

Fifty years of entrepreneurial experience



PSIG is a privately owned industrial conglomerate, with activities in the food/beverage, automotive and real estate development sectors

PSIG's current industry focus lies in food/beverage, automotive and real estate development.

Our first major venture was in the import of cars and spare parts, which has grown into one of the largest automotive part manufacturing groups in the Middle East. Alongside this PSIG became active in real estate development, successfully executing construction and development projects across the industrial, commercial and residential sectors.

In the late 90s PSIG started its first major investment in nutritional food products, setting up the first infant formula baby food plant in the Middle East. In 2008 Danone Group bought a majority stake in the company, which resulted in the creation of "Danone Multi Nutrition", the leading company of its kind in the Middle East.

A further milestone of PSIG's "Food & Beverages" division was set by the foundation of "Multicafé", the largest producer of Instant Coffee in the Middle East.

Danone Multi Nutrition

Danone Multi Nutrition
is the largest producer of
infant milk powder and other
fortified milk powders
in the Middle East

The manufacturing of a highly sensitive product like infant milk powder presented many challenges, requiring numerous licenses and technology transfer agreements to acquire the necessary technical expertise and meet stringent government requirements. With the assistance of leading international suppliers of machinery for powder production, PSIG successfully established a plant with an annual production capacity of 15,000 tons and packing facilities in excess of 30,000 tons.

PSIG has now successfully developed a complete range of products and brands, which were launched in markets in the Middle East. In 2008 Groupe Danone acquired a majority stake in the company.

www.multimilk.com







Multicafé is the largest producer of instant coffee in the Middle East. It supplies a comprehensive range of products and services based on spray and agglomeration technology as well as various mix drinks such as 3in1, cappuccino or hot chocolate

Multicafé

With a capacity of 4,000 MT/p.a. – Multicafé offers services for the private label industry along the whole value chain, starting from the procurement of green coffee, blending processes, individual packaging services and ending with tailor made instant coffee products in supermarket shelves. Multicafé also offers assistance in new product developments and in professional sales & marketing services, thus offering a total solution to our regional and international customers.

Another focus of Multicafé is the retail channel: In-house expertise and experience in establishing brands in the food industry have been applied to develop strong instant coffee brands such as Multicafé and Ino, each focused on specific target customer groups with their own distinct expectations in taste, quality and lifestyle-statements.

www.multicafe.info



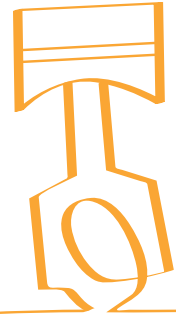
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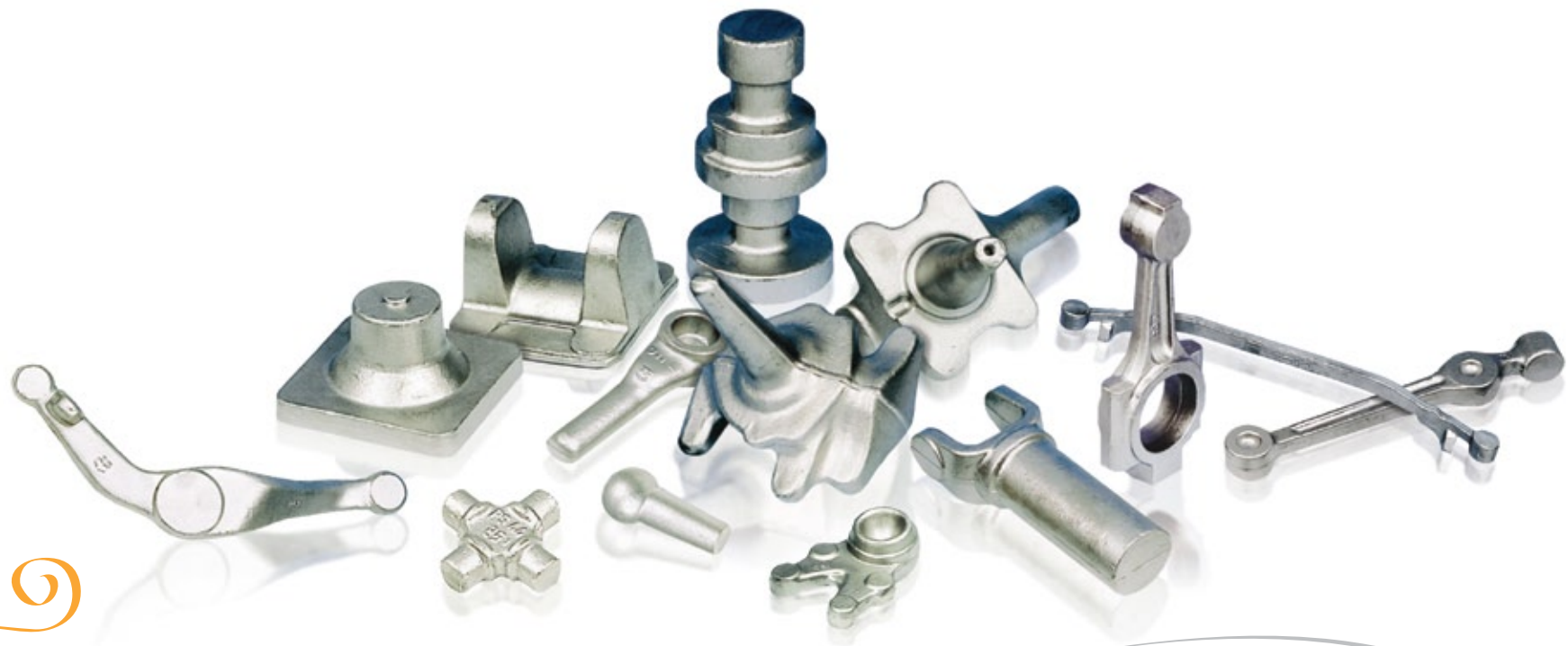
Automotive Partsazan Forging

Partsazan Forging has grown since its foundation by PSIG into the second largest producer of forged parts in the Middle East, with a number of international OEMs in the automotive industry among its clients. Other focus segments are the petrochemical and energy sector

Partsazan Forging's commitment to continuous improvement and a planned expansion of capacity from currently 16,500 MT/year up to 25,000 MT have resulted in a considerable increase of its export share. Thanks to its integrated production from hot and cold forging to heat treatment, Partsazan Forging is recognized as a premier supplier, focused on high margin custom forgings, rather than lower margin commodity items.

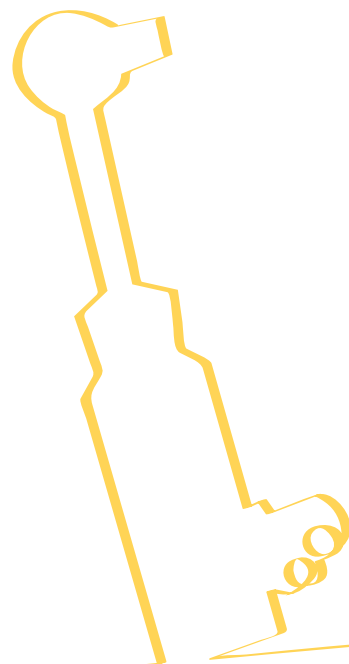
This success has been achieved by using CAD/CAM and in house die production facilities for high quality dies. Critical parts like axle parts, knuckle arms, suspension and transmission parts, connection rods and shafts are among the many items produced by the hot forging facilities. The cold forging plant produces high volume symmetrica parts. These parts include ball pins, cups, bolts, nuts and connecting rods for the automotive industry as well as the petrochemical and gas industries.







Automotive Partsazan Mechanism



Partsazan Mechanism was founded by PSIG as a manufacturer of high quality automotive suspensions, steering, ball joints and tie rods. Our product range has expanded to include a comprehensive range of systems such as steering gears, steering pumps and axle assemblies for automotive OEMs

Through the use of advanced assembly lines and machinery such as external broaching, induction, CNC machining centres, lathes and milling machines, Partsazan Mechanism has enjoyed considerable growth throughout recent years. Today it delivers complete tailor made mechanisms and solutions for various international car brands like Peugeot and Kia. Its production capacity comprises 450,000 steering mechanisms, 400,000 triangles and over 1 million ball joints p.a.

Partsazan Mechanism's core strength is in its flexible approach to meet specific customer needs. The company also continuously works on technical improvements involving new materials, new manufacturing techniques and process innovations. Partsazan Mechanism's world class standards in the design and production of automotive related products has been recognised by the award of an ISO/TS 16949 certificate (equivalent to the Total Quality Management ISO 9000 certificate, specifically for the auto industry).

Automotive

Partsazan Propeller Shaft

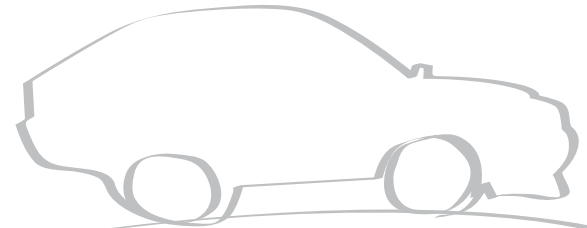
Partsazan Propeller Shaft, located in Mashad (Iran), is the first domestic propeller shaft manufacturer.

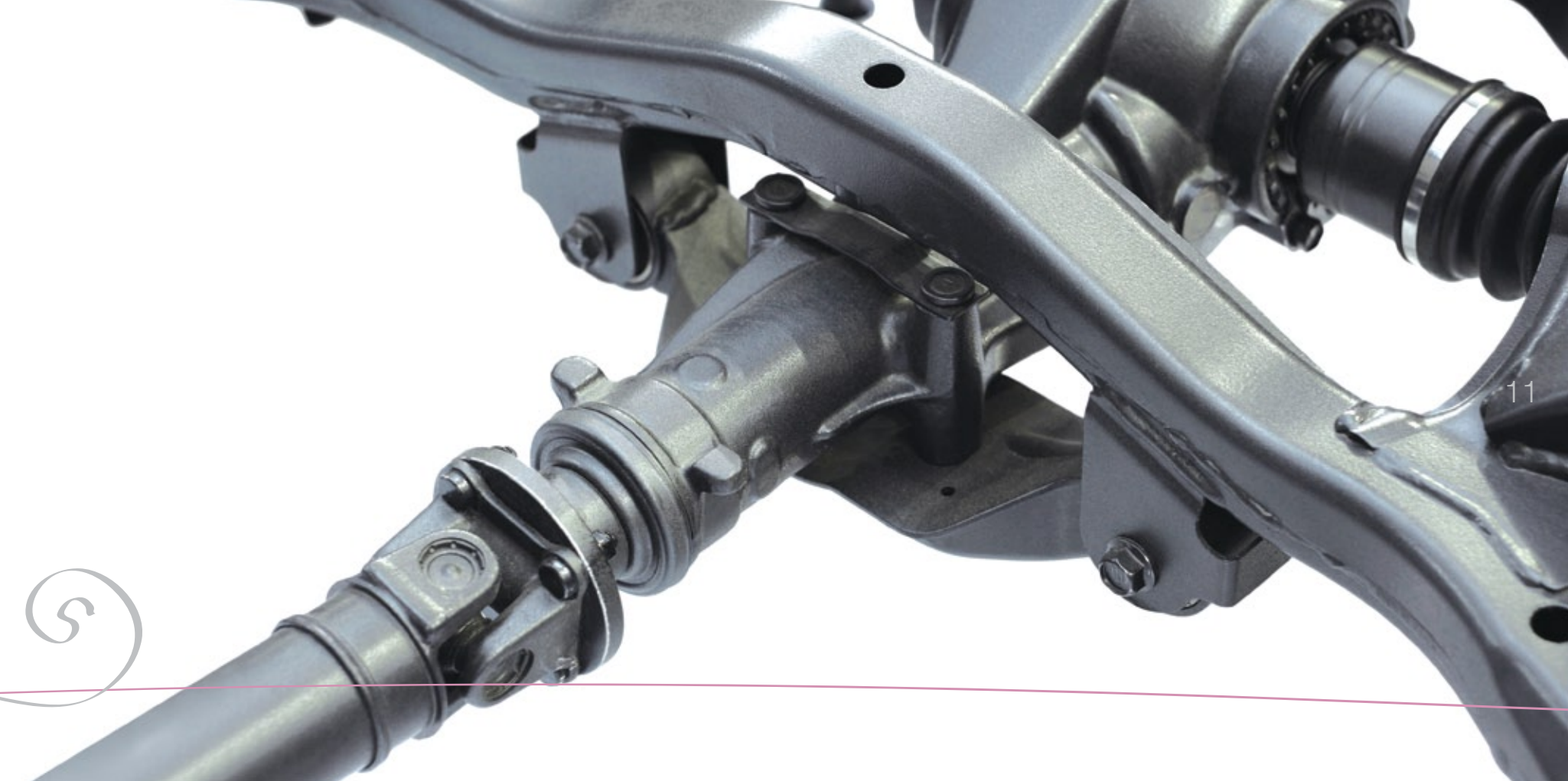
Today, we are the market leader with an annual production capacity of more than 250,000 units

The manufacturing portfolio of Partsazan Propeller Shaft comprises complete propeller shafts for cars and pick-up trucks as well as a comprehensive list of safety parts, such as universal joints, shaft assemblies, centre support bearings, axle shafts, steering knuckles or transmission flanges.

Partsazan Propeller Shaft supplies leading international OEMs like Nissan, Mazda and Toyota as well as major domestic automotive companies like Iran Khodro and Saipa. To meet the stringent requirements of its clients, the company utilizes state of the art machinery like CNC special purpose boring, internal broaching and dynamic balancing machines.

In the future, the company intends to broaden its drive train portfolio by expanding into constantvelocity joint production.









PSIG provides a wide range of real estate development services, ranging from large scale industrial plants, high end residential housing and bespoke office buildings

Real Estate Development

Our flexibility enables us to offer turn-key projects as well as specialized services along the value chain of construction and real estate development.

PSIG covers a complete range of services, from planning to completion, remodelling to construction, and consultation to project management.

Real estate development projects are complex undertakings, often involving dozens of contractors and suppliers. Orchestrating such operations demands first-rate management – something PSIG provides for projects large and small. By incorporating our construction expertise early in each phase of a project's life cycle, we can help generate significant project savings by proactively anticipating, identifying and resolving potential challenges.

Corporate Social Responsibility

Society and business are not independent. The well-being of one depends on the well-being of the other. PSIG is aware of its impact on people and strives to strike a balance between the company's interests with those of the broader society

Our policy operates according to a clearly defined set of principles which, taken together, amount to a statement of, and commitment to, corporate social responsibility.

For us, this term encompasses employee rights, environmental protection, community involvement, supplier/contractor relations and stakeholder rights.

The underlying driver of our Corporate Social Responsibility program is stakeholder dialogue, talking to the people who are affected by our operations.

If we can understand their hopes, fears and aspirations, we can try to accommodate their interests alongside our own, to produce a course of action that is beneficial to all.





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