



IFTEKHAR AHMED & CO.

THE STORY OF IAC

From Nature, We Nurture.

Our Journey

Six decades of nature's freshness, crafted with care and shared with the world.

From orchards and fields to global markets, our journey has always been guided by a simple promise: delivering nature's freshness with uncompromising quality. From humble beginnings, we have grown from a small family-made enterprise into one of Pakistan's leading local manufacturers and international exporters.

We produce and process a wide range of fresh fruits and vegetables, turning them into value added products such as aseptic pulps, purees, concentrates and syrups as well as for juices, nectars, and drinks – serving the world's most respected food and beverage industries.

We bring the same dedication to our consumer brands: Fruit Nation, SipFun and LUSH – all crafted with the same care and commitment that have defined us since the beginning.



Our Company

More than 60 Years of Excellence

IAC has navigated the challenges of globalization and technological change, consistently evolving to meet the shifting needs of its customers. Our unwavering focus on quality and customer satisfaction has enabled us to deliver products that meet the highest international standards.

By contracting farms and orchards on an annual basis, we ensure both financial and logistical flexibility – creating strong partnerships with growers while securing reliable supply chains.

Today, we stand as the only company in Pakistan with fully integrated, state-of-the-art facilities and supply chain management systems. This integration allows us to deliver excellence across every stage, from cultivation to global distribution.



GROWER



PROCESSOR



PACKER



EXPORTER

From Field to Finished Product, we grow, process, pack and deliver worldwide.

Our Guiding Principles

Our Vision

To achieve global leadership by unlocking Pakistan's full agricultural potential – fulfilling dietary needs and elevating health worldwide.

Our Mission

To build a strong international presence with high-quality horticultural exports while elevating Pakistan's image as a trusted source of high quality produce.

Our Values

At IAC, our values of Integrity, Accessibility, and Customer Centricity guide everything we do. These principles empower us to deliver the very best – from farm to table, field to kitchen, and road to doorstep – ensuring both convenience and nutrition for the communities we serve.



Our Value-Added Products

Every year, IAC supplies more than 17,000 MT of pulps, purees, pastes, syrups and concentrates – bringing the richness of Pakistan’s finest fresh fruits and vegetables to global food and beverage industries. These value-added products are the backbone of countless recipes and formulations worldwide, trusted for their purity, consistency, and natural taste.

These products not only strengthen our export portfolio but also help unlock Pakistan’s agricultural potential on the global stage – turning local harvests into the highest quality ingredients.



ASEPTIC MANGO PULP & CONCENTRATE



CLEAR APPLE JUICE CONCENTRATE



ASEPTIC GUAVA PULP



TOMATO PASTE



ASEPTIC DATE SYRUP & CONCENTRATE

Our Cold Storage Facilities

35,000 MT

Cold storage facilities in Karachi and Sargodha for fruit pulp, puree, juice concentrate, fresh fruit and vegetable.

1,000 MT

Storage capacity for Banana ripening with Ethylene technology.



Our Business Segments

Fresh Fruits / Vegetables

- Mango and Kinnow (Mandarin)
- Onions and Potatoes

Fruit Pulps & Purees

- Chaunsa Mango Pulp-Brix 28 (Aseptic)
- Sindhri Mango Pulp-Brix 14 (Aseptic)
- Desi Mango Pulp-Brix 14 (Aseptic)
- Guava Pulp-Brix 9 (Aseptic)
- Falsa Pulp-Brix 10 (Aseptic)
- Strawberry Pulp-Brix 6 (Aseptic)
- Peach Pulp-Brix 10 (Aseptic)
- Banana Pulp-Brix 20 (Aseptic)
- Carrot Puree-Brix 20 (Aseptic)
- Apple Puree-Brix 16 (Aseptic)

Juice Concentrates, Syrup & Pastes

- Clarified Apple Juice Concentrate-Brix 70 (Aseptic)
- Chaunsa Mango Concentrate-Brix 28 (Aseptic)
- Desi Mango Concentrate-Brix 28 (Aseptic)
- Tomato Paste-Brix 28 (Aseptic)
- Date Syrup-Brix 70
- Date Juice Concentrate-Brix 70 (Aseptic)
- Beetroot Concentrate-Brix 65 (Aseptic)

Retail Packaging

- Fruit Juice, Nectars & Drinks in 200 ml / 1 litre Tetra Pak
- Fruit Drinks in 500 ml / 1 litre / 2 litre PET Bottle
- Ketchup & Sauces in 1 Kg, Half Kg, Stand-Up Pouch
- Pickles in 400g / 1 Kg PET Jars
- Water in 500ml / 1.5 Litre

Our Certifications

A pioneer in Pakistan's fruit and vegetable processing industry, IAC was one of the first company to secure multiple internationally recognized certifications. These achievements reflect our unwavering commitment to global quality standards and our role in elevating Pakistan's reputation in international markets.



Our Partners

IAC is proud to be a trusted supplier to some of the world's most respected multinational companies, including PepsiCo, Nestlé, Unilever, Coca-Cola, Dohler, National Food, Shangrila, Goknur, Dipitt etc... These enduring partnerships are a testament to our consistent quality, reliability, and global manufacturing standards.



Our Global Presence

IAC strives to deliver excellence in taste and quality of its products, and has a presence across 34 countries in Far East, Persian Gulf, Middle East, Africa, Asia, USA, Carribean Islands and the European Union (EU).



Our Expanding Portfolio

At IAC, we take pride in building brands that bring authentic taste and trusted quality to consumers worldwide.

Following these consumer brands, IAC continues to lead in value-added products like pulps, purees, concentrates, pastes, and syrups, serving as essential ingredients for global food and beverage companies.

Fruit Nation offers a wide range of juices and nectars available in Tetra Pak. SipFun Juices and Nectars are available in Tetra Pak and Fruit Drinks in PET bottles.

LUSH delivers a wide range of fruit drinks in Tetra Pak and LUSH also extends its range into Tomato Ketchup, Chili Garlic Sauce, Mayonnaise, Pickles and Purified drinking water.

Juice & Nectars

in Tetra Pak

Fruit Nation is Pakistan's highest-quality premium juice and nectar brand, crafted with care and commitment to purity. Every sip is packed with the natural richness of fruits and vegetables, free from artificial colors and preservatives.

We believe in nourishing not just today, but building a healthier tomorrow – for our children and for our future generations. With every pack, Fruit Nation delivers freshness, wellness, and a promise of Goodness Hamesha.

Brand:

Fruit Nation

Available Sizes:

200ml

1 Litre





Juice, Nectars & Fruit Drinks

in Tetra Pak & Pet Bottle

Sip Fun is a Fruit Drink brand that captures the real essence of various fruits and specializes in creating taste that's fun and exciting for the consumers.

Brand:

Sip Fun

Available Sizes:

200ml

1 Litre



Available Sizes:

500ml

1 Litre

2 Litre





Fruit Drinks

in Tetra Pak

LUSH is a brand that brings fun to life by creatively combining the best flavours and nature has to offer in a variety of TetraPak packaged fruit drinks.

When you have LUSH, you get the best of enjoyment and healthy nutrition that inspires the next generation.

Brand:

LUSH

Available Sizes:

200ml

1 Litre



LUSH®

Ketchup & Sauces

in Pouches

Let's talk about the joy of great taste — a delightful addition to your meal and a must-have in the kitchen. Something that makes your food even more delicious. With LUSH Tomato Ketchup, Chilli Garlic Sauce, and creamy Mayonnaise made from the pure taste of fresh tomatoes, rich garlic, and smooth texture, every bite feels just right.

Brand:

LUSH

Available Sizes:

- 8 Gm
- 30 Gm
- 80 Gm
- 235 Gm
- 400 Gm
- 800 Gm
- 2 Kg
- 4 Kg



LUSH[®]

Pickles

in Jars

At LUSH Foods, we bring you the timeless taste of tradition with our Mango Pickle and Mixed Pickle, crafted from carefully selected fruits and spices. Every bite bursts with the perfect balance of tang, spice, and zest – just like homemade, yet with the consistent quality you can trust.

Our pickles capture the freshness of handpicked ingredients, blended with aromatic spices that awaken your taste buds and add joy to every meal. LUSH Pickles turn ordinary moments into delicious memories.

Brand:

LUSH

Available Sizes:

400 Gm

1 Kg

5 Kg

10 Kg



LUSH[®]

Lush Water

in Pet Bottle

Experience the pure refreshment of LUSH Purified Drinking Water, carefully filtered to deliver crystal-clear quality in every sip. Cool, crisp, and invigorating, it quenches your thirst and restores your energy like only the freshest water can.

Whether you're on the go with our handy 500ml bottle or sharing moments around the table with our 1.5L pack, LUSH Water is your perfect companion for hydration. With every bottle, you enjoy not just water, but the clean taste of nature's finest – freshness you can trust, anytime, anywhere.

Brand:

LUSH

Available Sizes:

500ml & 1.5 litre



IAC[®]
SINCE 1960
IFTEKHAR AHMED & CO.



FRUIT[®]
NATION
JUICE &
NECTARS

LUSH
OPEN UP FUN

SIP
FUN
Live Young