



Pakistan's Fight Against Climate Change" "Sustainable Packaging: The Future is Green"



Bin Rasheed Group: Driving Sustainable Growth

Under Chairman Moazzam Rasheed, Bin Rasheed Group's 2024 Sustainability Report highlights its commitment to ESG principles through three core values:

Brighter Teams: Promoting diversity, inclusivity, and social impact.

Innovative Solutions: Developing eco-friendly, bio-based products that meet global standards.

Nurturing Environment: Reducing carbon footprint with renewable energy and sustainable practices.

These pillars reflect the Group's dedication to ethical growth, innovation, and a greener, sustainable future.

"We are committed to building a sustainable future where growth and responsibility go hand in hand," Moazzam Rasheed, Chairman, Bin Rasheed Group

Sustainability Report of Bin Rasheed Group, highlighting our steadfast commitment to Environmental, Social, and Governance (ESG) principles. Our efforts are guided by three core sustainability values: Brighter Teams, Innovative Solutions, and Nurturing Environment.



Bin Rasheed Colors & Chemicals Mfg. Co. TÜV AUSTRIA Responsible Chemicals



Oasis Packaging Industries: Zero Emission Vision 1823

Under the leadership of CEO Aleem Ahmad, Oasis Packaging Industries (Pvt) Ltd has achieved verified carbon neutrality (ISO 14064-1:2018), marking a major milestone in Pakistan's sustainable packaging journey. Recently, students from Lahore Grammar School visited the company for a session on

Sustainable Packaging, where they learned how Oasis recycles waste into raw materials and promotes environmental responsibility.

This initiative reflects Oasis' commitment to innovation, education, and a greener future, inspiring the next generation to reuse, recycle, and reduce waste.

♥ "Awareness begins with education — because the change we teach today shapes the cleaner world of tomorrow."

— Aleem Ahmad, CEO, Oasis Packaging Industries



Voice of Packaging promotes sustainable development in Pakistan's packaging industry through education, awareness, and advocacy, aiming to reduce plastic waste, encourage recycling, and build a greener future.

Vision: To make Pakistan a hub for eco-friendly packaging solutions and responsible consumption.

