

### Unilever has partners with daraz.pk

Unilever has partnered with daraz.pk to become the first organization in Pakistan's FMCG sector to offer an online retail solution for customers. As part of this collaboration, consumers will be able to purchase a large variety of Unilever's beauty and personal care products from the online portal.

Unilever said that its initiative is part of group's global e-commerce vision that focuses on increasing revenue share from e-commerce. Pakistan has been identified as a high potential market because of the high mobile penetration and increasing usage of internet across the country. The partnership with daraz.pk is the first of many more planned to go live within this year.

Amir Paracha, VP – Customer Development, Unilever Pakistan Limited, highlighted, "Despite being a developing country, we have found Pakistan to be highly adaptive to innovation. E-Commerce in Pakistan is forecasted to generate a turnover of PKR 4 billion over the next 5 years, with much of this growth being driven by beauty & personal care products.

At Unilever, we believe in the potential of e-Commerce and are working to make it one of our core channels for customer outreach. The idea is simple; who wants to go through the hassle of shopping in supermarkets, wait for car park and long queues when your favorite Unilever items can be delivered to your doorstep."

Daraz.pk is a project of Rocket Internet, the world's largest internet incubator and was launched in Pakistan in 2012. It is an online shopping portal that currently offers a portfolio of over 400 brands and 15,000 products ranging from fashion apparel to beauty products, with over 1.2 million unique visitors each month.

Daraz.PK has now delivered to over 200 cities across Pakistan with half of its sales volume driven from cities outside Karachi, Lahore and Islamabad.

### EatOye Launched in Paksitan

EatOye, a Pakistan based food ordering company where customers can order online, has been formally launched in Karachi which is headquartered in the metropolis while have prominent number of staff in major cities including Lahore, Rawalpindi and Islamabad. EatOye customers can order online or by only calling at 111 – HUNGRY.

A 24/7 contact center is set up where professionally trained Customer Service Officers work as personal concierges.

Rai Umair, Chief Technology Officer, EatOye, said, "EatOye is proud to be Pakistan's most convenient food ordering company that has grown tremendously over the past 6 months, by providing services to more than 30,000 satisfied customers and over 700 restaurant partners in Karachi, Lahore, Islamabad and Rawalpindi.

Umair added, "We are very excited about this venture and committed to add value to restaurants via services and solutions to help drive revenue and retain customers. Uncompromising quality and customer services is our prime focus. The food ordering market continues to grow strongly, and we see tremendous future potential."

The event was attended by leading lifestyle, food and technology bloggers and some prominent restaurant groups in the country. Pizza Hut, KFC, McDonald's, 14th Street Pizza Co. to name a few.

### Burger King in talks to buy Tim Horton's

Burger King is in talks to buy doughnut chain Tim Horton's and create a new holding company headquartered in



Group picture shows Jamal Khan C.E.O of ARPATECH, Nauman Sikandar C.E.O of EatOye Pakistan and Founder; Rai Umair C.T.O of EatOye Pakistan and Founder; Mobin Nasir Business Development Manager of ARPATECH; Natasha Rizvi Brand Manager EatOye and others at the launching Ceremony of EatOye Pakistan.

Canada, a move that could cut down its tax bill. Such an overseas shift, called a tax inversion, has become increasingly popular among US companies. Burger King was founded in 1954 with a single restaurant in Miami, where it is currently based.

Shares of Burger King and Tim Horton's both jumped 17% before the opening bell, heading toward all-time highs. In a tax inversion, a US company re-organizes in a country with a lower tax rate by acquiring or merging with a company there. Inversions also allow companies to transfer money earned overseas to the parent company without paying additional US taxes.

### Nestle nudges its suppliers to improve animal welfare

Nestle, the world's largest food company, announced that it's requiring all of its suppliers to eliminate tail docking as part of a new commitment to improving the welfare of the farm animals in its supply chain. It will also mandate that its 7,300 suppliers of dairy, meat, poultry and egg products end all kinds of other common farming practices — like cage systems for chickens, gestation crates for pigs and dehorning cows.

But it's not just animal welfare groups that have been speaking up about the practices, which scientists largely agree cause suffering in the animals. The well-being of food animals is also increasingly important