



50th Anniversary of (AMCL) AlMurtaza Machinery Company Ltd.

Almurtaza Machinery Company (AMCL) marked its 50th Anniversary celebrations by holding an event in Karachi on August 26th, 2019 which was attended by major apparel and textile manufacturers of Pakistan, senior management of principals from across the globe and supply chain partners. Consul Generals and trade representatives from Japan, Italy, Germany, Turkey and Sri Lanka were the guests of honours. The grand event had more than five hundred participants and forty foreign representatives from 18 international companies.

Some of the leading machine manufacturers who graced the occasion were: Mr. Takeshige Hamasoto - Managing Officer Juki Corporation, Mr. Masao Katsura - Vice President Pegasus Sewing Machine Mfg. Co. Ltd, Mr. Hideki Tajima – President Tajima Industries Ltd, Mr. Masanori Fukuhara - Managing Director Fukuhara Industrial & Trading Co. Ltd, Mr. Yoshihide Morimoto - President Morimoto Mfg. Co. Ltd, Mr. Yukio Naomoto - President Naomoto Corporation, Mr. Cason Yu - Director Ngai Shing Development Ltd, Mr. Edoardo Codello – Director Seit



Mr. Asif Ali Rashid.



Mr. Zulfiqar Ali Rashid.



Mr. Aamir Ali Rashid.



Electronica Srl, Mr. Robert Ricketts - Managing Director CTEX UK.

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At the 50th Anniversary event Mr. Zulfiqar Ali Rashid, Director AMCL, recognized team members whose hard work has contributed to AMCL's success. The celebration was concluded by Mr. Aamir Ali Rashid, Director AMCL who thanked guests from all over the world and affirmed AMCL commitment to work with all stakeholders for the future growth of the textile and apparel industry in Pakistan.

AMCL got the exclusive agency of JUKI for Pakistan territory in 1975 and opened up a showroom in Karachi. In 1976, foreign representatives of renowned world brands



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namely: Pegasus, Tajima, Kansai, Naomoto, Organ, Koban, Eastman met with the founders and gave exclusive agency for Pakistan. The success in Karachi led to the opening up of AMCL offices in other key textile cities of Pakistan; Lahore, Faisalabad and Sialkot.

AMCL mission since inception is to introduce the latest and most practical solutions for customer requirements making them the largest supplier of apparel machinery in Pakistan. AMCL has a wide range of product inventory from machinery to spare parts and reliable after sales service make them a trusted partner.

Capacity building is the current major challenge being faced by the industry in Pakistan; AMCL is working with foreign as well as local bodies for industry specific human resource development. Training programs are being organized aimed at improving technical expertise, production management and factory layout plans.

Our 50 year journey has not been a linear upward progression. We have faced significant challenges along the way. In mid-1977 we faced our first challenge when the country was going through an economic crisis. Sales went down drastically and we were stuck with inventories putting us under a huge burden of liabilities. By the Grace of Allah and with support from our customers, we were able to clear our debts in 18 months. The global financial crisis of 2008 brought on a liquidity crunch which forced our customers to look towards cheaper value options. This resulted in a transition for AMCL. We re-organized ourselves from selling products and providing after sales, to be a solution partner. Alhamdulillah, we are now the largest supplier of apparel machinery in Pakistan. ♦

