

PROFILE

2024



**MERIDIAN
CONNECTIONS**

The Global Trade Professionals
www.mdncf.com

INTRODUCTION

Meridian Connections, the result of the corporate transformation of Khattak Salt, is a registered entity with the Securities and Exchange Commission of Pakistan. With a bold vision for global expansion, Meridian Connections has strategically established subsidiaries to extend its reach:

1. Meridian Connections PLC, London, UK
2. Meridian Connections UAE: Soon to be set up in Dubai, UAE

Meridian Connections proudly introduces "The Pink Rock, Pure and Sure," the Himalayan Pink Salt product brand where purity and quality redefined in its extensive product range, spanning meticulously packed variations, white label choices for unprocessed salt, to artisan-crafted lamps, models, and premium bath items.

HISTORY

Khattak Salt, established in 2018, initially focused on crafted works and lamps as a key products. Responding to increasing demands, salt processing units were integrated the same year. Presently, the company operates three processing units with a production capacity of hundreds of tons of salt, catering to both local and international markets.

While the world stays indulged in the glory of Khewra Salt Mines; what captured the imagination of our founding business partner was his native land Quaidabd, predominantly Agro based city of Khushab District in the Punjab, Pakistan.



VISION

To be a global pioneer in delivering pure, organic, and high-quality products, setting the standard for excellence and ethical trade. Meridian Connections envisions a world where our offerings enrich healthy lives and inspire a commitment to well-being.

MISSION

At Meridian Connections, our mission is to passionately curate and provide the finest products, guided by the principles of purity and authenticity. Through our dedication to sustainable practices, innovative solutions, and unwavering quality, we aim to redefine the standards in the industry. We prioritize customer satisfaction, foster ethical partnerships, and strive to make a positive impact on communities and the environment. With 'The Pink Rock' as our flagship, we are committed to elevating the well-being of families worldwide.

Message from CE

The Pink Rock, Pure and Sure by Meridian Connections, is not just the brand for business of international trade but is curator of excellence. The team of dedicated and professional Chartered Accountants and field experts ensure that every aspect of our operations reflects the highest standards.

As a distinguished player in the global trade arena, our primary focus is on the export of pure, organic, and high-quality products, with Pink Himalayan salt being our flagship offerings. Meticulously extracted and processed in our state-of-the-art mine at the very source of this mineral treasure, our Pink Himalayan salt stands as a testament to our commitment to precision and quality.

What sets us apart is our ability to provide a comprehensive range of Pink Himalayan salt products, tailored to meet the diverse needs of consumers worldwide. From

meticulously packed variations to white label options and the raw, unprocessed form, our diverse product line ensures that we cater to the unique preferences of our valued customers.

At Meridian Connection, we take pride not only in the products we offer but also in the relationships we build. Our commitment to excellence, integrity, and customer satisfaction is unwavering, and we look forward to continuing our journey of providing the world with the finest in pure, organic, and high-quality products.

Wish you healthy, long and happy lives

Shahid Iqbal Khattak; FCA
Chief Executive



Core Team



SHAHID IQBAL KHATTAK
Chief Executive



IKRAM ULLAH JAN
Director and
Chief Operating Officer



NEELAM GUL
Director Business Development



MUHAMMAD ADEEL
Director Plan Operations



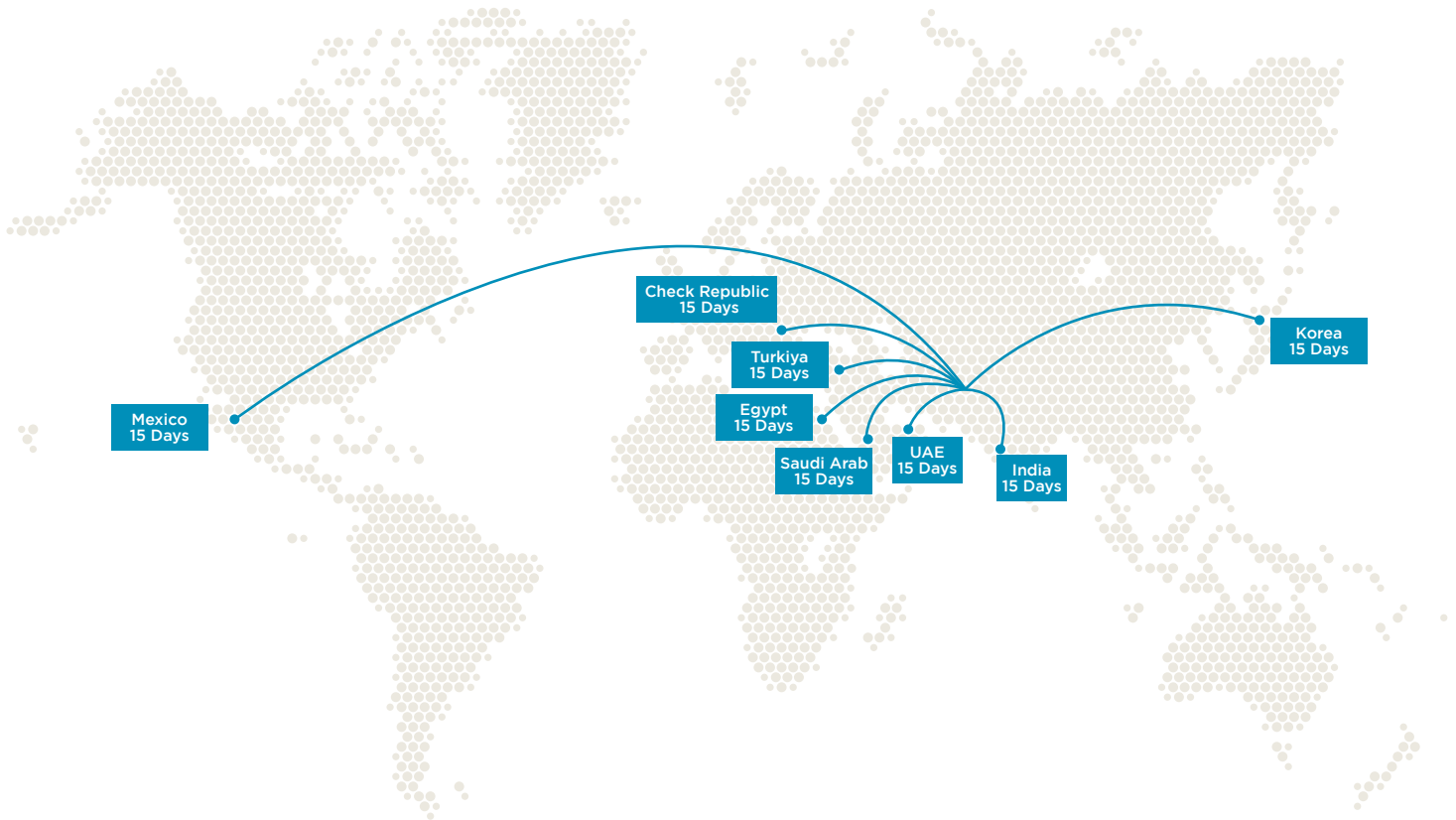
ZIA ULLAH
Director Sales & Exports



UKHTIAR UDDIN
Country Director, Meridian Connections UK

GLOBAL REACH

Meridian Connection's commitment to timely delivery ensures that clients receive their orders well on time, further solidifying the company's reputation as a reliable exporter.



CORE PRODUCT:

At the heart of Meridian Connection's offerings is the exquisite Pink Himalayan salt, extracted and processed with precision from their state-of-the-art mine at the origin of this mineral treasure. The company prides itself on delivering a range of Pink Himalayan salt products, including packed variations, white label, and the raw, unprocessed form. This diverse product line caters to the varied needs of consumers worldwide.



OUR PRODUCTS

Culinary

Salt Lamps

Bath & Spa

Rock Chunks

Salt Lick

BBQ Plank

Pink Salt Tile

QUALITY ASSURANCE

Meridian Connection sets industry standards by adhering to rigorous quality control measures throughout its production processes. The company's commitment to purity ensures that every grain of Pink Himalayan salt exported meets the highest standards of organic authenticity and nutritional richness. The company's state-of-the-art mine is a testament to its dedication to maintaining the pristine quality of this natural resource.

COMPETITIVE EDGE:

With a deep-rooted connection to the origin of Pink Himalayan salt, Meridian stands as a stalwart in the industry. The company boasts a skilled and dedicated workforce that contributes to its success by upholding the highest standards in mining, processing, and packaging. Meridian Connection's ability to offer competitively priced products without compromising on quality has garnered them a substantial market share, particularly in the retail sector.

PRIVATE LABELING:

Meridian Connections offers businesses to leverage its established reputation and quality standards through our white labeling services. For more personalized touch, we also offer private labeling that allows businesses to tailor products to their unique specifications. This yields a very good return on customers' brand and market presence without investments in plant and machinery.

CERTIFICATIONS

Our commitment to professionalism, quality, and standards is evident through our emblem and brand logo. "Meridian Connections, The professionals in Global Trade" signifies our management by experts, which include Chartered Accountants, Masters in International Relations, Engineers, and Masters in Management and Business Administration.

The essence of our commitment is encapsulated in our brand logo, "The Pink Rock, Pure & Sure," reflecting our dedication to high-quality standards. We have attained essential quality certifications even prior to our global launch, clearly project our commitment to excellence:



KOSHER



1. ISO 22000 – 2018: Food Safety Management System
2. ISO 9001– 2015: Quality Management Systems for Manufacturing, processing, packing, and export of Himalayan Pink Salt Products
3. Halal: Halal Management System
4. Kosher
5. HACCP: Assessed and registered against the provisions of Hazard Analysis Critical Control Point
6. BRC: British Retail Consortium Global Standards
7. GMP: Good Manufacturing Processes

OUR CUSTOMERS

