

DIGITAL WORLD PAKISTAN (PVT) LIMITED

Analyst:

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RATING DETAILS

RATINGS CATEGORY	Sukuk Rating	Preliminary Sukuk Rating
INSTRUMENTS (STS-2)	A1	A1 (plim)
RATING ACTION	Final	Preliminary
RATING DATE	February 02, 2026	December 16, 2025

Shareholding (5% or More)

Mr. Muhammad Farooq Naseem – 46%

Mrs. Roohi Farooq Naseem – 28%

Mr. Aftab F. Tapal – 6%

Other Information

Incorporated in 2000

Private Limited Company

Chief Executive: Mr. Muhammad 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>

Instrument Rating

<https://docs.vis.com.pk/Methodologies-2025/IRM-Apr-25.pdf>

Rating Scale

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

Rating Rationale

The assigned rating reflects the Company's established market position, strong brand equity, conservative gearing, and the seasonal alignment of projected cash flows with Sukuk maturities. Additional comfort is derived from the availability of working capital lines, the buildup of a Finance Payment Account (FPA). Moreover, the Company has demonstrated resilience during import restrictions, ensures prudent working capital management, and stable relationships with the banking sector, which collectively underpin its strong capacity to meet short-term obligations in a timely manner.

Company Profile

Digital World Pakistan (Pvt) Limited ('DWPL' or 'the Company') was incorporated on April 06, 2000, in Pakistan. The principal activity of the Company is 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 at 5 Zafar Ali Road, Gulberg-V, Lahore, Pakistan. Manufacturing facility is located at 35-KM Multan Road, Lahore & 60 KM Off Main Multan Road Tehsil Pattoki, District Kasur.

Merger with Related Party

During FY25, DWP Engineering Industries (Pvt) Ltd, a related party of the Company by common directorship, has merged with and into DWPL. The merger took effect with a swap ratio of 1:6 i.e., one share against six of DWP Engineering Industries Ltd. Resultantly, the refrigerator segment has been integrated into DWPL's operations.

Management and Governance

CHAIRMAN/CEO PROFILE

Mr. Muhammad Farooq Naseem is the founder of DWPL. He serves the Company as Chairman of the Board and Chief Executive Officer. Mr. Farooq has over 25 years of experience in Electronics, Information Technology, Textile and Agro industries. He is responsible for overall executive functions of the company including imports, finance, banking and supervision of all General Managers.

Sukuk Details

The Company has raised financing through a sukuk program of PKR 3 Bn entailing two, unsecured, privately placed, short term sukuk issues of PKR 1.5 Bn each, to finance its working capital. The first Sukuk (STS-1) was executed on 24-December 2025 and the subsequent (STS-2) on 12-January 2026, to fund company's peak production cycle. The Sukuks have a tenor of six months from issue date, with repayments scheduled in June and July, aligning with DWPL's peak sales season.

The applicable profit rate is the Base rate (three-month KIBOR) plus 1.25% per annum. Profit will be paid quarterly in arrears, while principal amount will be repaid in a single bullet payment at maturity.

- a) Credit enhancement is supported by availability of funded lines backed by Company's undertaking and establishment of Finance Payment Account ("FPA") to be fully funded 5 working days prior to maturity date.

Business Risk

INDUSTRY UPDATE

VIS categorizes the household appliances industry's business risk profile as medium to high, characterized by exposure to cyclical and exchange rate fluctuations as assembler's dependent on imported parts with limited localization.

Household appliance market is a sub-segment of 'Electrical Equipment' group within the Large-Scale Manufacturing (LSM) sector, with ~2% weightage in QIM index of LSM. As it is a 'brand' driven market, marketing, post sales service strategies and prices play a key role in attracting market shares and can vary for different players among different product segments. Moreover, strong brand dominance and significant capital needs create barriers to entry in the market.

Demand stems from both original and replacement markets, closely tied to per capita income, urbanization, technological advancements, and seasonality. Refrigerators lead in volume and value share, followed by air conditioners, TVs, washing machines, and deep freezers.

While the sector continued to face significant headwinds during FY24, amidst high manufacturing costs, electricity price hikes, and weak consumer demand, the gradual easing of import restrictions and an improving macroeconomic environment have supported a steady recovery in FY25.

Operational Performance

Utilization levels improved notably during FY25, supported by stronger demand and ease in import restrictions, enabling Company to secure sufficient raw material. The air conditioner segment remains Company's primary revenue contributor. Meanwhile, capacity utilization in the refrigerator segment remained subdued during the year, as available credit was strategically allocated toward higher-margin air conditioners.

During the ongoing fiscal years, the Company has further expanded its manufacturing footprint with the commissioning of a new production facility in Karachi, which became operational in December 2025 and has increased air conditioner manufacturing capacity by 150,000 units.

PROFITABILITY

The Company reported strong YoY topline growth with sales doubling to PKR 45.3 Bn (FY24: PKR 22.5 Bn) driven by ease in import restrictions and improvement in macroeconomic conditions, supporting overall demand.

During FY25, air conditioners remained the dominant revenue driver, contributing 84% to sales, while refrigerators and other appliances are expected to support incremental growth from FY26 onward. With the relaxation of import restrictions and improved access to local financing, sales are projected to grow by 72% YoY in FY26 to PKR 78.4 Bn, driven by both Gree and Ecstar units.

Gross margin during FY25, improved to 21.3% (FY24: 20.6%) driven by higher contribution of AC sales. Consequently, operating margins remained strong while net margin strengthened to 6.5% (FY24: 4.0%) supported by deferred tax benefits. Projected profit margins are expected to remain broadly stable.

Financial Risk

CAPITAL STRUCTURE

The Company's capitalization remains manageable, with gearing at 0.69x and leverage at 2.69x as of end-FY25 (FY24: 0.35x and 3.23x). The uptick in gearing primarily reflects higher utilization of short-term borrowings to support expanded production, along with the consolidation impact of the DWP Engineering Industries merger, which added PKR 1.06bn in long-term debt. Looking ahead, gearing is projected to remain broadly stable around 0.80x following the issuance of PKR 3bn short-term Sukuks, supported by continued equity accretion on the back of stronger sales and earnings momentum.

DEBT COVERAGE & LIQUIDITY

The Company's liquidity profile remains adequate, underpinned by a current ratio of 1.1x in FY25 and a manageable cash conversion cycle. Coverage of short-term debt is comfortable at 2.9x, and DSCR is projected to further strengthen to 4.0x by FY26 (FY25: 3.5x), supported by robust operating cash flows and improving financial flexibility. The availability of banking lines provides sufficient funding headroom, while projected cash inflows are well-aligned with Sukuk maturities, ensuring timely debt-servicing capacity.

REGULATORY DISCLOSURES

Appendix II

Name of Rated Entity	Digital World Pakistan (Pvt) Limited				
Sector	Consumer Appliances				
Type of Relationship	Solicited				
Purpose of Rating	Instrument Ratings				
Rating History	Rating Date	Medium to Long Term	Short Term	Outlook / Rating Watch	Rating Action
	RATING TYPE: SHORT-TERM SUKUK 2				
	02-Feb-26		A1		Final
	16-Dec-25		A1 (plim)		Preliminary
	RATING TYPE: ENTITY				
	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
Instrument Structure	Instrument Name:		Details		
	Nature of Instrument		STS-1		
	Tenure of Instrument		6 months		
	Size of the Issue		PKR 1.5 billion		
	Principle Redemption Schedule		Bullet		
	Interest Redemption Schedule		Quarterly		
	Issue Date		12-January 2026		
	Grace Period		N/A		
	Redemption Date		12-July 2026		
	Credit Enhancement		1. The Company has provided an undertaking to ensure that sufficient cushion would be available in the Company’s funded finance facilities at the time of Principal Redemption in case of any shortfall in the Company’s own cashflows; 2. Company to either: a) Establish and fund a Finance Payment Account (“FPA”) at least 5 working days prior to the Principal Redemption Date; or b) Furnish a letter from its banks confirming that sufficient cushion is available in its funded finance facilities for drawing down by the Company to repay the Sukuk on the Principal Redemption date.		
	Profit Rate		Base Rate (3M KIBOR) + 1.25%		
	Name of Trustee		Pak Brunei Investment Company		
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.				
Probability of Default	VIS’ ratings opinions express ordinal ranking of risk, from strongest to weakest, within a universe of credit risk. Ratings are not intended as guarantees of credit quality or as exact measures of the probability that a particular issuer or particular debt issue will default.				
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obtained from the use of such information. For conducting this assignment, analyst did not deem necessary to contact external auditors or creditors given the unqualified nature of audited accounts and diversified creditor profile. Copyright 2026 VIS Credit Rating Company Limited. All rights reserved. Contents may be used by news media with credit to VIS.

Due Diligence Meetings Conducted	S.No.	Name	Designation	Date
	1.	Mr. Hamid Mahmood	CFO	21-Oct-25
	2.	Mr. Liaquat Ali	GM Finance & Company Secretary	
	3.	Mr. Shakeeb Shahzad	Manager Banking	