

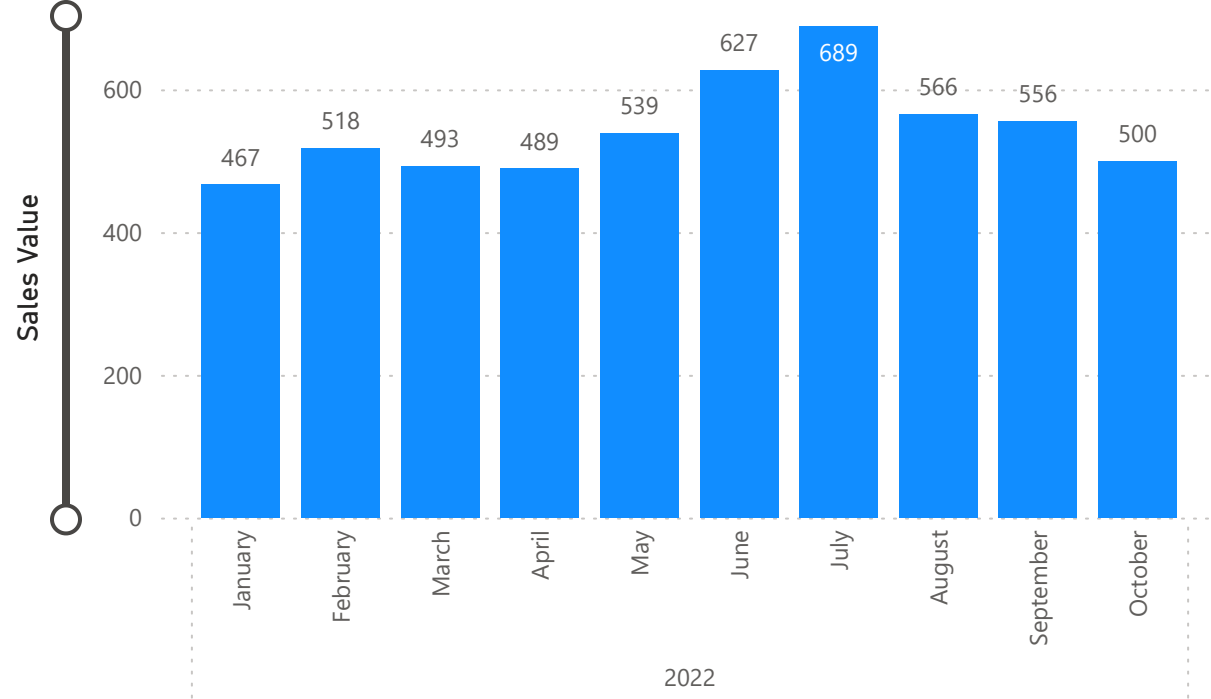
5445

Sum of Sales Value

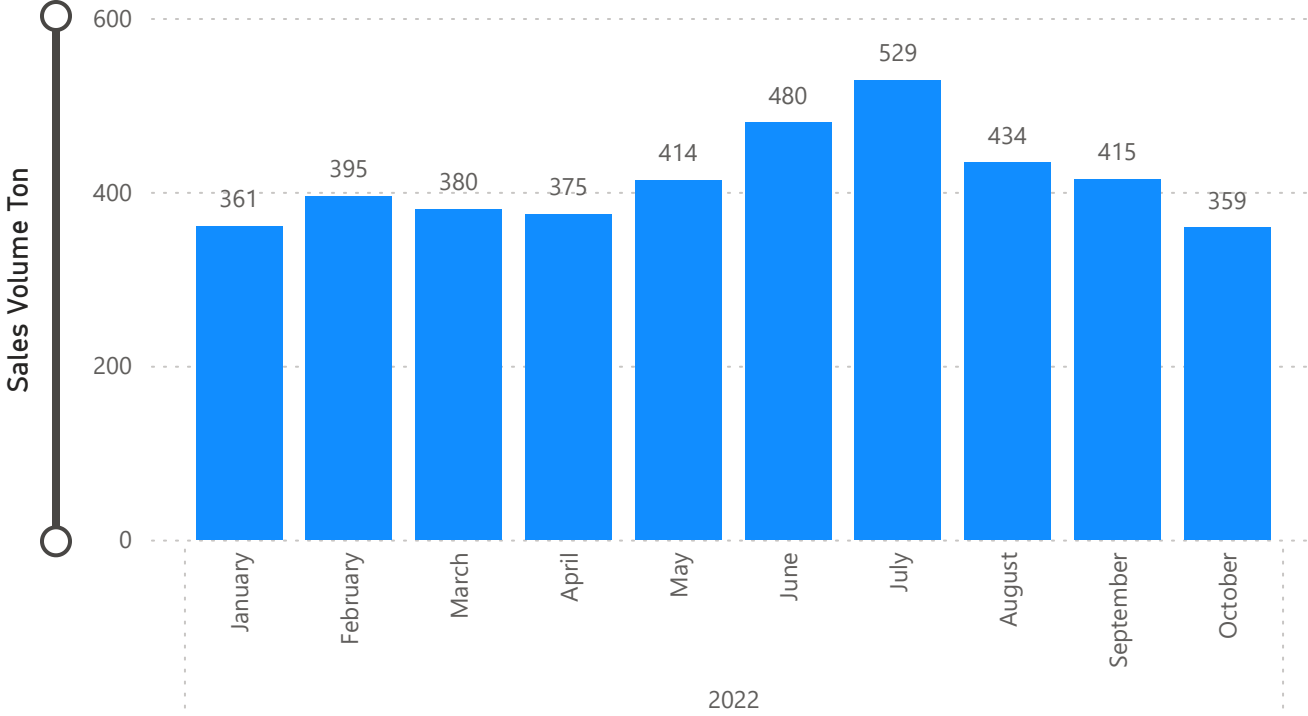
4143

Sum of Sales Volume TON

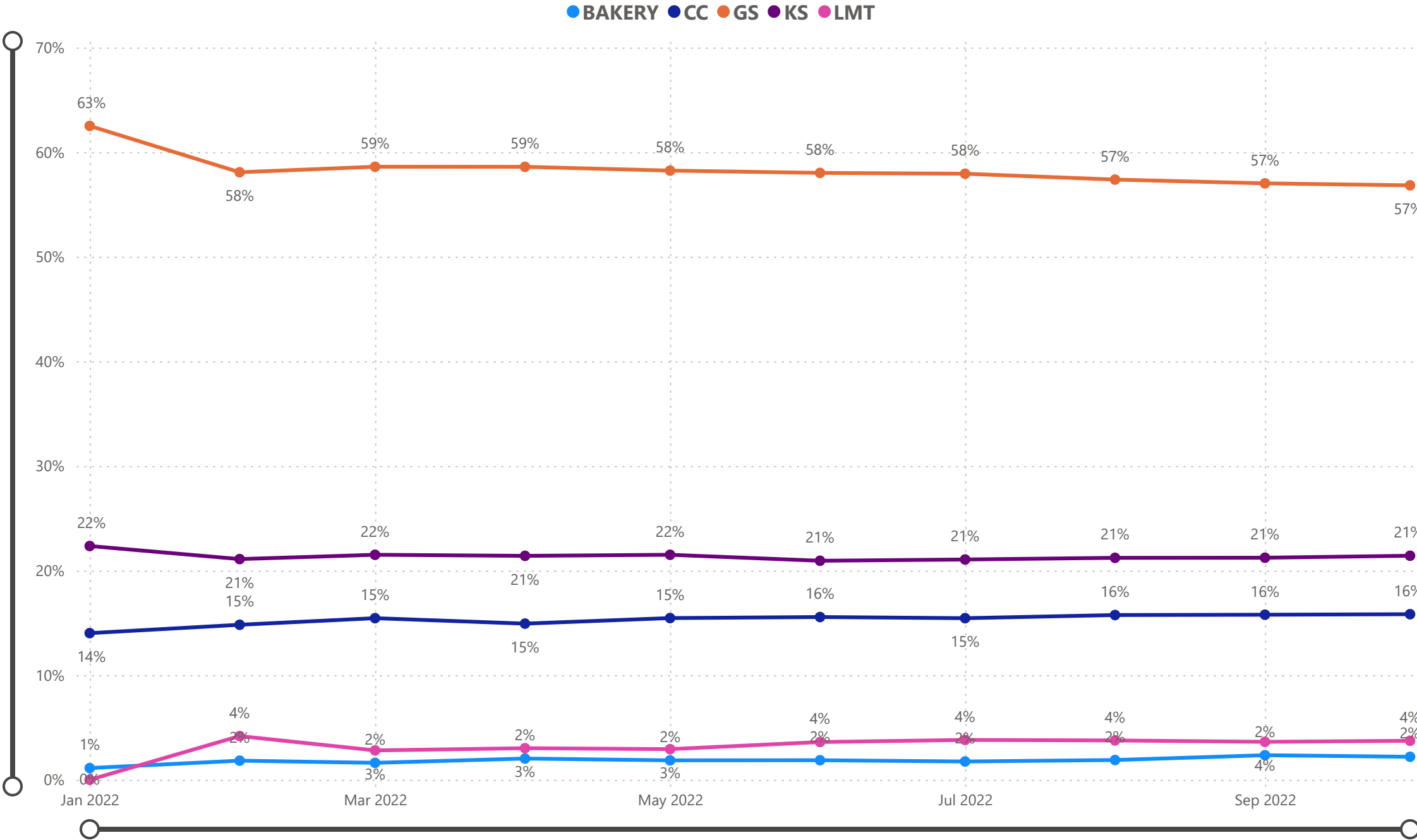
Month Wise - Category Market Size - Value in PKR



Month Wise - Category Market Size - Volume in tons

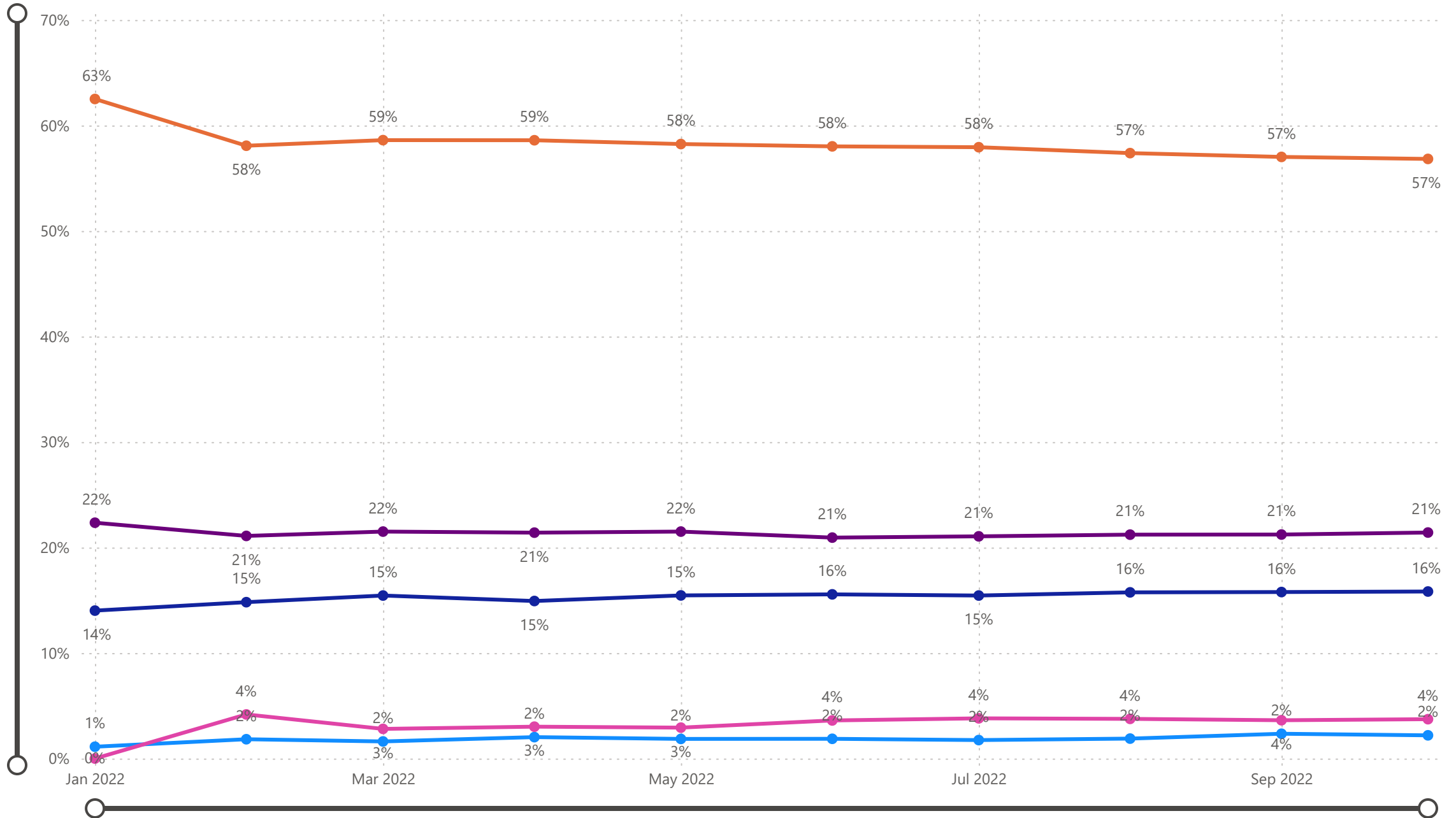


Month Wise - Category Market Size by Channel - Volume shares



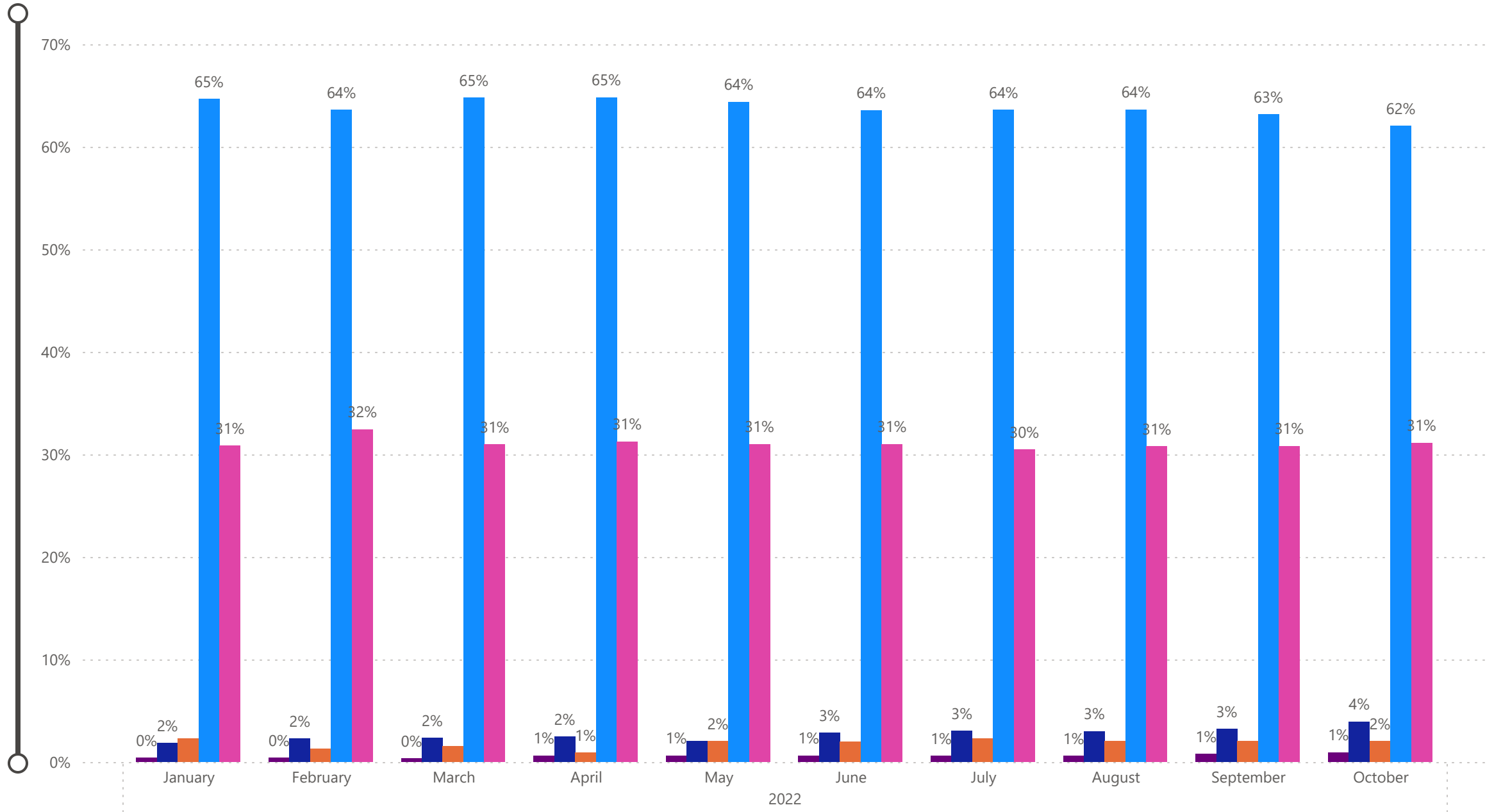
Month Wise - Category Market Size by Channel - Value Shares

● BAKERY ● CC ● GS ● KS ● LMT

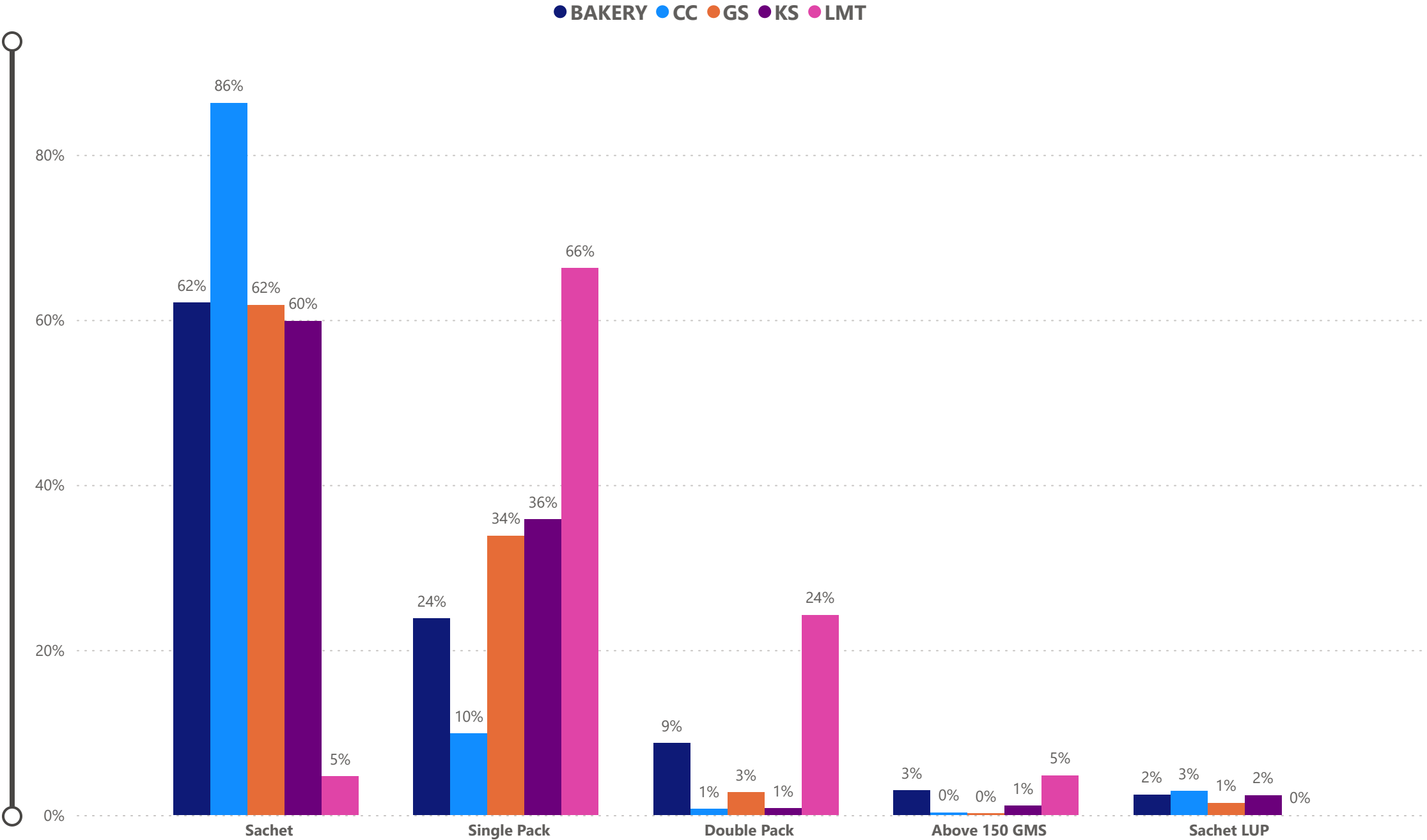


Month Wise - Category Market Size by Pack Size

● Above 150 GMS ● Double Pack ● Sachet LUP ● Sachet ● Single Pack



Category Market Size by Pack Type by Channel



Month Wise - Category Market Size by Variant

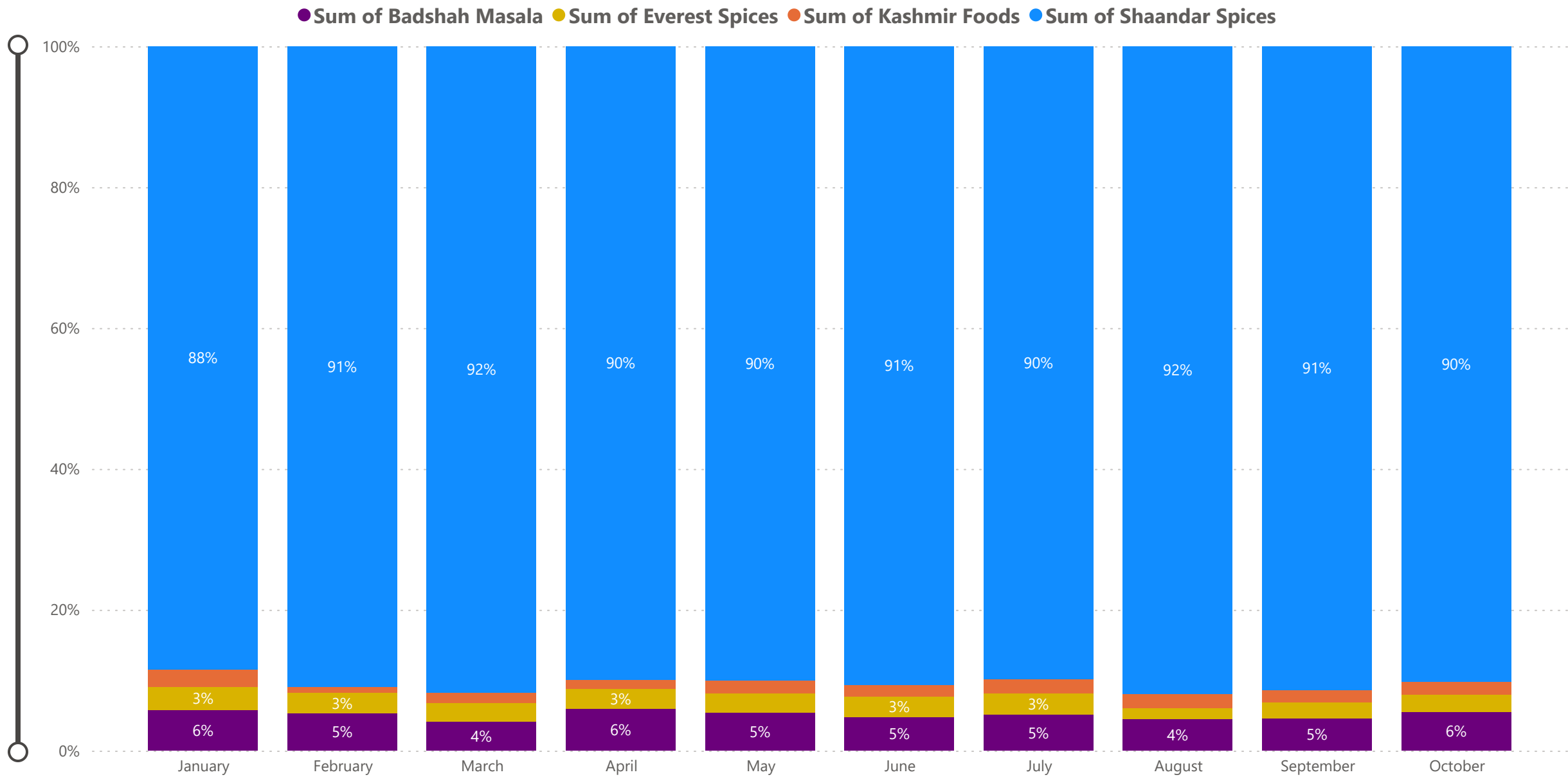
Year	Month	Sum of Tikka Seekh Kabab Masala	Sum of Qorma Masala	Sum of Shami Kabab Masala	Sum of Qeema Masala	Sum of Pilao Biryani Masala	Sum of Chicken Tandoori Masala	Sum of Mutton Biryani Masala
2022	January	1.53%	11.83%	4.06%	2.70%	0.00%	2.56%	0.00%
2022	February	1.57%	10.62%	4.03%	2.86%	5.74%	2.74%	0.00%
2022	April	4.52%	10.84%	3.78%	2.77%	5.56%	2.43%	0.00%
2022	May	4.46%	10.82%	3.72%	2.73%	5.50%	2.43%	0.00%
2022	June	4.45%	10.77%	3.70%	2.71%	5.47%	2.45%	0.00%
2022	July	4.39%	10.73%	3.69%	2.87%	5.45%	2.42%	0.00%
2022	August	4.47%	10.48%	3.79%	2.82%	5.59%	2.50%	0.00%
2022	September	4.43%	10.56%	3.74%	2.81%	5.56%	2.49%	0.00%
2022	March	4.57%	10.64%	3.80%	2.78%	5.62%	2.40%	0.00%
2022	October	4.40%	10.33%	3.65%	2.80%	5.34%	2.56%	0.00%



Top 20 SKUs - Category Level

Variant	PackType	Sum of Sales Volume TON ▼
Bombay Biryani	Sachet	7%
Qorma Masala	Sachet	7%
Karahi Gosht Masala	Sachet	6%
Achar Gosht	Sachet	6%
Nihari Masala	Sachet	4%
Fish Fry Masala	Sachet	4%
Pilao Biryani Masala	Sachet	4%
Qorma Masala	Single Pack	4%
Chicken / Mutton Masala	Sachet	3%
Paya Masala	Sachet	3%
Bombay Biryani	Single Pack	3%
Shami Kabab Masala	Sachet	3%
Chicken Tikka	Sachet	3%
Karahi Gosht Masala	Single Pack	3%
Tikka Seekh Kabab Masala	Sachet	2%
Achar Gosht	Single Pack	2%
Nihari Masala	Single Pack	2%
Qeema Masala	Sachet	2%
Chicken Tikka	Single Pack	2%
Chicken Tandoori Masala	Sachet	2%

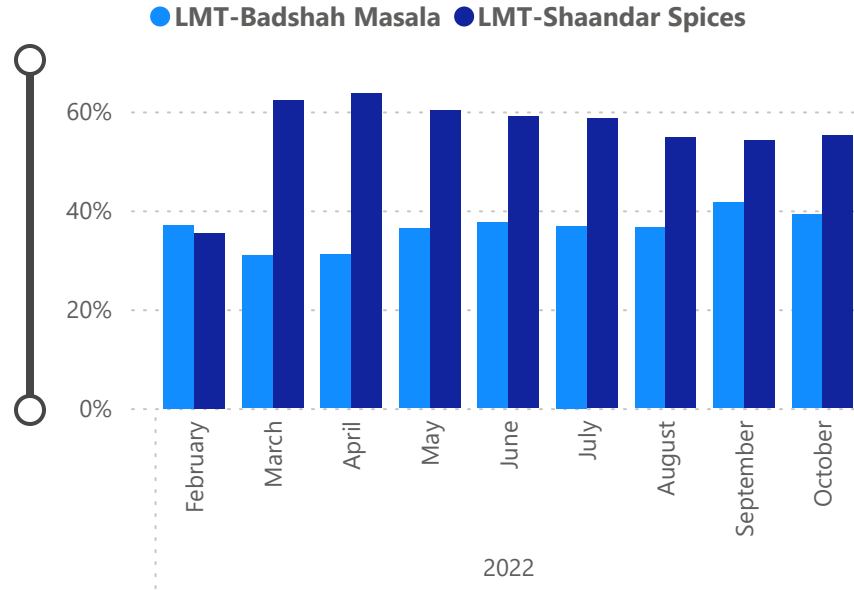
Month Wise - Brands Market Size



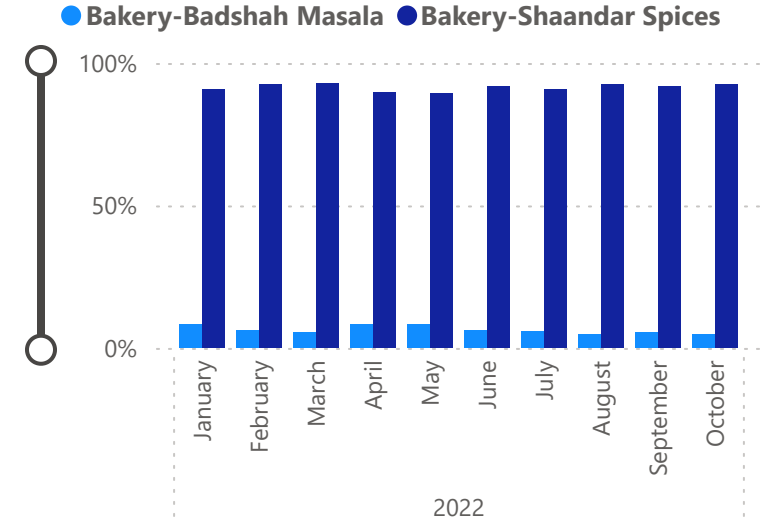
Month

All

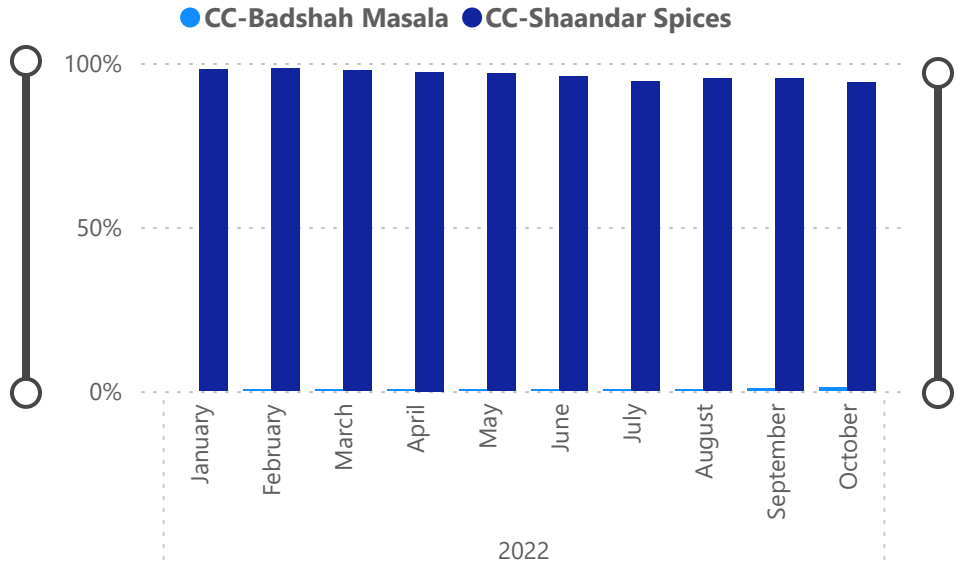
Comparison by Month by Channel - LMT



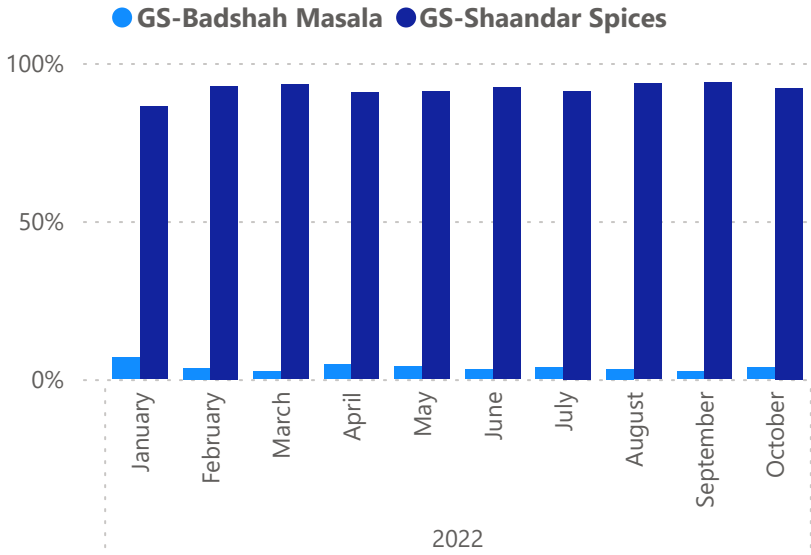
Comparison by Month by Channel - Bakery



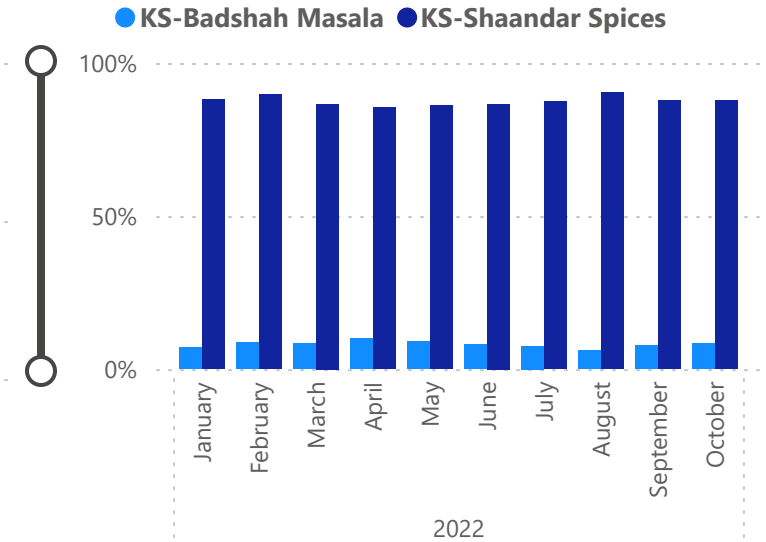
Comparison by Month by Channel - CC



Comparison by Month by Channel - GS



Comparison by Month by Channel - KS



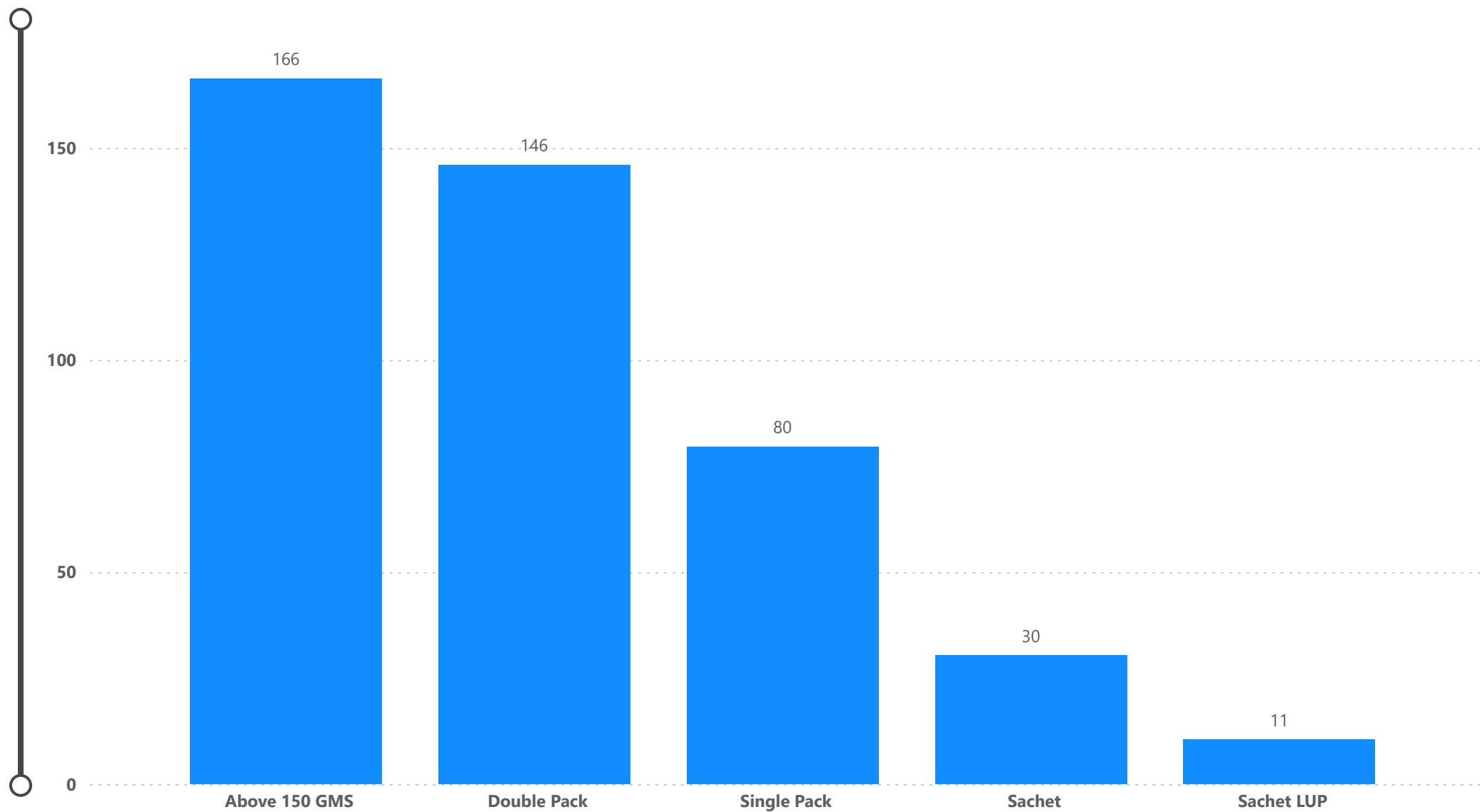
Top 20 SKUs - For Top Brand

Variant	PackType	Sum of Sales Volume TON ▲
Chicken Tikka	Single Pack	2%
Chicken Tandoori Masala	Sachet	2%
Nihari Masala	Single Pack	2%
Qeema Masala	Sachet	2%
Achar Gosht	Single Pack	2%
Tikka Seekh Kabab Masala	Sachet	3%
Karahi Gosht Masala	Single Pack	3%
Chicken Tikka	Sachet	3%
Chicken / Mutton Masala	Sachet	3%
Bombay Biryani	Single Pack	3%
Qorma Masala	Single Pack	3%
Shami Kabab Masala	Sachet	3%
Paya Masala	Sachet	4%
Fish Fry Masala	Sachet	4%
Pilao Biryani Masala	Sachet	4%
Nihari Masala	Sachet	5%
Achar Gosht	Sachet	6%
Karahi Gosht Masala	Sachet	6%
Qorma Masala	Sachet	7%
Bombay Biryani	Sachet	7%

Top 20 SKUs - For Second Brand

Variant	PackType	Sum of Sales Volume TON
Karahi Gosht Masala	Sachet	11%
Bombay Biryani	Sachet	10%
Qorma Masala	Single Pack	8%
Qorma Masala	Sachet	8%
Achar Gosht	Sachet	6%
Biryani Masala	Sachet	5%
Bombay Biryani	Single Pack	4%
Chicken Tikka	Double Pack	3%
Nihari Masala	Sachet	3%
Chicken / Mutton Masala	Sachet	3%
Achar Gosht	Single Pack	3%
Haleem Mix	Above 150 GMS	3%
Chicken / Mutton Masala	Double Pack	2%
Sabzi Masala	Sachet	2%
Chicken / Mutton Masala	Single Pack	2%
Karahi Gosht Masala	Single Pack	2%
Nihari Masala	Single Pack	2%
Seekh Kabab Masala	Single Pack	2%
Fish Fry Masala	Sachet	1%
Tikka Boti Masala	Single Pack	1%

Weighted Average Price by Pack Size



Numeric Distribution by Brand by Channel

● BAKERY ● CC ● GS ● KS

