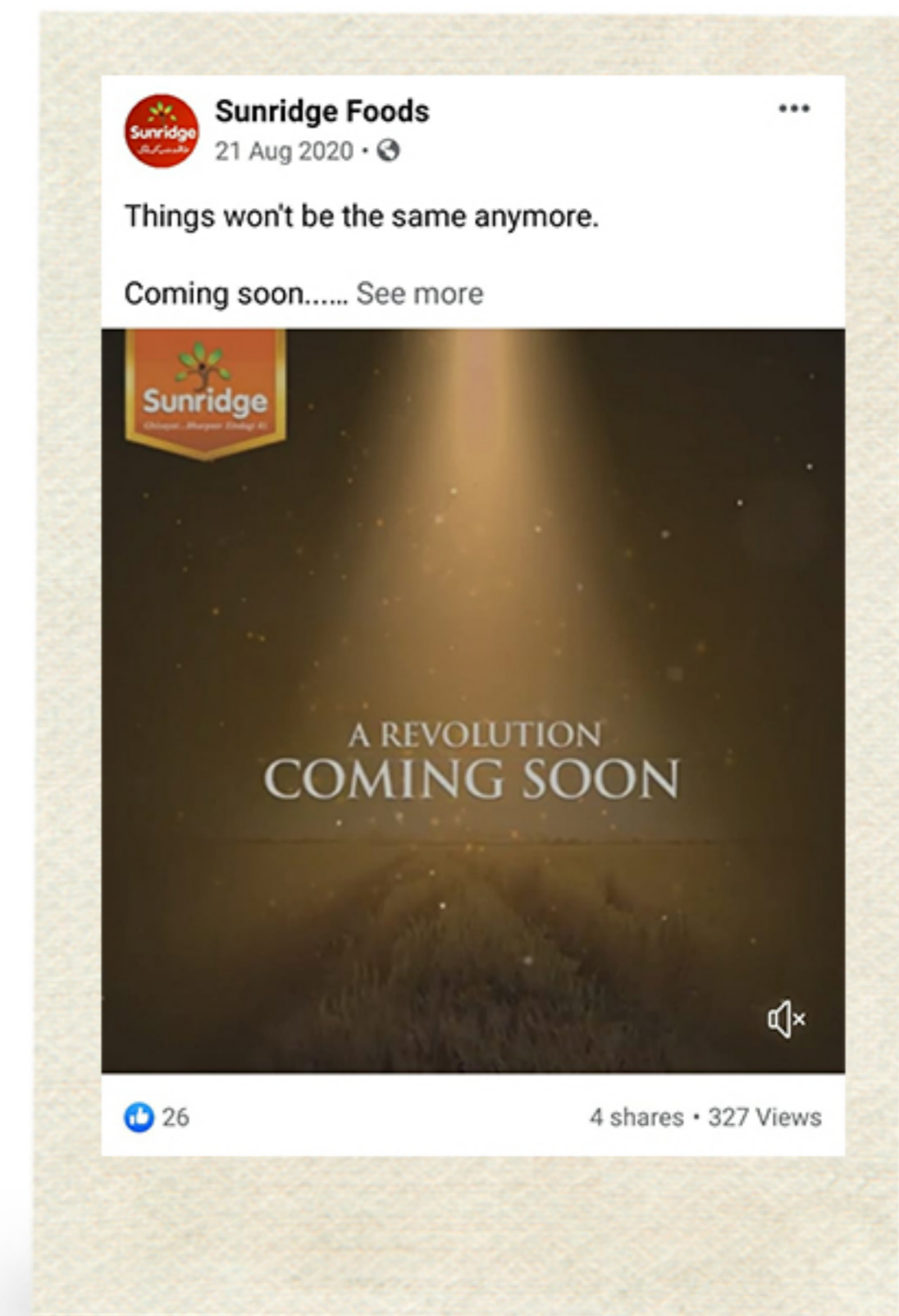
LAUNCH EVENT

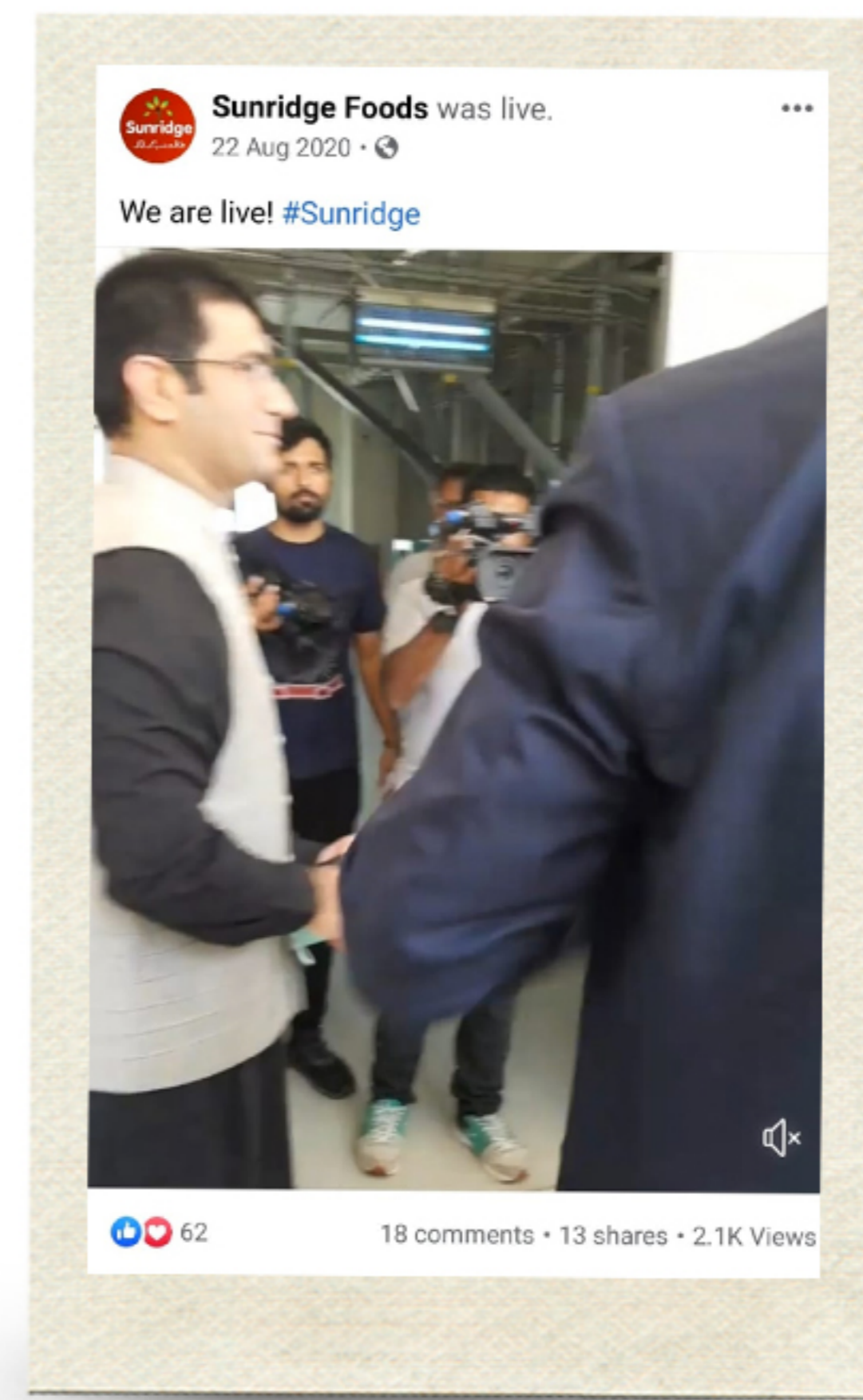
After months of research and product development to meet our high quality and nutritional standards, on 22nd August, 2020, Unity Foods launched its key product in the flour category, Sunridge Fortified Chakki Atta. The product distinguishes itself from other flour brands due to fortification which comprises important nutrients like Zinc, Folic Acid, Vitamin B12 and Iron to meet the daily nutritional needs of kids and adults.

With this, we took up the platform to fight malnutrition in Pakistan and strengthened our resolve to provide the best quality products and nourishment to people.

We launched the product through a grand event, where prestigious guests from different walks of life were invited and given a tour of our production plant. This promoted transparency and highlighted the state-of-the-art technology that we use to make sure the final product reaches you unadulterated and hygienic. The event was hosted by Dr. Muzna Ebrahim, who is also a well-known celebrity.

We leveraged the power of digital media by updating the audience live via pictures, videos and stories. Moreover, short testimonial videos of our guests were also uploaded where they expressed their thoughts and feelings about our product and the brand.





| | Teaser | Event Pictures | FB Live |
|----------|--------|----------------|---------|
| Likes | 26 | 60 | 188 |
| Comments | - | - | 39 |
| Share | 4 | 8 | 41 |
| Reach | 1.3K | 2.8K | 9.8K |
| Views | - | - | 5.5K |



| Likes | Comments | Share | Reach |
|-------|----------|-------|-------|
| 52 | 07 | 18 | 3050 |



UNITY FOODS LAUNCHED ITS CAMPAIGN FOR SUNRIDGE FORTIFIED CHAKKI ATTA

On 22nd October, 2020, Unity Foods launched its breakthrough Ad film for Sunridge Fortified Chakki Atta that became an instant talk of the town. With our mission to fight malnutrition in Pakistan, the campaign was positioned under the tagline, “Taaqat Sab Karnay Ki” and featured stories of four kids, who transition to become the best in their choice of sports with their mothers choosing Sunridge Fortified Chakki Atta over other flour brands and providing their kids with the nourishment they need in order to stay active and healthy.

The campaign featured popular actress and a mother of two, Ayeza Khan, hence appealing to the masses and specifically mothers. The launch of this campaign received tremendous response on TV and digital. It was amplified through teasers, TVC adapts, engaging content, contests and functional posts which kept the audiences excited and helped increase the brand awareness and TOM.

Sunridge Foods
15 December at 05:06 · 🌐

Congratulations to these participants for winning the Sunridge Taaqat Sab Karnay Ki Contest, kindly inbox us your details so we can send you the gift hamper.

#UnityFoodsLimited #SunridgeFortifiedChakkiAtta #TaaqatSabKarneKi #Iron #Zinc #FolicAcid #VitaminB12 #Atta #Roti

Sunridge TAAQAT SAB KARNAY KI CONTEST WINNERS
**Mariam Bilal
Sara Sahab
Ejaz Shah**

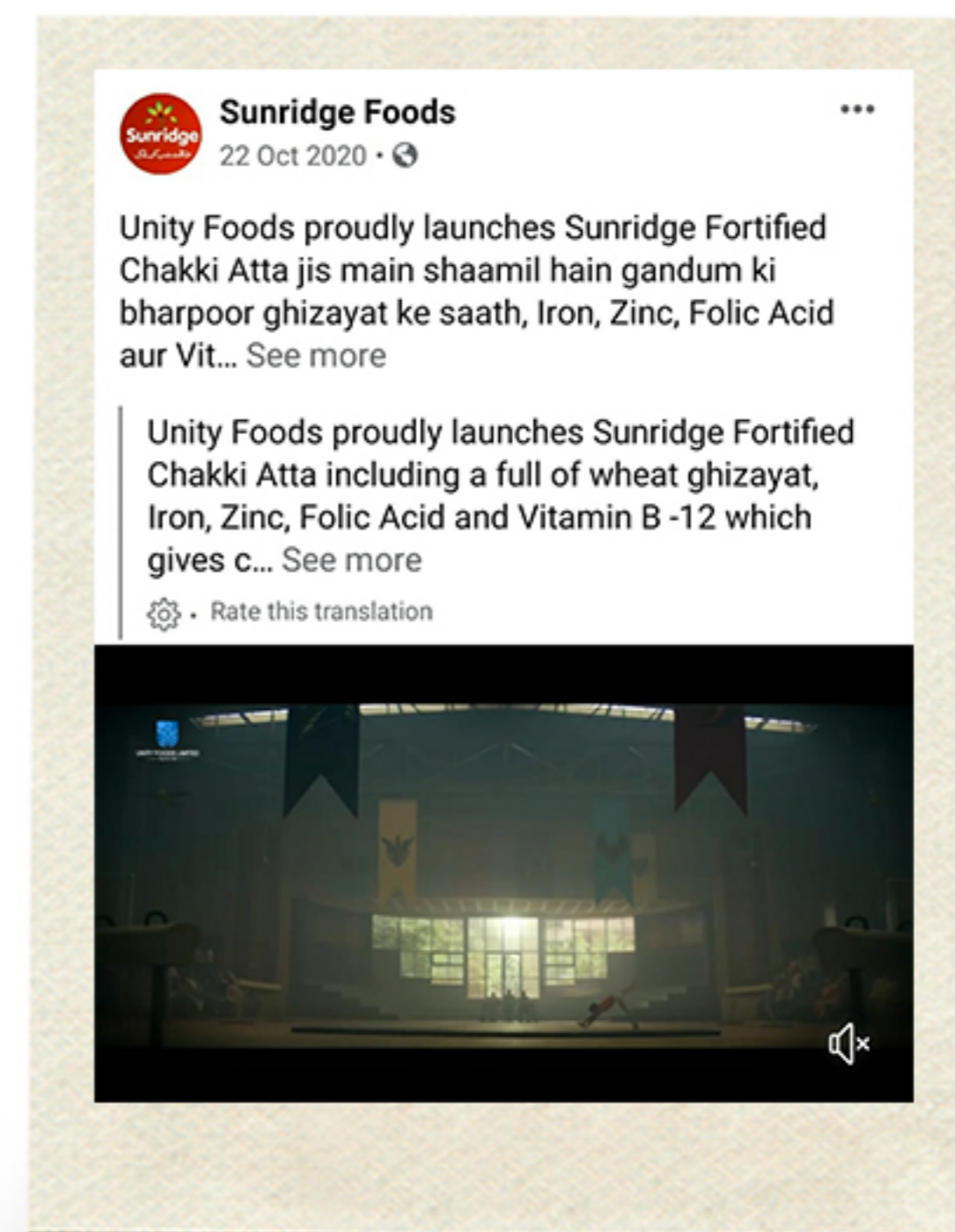
76 29 comments 2 shares

Like Comment Share

FEATURING AYEZA KHAN IN THE KEY VISUAL FOR SUNRIDGE FORTIFIED CHAKKI AATA LAUNCH CAMPAIGN



طاقت سب کرنے کی



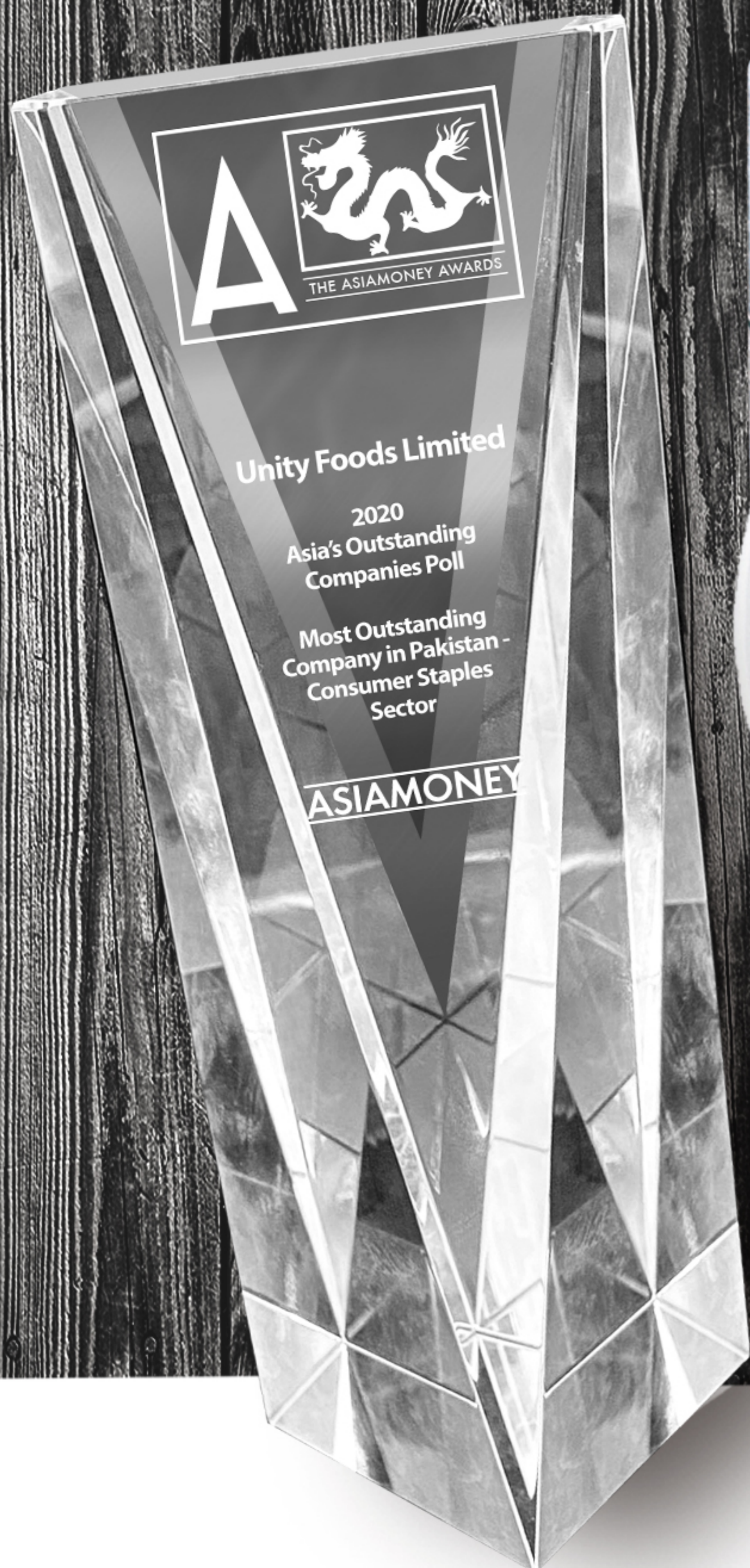
FOLLOWING ARE THE STATS OF OUR DVC

| Likes | Comments | Share | Reach |
|-------|----------|-------|-------|
| 48K | 495 | 2K | 8M |

TRADE MERCHANDISING

Following the Launch of our TVC for Sunridge Fortified Chakki Atta, we carried out extensive brand merchandising at retail outlets across Pakistan. This not only made the shopper journey more effective, but also led to a substantial increase in sales.





WON ASIAMONEY AWARD FOR THE MOST OUTSTANDING COMPANY IN ASIA

Our motivation is not dependent on the feathers in our cap but by our motto to provide the best quality, nutritious and wholesome products to our customers for a better and healthy lifestyle. This motto is what drives us to thrive for excellence and our latest accreditation proves that.

This year, Unity Foods was declared as the 'Most Outstanding Company in Pakistan' in the Consumer Staples Category in 2020 Asiamoney Asia's Outstanding Companies Poll. We are truly humbled and grateful to all our stakeholders for their continuous support to make Unity Foods the brand of choice for people.

14TH AUGUST DVC



Being a company that is deeply rooted for the betterment and well-being of the country, this year on Independence Day, we launched a campaign that acknowledged and appreciated the efforts of those citizens, who carry out small acts of kindness and make us believe that all of us possess inherent goodness that is enough to bring a smile on someone's face.

These people don't expect anything in return, but do it genuinely out of goodwill and humanity. Their gestures might not be grand, rather small but significant, which makes a huge difference.

The DVC was widely appreciated and received an overwhelming response from the audience across all our digital platforms. It reached the hearts of 7.1M people, liked by 71K, 374 comments and 11K shares.

| Likes | Comments | Share | Reach |
|-------|----------|-------|-------|
| 71K | 374 | 7.1M | 11k |

SUNRIDGE HIGH FIBER FLOUR

This year, Sunridge is proud to announce a new addition to its flour portfolio; High Fiber Atta. Made from natural wheat and added with wheat bran, each bite of the roti is rich in nutrition enabling you and your loved ones to have a healthy diet with lasting benefits.

UNITY FOODS LIMITED
Food for All

Sunridge
بائی فائبر آٹا

Energize with a
fiber-rich
meal

High fiber rotis for a
healthier body

Sunridge
بائی فائبر آٹا
FORTIFIED
WITH
STRENGTH
HIGH FIBER
2 کلوگرام
بائی فائبر آٹا

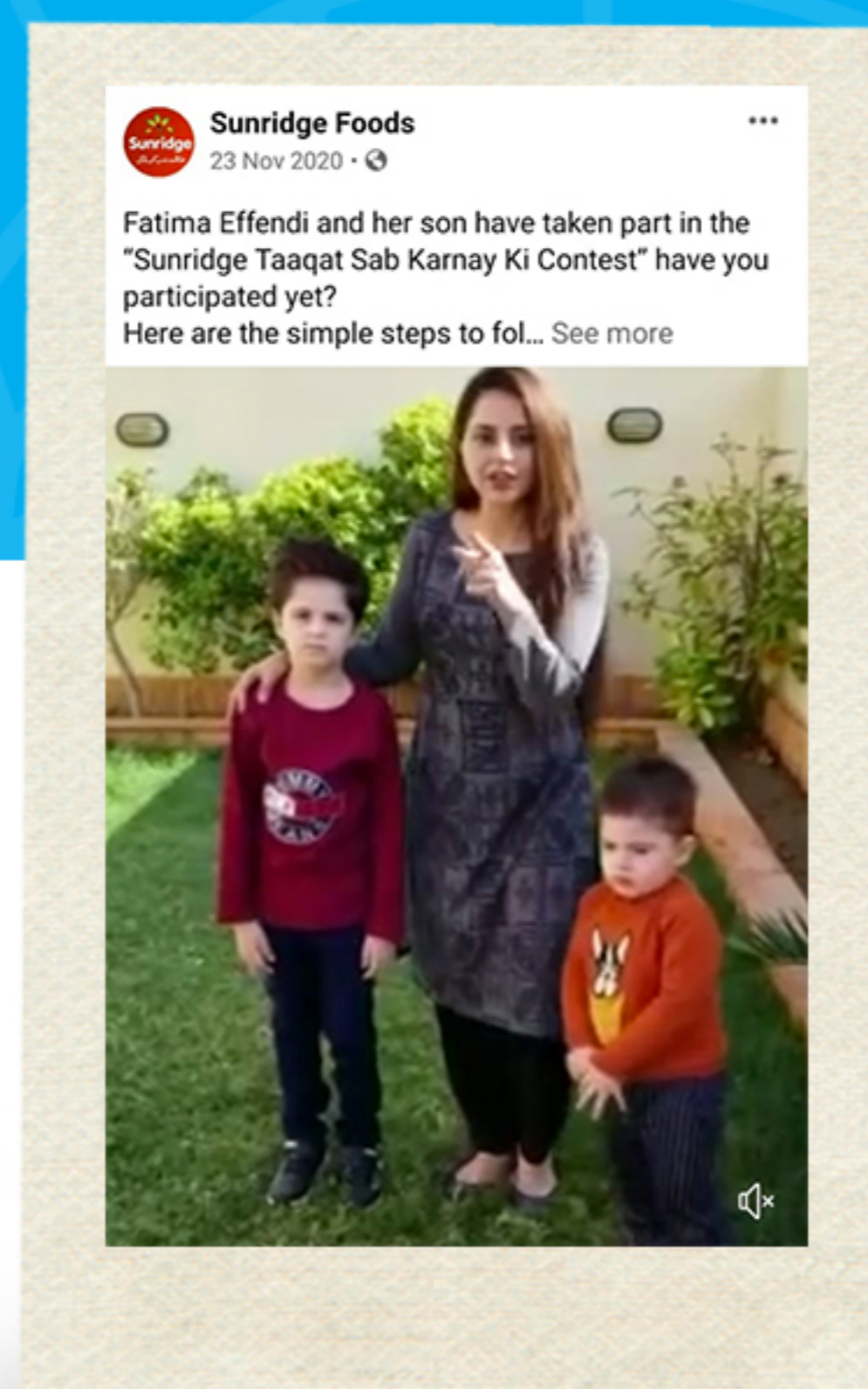
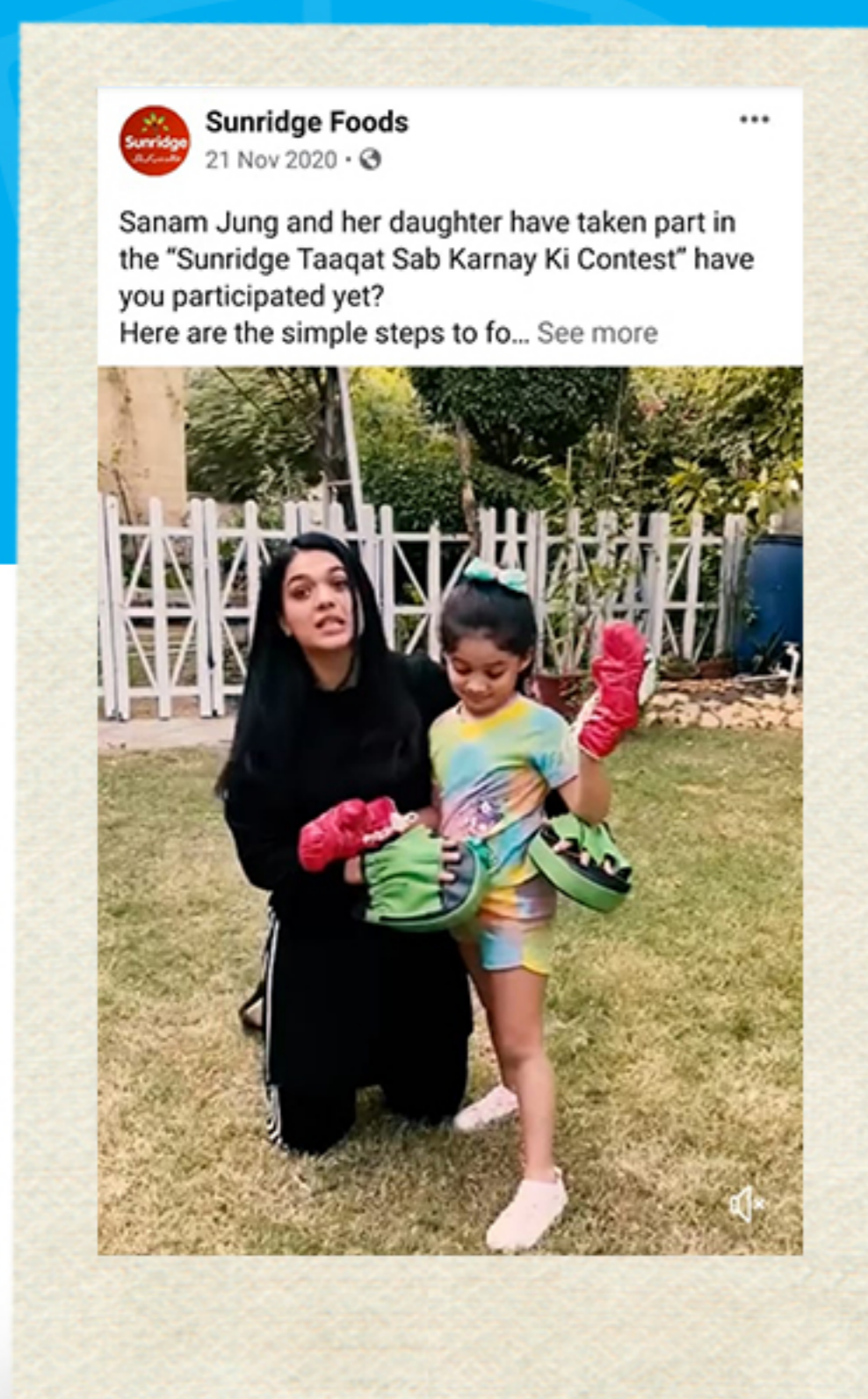
PSL SEASON 5 SPONSORSHIP

The excitement of PSL was brewing since the beginning of the year with the whole nation looking forward to the biggest sports event in Pakistan. Considering the scale of the event and the massive reach it provides to spread our brand message across, Sunridge Foods decided to become one of the main sponsors of the event.

On-ground, we branded the stadium, while on digital, we kept the audiences engaged with ball-by-ball live score updates and match schedules.

Moreover, an exciting contest under the theme of "Taaqat Sab Karnay Ki" was launched on our social media platforms. The contest promoted mothers to enable their kids to become part of sports for an active and healthy lifestyle. We asked mothers to send in entries of their children doing physical activities of their choice. The contest was also pushed through mommy groups on Facebook and endorsed by celebrities like Sanam Jung and Fatima Effendi, which not only added value but increased our engagement.

We received hundreds of entries, out of which 3 lucky winners were selected and sent exciting prizes including PS4, cricket kit and bicycle.



UNITY FOODS

ARTICLE PUBLISHED ON WORLD'S STANDARDS DAY

Every year on the 14th of October, World's Standards Day is celebrated to appreciate the efforts of the experts who work to set international standards for the betterment of the planet and its people. Being a company that is deeply rooted in the well-being of the environment, an article on Unity Foods was published in the Dawn Newspaper of Pakistan.

The article highlighted the range of products we offer and our high quality international standards used to produce them in state-of-the-art facilities. Through such standards, we make sure that our customers receive products that are not only enriched with the highest nutritional value, but are also completely unadulterated and hygienic.

Being the leading foods' company, high consumer satisfaction drives us to produce quality products through continuous research and development. With a vision to be the pioneers in the food industry, we are constantly working to make sure our consumers receive the highest quality products that they deserve. We are and will always be providing food that nurtures life.

Unity Foods has products that nurture life

Message

By Abdul Aleem Memon
DG, PSQCA



UNITY Foods Limited takes pride in promoting healthy living by providing food that nourish and fulfill the essential and nutritional needs of the body. We offer 'Food for Life' by transforming crops into products that serve the vital global needs of the food sector in this ever-growing world. We have diversified our business portfolio to operate in an assorted agro product mix for a global bread basket, handling various agro commodities to connect them from the farm to the dining table.

Our current product portfolio includes edible oil, flour, industrial fats and various feed ingredients for

livestock sector. Adopting a fast growing approach, we have taken on a mission to constantly introduce new products with improved quality. Unity Foods started its journey in the edible oil industry by offering soft oils ranging from Soybean, Canola, and to Rapeseed and Palm Oils with state-of-the-art refineries. Apart from industrial packaged selling, the company has entered the FMCG consumer product market through its incredibly popular brands, Zauqeen, Ehtemaam and Dastak.

This year, we have expanded into the flour industry with Sunridge. Our state-of-the-art production facility for

THE confidence of the consumer is always proportionate to safety and reliability of a product and this confidence can only be achieved through standardization. At Pakistan Standards & Quality Control Authority (PSQCA), we observe World Standards Day every year. This year the topic was 'Protecting the Planet with Standards'. The objective is to promote quality standards culture in Pakistan. Industrialization, standardization and economic growth go together to ensure optimum growth. International Standards can direct/channelize the entire outlook of business.

We urge Pakistani companies to keep pace with developments and get involved with PSQCA to bring change in society. ■

Continued on Page II

Standards — a wonderful tool to address environment issues

THE International Organisation for Standardisation celebrates World Standards Day every year throughout the world. It is indeed a matter of great pleasure for the Pakistani government to take an active part in the celebration of World Standards Day in Pakistan. On this important day the consumer of Pakistan must know their rights. All provinces have their food authorities and the provinces of Sindh and Punjab have consumer courts too. All the institutions promote quality consciousness and awareness about the requirements and impact of standards to our life.

It is a day to give tribute to the collective and collaborative efforts of the thousands of experts' worldwide who contribute in developing standards both at national and interna-

tional levels. Like other countries/ member bodies of ISO, IEC and ITU, FPCCI Committee on Standards Compliance, NGOs also celebrate the World Standards Day with renewed commitment for improvement of standardisation and quality culture in the country.

The theme for World Standards Day 2020 is 'Protecting the planet with standards' is of great relevance for the development of new ideas and standards. The standards are highly complex. Every industry standard, every investment rule, every technical agreement that is addressed requires not only significant expertise but also considerable time and effort. Overseeing this complexity, and doing it at the speed of the standards, demands a new approach to organising international integration efforts.

According to Klaus Schwab, founder and executive chairman of the World Economic Forum, "we stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another". The central premise of his argument holds true: that the world has undergone massive change through a series of industrial revolutions — from the advent of water and steam power to electric power and the rise of electronics and computers.

In Schwab's crowd-sourced book, written using concepts from the Third Industrial Revolution, he reasons that the scale, speed and impact of new technologies — built around artificial intelligence (AI), machine learning, robotics, the Internet of Things, autonomous vehicles, additive manufacturing and biotechnology — are so profound that in history "there has never been a time of greater promise or potential peril".

Progress in technology has always

Continued on Page II

UNITY FOODS LIMITED
Food for Life

طاقت سب کرنے کی

Sunridge brings you pure fortified wheat flour that not only nourishes you but also provides you with the added benefits of Iron, Zinc, Folic Acid and Vitamin B12. It is produced on a fully automated plant so that in every bite, there's a burst of energy you need to stay active and healthy.

FORTIFIED FOR COMPLETE STRENGTH

Sunridge
فورٹیفائیڈ چینی

Vitamin B12
Iron
Zinc
Folic Acid