



**Cleansol**

## INTRODUCTION

**Cleansol is a diversified group of companies based in Multan, Pakistan, operating across sales, distribution, and manufacturing through Cleansol Corp, CSPL, I IPL, and Keen Hygiene. Guided by the experience and vision of our Chairman, Sheikh Abdul Latif, Cleansol brings over 50 years of industry expertise to every product we create.**

**Built on a strong foundation of trust, quality, and consistent performance, Cleansol proudly serves households and trade channels with solutions that meet evolving market needs. Our legacy is defined not just by longevity, but by a continued commitment to reliability, innovation, and excellence.**

## SENIOR MANAGEMENT



**Haji Abdul Latif Sheikh**  
Chairman

"From humble beginnings to a thriving enterprise, our journey reflects dedication, vision, and the commitment to excellence. At Cleansol, we continue to nurture growth while honoring the values that built our legacy."



**Nadeem A. Sheikh**  
CEO

"Every challenge presents an opportunity to innovate. By combining strategic insight with decisive action, we transform challenges into sustainable success and enduring value."



**Adnan A. Sheikh**  
Managing Director

"Innovation thrives when it is rooted in experience. By blending time-tested practices with modern advancements, we create a sustainable path for growth, fostering both progress and lasting impact."

## OUR VISION

To become the most trusted national detergent brand, delivering quality and value that stand alongside global standards while prioritizing customer satisfaction and continuous improvement.

## OUR MISSION

To provide high-quality, affordable, and all-range cleaning solutions that ensure effective cleaning, customer satisfaction, and long-term brand loyalty, making us the preferred choice of every household.

## OUR VALUES

Our 5 C's: Quality, Innovation, Customer Focus, Integrity and Sustainability.



# MULTAN

Multan is a historic city in the Punjab province of Pakistan. Often referred to as the "City of Saints," it is known for its rich cultural heritage and historical significance. Here are some key points about Multan:

**Historical Significance:** Multan is one of the oldest cities in **South Asia**, with its history dating back to ancient times.

**Cultural Heritage:** The city is renowned for its many shrines and tombs of **Sufi saints**, which are architectural marvels and pilgrimage sites. Notable among them are the shrines of **Shah Rukn-e-Alam**, **Bahauddin Zakariya**, and **Shams Tabriz**.

**Architecture:** The city's historical buildings, such as the **Multan Fort** and the **Tomb of Shah Rukn-e-Alam**, are prime examples of Islamic architecture from the medieval period.

**Cuisine:** Multan's cuisine reflects its cultural diversity and is known for its rich, spicy dishes and various sweets, such as **Multani Sohan Halwa**.

**Climate:** The temperature can soar above **40°C (104°F)** during the summer months. January is the coldest month, with temperatures averaging **13.2 °C**.

**Arts:** The city hosts various cultural festivals and events that showcase its artistic **heritage and traditions**.

**Education:** Multan is home to some of the most historic institutions of higher learning in Pakistan, including **Emerson University Multan** (originally established in 1920) and **Nishat Medical University** (founded in 1951). The city not only serves as a regional educational powerhouse, but it also plays a key role in Pakistan's economy.



Cleansol

**Big**  
CLEANING



**BIG CLEAN**  
STRENGTH WITH POWERFUL  
**COLOR GUARD**





# ریفائن: دھلائی کا نیا معیار





# ALL-IN-ONE CLEANING SOLUTION





خرچہ کم... مالی میں دل





سفیدی زیاده  
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قیمت کم



**Hero**  
Dishwash Bar  
With Lemon Power



THE BEST CLEAN  
LASTING SHINE  
FOR YOUR DISHES!





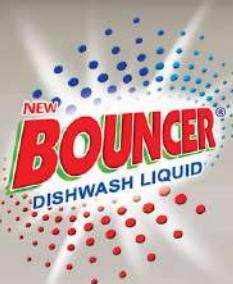




**HERO POWER AGAINST  
99.9% GERMS**



**TURN EVERY CLEAN INTO  
A SHINE!**



برتن چپکا ہے، پکن مہکا ہے



NEW  
**BOUNCER**  
LIQUID BLUE

پٹروں کی چمک کا اصلی راز





گندگی کو کہہ دو گڈ بائے،  
باونسرا تھر روم کلینز کے ساتھ!



ہر گھر کو چمکائے

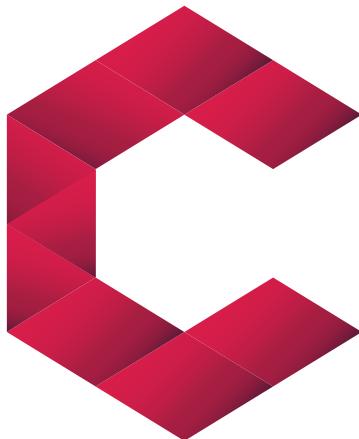




شیشے پر لگے داغوں کو کرو باونس  
باونس گلس کلینر کے ساتھ



ہر برتن میں چمک، ہر داغ کا صفائیا!



# Cleansol



Questions and Comments:

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