



TEXPROCIL

THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
(Sponsored By Government of INDIA)

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Sub: Investment Opportunities in Egypt - Project Lino

Dear Member,

The Council has received a mail from The Embassy of India in Cairo, Egypt regarding opportunities to invest in one of the leading vertically integrated textile company in Egypt.

The Embassy have been approached by the Egyptian Consulting Company - Pharos Investment Banking with the proposal for investment by Indian companies in "Lino Group" company.

Pharos Investment Banking ("Pharos") is the exclusive sell side advisor mandated by the shareholders of "Lino Group". The Group is a UK based holding company with integration across the apparel value chain - manufacturing operations are based in Egypt and three trading arms are strategically located in Canada, Germany and France. All of the companies have long-standing favorable reputations in/with their respective markets/customers.

Project Lino is a unique investment opportunity in the Textile sector that offers the following fundamentals:

- The Group primarily caters to the global apparel, hospitality and uniform B2B market and has also penetrated into the B2C category through its e-commerce web portal. Today, Project Lino meets the stringent procurement standards applied by US, European and regional/local retailers, as well as, that of the hospitality industry - catering to both

segments with a value proposition that offers in-house design, production and direct delivery of products to client doorstep. In 2016, Export sales accounted for 84% of total sales.

- The manufacturing arm is a knitwear mill based in Egypt which has received QIZ approval. The manufacturing arm is considered amongst the leading knitwear mills in Egypt with major facilities located in the industrial zones of 6th of October and 10th of Ramadan.
- The Group's 3 trading arms are located in Germany, France and Canada, thus providing direct access to clients based in major apparel retail markets including the USA and Europe.
- Strong prevalence of skilled textile labor at a low cost makes Egypt's ready-made garments sector attractive. Alongside its favorable cost fundamentals, Egypt has favorable access to lucrative markets, strategic geographical location, as well as, proximity to growth markets.

Funds acquired through a capital injection would be used to:-

- Grow the German B2B business
- Growing hospitality business in Africa
- Additional production capacity for specific products
- Other additional value added and support activities to grow apparel and hospitality segments

Attached is Project Lino's teaser. [\(click here\)](#)

Interested members may kindly contact the following for more details:

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Regards,

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