COMPANY PROFILE

Brand Wharf

Where global brands come ashore in Pakistan

Import, warehousing and wholesale supply to Pakistan's modern retail chains

Established 2017 · Head office: Lahore



WHO WE ARE

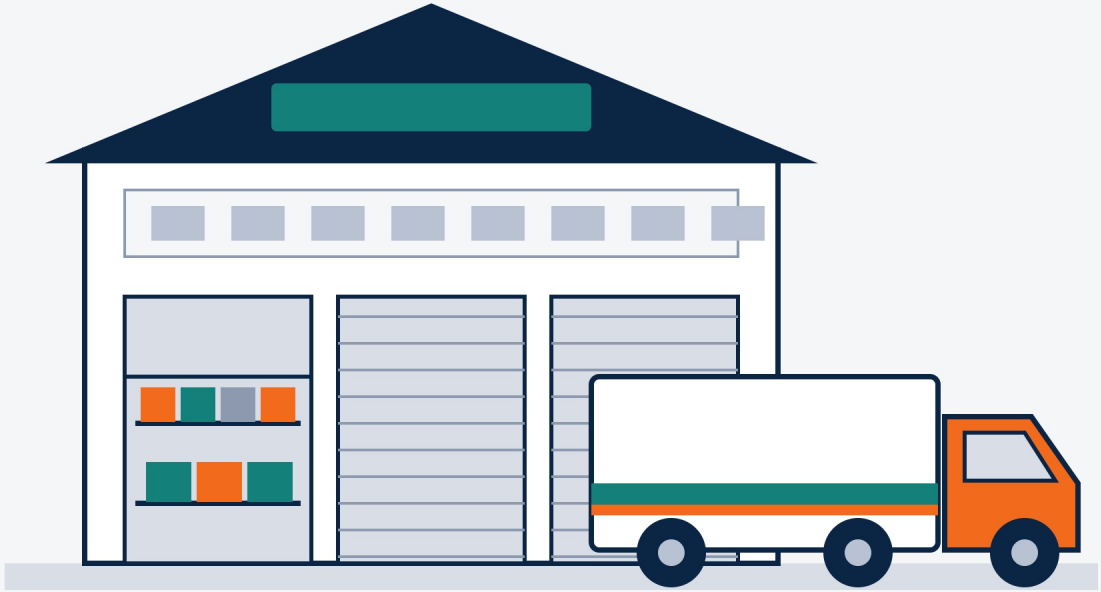
A wholesale importer and distributor

We are the single point of entry for international brands into Pakistan's organised retail.

2017
Established

Lahore
Head office

B2B
We sell to retail chains, not directly to consumers



HOW WE HAVE SOURCED SO FAR

Bought through others

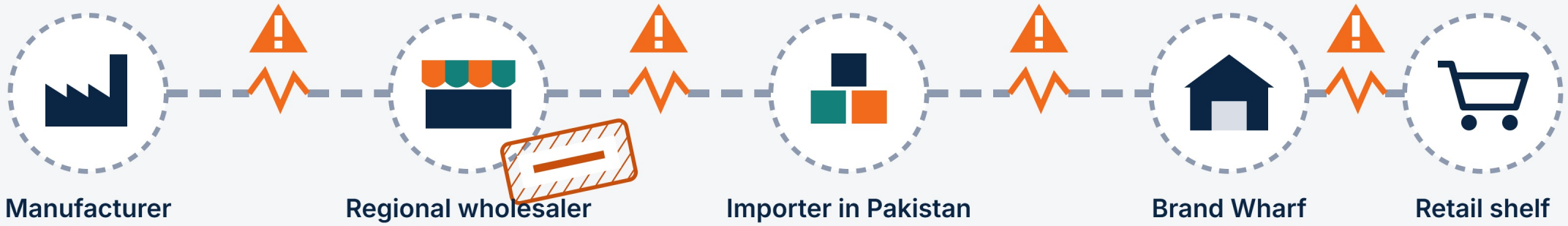
Most brands we supply came from importers in Pakistan, or from the wholesale markets of **Dubai, Hong Kong and Singapore**.

Purchase routes from regional wholesale hubs



THE PROBLEM

Why that has to change



Supply is unpredictable

Relying on other importers and regional wholesalers means stock arrives when they have it, not when our customers need it.

Stock is not always genuine

Counterfeit and grey-market stock is a known risk in regional wholesale markets.

OUR DECISION

Moving to direct import from manufacturers



Genuine at source
Bought from the brand or its authorised factory

Uninterrupted supply
No waiting on other importers' stock

Traceable to source
Every shipment linked to its origin

OUR SUPPLY CHAIN

From the factory to our warehouses



01

Direct from the manufacturer

We buy from the brand or its authorised factory, with no intermediaries.



02

Import and clearance

Freight booking, customs clearance through Karachi's seaports and the **Lahore and Islamabad dry ports**, full duty and tax compliance.



03

Main warehousing

Lahore, Islamabad and Karachi. Climate-aware storage for fragrance, skincare and electronics.



04

Inventory discipline

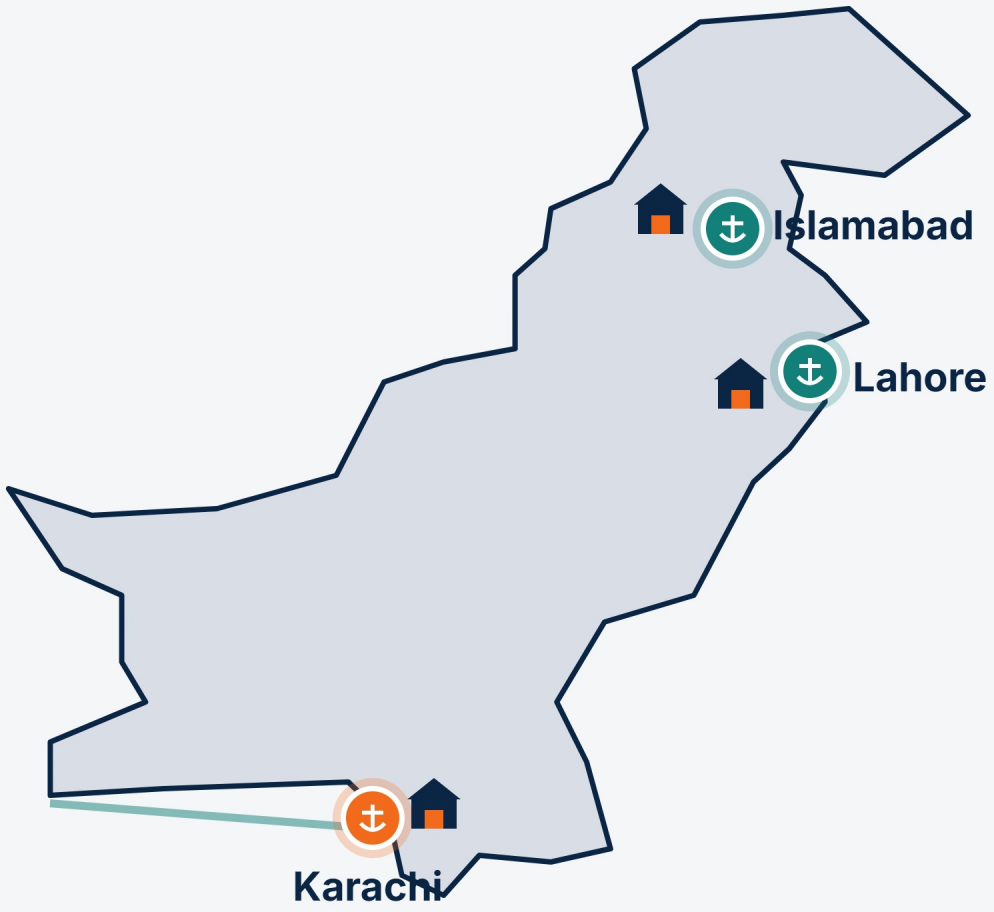
First-expiry-first-out, batch and lot tracking, stock reports to the brand monthly.

US$26bn → US$36.5bn Pakistan's logistics market, estimated 2025 to forecast 2031

Source: Ken Research, Pakistan Logistics Market (2026)

PORTS AND WAREHOUSES

Cleared and stored where the demand is



Karachi seaports
Arrival and customs clearance for sea freight

Lahore and Islamabad dry ports
Inland clearance close to our main markets

Main warehouses
Lahore · Islamabad · Karachi

OUR RETAIL NETWORK



Where your brand lands

Pakistan's leading supermarket, hypermarket and cash-and-carry chains, in cities from Karachi to Peshawar.



RETAIL NETWORK · PUNJAB

Lahore

Leading retail chains

Al-Fatah

Superstores

Jalal Sons

Bakery and grocery

Carrefour

Hypermarkets

Metro

Cash and carry

Imtiaz

Department store

Euro Store

Supermarkets

RETAIL NETWORK · SINDH

Karachi

Leading retail chains

Imtiaz

Department stores

Naheed

Supermarket

Carrefour

Hypermarkets

Metro

Cash and carry

Chase Up

Department stores

Chase Value

Department stores

RETAIL NETWORK · CAPITAL REGION

Islamabad / Rawalpindi

Leading retail chains

Save Mart
Neighbourhood chain

Shaheen Chemist & Grocers
Grocery and chemist chain

D.Watson
Superstores

Green Valley
Premium hypermarket

Imtiaz
Department store

Metro
Cash and carry

Carrefour
Hypermarket

RETAIL NETWORK · REGIONAL CITIES

National chains, now in regional cities

Faisalabad

Imtiaz · Al-Fatah · Metro · Chase

Multan

Imtiaz · Metro · Chase

Gujranwala

Imtiaz · Al-Fatah · Chase Up

Sialkot

Imtiaz · Al-Fatah

Peshawar

Imtiaz

Quetta

Imtiaz

Imtiaz: 30+ stores in 13+ cities (Pakistan Observer)

THE MARKET BEHIND THE SHELF

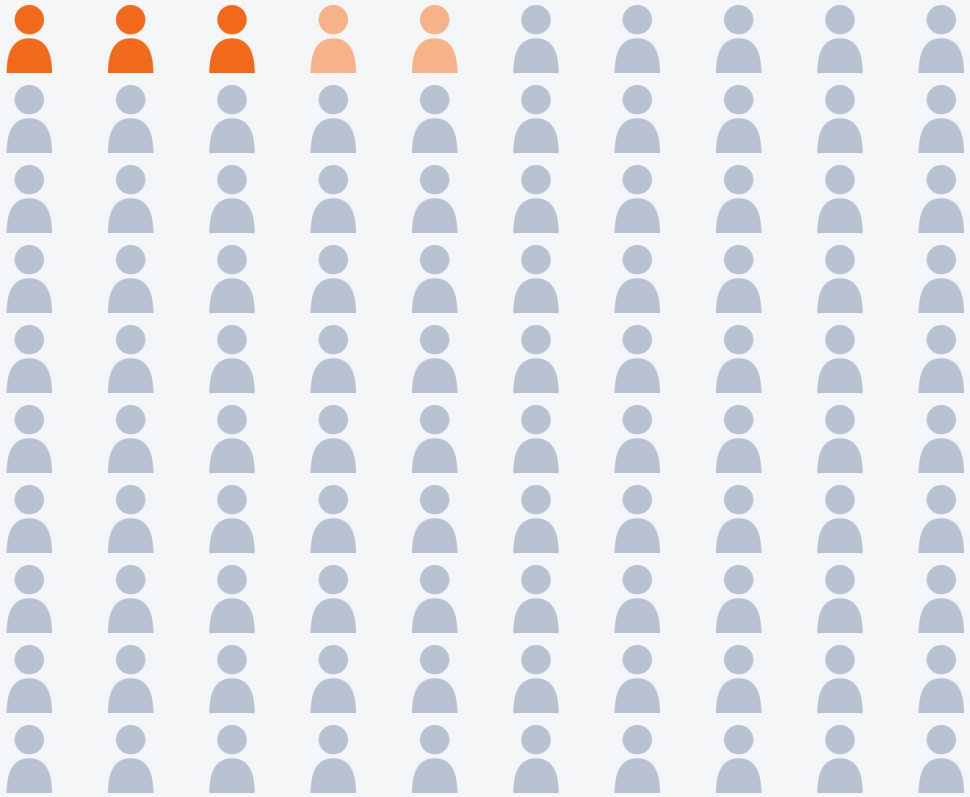
255m

people in 2025, the world's fifth-largest population. The US Census Bureau puts it above 257 million.

20.6 median age: one of the youngest consumer markets in Asia



Sources: UNFPA 2025; UN World Population Prospects 2024; US Census Bureau via Express Tribune



THE AFFORDING CLASS

3–5%

of 255 million people is **7.7 to 12.8 million** customers who can buy international brands.

~1.85 million households

About 5% of households earn above PKR 200,000 a month

3% up to 5%

Source: Sturgeon Capital household income breakdown (Oct 2023), applied to UN 2025 population

SPENDING POWER

An economy built on trade

17.8%

of GDP comes from wholesale and retail trade, the largest single sub-sector of the economy (FY26 est.)

US$452bn

GDP in FY2025-26

US$41.6bn

record workers' remittances in FY26, supporting household spending

Sources: Topline via ProPakistani (Jun 2026); Pakistan Economic Survey 2025-26 via INP-WealthPK; SBP via Profit (Jul 2026)

CATEGORIES WE HANDLE

Fourteen segments

Brand Wharf's lead segments



Home & Kitchen



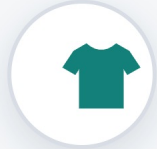
Sporting Goods & Outdoor



Electronics



Skin, Beauty & Hair



Apparel



Footwear



Jewelry & Watches



Handbags & Accessories



Sunglasses & Optical



Fragrances



Supplements / wellness



Veterinary & Pet



Food



Baby

BRAND PROTECTION

Direct import keeps fakes off the shelf



The grey market

Counterfeit and grey-market personal-care goods are traded openly in Pakistan's wholesale markets. The brand loses control of price, quality and image.



The Brand Wharf route

- Imported under the brand's authorisation, with full paperwork
- Price discipline across chains
- Traceable batches and a defined recall process

Pakistan's **General Cosmetics Act 2023** now targets counterfeit cosmetics, so authorised supply has legal backing.

Sources: Dawn, Sway of the counterfeits; Asia IP, General Cosmetics Act 2023

WORKING TOGETHER

How we work with brands

Partnership options

- Exclusive distributor
- Non-exclusive importer
- Pilot launch in a set number of stores

What we ask from you

- Price list
- Product literature
- Marketing support
- Minimum order terms

What you get back

- Monthly stock and sell-in reports
- Retailer feedback
- A named account manager

CONTACT

Let’s bring your brand ashore in Pakistan.

Shahrukh Gulzar · Business Development

+92 335 5485406

purchase@brandwharf.com

www.brandwharf.com

Head office: Brand Wharf, Office #18, 1st Floor,

Leeds Center, Main Boulevard, Gulberg III, Lahore

