



Mediniche Pakistan's Leading
Contact Lens and Aftercare Products Distributor

CHAIRMAN'S MESSAGE

As a Group, our driving goal is to grow, succeed and become a leader in business that we engage in, whilst adhering to our values of integrity, respect and commitment to excellence.

We bring our traditional family values of fairness, honesty and trust to bear on modern and innovative ways of working and developing our business and associated relationships. Pakistan is currently progressing in every field, and we feel obligated to play our part in the field of healthcare. We have grown to become one of the largest Contact Lens and after-care products distribution company in the country through sound financial management, a talented human resource pool, and the ability to create and avail business opportunities that fit our values. Sauflon Pharmaceuticals - our main brand - offers one of the best contact lenses and aftercare products in the world.

We will continue to build partnerships with our customers, through knowledge, ingenuity and commitment of our people as well as through the products and services we offer. We have always adopted the best management practices and acquired/used latest technologies to improve our business efficiencies and achieve economies of scale. Our goal is not just to build a great enterprise for our stakeholders but also to enrich and give back to the communities in which we operate. We ensure that as our businesses grow, the communities around us get the right opportunities to develop as well.

As a successful entrepreneur and good corporate citizen, we continue to play our role in the economic development of Pakistan. We care for the environment, communities and business associates.

Nadeem I. Khokhar



BACKGROUND/HISTORY

Mediniche was initially formed as the eye division of Nimrall Group – a leading pharmaceutical company which manufactures variety of medicines including cephalosporin and different types including capsules, syrups and injectables; and is the sole distributor of many multinational companies like Antec International (a Dupont company, UK) and Bioniche Switzerland in Pakistan. Due to huge demand for eye-care, this part became a separate entity and began working independently under the name of Mediniche International. Formed in 1999, Mediniche dealt with local eye-care products before getting the rights from Sauflon Pharmaceuticals to distribute their products in 2003, and since then has made its primary purpose to distribute Sauflon products. Our good marketing strategy forced major competitors to close their contact lens division in Pakistan.

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WHAT ARE WE DOING

Mediniche International has been dealing in Pharmaceutical & Ophthalmic products since 1999 and is committed to introduce world's best vision products in Pakistan. Since our inception, we have strived to increase awareness of the importance of vision and vision care and to provide the world's most exceptional vision correction options. The company Mediniche deals in is Sauflon Pharmaceuticals Ltd. UK. Mediniche International, on its formation, was the only company which had a country wide distribution network. Sauflon Pharmaceuticals offers one of the best contact lenses and aftercare products in the world and has a 50 % share in European market. Our customers are doctors, clinics, pharmacies and opticians all over the country. Mediniche International employs more than 30 people across the country and appoints distributors in all major cities including Lahore, Peshawar, Gujranwala, Gujrat, Hyderabad and Multan. Mediniche has its two major offices in Rawalpindi/Islamabad and Karachi.



PROMOTIONAL ACTIVITIES

We at Mediniche hold several promotional activities throughout the year. Each year we have our annual cricket series where employees and customers both partake in sports activities where winners are awarded prizes. We also hold eye-camps every year where people are offered free eye-tests and sample Sauflon products and gift vouchers. Most successful was our lucky draw where almost every customer from pharmacies and clinics participated and plenty won countless prizes including motor-bikes, and a trip to UK where the winner was able to visit the Sauflon Pharmaceuticals.



GOAL

“ As the sole agent of the world's best contact lenses and after care products, Mediniche is committed to provide quality services which meet the customer needs. ”



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