

English Biscuit Manufacturers (Pvt.) Ltd. (EBM) - Company Overview

English Biscuit Manufacturers (Pvt.) Ltd., commonly known as EBM, is Pakistan's leading manufacturer of biscuits and other baked snacks. Established in 1965, EBM has been a household name in Pakistan through its flagship brand Peek Freans. The company operates with a vision of providing high-quality and nutritious products while maintaining global standards in manufacturing and corporate ethics.

Basic Information

- Full Name: English Biscuit Manufacturers (Private) Limited
- Founded: 1965
- Founder: Khawar Masood Butt
- Current CEO: Dr. Zeelaf Munir
- Head Office: Korangi Industrial Area, Karachi, Pakistan
- Website: www.ebm.com.pk

Key Brands and Products

EBM offers a wide range of products under the Peek Freans brand. Some of its most popular products include:

- Sooper (Butter Egg Cookies)
- Gluco (Glucose biscuits)
- Rio (Cream-filled biscuits)
- Peanut Pik
- Click
- Chocolicious
- Party
- Cake Up

These products cater to a wide range of consumer tastes and age groups.

Operations and Manufacturing Facilities

EBM operates state-of-the-art manufacturing facilities primarily based in Karachi. The company uses advanced automation technology and adheres to strict quality and hygiene standards. EBM's plants are certified with ISO standards for food safety and quality management.

Distribution Network

EBM has an extensive distribution network across Pakistan, including:

- Over 600 distributors
- More than 100,000 retail outlets
- Export operations in the Middle East, North America, Europe, and Africa

Human Resources and Work Culture

EBM is known for fostering a positive and inclusive work environment. The company emphasizes:

- Employee development and training programs
- Graduate trainee and internship programs
- Diversity and inclusion, especially female empowerment
- Competitive salaries and benefits

Sustainability and CSR Activities

EBM is committed to corporate social responsibility and sustainability. Its initiatives include:

- Solar energy use in manufacturing plants
- Environmentally friendly packaging
- Educational support programs
- Community health and nutrition awareness campaigns

Recent Developments and Innovations

EBM continues to lead innovation in the food industry of Pakistan. Some of its recent developments include:

- Adoption of digital and AI-based quality assurance tools
- Introduction of new baked snack categories
- Strategic marketing and social media presence
- Global expansion strategies to cater to overseas markets

Branch Offices and Regional Presence

While EBM's main manufacturing facility and head office are in Karachi, the company maintains regional sales and distribution offices across Pakistan, including:

- Lahore
- Islamabad
- Faisalabad
- Multan
- Peshawar

These branches manage sales, distribution, and marketing operations in their respective regions.

Conclusion

EBM stands as a beacon of excellence in Pakistan's FMCG sector, combining quality, innovation, and a commitment to social responsibility. With decades of experience and a strong product portfolio, EBM continues to grow locally and globally.