

CORPORATE PROFILE

2024-25

MG
apparel





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OUR PROPHECY



CLARITY IS KEY

Communicate clearly, leaving no room for assumptions.



COMMITMENT IS SACRED

Dedicate yourself to reliability, turning 'done' into a resounding echo.



UNCOMPROMISING QUALITY

Maintain unparalleled quality at every step.



PROACTIVE BY DESIGN

Anticipate challenges & seize opportunities proactively.



INCLUSIVE ECHO

Amplify every voice for a harmonious and diverse atmosphere.



INNOVATE FOR PROGRESS

Foster innovation for continuous improvement.



PRINCIPALLY SUSTAINABLE

Embrace sustainability as a fundamental principle.



CIRCULARITY

Minimize waste, source sustainably, and consume responsibly.



CHANGE AGENTS

Actively engage in initiatives driving positive change.



YOUTHFUL LEADERSHIP PRIDE

Invest in and empower the youth for confident future leadership.

OUR MISSION

Our mission is to create apparel that meets and exceeds international standards. We are committed to incorporate digitalisation across our supply chain while consciously embedding responsible business practices that reflect transparency. A business model that is driven by proven sustainable strategies, propels with Industry 4.0 guidelines and creates a just, equal, and inclusive space for all its employees, especially women.

OUR VISION

To become a globally recognized leader in apparel exports, driven by innovation, inclusivity, and sustainability & achieving complete verticality for our farm-to-finish approach while showcasing the craftsmanship of Pakistan's skilled artisans on the world map.

75%

Female workforce

87

Score in LEED
Platinum certification

50K

Trees Planted
since 2021

2

MW Solar Panels

WHO WE ARE?



Launched in 2021 as a project of Mahmood Group, focuses on exporting and manufacturing apparel.



Producing a wide range of apparel, with a focus on cottonwear, for international clients.



Embracing digitalization and responsible practices to promote sustainable production.



Awarded with LEED Platinum Certification in April 2022.



Daily production capacity is 25,000 pieces, while annually we produce 6 million pieces.

GROWTH OVER THE YEARS

6.4%

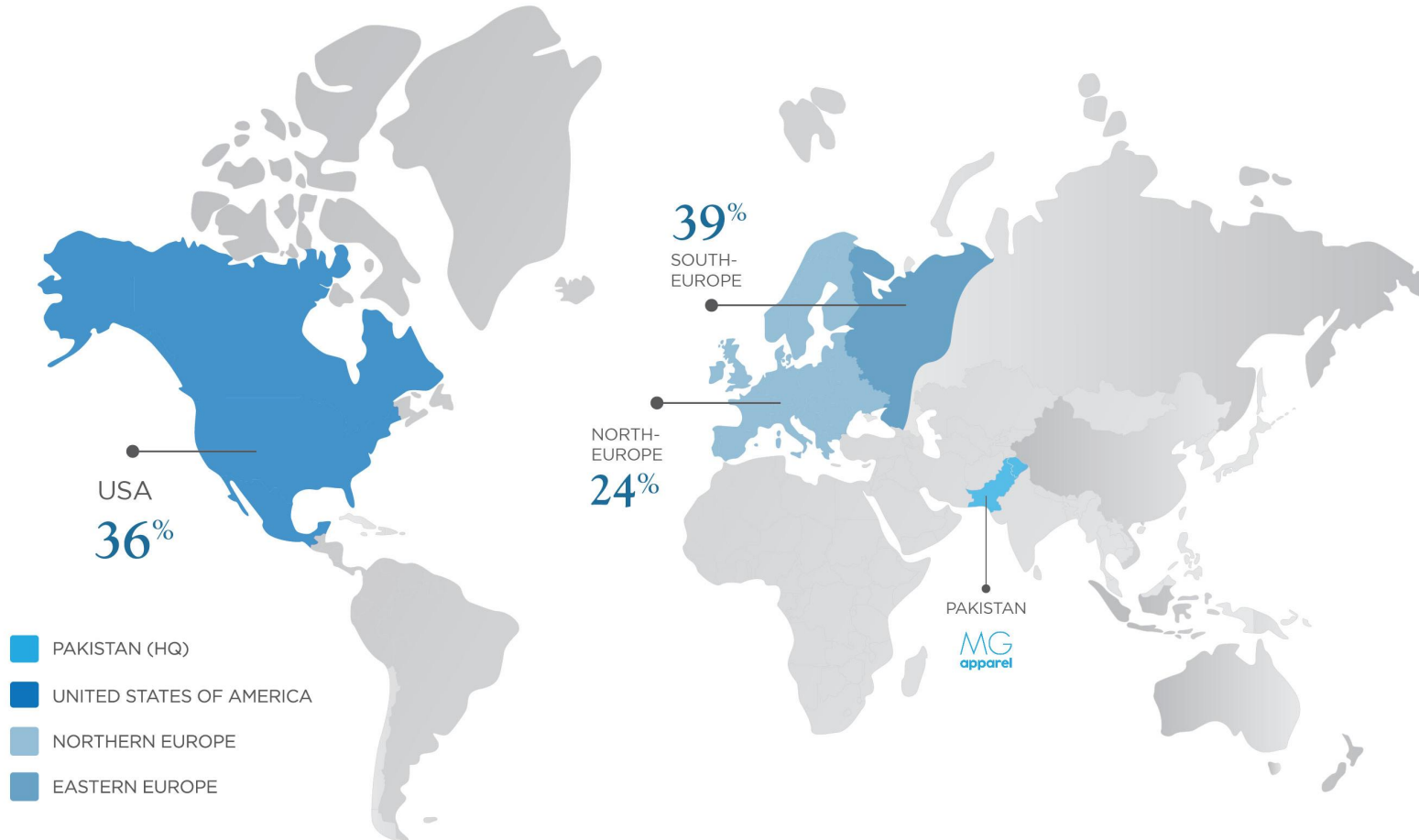
2021-2022

30.9%

2022-2023

62.7%

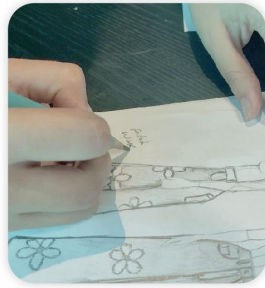
2023-2024



REGION WISE BUSINESS SPREAD

PATTERN TO PERFECTION

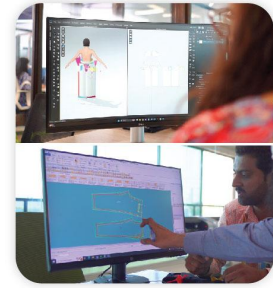
From design and pattern making to sewing, finishing, and packaging, each stage ensures quality in our productions.



RESEARCH & CONCEPT



FABRIC SELECTION



CAD & CLO



SEWING



CUTTING



PRODUCT DEVELOPMENT



WASHING



QUALITY CONTROL



PACKAGING

OUR PRODUCT DIVERSIFICATION

Our denim maintains its shape and color through multiple washes, offering a wide range of styles and cuts to suit diverse preferences.

Our versatile apparel includes chinos made from moisture-wicking fabrics, stretch blends, and breathable textiles, combining comfort and style.



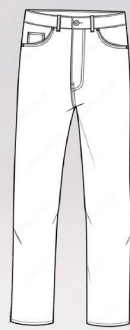
JOGGER



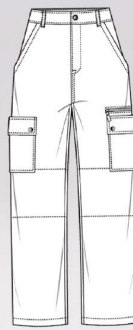
SHORTS



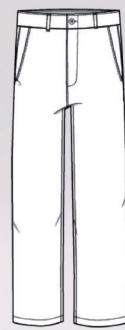
JEGGING



5 POCKET



CARGO



CHINO





SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

As a member of Pakistan Environment Trust, we've pledged to achieve the decarbonization by 2050 and are reducing emissions as per the 1.5°C business ambition of Science Based Targets.

THE SCIENCE BASED TARGET INITIATIVE SBTI OFFICIALY VALIDATES MG APPAREL'S NEAR TERM TARGETS

CLIMATE ACTION INITIATIVES



Solar Panels with Capacity of 1.7MW



ETP (60m³/hr) & recycling (60% efficiency)



Resource Conservation through Efficient Washing



Waste Heat Recovery Boilers



Miyawaki Garden (1500+ trees)



EV Charging Station



Energy efficiency light system



Rainwater harvesting (12000 gallons)



RO Filters



EZ-bikes for eco-friendly on-site commuting

OUR COMMITMENTS



BUSINESS AMBITION FOR 1.5°C



In support of

WOMEN'S EMPOWERMENT PRINCIPLES



Ø ZDHC

OUR MEMBERSHIPS

THE JEANS REDESIGN



OUR OTHER BUSINESSES

RAIMENT 61

Contemporary pant-focused fashion brand

MG
naturals

Agriculture-based brand offering dried fruits and honey

ground^{up}

A venture-capital firm promoting startups in Pakistan

WHITE
HOUSE
AVENUE

State-of-the-art housing society in Multan

roomi poultry
pvt. ltd.

Farming setup and poultry products supplier

ground^{up}
SPORTS

A non-profit sports and athletic training organization

Beyond East

A fashion retail store, providing eastern and westernwear

LONDON
COURTYARD

Fine dining restaurant in Multan

MG
agri foods

Global exporter for Pakistan's agricultural products

egg
box
EVERYDAY, A HEALTHY DAY

International quality table eggs supplier

Passion Foods

Parent company of LCY and Aangan

آنگن

Desi cuisine with a modern touch

THE
MIXED GRILL
By London Courtyard

A multi-cuisine food hub

KIM
LEATHER
TRANSFORMING NATURE
SINCE 1987

Leather manufacturer and supplier

FOOTLIB

A shoe retail company

Premium Pants
— Best Quality Affordable Pants —

High quality pants at competitive prices



CORPORATE PHILANTHROPY

Beyond the realm of production, MG Apparel is also committed to giving back to the community and creating a ripple effect of positive change.





Organizing Sustainability Competition in South Punjab Schools and engaging 800 students annually.



SEEDs initiative aimed at developing schools in South Punjab, equipping them with the resources they need to accelerate their growth.



Operating 2 schools in Muzaffargarh and Kabirwala catering 1500 students.



Basic literacy and soft skill training for in-house workers, in collaboration with Foster Learning and PPWF generating impact on 2500 people.



Supporting infrastructure of government schools, catering to over 5,000 students.



Reforming educational standards in collaboration with Edkasa covering around 5000 students in different institutions.



Sponsorship of 1 scholar annually in the National Outreach Program of LUMS.



Scholarships for 10 females in TEVTA Shujabad for technical training

EDUCATION & ADVANCED LEARNING



CAPACITY BUILDING INITIATIVES

Skill development through embroidery sessions, kitchen gardening & compost sessions

Digital literacy, cyber security and financial inclusion sessions

Lighthouse - Company-sponsored training for professional growth

ReviveHer - Returnship program for women after career breaks.

Engage & Elevate - Conversations on women's corporate struggles



ON-SITE FACILITIES

Transportation services for convenient commuting.

Subsidized meals & essential provisions

Access to company-sponsored hygiene kits

Daycare center with essential amenities

Gym facility to promote a healthy lifestyles

Work-from-home options for menstruating women

Maternity leave benefits



SPORTS INITIATIVES AND COLLABORATIONS

Indoor and outdoor sports facilities.

Partnering with the Gilgit Baltistan Girls Football Federation

Collaborating with the Karishma Ali Foundation

Partnering with the Southern Punjab Cricket Association

Sponsoring the GroundUp Sports Academy in Multan

WOMEN EMPOWERMENT

COMMUNITY WELL-BEING



Initiation of organic cotton and regen agri farming practices with Lok Sanjh



Balochistan Cotton Project to support local farmers and help in economic uplifting



Colored Cotton project, focusing on sourcing quality seeds & expanding cotton color range



Food drives in partnership with Robin Hood Army for the eradication of hunger



Installation of waste bins for promoting cleanliness and recycling of waste



Upgradation of libraries at schools to enhance reading abilities of students



Periodic tree plantation drives across Multan



Cleanliness drives in Multan & maintenance of city roads & infrastructure.

ESG VISION 2030



ENVIRONMENT



Carbon Offsetting



Recovery from Waste



Clean Energy Consumption



SOCIAL



Grievance Mechanism



Diversity Equity & Inclusion



Inclusive Working Conditions



Privacy & Data Security



GOVERNANCE



Transparency



Diverse Structure

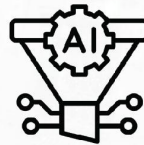


No Bribery & Corruption

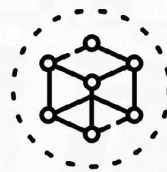
ADVANCEMENT OF INDUSTRY 4.0



INTEGRATED
ERP



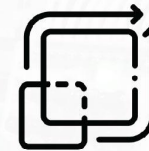
AI
INTEGRATION



3D PROTOTYPING
TECHNIQUES



RFID TRACKING &
TRACING SYSTEM



SCALABLE
PRODUCTS



INTEGRATED BUILDING
MANAGEMENT SYSTEM

IOT Cyber System:

Enhances efficiency by managing connected devices and data in real-time.

Integrated Building Management System:

Computerized setup for monitoring and controlling electrical equipment.

RFID Tracking & Trace System:

Optimizes shipping and ensures transparency in product delivery.

EIM Jeanologia Software:

Measures resource consumption and workers' physical well-being.

Bhive Software:

Manages and tracks chemical supplies, ensuring safety and traceability.

Integrated ERP

TRACEABILITY

Our goal is to incorporate traceability and optimization in our textile manufacturing processes and overall supply chain.

Working on formalization of supply chain management to achieve transparency.

Enhanced production of virgin colored cotton and organic cotton farming practices.



RESPONSIBLE BUSINESS PRACTICES

Working on GHG inventory, formulating Science Based Targets in order to make our supply chain more sustainable and reliable.

Utilizing digitization and AI tools to reduce production waste.

Carbon sinks for achieving net-zero by 2050.

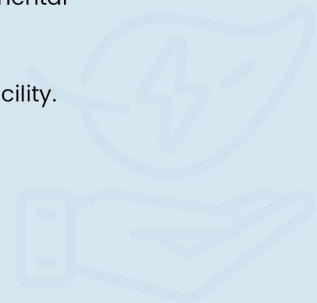


FUTURE PLANS

CLEAN ENERGY

Investing in solar panels to reduce environmental impact.

Currently 1.5 MW of solar panels exist at our facility.



SUPPORTING ENTREPRENEURS

Empowering local entrepreneurs in South Punjab.

Enhancing skills set of females specifically in embroidery.



DIGITALIZATION

YOUR PARTNER IN SUSTAINABLE APPAREL

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