

## DIGITAL WORLD PAKISTAN (PVT) LIMITED

### Analyst:

Javeria Khalid  
(javeria.khalid@vis.com.pk)

### RATING DETAILS

RATINGS CATEGORY	Latest Rating		Previous Rating	
	Long-term	Short-term	Long-term	Short-term
ENTITY	A	A2	A-	A2
RATING OUTLOOK/ WATCH	Stable		Stable	
RATING ACTION	Upgrade		Reaffirmed	
RATING DATE	June 24, 2026		July 18, 2025	

### Shareholding (5% or More)

Muhammad Farooq Naseem - 55%

Roohi Farooq Naseem - 29%

### Other Information

Incorporated in 2000

Private Limited Company

Chief Executive: Mr. Muhmmad Farooq Naseem

External Auditor: Parker Russell A.J.S. Chartered Accountants

### Applicable Rating Methodology

VIS Entity Rating Criteria Methodology - Corporates Ratings

<https://docs.vis.com.pk/docs/CorporateMethodology.pdf>

### Rating Scale

<https://docs.vis.com.pk/docs/VISRatingScales.pdf>

### Rating Rationale

The rating upgrade reflects the Company's strengthened financial profile, supported by the established market presence of its brands across key segments of the household appliance market. Revenues and profitability have demonstrated a consistent upward trajectory underpinned by expanding sales volumes, improved market penetration and operational efficiencies. The financial risk profile remains satisfactory characterized by manageable capitalization levels, adequate liquidity and comfortable debt coverage indicators, while liquidity and coverage metrics are considered adequate.

The assigned ratings continue to incorporate the medium to high business risk profile of the household appliances sector, which remains exposed to economic cyclicality, seasonal demand patterns, and exposure to exchange rate fluctuations. Demand fundamentals, however, are supported by favorable long-term trends, including urbanization, population growth and rising household formation.

Going forward, the successful operationalization of the newly established subsidiary coupled with the Company's ability to maintain a prudent capitalization profile, sustained profitability and adequate liquidity will remain important rating considerations.

## Company Profile

Digital World Pakistan (Pvt) Limited ('DWPL' or 'the Company') was incorporated on April 06, 2000 and is principally engaged in manufacturing and sale of varied interrelated consumer home electronic products, for the brand 'Gree' under a licensing agreement with Chinese principals and DWPL's own brand 'Ecostar'.

The head office of the Company is situated in Gulberg-CV, Lahore while its manufacturing units are at Multan Road, Lahore and Port Qasim, Karachi.

## Management and Governance

The Company is led by Mr. Muhammad Farooq Naseem, Chief Executive Officer and Founder/Chairman of DWP Group. He holds a Bachelor's degree in Mechanical Engineering from the University of Minnesota, USA, and an MBA from the University of Notre Dame, USA. He is also a Certified Public Accountant (CPA) from the American Institute of Certified Public Accountants, California, USA and brings over 30 years of diversified experience across the electronics, information technology, textile, and agro-based industries.

The Board structure reflects a closely held private limited company, comprising four directors and Chairman, all of whom are sponsor family members.

The Company's financial statements were audited by Parker Russell A.J.S. Chartered Accountants, who are placed in Category B of the State Bank of Pakistan's approved auditors list. The auditor has issued an unqualified opinion on FY25 accounts.

## Business Risk

### INDUSTRY UPDATE

VIS categorizes the household appliances industry's business risk profile as medium to high, reflecting its exposure to demand cyclicality, exchange rate volatility, and reliance on imported components with limited localization. The sector remains sensitive to fluctuations in consumer purchasing power, financing availability, and changes in import and energy-related policies. During FY25 and FY26, Pakistan's household appliances market, a sub-segment of the LSM sector witnessed a strong recovery. Despite a marginal contraction in overall LSM during FY25, the electrical equipment segment recorded robust growth, supported by easing import restrictions, improving consumer purchasing power, and lower interest rates that revived consumer financing. The air conditioner segment remained a key growth driver, with annual industry sales estimated at approximately 1.0-1.2 million units. Demand has increasingly shifted toward inverter and T3 models, driven by recurring heatwaves, rising temperatures, and elevated electricity tariffs, which have strengthened consumer preference for energy-efficient cooling solutions. The competitive landscape remains fragmented, with the market led by established international brands such as Haier, Gree (through its partnership with DWP Group), Samsung, and Dawlance, alongside domestic manufacturers including PEL and Orient Electronics. Competition is primarily driven by product innovation, energy efficiency, distribution reach, after-sales service quality, and pricing strategies. While improving demand dynamics support industry growth, profitability remains vulnerable to exchange rate fluctuations and imported input costs.

### Operational Performance

FY25 saw improved capacity utilization, supported by stronger demand and easing import restrictions, with momentum continuing into the ongoing year. The Company further strengthened its manufacturing footprint through the commissioning of a new Karachi facility in December 2025, adding 150,000 air conditioner units and increasing total annual capacity to 700,000 units. Meanwhile, the refrigerator segment, which remained non-operational during the previous year due to limited credit availability, resumed operations in March 2026.

### DWP Fortech Enterprise (Pvt) Limited

The Company is in the process of establishing a wholly owned subsidiary, DWP Fortech Enterprise (Pvt) Limited ("DWPF" or "the Subsidiary"). Accordingly, certain operations and assets are planned to be transferred to the Subsidiary over next two years.

As of 9MFY26, equity of PKR 275mn has been injected into DWPF, with total equity funding projected at PKR 4.5bn by FY28. In addition, PKR 5.0bn of debt is expected to be mobilized in FY27 to finance the total capex requirement of PKR 9.5bn. The Subsidiary is expected to commence operations by December 2026. Post-commissioning of DWP Fortech, Company's cumulative annual production capacity is expected to increase to 1.9mn units (FY26: 1.5mn units) with no further expansion anticipated.

## PROFITABILITY

During 9MFY26, the Company reported a topline of PKR 28.5bn, reflecting a strong 41% YoY growth compared to SPLY. However, sales remained below projections, primarily due to delayed onset of the summer season, which shifted demand into subsequent months. Total unit sales during the period stood at 291,335 units against the projected 346,000 units. However, sales momentum picked up in April as the delayed demand began to materialize, resulting in sale of 82,000 units and revenue of PKR 9.1 billion during the month alone.

Gross margin remained healthy at 21.6% (9MFY25: 20.4%; FY25: 21.3%), supported by higher margin AC sales. Consequently, operating margin remained steady at 8.9% (9MFY25: 8.1%).

However, finance costs increased significantly primarily due to elevated short-term borrowings utilized to support working capital requirements amid higher production volumes and seasonal inventory build-up during peak production period (November–January) preceding the sales season (April–July). Moreover, a higher effective tax rate during the period further constrained profitability, resulting in a net margin of 3.1% (9MFY25: 6.7%; FY25: 6.5%).

## Financial Risk

### CAPITAL STRUCTURE

The leverage profile remains manageable, with gearing and leverage increasing to 1.20x and 2.87x, respectively, as of end-9MFY26 (FY25: 0.69x and 2.69x). The increase in debt is primarily attributable to seasonal working capital requirements, particularly higher inventory holdings, rather than structural debt expansion. Management expects inventory levels and working capital utilization to normalize by year-end, supporting an improvement in leverage metrics. Over the medium term, however, the Company's planned capacity enhancement and operational restructuring initiatives are expected to be partially debt-funded, resulting in a moderate increase in gearing and leverage levels. Nonetheless, the overall capital structure is expected to remain within manageable levels, supported by anticipated growth in earnings and cash flow generation

### DEBT COVERAGE & LIQUIDITY

The Company's liquidity profile remains adequate, underpinned by a current ratio of 1.1x and a historically negative cash conversion cycle. During 9MFY26, the cash conversion cycle extended to 118 days, primarily due to seasonal inventory accumulation, resulting in higher working capital borrowings. Management expects inventory levels and working capital utilization to normalize by year-end, supporting a recovery in cash flows, coverage indicators, and liquidity metrics. Nevertheless, liquidity remained supported by strong short-term debt coverage of 2.8x, while debt servicing capacity remained adequate, as reflected by a DSCR of 1.19x.

REGULATORY DISCLOSURES						Appendix II
Name of Rated Entity	Digital World Pakistan (Pvt) Limited					
Sector	Consumer Appliances					
Type of Relationship	Solicited					
Purpose of Rating	Entity Ratings					
Rating History	Rating Date	Medium to Long Term	Short Term	Outlook / Rating Watch	Rating Action	
	<b>RATING TYPE: ENTITY</b>					
	24-June-26	A	A2	Stable	Upgrade	
	18-July-25	A-	A2	Stable	Reaffirmed	
	07-June-24	A-	A2	Stable	Maintained	
	18-Aug-23	A-	A2	Negative	Maintained	
	19-July-22	A-	A2	Stable	Reaffirmed	
	30-June-21	A-	A2	Stable	Upgrade	
	13-July-20	BBB+	A2	Stable	Downgrade	
28-Feb-19	A-	A2	Stable	Initial		
Statement by the Rating Team	VIS, the analysts involved in the rating process and members of its rating committee do not have any conflict of interest relating to the credit rating(s) mentioned herein. This rating is an opinion on credit quality only and is not a recommendation to buy or sell any securities.					
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Due Diligence Meetings Conducted	S.No.	Name	Designation	Date		
	1.	Taha Muhammad Naseem	Managing Director			
	2.	Hamid Mahmood	CFO			
	3.	Liaqat Ali	GM Banking & Finance		25-May-2026	
	4.	Umer Junaid	Financial Controller			
	5.	Shakeeb Shahzad	Manager Banking			