

Press Release

Nestlé Pakistan announces financial results for 2020

Lahore (February 25, 2021): Nestlé Pakistan posted a revenue of PKR 118.8 billion for 2020, a 2.4% growth from 2019. Despite the unprecedented situation caused by the pandemic, the company was able to grow the revenue through undisrupted supply and availability of products, innovation and renovation initiatives, numeric distribution expansion and investments behind the brands. The company was also able to improve profitability with the help of various cost savings initiatives, optimization projects and pricing management. The annual results were announced following a Board of Directors' meeting at the Company's Head Office.

The year 2020 witnessed the COVID-19 pandemic which had a profound impact across the globe as well as in Pakistan. In response to the pandemic, Nestlé Pakistan stepped up its commitment to vulnerable communities by donating 4 million servings of fortified products to meet the nutritional needs of both affectees and frontline workers during these times.

The company remained committed to its vision of positively enhancing the quality of life of our consumers by expanding its product base through continuous innovation and renovation. The major new product launches during 2020 included: MILKPAK Butter (Salted & Unsalted), Nestlé FRUITA VITALS Qandhari Anaar, NESCAFE RTD Chilled Mocha, CERELAC Recover, CERELAC Nature's selection, LACTOGEN Essentials, NAN 2 & 3 (HMO), DOCELLO Dessert Mixes, EVERYDAY Karak Chai 3-in-1, NESCAFE Ice and Nestlé PURE LIFE (5G Active).

About Nestlé

Nestlé is the world's largest food and beverage company. It is present in 191 countries around the world, and its 328,000 employees are committed to Nestlé's purpose of enhancing quality of life and contributing to a healthier future. Nestlé offers a wide portfolio of products and services for people and their pets throughout their lives.

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