



**Interim Condensed Profit and Loss Account** (Unaudited)  
for the half year ended December 31, 2010

Note	Half year ended		Quarter ended	
	December 31, 2010	December 31, 2009	December 31, 2010	December 31, 2009
	(Rupees in '000)			
Gross revenue	509,544	477,725	43,917	21,345
Less: Sales tax and special excise duty	87,318	79,183	7,527	4,335
Trade discount	38,447	31,662	4,207	328
	125,765	110,845	11,734	4,663
Net revenue	383,779	366,880	32,183	16,682
Cost of sales 10	(315,535)	(302,989)	(36,949)	(24,277)
Gross profit/ (loss)	68,244	63,891	(4,766)	(7,595)
Distribution and marketing expenses	(70,354)	(82,500)	(14,674)	(21,077)
Administrative expenses	(8,710)	(10,512)	(4,055)	(4,940)
Other operating expenses	(1,092)	(3,395)	1,318	(242)
Other operating income 11	15,368	4,964	2,896	1,691
Operating profit/ (loss)	3,456	(27,552)	(19,281)	(32,163)
Finance costs	(506)	(457)	(225)	(112)
Profit/ (loss) before taxation	2,950	(28,009)	(19,506)	(32,275)
Taxation 12	(3,056)	1,784	5,009	9,661
Loss after taxation	(106)	(26,225)	(14,497)	(22,614)
Loss per share - basic and diluted 13	Rs. (0.01)	Rs. (2.78)	Rs. (1.54)	Rs. (2.40)

The annexed notes from 1 to 18 form an integral part of these interim condensed financial statements.

Zulfikar Ali Lakhani  
Chief Executive

Tasleemuddin Ahmed Batlay  
Director