



# vital GROUP



Pakistan is truly a rare land, home to different civilizations and diverse cultures. It was here in the verdant plains of Punjab more than two decades ago, a small movement began to bring the wholesome purity of nature into the homes & hearts. A movement that lives by the spirit of Pakistan. "A movement that is VITAL GROUP".

Processing, packing and marketing of Tea specialties in Pakistan has not always been a standardized affair, but Vital changed that. A small tea factory that grew into a local giant on the basis of a single promise "Consistent Best Quality". At the core of the groups' success is the sincerity and dedication of its team of highly qualified technical, financial and marketing experts. The products management and its team members are also are undeniably our assets.

Vital group is committed to exceeding its own performance as reflected in the companies' exhaustive marketing network and sustained marketing activity with more than 250 stockiest and institutional suppliers and approximately 140,000 retail outlets dotting Pakistan's landscape, to say the company has penetrated the market deeply would be understatement.





**Mian Ghulam Mustufa**  
Chairman

## CHAIRMAN'S MESSAGE

Vital Group had a very humble beginning as a small tea company, that began its operations in 1991. Our value-oriented approach towards business has been very well received by the communities who we serve. Thus, within a short period, we have become one of the largest tea company in the country. We are one of the national companies that also exports tea to lands other than Pakistan!

I am also proudly announcing our recently acquired "Malka Foods", which is a new diverse unit for the group. This new entity will give us a boost in the recipe & spices section.

In addition, Vital Group has innovatively launched "Pink Salt" in Pakistan and more than 40 other destinations around the world. As a Chairman of VG, I am both very happy and humbled by the progress that VG has made over the years. I, truly and sincerely, believe that our success is but a story of how passion and people can derive a small business to greater heights.

I Thank Allah Almighty for converting our efforts into outcomes!



**Farrukh Sana**  
Managing Director

## M.D.'s MESSAGE

Vital Group is one of the most dynamic business enterprises in Pakistan.

The management philosophy of VG is strongly people and quality oriented fine balance, I believe is our real Competitive Advantage!

Our quality orientation has helped us to develop a culture of Professional Excellence. We try to excel in all processes from acquiring superior ingredients to innovative manufacturing and packaging. In terms of quality, we are our own competitors!

In our other initiatives, the response to our other product Vital Beauty Soap and Pink Salt has also turned out to be equally warm and encouraging, as has been in the case of our tea product.

With the new acquisition of Malka Foods we are now looking forward to our entry in the recipe and spices market, which will be very convenient for our domestic kitchen and commercial cuisine.

Our commitment to excellence in serving is our real asset!



# Vital Tea Range

## TEA BAGS RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
600 TEA BAGS (INSTITUTIONAL PACK)	50g	24	1.200Kg
100+25 (SPECIAL) TEA BAGS BOX	250g	20	5.000Kg
100 TEA BAGS BOX	200g	20	4.000Kg
100 TEA BAGS BOX KARAK CHAI	300g	20	6.000Kg
50 TEA BAGS BOX	100g	40	4.000Kg
25 TEA BAGS BOX	50g	80	4.000Kg

## LOOSE TEA POUCH & SACHET

Items	Weight/Pack	Pcs/Carton	Weight/Carton
CAFE POUCH	5000g	02	10.000Kg
INSTITUTIONAL PACK	1500g -1800g	06	9.000Kg - 10.800Kg
ECO PACK - LARGE	900g	12	10.800Kg
ECO PACK - MEDIUM	450g	24	10.800Kg
ZIPPER POUCH	375g	30	11.250Kg
SACHET	11 - 20	27 - 350	

## LOOSE TEA JAR & TIN

Items	Weight/Pack	Pcs/Carton	Weight/Carton
JAR - LARGE	900g	12	10.800Kg
JAR - MEDIUM	450g	24	10.800Kg
JAR - SMALL	200g	20	4.000Kg
TIN - PACK	350g	27	9.450Kg

## HARD BOXES

Items	Weight/Pack	Pcs/Carton	Weight/Carton
HARD BOX - LARGE	190g	60	11.400Kg
HARD BOX - MEDIUM	100g	120	12.000Kg
HARD BOX - MEDIUM	90g	120	10.800Kg
HARD BOX - ECONOMY	50g	20	1.000Kg
HARD BOX - SMART	30g	150	4.500Kg
HARD BOX - SMALL	20g	200	4.000Kg



## PREMIUM DANE RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
VITAL CAFE POUCH - DANEDAR	5Kg	02 - 04	10.000Kg - 20.000Kg
ZIPPER POUCH - LARGE	900g	12	10.800Kg
ZIPPER POUCH - MEDIUM	435g	24	10.440Kg
JAR - LARGE	900g	12	10.800Kg
JAR - MEDIUM	450g	24	10.800Kg
JAR - SMALL	200g	20	4.000Kg
HARD BOX - LARGE	400g	24	9.600Kg
HARD BOX - MEDIUM	200g	48	9.600Kg
HARD BOX - ECONOMY	100g	48	4.800Kg



## CLASSICAL BLACK-TEA BAG RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
MASALA TEA - 100 PCS	200g	20	4.000Kg
MASALA TEA - 25 PCS	50g	40	2.000Kg
EARL GREY TEA BAGS - 25 PCS	50g	40	2.000Kg
ENGLISH BREAKFAST TEA - 25 PCS	50g	40	2.000Kg
GINGER TEA - 25 PCS	50g	40	2.000Kg
TURKISH TEA - 25 PCS	50g	40	2.000Kg



## LUXURY TEA COLLECTION

Items	Weight/Pack	Pcs/Carton	Weight/Carton
ENGLISH BREAKFAST TEA	200g	24	4.800Kg
PREMIUM TEA	200g	24	4.800Kg
EARL GREY TEA	150g	24	3.600Kg
TURKISH TEA	150g	24	3.600Kg
SULEMANI TEA	150g	24	3.600Kg
PURE CEYLON TEA	100g	24	2.400Kg



## KASHMIRI TEA

Items	Weight/Pack	Pcs/Carton	Weight/Carton
KASHMIRI TEA BAGS - 25 PCS	2g + 25g Nuts	40	3.000Kg
KASHMIRI TEA JAR	220g	24	5.280Kg
KASHMIRI TEA JAR	100g	24	2.400Kg



## GREEN TEA BOX RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
GREEN TEA BAGS - LEMON - 30 PCS	45g	40	1.800Kg
GREEN TEA BAGS - MOROCCAN MINT - 30 PCS	45g	40	1.800Kg
GREEN TEA BAGS - JASMINE - 30 PCS	45g	40	1.800Kg
GREEN TEA BAGS - CARDAMOM - 30 PCS	45g	40	1.800Kg
GREEN TEA BAGS - PLAIN - 30 PCS	45g	40	1.800Kg



## GREEN TEA JAR RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
GREEN TEA JAR - LEMON	100g	40	4.000Kg
GREEN TEA JAR - JASMINE	100g	40	4.000Kg
GREEN TEA JAR - PLAIN	100g/220g	40/24	4.000Kg/5280Kg
GREEN TEA JAR - LEMON GRASS	170g	12	4.040Kg



## HERBAL TEA RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
GINGER TEA - WITH LEMON - 10 PCS	80g	48	3.840Kg
GINGER TEA - WITH HONEY - 10 PCS	80g	48	3.840Kg
LEMON GRASS TEA BAGS - 30 PCS	45g	40	1.800Kg
HIBISCUS TEA BAGS - 30 PCS	45g	40	1.800Kg
CHAMOMILE TEA BAGS - 30 PCS	30g	40	1.200Kg
FIT FAST - 30 PCS	45g	40	1.800Kg
GUT CLEANSER - 30 PCS	45g	40	1.800Kg
SERENI TEA - 30 PCS	45g	40	1.800Kg
SLEEP WELL TEA - 30 PCS	30g	40	1.200Kg
SWEET HARMONY - 30 PCS	30g	40	1.200Kg



## PESHAWARI KAHWA RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
PESHAWARI KAHWA - 5 KG POUCH	5000g	02	10.000Kg
PESHAWARI KAHWA - 1 KG POUCH	1000g	08	8.000Kg
PESHAWARI KAHWA - HARD BOX	500g	20	10.000Kg
PESHAWARI KAHWA - LARGE JAR	500g	12	6.000Kg
PESHAWARI KAHWA - MEDIUM JAR	220g	24	5.280Kg
PESHAWARI KAHWA - SMALL JAR	100g	40	4.000Kg



## ROUND TEA BAGS RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
ROUND TEA BAGS - 300 PCS	900g	06 - 08	5.400Kg - 7.200Kg
ROUND TEA BAGS - 300 PCS	750g	08	6.000Kg
ROUND TEA BAGS - 216 PCS	648g	06	3.888Kg
ROUND TEA BAGS - 80 PCS	240g	24	5.760Kg
ROUND TEA BAGS - 40 PCS	120g	24	2.880Kg
ROUND TEA BAGS - 25 PCS	75g	60	4.500Kg



## SURHAN GOLD DUST RANG

Items	Weight/Pack	Pcs/Carton	Weight/Carton
HOTEL PACK - LARGE	1750g	06	10.500Kg
HOTEL PACK - ECONOMY	900g	12	10.800Kg
HOTEL PACK - MEDIUM	475g	24	10.800Kg
POUCH PACK - MEDIUM	190g	48	9.120Kg
POUCH PACK - SMALL	100g	120	12.000Kg
SACHET (20 SACHET EACH)	5g	45 (Bundle)	3.250Kg



# Vital Cafe Range

## COFFEE BEANS

Items	Weight/Pack	Pcs/Carton	Weight/Carton
COFFEE BEANS - 100% ARABICA SMALL POUCH	500g	24	12.000Kg
COFFEE BEANS - 100% ARABICA LARGE POUCH	1000g	12	12.000Kg
COFFEE BEANS - HOUSE BLEND SMALL POUCH	500g	24	12.000Kg
COFFEE BEANS - HOUSE BLEND LARGE POUCH	1000g	12	12.000Kg



## COFFEE SYRUPS

Items	Weight/Pack	Pcs/Carton	Weight/Carton
CARAMEL SYRUP	1.20 ltr	04	4.80 ltr
HAZELNUT SYRUP	1.20 ltr	04	4.80 ltr
VANILLA SYRUP	1.20 ltr	04	4.80 ltr
BROWN CANE SUGAR SYRUP	1.20 ltr	04	4.80 ltr



## PREMIX RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
INSTANT KARAK CHAI	1000g	12	12.000Kg
INSTANT COFFEE PREMIX	1000g	12	12.000Kg
CARDAMON TEA PREMIX	1000g	12	12.000Kg





# Dawn Tea Range

## DAWN DUST TEA RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
DAWN DUST TEA - ECONOMY	350g	24	8.400Kg
DAWN DUST TEA - MEDIUM	150g	60	9.000Kg
DAWN DUST TEA - SMALL	100g	120	12.000Kg



## DAWN MIXTURE TEA RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
ECO POUCH	900g	12	10.800Kg
MEDIUM POUCH	450g	24	10.800Kg
HARD BOX - LARGE	180g	60	10.800Kg
HARD BOX - SMALL	85g	120	10.200Kg



## DAWN BLACK TEA RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
ROUND TEA BAGS - 300 PCS	900g	8	7.200Kg
ECO PACK - LARGE	900g	12	10.800Kg
JAR - LARGE (LEAF BLEND)	900g	12	10.800Kg
JAR - MEDIUM (LEAF BLEND)	450g	24	10.800Kg
100 TEA BAGS BOX - KARAK CHAI	300g	20	6.000Kg
100 TEA BAGS BOX	200g	20	4.000Kg



## DAWN PESHAWARI KAHWA RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
DAWN PESHAWARI KAHWA 100 TEA BAGS BOX	150g	20	3.000Kg
DAWN PESHAWARI KAHWA - JAR	500g	12	6.000Kg
DAWN PESHAWARI KAHWA - JAR	220g	24	5.280Kg
DAWN KASHMIRI TEA - JAR	220g	24	5.280Kg



# Vital Products Range

## SAVOURIES SOFT POUCH

Items	Weight/Pack	Pcs/Carton	Weight/Carton
MIX NIMCO	200g	24	4.800Kg
SWEET CHEWRA	200g	24	4.800Kg
DAL MOONG	200g	24	4.800Kg
DAL MOTH	160g	24	3.840Kg
NAMAK PARA	200g	24	4.800Kg
TIKOON PAPRI	100g	24	2.400Kg
SALTY PEANUTS	160g	24	3.840Kg
DAHI BOONDI	150g	24	3.600Kg
GIFT PACK	1060g	6	6.360Kg



## SAVOURIES SOFT POUCH (SMALL)

Items	Weight/Pack	Pcs/Carton	Weight/Carton
MIX NIMCO	40g	48	1.920Kg
DAL MOTH	40g	48	1.920Kg
DAL MOONG	40g	48	1.920Kg
SPICY POTATO STICKS	40g	48	1.920Kg



## FRIED ONION

Items	Weight/Pack	Pcs/Carton	Weight/Carton
FRIED ONION	1000g	12	12.000Kg
FRIED ONION	400g	24	9.600Kg
FRIED ONION	200g	24	4.800Kg



## VITAL RICE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
STEAMED BASMATI - SMALL PACK	1Kg	20	20Kg
STEAMED BASMATI - BUDGET PACK	5Kg / 10Lbs	4	20Kg / 40Lbs
STEAMED BASMATI - FAMILY PACK	10Kg / 20Lbs	2	20Kg / 40Lbs
STEAMED BASMATI - INSTITUTIONAL PACK	20Kg / 40Lbs	1	20Kg / 40LBS
SELLA (PARBOILED) BASMATI - SMALL PACK	1Kg	20	20Kg
SELLA (PARBOILED) BASMATI - BUDGET PACK	5Kg / 10Lbs	4	20Kg / 40Lbs
SELLA (PARBOILED) BASMATI - FAMILY PACK	10Kg / 20Lbs	2	20Kg / 40Lbs
SELLA (PARBOILED) BASMATI - INSTITUTIONAL PACK	20Kg / 40Lbs	1	20Kg / 40Lbs



## VITAL HIMALAYAN PINK SALT

Items	Weight/Pack	Pcs/Carton	Weight/Carton
PINK SALT - FINE - POUCH - LARGE	800g	18	14.400Kg
PINK SALT - FINE - POUCH - SMALL	400g	24	9.600Kg
PINK SALT - FINE - BOTTLE	500g	20	10.000Kg
PINK SALT - COARSE - POUCH - LARGE	800g	18	14.400Kg
PINK SALT - COARSE - POUCH - SMALL	400g	24	9.900Kg
PINK SALT - COARSE - BOTTLE	500g	20	10.000Kg



## SEASONING SPICES GRINDER BOTTLES

Items	Weight/Pack	Pcs/Carton	Weight/Carton
HIMALAYAN PINK SALT	200g	24	4.800Kg
HIMALAYAN PINK SALT & BLACK PEPPER	150g	24	3.600Kg
BLACK PEPPER	100g	24	2.400Kg



## LICK SALT

Items	Weight/Pack	Pcs/Carton	Weight/Carton
COMPRESSED ANIMAL LICK SALT	2.5 Kg	04	10.00 Kg
COMPRESSED ANIMAL LICK SALT	5.0 Kg	04	20.00 Kg



## SALT LAMPS

Items	Weight/Pack	Dimensions	Weight/Carton
NATURAL LAMP - SMALL	1 - 2Kg	4.5x4x7	6Pcs / Ctn
NATURAL LAMP - MEDIUM	3 - 4Kg	5.5x4x8.5	4Pcs / Ctn
NATURAL LAMP - LARGE	4 - 5Kg	6x4x10	4Pcs / Ctn
SPHERE LAMP	3 - 4Kg	6x6x6	4Pcs / Ctn
CUBE LAMP	3 - 4Kg	5x5x5	4Pcs / Ctn
CYLINDER LAMP	2.5 - 3Kg	4x4x6	6Pcs / Ctn
PYRAMID LAMP	2.5 - 3Kg	5x5x7	4Pcs / Ctn
BOWL WITH EGGS	3 - 4Kg	6x6x7	4Pcs / Ctn
BOWL WITH CHUNKS	3 - 4Kg	6x6x7	4Pcs / Ctn
TEAR DROP LAMP	3 - 4Kg	4x4x6	4Pcs / Ctn



## USB SALT LAMPS

Items	Weight/Pack	Dimensions	Weight/Carton
NATURAL	500 - 700Gms	3.5xx3.5x3.5	24Pcs / Ctn
LEAF	500 - 700Gms	3.5xx3.5x3.5	24Pcs / Ctn
SPHERE	500 - 700Gms	3.5xx3.5x3.5	24Pcs / Ctn
CUBE	500 - 700Gms	3.5xx3.5x3.5	24Pcs / Ctn
CYLINDER	500 - 700Gms	3.5xx3.5x3.5	24Pcs / Ctn
PYRAMID	500 - 700Gms	3.5xx3.5x3.5	24Pcs / Ctn
TEAR DROP	500 - 700Gms	3.5xx3.5x3.5	24Pcs / Ctn



## SALT TILE

Items	Weight/Pack	Dimensions	Weight/Carton
SALT TILE	1 - 2Kg	1x4x8	20Pcs / Ctn
	2 - 3Kg	2x4x8	10Pcs / Ctn
	4 - 5Kg	8x8x1	10Pcs / Ctn
	4 - 5Kg	8x8x1.5	5Pcs / Ctn
	5 - 6Kg	8x8x2	5Pcs / Ctn
	6 - 7Kg	12x8x1.5	4Pcs / Ctn
	7Kg	12x8x2	3Pcs / Ctn





# Vital Soap Range

## BEAUTY SOAP

Items	Weight/Pack	Pcs/Carton	Weight/Carton
REVITALIZING BEAUTY SOAP - ECO SIZE - LARGE	128g	72	9.216Kg
REVITALIZING BEAUTY SOAP - ECO SIZE - MEDIUM	98g	72	7.056Kg
CHIFFON FEEL BEAUTY SOAP - ECO SIZE - LARGE	128g	72	9.216Kg
CHIFFON FEEL BEAUTY SOAP - ECO SIZE - MEDIUM	98g	72	7.056Kg
LEMON & TEA BEAUTY SOAP - ECO SIZE - LARGE	128g	72	9.216Kg
LEMON & TEA BEAUTY SOAP - ECO SIZE - MEDIUM	98g	72	7.056Kg
MUSK FREESIA BEAUTY SOAP - ECO SIZE - MEDIUM	128g	72	9.216Kg
MUSK FREESIA BEAUTY SOAP - ECO SIZE - LARGE	98g	72	7.056Kg
FLORALIA BEAUTY SOAP - ECO SIZE - MEDIUM	128g	72	9.216Kg
FLORALIA BEAUTY SOAP - ECO SIZE - LARGE	98g	72	7.056Kg



## ANTIBACTERIAL SOAP

Items	Weight/Pack	Pcs/Carton	Weight/Carton
DEEP CLEANSING - ECO SIZE - SMALL	95g	72	6.84Kg
DEEP CLEANSING SOAP - ECO SIZE - MEDIUM	125g	72	9.0Kg
DEEP CLEANSING SOAP - ECO SIZE - LARGE	168g	72	12.096Kg
MAXIMUM PROTECTION - ECO SIZE - SMALL	95g	72	6.84Kg
MAXIMUM PROTECTION - ECO SIZE - MEDIUM	125g	72	6.84Kg
MAXIMUM PROTECTION - ECO SIZE - LARGE	168g	72	12.096Kg



## FRUITY SOAP

Items	Weight/Pack	Pcs/Carton	Weight/Carton
FRUITY SOAP - SMALL SIZE	60g	72	4.32Kg
FRUITY SOAP - LARGE SIZE	120g	72	8.64Kg



# Malka Range

## BIRYANI RANGE RECIPE MIX BOX

Items	Weight/Pack	Pcs/Carton	Weight/Carton
LUCKNOWI BIRYANI	60g - 120g	72	4.320Kg - 8.640Kg
MUGHLAI PULAO	50g - 100g	72	3.600Kg - 7.200Kg
BOMBAY BIRYANI	65g - 130g	72	4.680Kg - 9.360Kg
SINDHI BIRYANI	60g - 120g	72	4.320Kg - 8.640Kg
BIRYANI	50g - 100g	72	3.600Kg - 7.200Kg
AKHNI PULAO	50g	72	3.600Kg
PULAO BIRYANI	50g	72	3.600Kg



## CURRY RANGE RECIPE MIX BOX

Items	Weight/Pack	Pcs/Carton	Weight/Carton
HYDRABADI ACHAR GOSHT	50g - 100g	72	3.600Kg - 7.200Kg
SHAHI KORMA	50g - 100g	72	3.600Kg - 7.200Kg
CHICKEN CURRY	50g - 100g	72	3.600Kg - 7.200Kg
CURRY POWDER	60g - 120g	72	4.320Kg - 8.640Kg
MURGH CHOLAY	50g	72	3.600Kg



## BBQ RANGE RECIPE MIX BOX

Items	Weight/Pack	Pcs/Carton	Weight/Carton
CHICKEN TIKKA	50g - 100g	72	3.600Kg - 7.200Kg
TIKKA BOTI	50g - 100g	72	3.600Kg - 7.200Kg
TANDOORI	50g - 100g	72	3.600Kg - 7.200Kg
BIHARI KABAB	50g - 100g	72	3.600Kg - 7.200Kg
AFGHANI SEEKH KABAB	50g - 100g	72	3.600Kg - 7.200Kg



## BREAKFAST RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
LAHORI PAYA	50g - 100g	72	3.600Kg - 7.200Kg
DELHI NIIHARI	60g - 120g	72	4.320Kg - 8.640Kg



## FRIED RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
LAHORI FRIED FISH	50g - 100g	72	3.600Kg - 7.200Kg
DHAKA SHAMI KABAB	50g	72	3.600Kg
MARDAN CHAPLI KABAB	50g	72	3.600Kg
FRIED CHOPS / STEAKS	50g	72	3.600Kg



## HALEEM RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
BADSHAHI HALEEM	50g	72	3.600Kg
BADSHAHI HALEEM EASY COOK	300g	36	10.800Kg
BADSHAHI HALEEM DANEDAAR	300g	36	10.800Kg



## VEGETABLE RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
SABZI MASALA	100g	72	7.200Kg
PUNJABI TARKA DAAL	100g	72	7.200Kg



## STIR FRIED MV RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
KARAHI GOSHT	50g - 100g	72	3.600Kg - 7.200Kg
SPECIAL WHITE KARAHI	40g	72	2.880Kg
DUM KEEMA	50g	72	3.600Kg



## CONTINENTAL RANGE RECIPE MIX BOX

Items	Weight/Pack	Pcs/Carton	Weight/Carton
CREAMY BUTTER CHICKEN	50g	72	3.600Kg
CHICKEN 65	50g	72	3.600Kg
CHICKEN ANGARA	50g	72	3.600Kg
CHICKEN LOLIPOP	50g	72	3.600Kg



## BASIC SPICES JAR

Items	Weight/Pack	Pcs/Carton	Weight/Carton
SINDHI BIRYANI - JAR PACK	500g	6	3.000Kg
BOMBAY BIRYANI - JAR PACK	500g	6	3.000Kg
TANDOORI MASALA - JAR PACK/PISTA	500g	6	3.000Kg
CHICKEN TIKKA - JAR PACK	500g	6	3.000Kg
SHAHI KORMA - JAR PACK	500g	6	3.000Kg
PESHAWARI KARAHI - JAR PACK	500g	6	3.000Kg



## BASIC SPICES

Items	Weight/Pack	Pcs/Carton	Weight/Carton
BLACK PEPPER POWDER	25g- 50g- 200g- 400g	72 - 72 - 24 - 24	1.800Kg - 3.600Kg - 4.800Kg - 9.600kg
GARAM MASALA POWDER	25g - 50g	72 - 72	1.800Kg - 3.600Kg
QASURI METHI	25g - 200g	72 - 12	1.800Kg - 2.400Kg
RED CHILLI POWDER	50g - 100g - 200g	72 - 72 - 24	3.600Kg - 7.200Kg - 4.800Kg
CUMIN POWDER	50g - 200g - 400g	72 - 24 - 24	3.600Kg - 4.800Kg - 9.600Kg
TURMERIC POWDER	50g - 200g - 400g	72 - 24 - 24	3.600Kg - 4.800Kg - 9.600Kg
CORIANDER POWDER	50g - 200g - 400g	72 - 72 - 24	3.600Kg - 7.200Kg - 9.600Kg
GARLIC POWDER	50g	72	3.600Kg
GINGER POWDER	50g	72	3.600Kg
POMEGRANATE SEEDS / POWDER	50g	72	3.600Kg
MEAT TENDERIZER	40g	72	2.800Kg
BLACK PEPPER WHOLE	200g - 400g	24 - 24	4.800Kg - 9.600Kg
RED CHILLI CRUSHED	200g - 400g	24 - 24	4.800Kg - 9.600Kg
CUMIN WHOLE	200g	24	4.800Kg
CORIANDER WHOLE (HORECA)	500g	12	6.000Kg
CINNAMON STICKS	500g	12	6.000Kg
BROWN CARDAMOM	500g	12	6.000Kg
STAR ANISE	500g	12	6.000Kg



## HORECA

Items	Weight/Pack	Pcs/Carton	Weight/Carton
ALL BASIC SPICES POWDER	1000g	12	12.000Kg
ALL BASIC SPICES WHOLE	1000g	12	12.000Kg
ALL RECIPE MIXES	1000g	12	12.000Kg





## HIMALAYAN PINK SALT

Items	Weight/Pack	Pcs/Carton	Weight/Carton
SOFT POUCH	400g - 900g	24 - 20	9.600kg - 18.000Kg
SHAKER BOTTLE	180g - 500g	24 - 24	4.320Kg - 12.000Kg



## SEASONING SPICES GRINDER BOTTLES

Items	Weight/Pack	Pcs/Carton	Weight/Carton
HIMALAYAN PINK SALT	200g	24	4.800Kg
HIMALAYAN PINK SALT & BLACK PEPPER	150g	24	3.600Kg
BLACK PEPPER	100g	24	2.400Kg
WHITE PEPPER	100g	24	2.400Kg



## GINGER GARLIC PASTE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
GINGER GARLIC PASTE	330g - 750g	12 - 06	3.960Kg - 4.500Kg
GINGER PASTE	330g - 750g	12 - 06	3.960Kg - 4.500Kg
GARLIC PASTE	330g - 750g	12 - 06	3.960Kg - 4.500Kg



## SAUCES

Items	Weight/Pack	Pcs/Carton	Weight/Carton
TOMATO KETCHUP	200g - 500g - 1Kg	24 - 12 - 6	4.800Kg - 6.000Kg - 6.000Kg
CHILLI GARLIC SAUCE	200g - 500g - 1Kg	24 - 12 - 6	4.800Kg - 6.000Kg - 6.000Kg



## RICE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
PEARL STEAM	1Kg - 4.5Kg - 20lbs	20 - 4 - 2	20Kg - 18.000Kg - 40Lbs
GOLDEN SELLA	1Kg - 4.5Kg - 20lbs	20 - 4 - 2	20Kg - 18.000Kg - 40Lbs



## SEASONING SPICES SHAKER BOTTLES

Items	Weight/Pack	Pcs/Carton	Weight/Carton
BLACK SALT	180g	24	4.32Kg
CELERY SALT	120g	24	2.88Kg
MEAT TENDERIZER	100g	24	2.4Kg
BLACK PEPPER POWDER	100g	24	2.4Kg
GINGER POWDER	80g	24	1.92Kg
CURRY POWDER	100g	24	2.4Kg
BLACK PEPPER & SALT	120g	24	2.88Kg
ITALIAN SEASONING	50g	24	1.2Kg
BBQ SEASONING	90g	24	2.16Kg
PODINA RAITA	90g	24	2.16Kg
ALL PURPOSE SEASONING	80g	24	1.92Kg
ZEERA RAITA	90g	24	2.16Kg
CHUNKY CHAAT MASALA	100g	24	2.4Kg
RED CHILLI POWDER	100g	24	2.4Kg
CUMIN POWDER	80g	24	1.92kg
GARLIC POWDER	120g	24	2.88kg
HOT & SPICY	90g	24	2.16kg
LEMON SALT	100g	24	2.4Kg
7 SPICES	80g	24	1.92kg



## DESSERT

Items	Weight/Pack	Pcs/Carton	Weight/Carton
KHEER MIX	160g	72	11.52Kg
BADAM KHEER MIX	160g	72	11.52Kg
CARROT KHEER MIX	160g	72	11.52Kg
PISTA KHEER MIX	160g	72	11.52Kg
RABRI KHEER MIX	160g	72	11.52Kg
SHEER KHURMA	160g	72	11.52Kg
ZARDA MIX	200g	72	14.4Kg



## NAMKISH SOFT POUCH / CAN PACK

Items	Weight/Pack	Pcs/Carton	Weight/Carton
MIX NIMCO	200g	24	4.800Kg
KHATTA MEETHA MIX	200g	24	4.800Kg
DAL MOONG	200g	24	4.800Kg
DAL MOTH	200g	24	4.800Kg
DAL CHANNA	200g	24	4.800Kg
BAREEK SEV	200g	24	4.800Kg
SPICY POTATO STICKS	180g	24	4.320Kg
SALTY POTATO STICKS	180g	24	4.320Kg
DAHI BONDI	200g	24	4.800Kg
NAMAK PARA	200g	24	4.800Kg
TIKKON PADRI	200g	24	4.800Kg
SPICY POTATO STICKS (CAN)	50g	24	1.200Kg
SALTY POTATO STICKS (CAN)	50g	24	1.200Kg
LEMON & CHILLI STICKS (CAN)	50g	24	1.200Kg
CHICKPEA PUFF (CAN)	50g	24	1.200Kg



## FRIED ONION

Items	Weight/Pack	Pcs/Carton	Weight/Carton
SMALL PACK	200g	24	4.800Kg
ECONOMY PACK	400g	24	9.600Kg
FAMILY PACK	1Kg	12	12.000Kg



## CHICKEN POWDER

Items	Weight/Pack	Pcs/Carton	Weight/Carton
CHICKEN POWDER	100g	144	12 Pcs x 12 Boxes



## MALKA TEA RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
MALKA DANEDAR JAR - LARGE	900g	12	10.800Kg
MALKA DANEDAR JAR - MEDIUM	450g	24	10.800Kg
MALKA ROUND TEA BAG POUCH - 300 PCS	900g	8	7.200Kg
MALKA ROUND TEA BAG BOX - 80 PCS	240g	24	5.760Kg
MALKA PESHAWARI KAHWA	500g	12	6.000Kg



## BAKERY RANGE

Items	Weight/Pack	Pcs/Carton	Weight/Carton
CAKE RUSK	300g	12 - 24	3.600kg - 7.200Kg
TEA RUSK (BURGER, CANDY, ROUND, SLICE)	300g	12	3.600Kg
BAQAR KHANI	500g	12	6.000Kg



## PHENI - VERMICELLI

Items	Weight/Pack	Pcs/Carton	Weight/Carton
PHENI	200g	24	4.800Kg
VERMICELLI	130g	48 - 72	6.240Kg - 9.360kg



## CHAKKI ATTA

Items	Weight/Pack	Pcs/Carton	Weight/Carton
CHAKKI ATTA	9kg	2	18.00Kg
CHAKKI ATTA	4.5kg	4	18.00Kg





# MTJ Fragrance

## ORIENTAL COLLECTION



**BISHAAR**  
100 ML  
CATEGORY - MENS



**LOUD E AZEEM**  
100 ML  
CATEGORY - MENS



**LOUD E YOUSUF**  
100 ML  
CATEGORY - MENS



**LOUD E SULTAN**  
100 ML  
CATEGORY - MENS



**LOUD E AFRAZ**  
100 ML  
CATEGORY - MENS

## PERSIAN COLLECTION



**HIMALAYAN MUSK**  
100 ML  
CATEGORY - UNI-SEX



**JAMALIYAT**  
100 ML  
CATEGORY - UNI-SEX



**PERSIAN OUD**  
100 ML  
CATEGORY - UNI-SEX



**FARAS VALLEY**  
100 ML  
CATEGORY - UNI-SEX



**MAHOOR**  
100 ML  
CATEGORY - UNI-SEX

## GOLD COLLECTION



**LOUD PASSION**  
100 ML  
CATEGORY - UNI-SEX



**MUSK PURO**  
100 ML  
CATEGORY - UNI-SEX



**RED AMBER**  
100 ML  
CATEGORY - UNI-SEX



**LOUD ROSE**  
100 ML  
CATEGORY - UNI-SEX



**MUSK ROSE**  
100 ML  
CATEGORY - UNI-SEX

## HIMALAYAN COLLECTION



**ANGELITE**  
100 ML  
CATEGORY - MENS



**EMERALD**  
100 ML  
CATEGORY - MENS



**KYANITE**  
100 ML  
CATEGORY - MENS



**ROWAN**  
100 ML  
CATEGORY - UNI-SEX



**HISPAR**  
100 ML  
CATEGORY - MENS

## ENERGY COLLECTION



**OMBRE BLACK**  
100 ML  
CATEGORY - MENS



**PEARL WHITE**  
100 ML  
CATEGORY - UNI-SEX



**SHOCK**  
100 ML  
CATEGORY - UNI-SEX



**NEON**  
100 ML  
CATEGORY - UNI-SEX



**ENERGY**  
100 ML  
CATEGORY - UNI-SEX

## STUDIO COLLECTION



**HARBOUR**  
100 ML  
CATEGORY - UNI-SEX



**STUDIO**  
100 ML  
CATEGORY - UNI-SEX



**BELIEF**  
100 ML  
CATEGORY - UNI-SEX



**ELIXIR GOLD**  
100 ML  
CATEGORY - UNI-SEX



**DIRECTION**  
100 ML  
CATEGORY - UNI-SEX

## MENS



**SADAR**  
100 ML  
CATEGORY - MENS



**FATEH**  
100 ML  
CATEGORY - MENS



**AMEER**  
100 ML  
CATEGORY - MENS



**MEHRAB**  
100 ML  
CATEGORY - MENS



**DEHN AL OUD**  
100 ML  
CATEGORY - MENS

## YOUNG STALLION



**BLACK STALLION**  
50 ML  
CATEGORY - MENS



**SEA SPICE**  
50 ML  
CATEGORY - MENS



**HORIZON**  
50 ML  
CATEGORY - MENS



**OCEANICA**  
50 ML  
CATEGORY - MENS



**TRADITIONS**  
50 ML  
CATEGORY - MENS

## MENS



**LOUD ENIGMA**  
100 ML  
CATEGORY - MENS



**GOLD ARMANO**  
100 ML  
CATEGORY - MENS



**NEROLI PASSION**  
100 ML  
CATEGORY - MENS

## UNI-SEX



**LOUD DESIRE**  
100 ML  
CATEGORY - UNI-SEX



**OMBRE ORIENTAL**  
100 ML  
CATEGORY - UNI-SEX



**VANILLA MAGIC**  
100 ML  
CATEGORY - UNI-SEX

## MENS



**KHUS**  
100 ML  
CATEGORY - MENS



**WOOD INTENSE**  
100 ML  
CATEGORY - MENS



**ZONIC**  
100 ML  
CATEGORY - MENS



**QALAM**  
100 ML  
CATEGORY - MENS



**KINGDOM**  
100 ML  
CATEGORY - MENS

## MENS



**ESSENTIAL**  
100 ML  
CATEGORY - MENS



**MAQAAM**  
100 ML  
CATEGORY - MENS

## FEMININT



**WHITE BOUQUET**  
100 ML  
CATEGORY - WOMENS



**ALAYA**  
100 ML  
CATEGORY - WOMENS



**EVENTIDE**  
100 ML  
CATEGORY - WOMENS



**REFLECTION**  
100 ML  
CATEGORY - WOMENS



**SWEET FLORA**  
100 ML  
CATEGORY - WOMENS

## FEMININT



**AL HAMRA**  
100 ML  
CATEGORY - WOMENS



**AL HAYAT**  
100 ML  
CATEGORY - WOMENS



**SABAYA**  
100 ML  
CATEGORY - WOMENS

## FEMININT



**CHARM**  
100 ML  
CATEGORY - WOMENS



**BOUQUET**  
100 ML  
CATEGORY - WOMENS



**AZURE**  
100 ML  
CATEGORY - WOMENS



**PARADISE**  
100 ML  
CATEGORY - WOMENS



**BLUSH**  
100 ML  
CATEGORY - WOMENS

## KIDS FRAGRANCE



**FLORIS**  
30 ML  
CATEGORY - KIDS



**MOONLIGHT**  
30 ML  
CATEGORY - KIDS



**ZIRAN**  
30 ML  
CATEGORY - KIDS



**SOLACE**  
30 ML  
CATEGORY - KIDS



**REEFEST**  
30 ML  
CATEGORY - KIDS

## ORIENTAL ATTARS



**OULD E YOUSUF**  
12 ML  
CATEGORY - MENS



**DEHN AL OUD**  
12 ML  
CATEGORY - MENS



**OULD E AFRAZ**  
12 ML  
CATEGORY - MENS



**BISHAR**  
12 ML  
CATEGORY - MENS



**AL FATEH**  
12 ML  
CATEGORY - MENS



**OULD E AZEEM**  
12 ML  
CATEGORY - MENS

## MUSK ATTARS



**HIMALAYAN MUSK**  
12 ML  
CATEGORY - MENS



**MUSKY ROSE**  
12 ML  
CATEGORY - MENS



**MUSK SLIK**  
12 ML  
CATEGORY - MENS



**ROYAL MUSK**  
12 ML  
CATEGORY - MENS



**MUSKY AMBER**  
12 ML  
CATEGORY - MENS

## BODY MIST



**VELVET GOLD**  
100 ML  
CATEGORY - UNI-SEX



**SERENDIB**  
100 ML  
CATEGORY - UNI-SEX



**QUEEN OF HEARTS**  
100 ML  
CATEGORY - UNI-SEX



**WILD FLOWER**  
100 ML  
CATEGORY - UNI-SEX



**ORIENT EXPRESS**  
100 ML  
CATEGORY - UNI-SEX



**WALK ON THE MOON**  
100 ML  
CATEGORY - UNI-SEX



**INFINITE JOY**  
100 ML  
CATEGORY - UNI-SEX



**BONBONLIME**  
100 ML  
CATEGORY - UNI-SEX



**ALMOST PARADISE**  
100 ML  
CATEGORY - UNI-SEX



**ALMOND DELIGHT**  
100 ML  
CATEGORY - UNI-SEX

## FABRIC SCENTS / ROOM SPRAYS



**TAEF ROSE**  
300 ML  
CATEGORY - HOME CARE



**JAMALIYAT**  
300 ML  
CATEGORY - HOME CARE



**ROSE MUSK**  
300 ML  
CATEGORY - HOME CARE



**OULD & ROSE**  
300 ML  
CATEGORY - HOME CARE



# MTJ Apparel

## MENS APPAREL RANGE



MENS  
KAMEEZ SHALWAR



MENS  
KURTA



MENS  
WAISTCOAT FORMAL



MENS  
CAP

## WOMENS APPAREL RANGE



PRINTED WOMEN  
UNSTITCHED



PRINTED WOMEN  
STITCHED



EMBROIDERED WOMEN  
STITCHED



EMBROIDERED  
UNSTITCHED

## ABAYA'S RANGE



EMBROIDRED  
SIDE PANEL ABAYA



ZIPPER  
ABAYA



EMBROIDERY  
ABAYA



PLAIN  
ABAYA

## KIDS RANGE



BOYS  
PRINTED KURTA



BOYS  
KAMEEZ SHALWAR



BOYS  
PLAIN KURTA



GIRLS PLAIN  
STITCHED SUIT



GIRLS EMBROIDERED  
STITCHED SUIT

## MUSAFIR RANGE



MENS  
SANDO



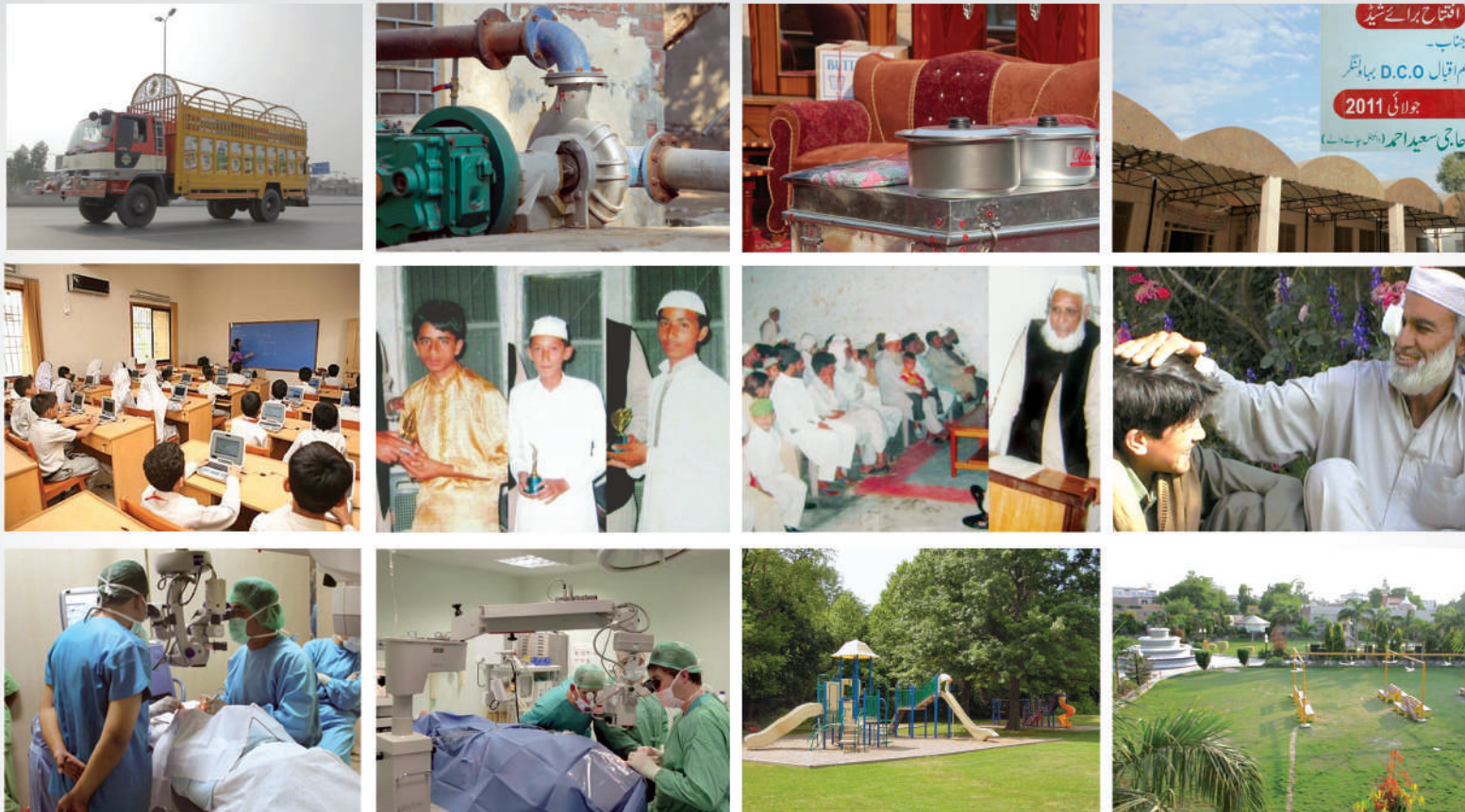
MENS  
DEEPNECK



MENS  
CREW NECK



# Corporate Social Responsibility



Today's successful businesses are those that act as a Social Enterprise. Vital Group is a leading and vital example of it! We take a holistic approach towards Corporate Social Responsibility (CSR). CSR is not an isolated function for the VG rather it is manifestation of the overall vision and mission of the VG.

The socially responsible advertisements that we place in the mainstream media are reflective of VG's approach and philosophy. The advertisements mainly reinforce the positive values of the society, such care for the weaker section of the society, love for family, hard work and national identity. Where it comes to the 'educative' role of media, we believe that VG has set the trend for others to follow.

CSR at VG is quite diverse and covers many social domains such as providing financial support for:

- Marriage arrangements of girls from poor families,
- Health care,
- Plantation and development of parks (Green Pakistan),
- Improving educational infrastructure in the vicinity,  
And many others.



# A FAST-GROWING GROUP OF COMPANIES.

**70+**  
DISTRIBUTORS

**40+**  
COUNTRIES

**06**  
CONTINENTS



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