

ADF

COMPANY PROFILE

2024-25

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www.adf-pakistan.com

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NTN E459225

INDUS EAGLE PVT LTD

ABOUT US **04**

Company inception, its brief history, vision of management, CEO message and company policy is provided with elucidated context so that the reader can understand the direction ADF is following to achieve its goals.

EXECUTIVE SUMMARY **06**

In this section the objectives of company and financial health, its progress and forecasting are provided translated into financial context.

PORTFOLIO **07**

A detailed and major past projects executed are displayed with proud including the customer identity, the project value and pictorial glimpse so that reader can imagine how the project would be executed.

ADF EXPERIENCE **19**

In this section ADF / Owner's personal experience and grooming to run company is been portrayed. This section was added in 2024 Ver. amid the queries asked by customer, the gumption company has to carry out operation.

FIND US **26**

Physical Addresses of ADF/IE LLC/IE Pvt Ltd is provided with details of Online presence on websites (Main ADF Website and Ecommerce Shopify)



CEO MESSAGE

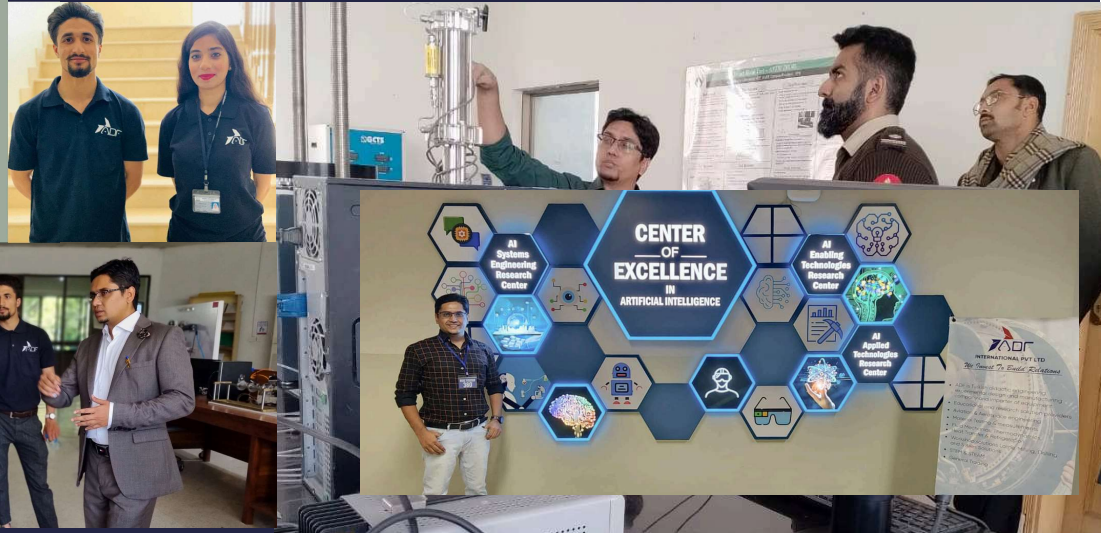
At ADF, we are committed to providing our clients with the highest quality solutions and services that achieve far-reaching results. Our mission is to support academia with responsible solutions and educate "Indus Engineers" train them by providing with advance tools and inculcate soft skills, making them realize the importance of openness, acceptance, ownership, truthfulness and trustworthiness that are "must-haves" to thrive in today's competitive marketplace.

In the company we are flexible on our strategies and subject to modifications and improvisation on the basis of vision driven situational reflexes hence decision making is consensual and centralized. The priority is given to customers satisfaction.

ADF is an innovative and emerging 2020 start-up, committed to providing the best solutions in Academia with responsible solutions for tomorrow. Our goal is simple: support our clients by educating "Indus Engineers"!

"A business needs your openness of mind, positive and futuristic approach, acceptability, honesty and truthfulness. Whenever you find yourself on the side of the majority, it is time to pause and reflect"

Muhammad Meraj Uddin
 CEO / FOUNDER
www.adf-pakistan.com



About Us.

Introduction

ADF International Pvt Ltd is a group of company, parent company titles Indus Eagle LLC-based in Florida, USA. “ADF International” is an agreement made with ADF Didactic in Istanbul, Turkey who are pioneers in Aviation /Aerospace/ Avionics and Engineering lab solutions. Whereas Indus Eagle is based on B2C & C2C style e-commerce platform, ADF running its business with government tendering and direct B2B selling importing educational and research solutions from Turkey and across the globe.

Our Vision

At ADF our focus is on constant development of academia, self-fulfillments with novel, exotic and niche solutions and polishing the existing skills with empowerment of youth with techno-legal processes enforced by government.

Our Mission

Aiding quality education with hands-on experiences, skills development with modernized paraphernalia with safe solution and using contemporary technology for personal enrichment.

Our Core Values

We earn the trust of our customers, employees, partners and stake holders through **Responsibility**, **Transparency**, **Dedication** and **Performance**. We deliver the industry’s most trusted and responsible solutions.

Our customer’s input elucidates to proffer products that best serve the student’s needs. Providing continual technology releases and update, Initiatives with novelty factors render our customer with optimal capital expenditure for asset acquisition.

OUR POLICY

Investing in building relations!

www.adf-pakistan.com

AIMING TO THE FUTURE

Our business doctrine is based on future and technology driven flexible models which can adapt to statuses make most of the business cycle. We significantly value smart work with new widgets and technological apparatuses, making online presence and keep ourselves up to dated.

Responsibility

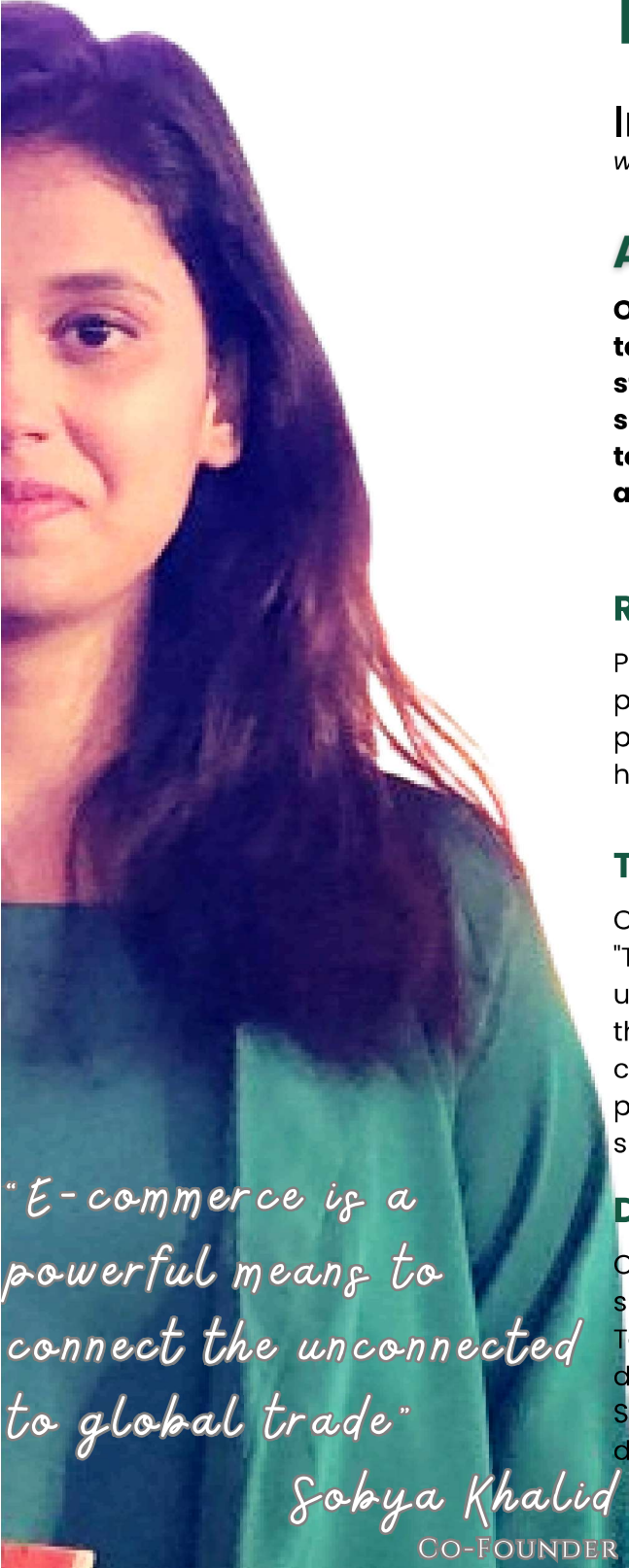
Perceiving educational needs at utmost level by providing the buyer flexibilities in sourcing, competitive prices, on-time deliveries and customized solutions hence we are enriching lives by responsible solutions.

Transparency

One of the pillars our strategy is based is "Transparency" where we openly discuss and understand the exact needs of clients and then provide them with the solution hence reduce the potential complaints, saving time and seamlessly closure of projects. We believe transparency brings utmost support from customers.

Dedication

Our team at ADF are dedicated professionals who share a common goal responsibility and transparency. Talent is nothing without dedication and discipline, and dedication and discipline is a talent in itself. Following SOPs, multiple client visits and aftersales follow-ups is dedication which customer expects.



"E-commerce is a powerful means to connect the unconnected to global trade"

Sobya Khalid
CO-FOUNDER

Executive Summary

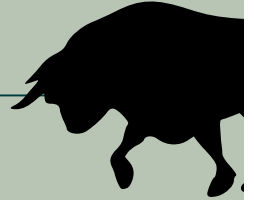


Overview

2023 board meeting concluded with the launch of e-commerce platform, inception of a foreign venture, obtaining ISO 9001-2015E / ISO 45001 / ISO 21001 certification and tendering Punjab / Sindh regions and focusing on generating funds by inventory reduction / emptying stock.

Key Findings and Recommendations

- Identified unt.
- To nullify the stock / inventory.
- Invest on marketing of e-commerce platform



Goals and Objectives



Market Expansion

- Penetrate into Punjab-Sindh provinces to generate 20% of total sales by June 2024.
- Online / E-commerce presence and running in way to generate 20% of total sales by June 2025
- Invest on paid promotions for customer reach by Jun 2025.



Stock Minimization

- High valued stock items should go by June 2025 to generate funds and to overcome trading hurdles/barrier caused by the investment on hold.



Investors Management

- Finding new investors to reduce dependency and able to secure high valued project by strengthening financial statement.

Strategies

KEY AREA	STRATEGY
Market Expansion	Develop targeted marketing campaigns and partnerships to enter new geographical markets in National (Shopify, Daraz, Olx etc) or International Market (Amazon, ebay etc) Facebook/Shopify to improve the traffic on our online platform Indus Eagle
Stock Minimization	Sell by tendering / Direct selling / Online Selling / Paid Promotions / Customer Demo - Personal Meetings/ Unsolicited approach to random customers in market.
Investors Management	Pitching company's capabilities to investment firms and persuade for the project-wise short terms investment plans with reasonable attractive margins to them.

Financial Projections



Investment Requirements

Estimated investment of PKR 10 million over the next one year to fund market expansion and project diversification.



Company Valuation!

capability of future earning!

A gist for securing the investor relations!

True Valuation

A true valuation of company never defined by investment/shares or based on profits or turnover. The evaluation is much more valued than outcomes of such methods. All need is a right way to approach, and shares can be sold at up to 300 times. Valuation is also possible in no profit no sales conditions.

Key metrics

Company valuation is pole apart from the profits/turnover, and ironically none of the methods are perfect in-fact it is a personal approach but still dependent on some key facts including the past business, the current capabilities or potential business forecasting, company's strategy to cope with vicissitudes and full capable to flow with the market dynamics, trustable nexus, up-to-dated approach and people who are willing to adapt the improvised policies.



50M
EBIDTA



375M
Valuation as of 2024-25

Evaluating ADF International Pvt Ltd

ADF as of 2024-25 is a running company with average of 3 years turnover 5M PKR as of available past data. Movable/Immovable assets such as Sales Offices, Dorms and Vehicles and additionally, considering the non-financial factors such as our setup, OEM/Investor relations, Customer Network, Range of Products and Goodwill the evaluation formula will count up to a mouth watering amounts.

Evaluating Indus Eagle LLC/ Pvt Ltd

Indus Eagle LLC is our US Office to make ease of import/export businesses and seamless communication, to overcome the obstacles and provide flexibilities with more options to expand.

Indus Eagle Pvt Ltd is Online presence and expansion of business across the globe with range of products and flexibility to adopt to the contemporary norms. You keep it drop shipping or inventory based its magnetic to fortune.



Flexibility



Online Identity



Versatile

Evaluation criteria

1

For Running Company as in **ADF International Pvt Ltd**

The Company has proven record in the local/international market and experienced qualified staff. The evaluation is strongly based on the company's worthiness of carrying out huge projects with specific terms and conditions.

2

For New Company as in **Indus Eagle Pvt Ltd**

Meta ads has above 1M clicks/views and Shopify got above 50k online sessions.

3

US Presence as in Indus Eagle LLC

Having made AOA, Reseller Certificates, DBA, Virtual Bank Account, EIN (by IRS) and Email subscriptions with Amazon Store.

ADF



Educational and Research Solutions



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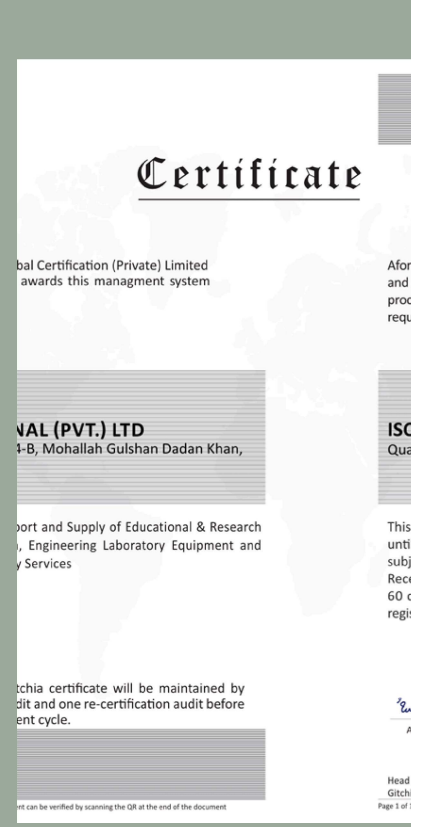
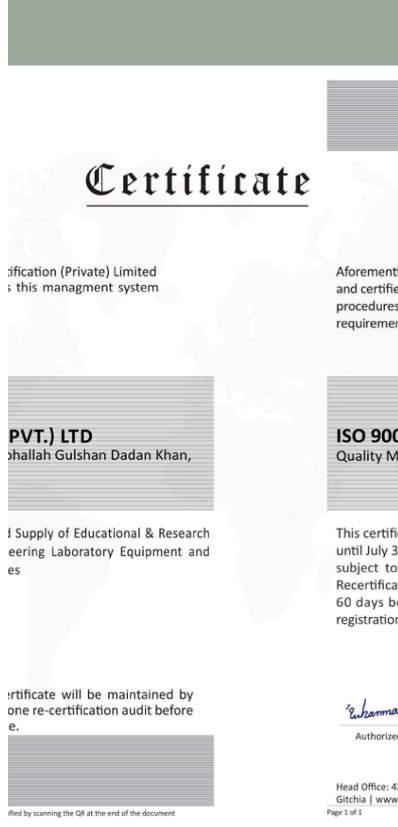


Gate 03, 203B, St1A, F10/3, 4400
Islamabad Capital Territory, Pakistan

ADF

Company's Structure





ISO 9001-2015E CERTIFIED

On 27 July 2024, ADF International Pvt Ltd has successfully qualified the inspection made in a bid to obtain ISO 9001-2015E certificate aligning the internal processes / procedures as per the guidelines issued by the governing body (CB-ISO). ADF staff unflinchingly in action for 18 weeks striving to conform our system as per guidelines in manual provided so that our framework / policies must recognized in national and international markets. We have faced vicissitudes in business for the past couple of years and being aligned with standards indeed a requirement to gain better control & pre-emptive move to avoid any potential

fiasco. Reforms in customer services, Human resources and our documentation were main objectives to be achieved. Understanding the business needs SOPs are formulated in our board meeting 2022-23 to achieve highest quality of services such as installations, commissioning and aftersales of equipment costing fortune. Formats for sales invoice, quotation, proposals and multiple letters are being improvised. A company objective and quality policy are eventually documented to be presented for stakeholders. ADF avow to adapt and implement / enforce the new mechanism into practice.

ADF SECURES ITS PRIDE WINNING INTERNATIONAL TRADE AWARD IN CAIRO EGYPT 2023



On 27 Sept 2023, a 35th business opportunities conference has been organized in Egypt by Rawalpindi Chamber of Commerce and Industry and in parallel an award ceremony has been held to recognize the shining stars who played a crucial role during 2022-23 when the country has been pushed into impasse.

As in the words of Mr. Saqib Rafiq, President RCCI “Excellence is a potential chiseled into a more perfect state through vision, dedication and determination. Our achievements are shaped by the foundations we set.”



RCCI’s journey reflects the passion for recognizing excellence and achievements of diverse spectrum of business.

ADF’s effort to seamlessly delivering the educational research solutions fighting with contemporary odds was worth recognition. Apprehended the country’s need during the regime change inflicted with uncertainties in 2022-23 and austerity measures has been taken resulted a stalemate, where big industries collapsed, ADF unflinchingly serving the academia.



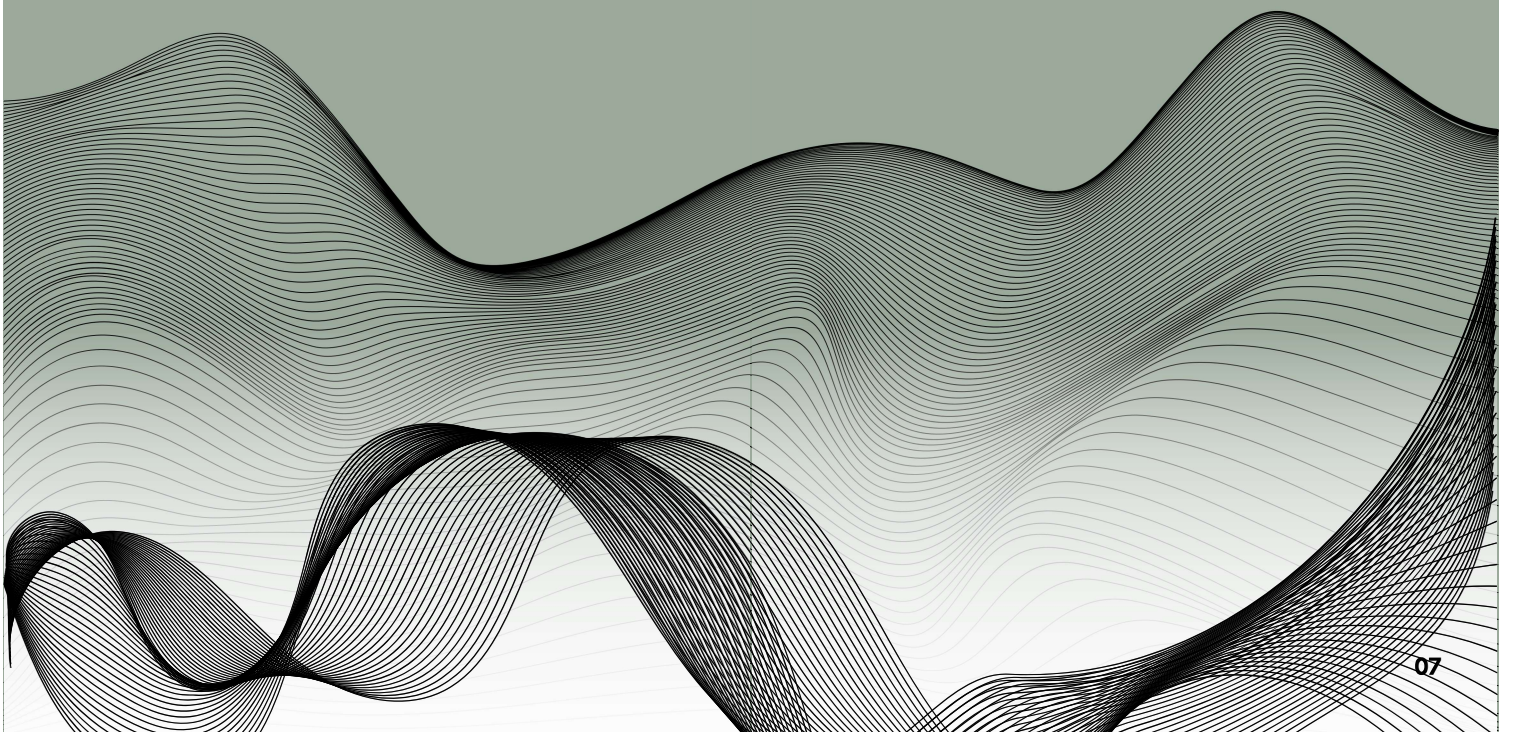
Co-Founder Sobya Addresses to Delegates

Sobya Khalid, Co-Founder of ADF International, addressed the Pakistani and Egyptian delegates and thankful to their magnanimity and hospitality in their land. Also, acknowledged the role Rawalpindi Chamber of Commerce & Industry has been played in order to recognize the company’s effort in fulfilment of country’s educational needs and upgradation of laboratories and vows ADF will consistently be playing its part to complete development of Indus Engineers.

ADF

P O R T F O L I O

PROJECTS 2020-25

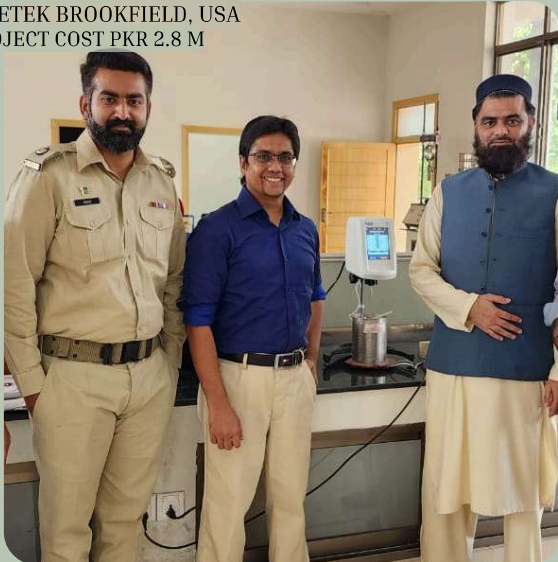


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VISCOMETER
AMETEK BROOKFIELD, USA
PROJECT COST PKR 2.8 M



Military College Of Engineering, Risalpur

DV2TRV- A combo “must have” in transportation labs. Supplied with Gel Timer for Non-Newtonian fluid. RV spindles are also available for other fluids. (May-23)

SERIES PARALLEL PUMP TEST SET

ADF DIDACTIC, TURKEY
PROJECT COST PKR 1.47 M



Nutech University, Islamabad

Our first sale from ADF Didactic, Turkey. A visual and interactive piece of technology, powerful motors for real feel. (May-22)

FIRST ORDER SYSTEM & PID CONTROLLER
CONTROL EASY TECHNOLOGY SDN. BHD., MALAYSIA
PROJECT COST PKR 7.5 M



Bahria University, Islamabad

PID controller comes with 4 modules First Order, PID, Application and ATX Modules. Also, the order contains Wacom Digital tablet and Fingerprint Scanner. (June-23)

PROGRAMMABLE POWER SUPPLY- 800V

IDEALPLUSING INFORMATION TECH CO LTD, CHINA
PROJECT COST PKR 1.66 M



Bahria University, Islamabad

800VDC 5A 4000W DC Power Supply, a unique and one of its kind very reasonable HV solution with provision provided to interface with PC. (Nov-23)



MAJOR PROJECTS



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6 AXES COLLABORATIVE ROBOTS

DOBOT, CHINA
PROJECT COST PKR 9.2 M



NUST EME, Islamabad

A 5 Kg Payload CR5, 1100mm Max reach with 02 more 3Kg 700mm max reach SJ602-A 6 axes smart robotic arm from Robotanno (SHENZHEN) Co Ltd.,China.(Nov 22)

SURFACE ROUGHNESS/ PROFILOMETER

TMTECK INSTRUMENT CO., LTD, CHINA
PROJECT COST PKR 1.75 M



Institute Of Space Technology, Islamabad

Surface Profilometer Model TMR 360 along with 06 various types of investigation probes, calibration blocks and roughness comparator with stand. (May-22)

SAND MIXING MACHINE AND OTHER TOOLS

CHANGGE TONGYA MACHINERY., CO LTD, CHINA
PROJECT COST PKR 1.1 M



Nutech University, Islamabad

A minor modification is made locally in sand mixing machine as it was unable to withstand the tremendous torque of molasses-sand mixture. An Injector Driver Module & some foundry items are supplied. (Feb-23)

AMETEK THERMOSEL CORE DRILL & SLICER/LAB OVEN

AMETEK BROOKFIELD, USA
PROJECT COST PKR 9.35 M



Military College Of Engineering, Risalpur

Order comprises of Thermosel, locally manufactured fluid mechanics items, Magnetic Stirrers, Core drill and slicing machine, lab Oven 600 Deg , Yuken, Japan Servo Valve Actuator & Inverex UPS/Battery with Installation. (April 24)



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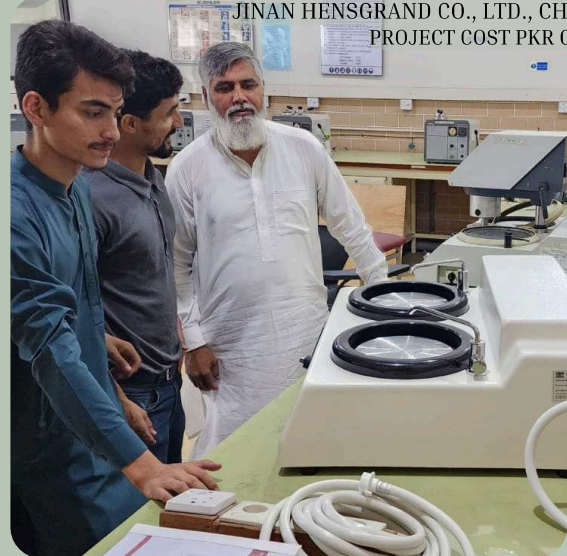
HEXACOPTER DRONE FOR RESEARCH
SHENZHEN FEICHAO TECHNOLOGY CO.,LTD - JMT, CHINA
PROJECT COST PKR 3.89M



Nutech University, Islamabad

Toray carbon fiber 3K woven CFRP plate and 3K carbon fiber hollow tubes of pure carbon fiber, Hobbywing speed controller, RadioLink AT10 Transmitter and A10D Receiver.

GRINDING POLISHING MACHINE
JINAN HENSGRAND CO., LTD., CHINA
PROJECT COST PKR 0.7 M



GIK Institute, Swabi

A project worth mentioning is support provided by Dr. Fahd Nawaz Dean FCME in clearing our high valued stock item, was held for more than a year. (Sept- 23)

MICROSOFT HOLOLENS AND AR/VR GADGETS
MICROSOFT, USA
PROJECT COST PKR 2.87 M



Bahria University, Islamabad

Order Incl. EEG headset Emotiv Epoc 14 Ch , Tobi Eye Tracker Oculus Quest 2, Nikon 7200 Camera, MS Hololens, USB Microscope, INTEL Movidius Neural Compute Stick. (Sept-23)

SCREEN PRINTING MACHINE FOR MINI CIRCUITS
ZHUHAI KAIVO OPTOELECTRONIC TECH CO., LTD, CHINA
PROJECT COST PKR 1.68 M



International Islamic University, Islamabad

Screen Printing for electronic circuitry along with customized screen/ frame and vacuum pump-a complete solution. Next GT-P3-3L ultrasonic Bath from GT Sonic, Hantek DS02C10 100MHz Oscilloscope and 40kHz Probe Sonicator. (Feb-24)

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BENCH DRILL MACHINE

CHESTER MACHINE TOOLS LTD, UK
PROJECT COST PKR 0.4 M



Nutech University, Islamabad

Our very first order from Nutech University for D16 Bench Drill Machine. High quality, easy to use and safety interlocks. (Dec-21)

LEGO MINDSTORMS ROBOT INVERTER 51515

LEGO SYSTEMS, USA
PROJECT COST PKR 1.91 M



Bahria University, Islamabad

51515 comes with the programmable brick, 2 large motors, 1 smaller motor, infrared sensor, color sensor, touch sensor, remote control, 7 wires, and a USB cable. (Dec-21)

400KVA AVR & SPD

YUEQING HEYUAN ELECTRONIC TECHNOLOGY CO., LTD., CHINA
PROJECT COST PKR 4.43 M



Military College Of Engineering, Risalpur

Complete solution including Earthing, Schneider Electric™ SPDs Installation, 70-300mm 5 mtrs x 8 points (40mts) Pakistan Cables (Copper), DBs, 25 RFT Locally made 16 SWG GI Cable tray with Cover 300 X 100mm. (July-Aug 2024)

FIBER LASER WELDING MACHINE

JINAN XINTIAN TECHNOLOGY CO., LTD., CHINA
PROJECT COST PKR 5.72 M



Institute Of Space Technology, Islamabad

2000W Raycus Laser welding machine 300mm x 500mm x 300mm working area with controlling interactive software, 150mm tiltable chuck, LCD touch screen including Water chiller and CCD Camera Installed. (Sept-Oct 2024)

