



BUSINESS

BROCHURE

VISION

To be a global brand in commodity brokerage, built on core values of commitment, integrity and empathy towards the clients, allowing them to concentrate on their growth; leaving sales and procurement needs to us.

To empower our people to find purpose in their work and develop relationships that are life long and compassionate.

MISSION

ABOUT US

Better Deals was established in 1982 as a Ferrous and Non-Ferrous Metals indenting house; headquartered in Lahore. With the passage of time, we have diversified in Energy & Minerals and established liaison office in Karachi.

"By collaborating with our partners in over 60 countries, we help our clients source their desired products at the right time and the right price. For suppliers, we provide them with access to a diverse pool of 300+ trusted customers, ensuring ease of transaction and financial security."

-Nadeem A. Siddiqui

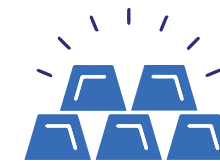
With over 37 years of experience in the international steel business, comes one principle: *"There is no shortcut in business or life, hard work mixed with a certain degree of intelligence and bit of luck brings success."* We believe in customer satisfaction and quality assurance and for that we have dedicated inspection teams globally. Along with competitive sourcing, we also provide guidance in services such as banking, customs clearance, logistics and stevedoring.

At Better Deals we pride ourselves in the ability to respond quickly and flexibly. We vigorously monitor market fluctuations, trends and news to base our recommendations on, and that is why our team is always one step ahead of the competition. Committed to our role, we put ourselves in customer's shoes before recommending any new purchase.



#1

Indenting company in terms of volume, market penetration and product portfolio

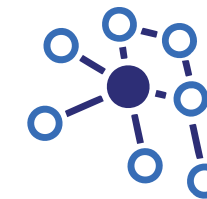


1.5 million
tonnes of average yearly volume of raw materials



\$650 million

worth of goods sourced yearly



Connecting Pakistan to
60+
countries



300+
trusted customer base



0.8 million
Single largest supply source of recyclable steel to smelters all over Pakistan year on year



Leading supply source for
API
grade steel in Pakistan



Leading
choice of auto steel vendors for raw material sourcing

OUR PRODUCTS

FLAT

Prime & Non Prime

Better Deals excels in flat steel trade with volumes averaging around 0.8 Million tonnes per annum, serving Auto Vendors, Rerollers, Pipe Mills, Construction, Packaging and Electronics Industry

HR, Chequered, CR, EG, HDG, ALUSI, PPGI, ETP, TMBP, CRGO, CRNGO, SS



LONG

Prime & Non Prime

We play a vital part in supplying long steel products to government contractors, construction companies, wire making industry and automotive spring manufacturers.

Rebar, Wire Rod, Beams, Angles, Channels, Rounds, Flats and Square Bars.



NON-FERROUS

We are catering to the ever increasing Non-Ferrous market. We have strong ties with cable, home and electrical appliances, sanitary fittings, automotive and utensil manufacturers.

Prime: Aluminium, zinc, lead, tin, copper
Scrap: Compressors, Motors, Ballast, Alu scraps



FERROUS

Ferrous Scrap is major chunk of Better Deals business. With over 2 decades of experience and yearly volumes of over 0.8 million tonnes, Better Deals is trusted by its smelting and rerolling partners for all their scrap needs.

Shredded, HMS, PNS, New Production Bundles, Blue Steel, Manganese Steel, Cast Iron, HBI, DRI, Railway Scrap, Rerollable Scrap, Cobble Plates, Pig Iron



SEMI-FINISHED

The semi-finished department at Better Deals has an international presence catering to demands of multiple countries including but not limited to Pakistan, China, Middle East and North Africa.

Slabs, Billets, Rounds, Blooms, Cobbles



ENERGY & MINERALS

We anticipated the ever increasing demand for energy in Pakistan ahead of time and hence dedicated resources for the research and development of Energy and Minerals Sector. This resulted in Better Deals handling multiple bulk vessels of coal supplied to Cement, Steel and Textile Industries.

Coal, Coke, Rubber/Tyre Scrap, Gypsum



FURNACE/FOUNDRY ITEMS

Keeping in view the importance of giving clients a one window solution, Better Deals diversified its portfolio to include products that are a regular requirement of Smelting units and foundries.

Ferro Alloys, Copper Mould tubes, Slide Gates, Graphite Electrodes, Refractories

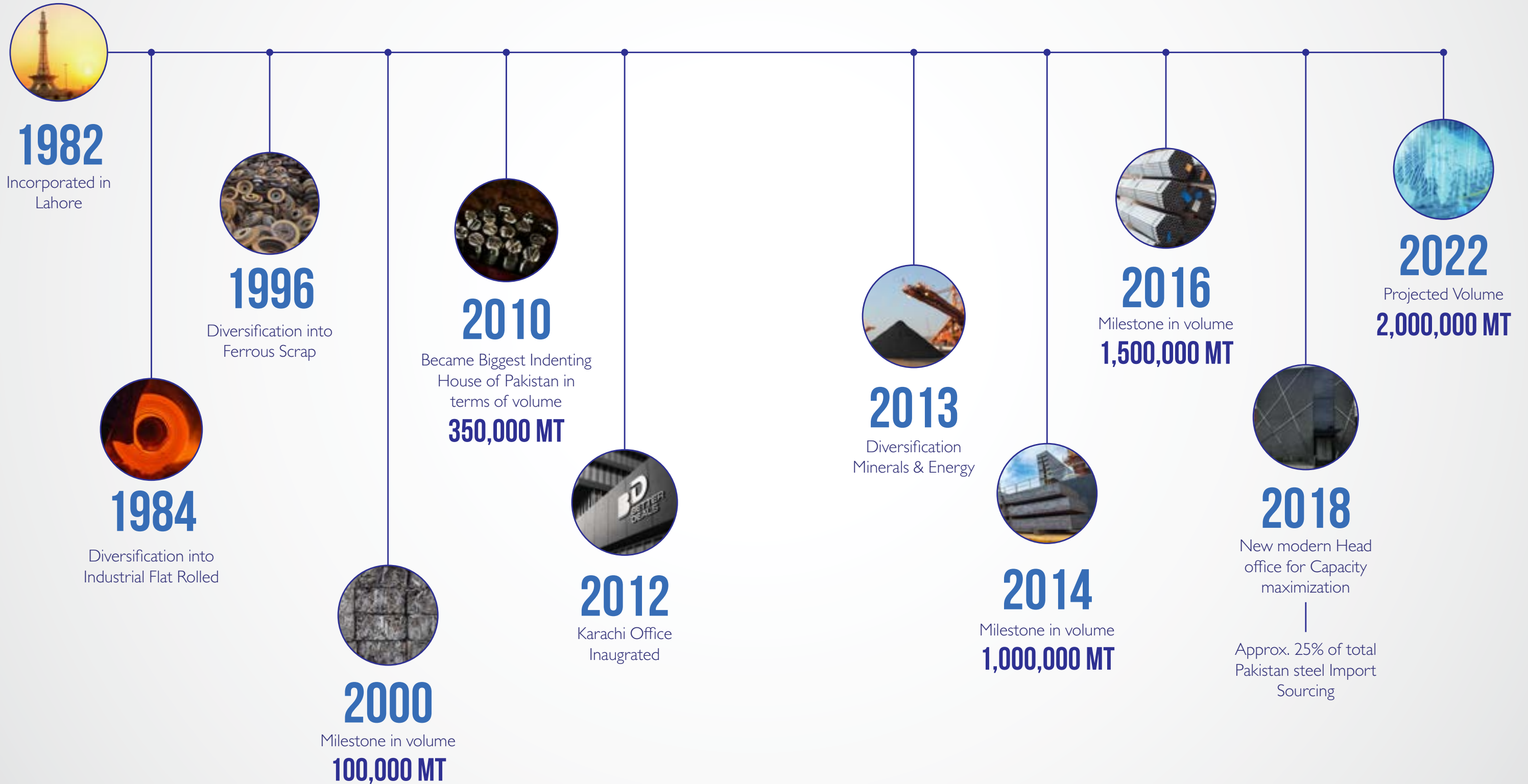


GENERAL COMMODITIES

Better Deals also deals in general commodities which include

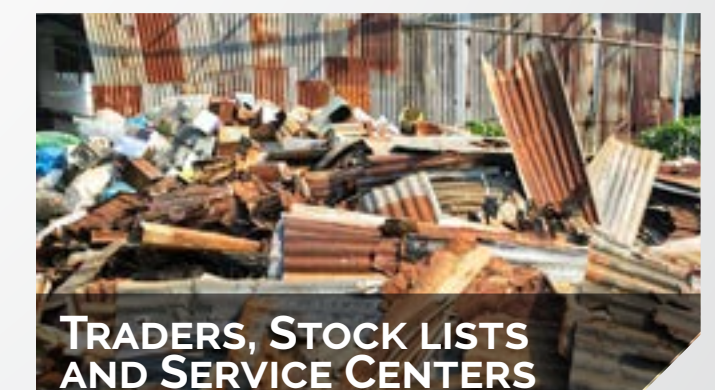
Chick Peas, Cement Clinker, Wood, Plastic Scrap and Paper

COMPANY TIMELINE



MARKET SEGMENTS

Better Deals has the capacity to understand segment-specific issues and challenges. Across all of our businesses, potential target segments have been carefully evaluated to deliver exceptional services to our clients according to their needs.



GLOBAL FOOTPRINT



Better Deals is proud to be a global company with a strong global presence which make us readily accessible to clients, allowing us to assist in critical situations. We can help with long or short term solutions, wherever you may be.

Along with our clients we continue to grow; further developing long-lasting relationships, and expanding our existing footprint.

WHERE WE MAKE OUR IMPACT ?

The focus areas are firmly embedded in our purpose. We believe in two sets of responsibilities, one for the people and other for the planet.

OUR PEOPLE

HEALTH & EDUCATION

Cancer is the second leading cause of death after heart disease in Pakistan. Therefore, we have collaborated with "Cancer Care Hospital and Research Centre" to provide free of cost comprehensive cancer treatment to all patients. The senior management of Better Deals not only generate industrial funding but also dedicate at least one day of the week for the hospital.

Education is the basic right of every child. Better Deals is doing its little part by educating more than 250 children in the outskirts of Lahore under the umbrella of "Noor School".



Better Deals has taken initiative to minimize environmental impact by banning plastic bags in workplace and minimize excessive printing of paper. We have successfully launched campaign "Plant for Future" in 2019 to plant more than 1000 trees in a year and aim to reduce paper usage in our offices by ninety percent before 2020.

OUR PLANET

PLASTIC-FREE & PAPERLESS



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