



**Salt Art**  
INTERNATIONAL

# BUSINESS PROFILE

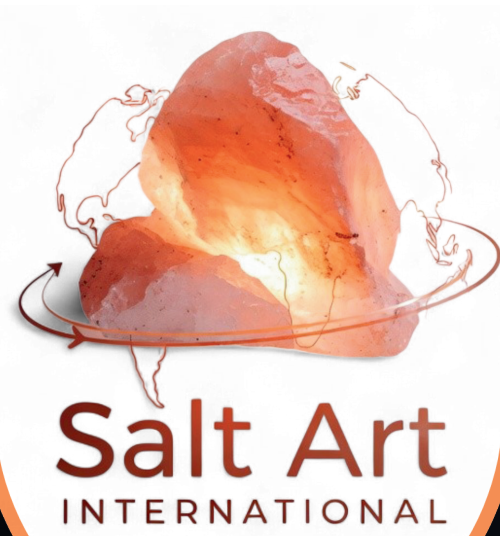
' PROJECT BY '



**SALT ART**  
**INTERNATIONAL**

"QUALITY SALT FOR GLOBAL TASTE"

**RAW MATERIAL, MINING, PROCESSING, EXPORT**



## OWNER'S PROFILE

The business is led by Owner Name, CH. AZHAR RASOOL, a highly respected entrepreneur belonging to a well-established business family of Punjab, Pakistan. Known for his professional integrity and excellent business ethics, he has built a reputation for reliability, trust, and strong leadership. He has extensive international business experience, having been actively involved in markets such as Korea, the United Kingdom, and other global regions.

Since 2017, he has been successfully associated with the Himalayan Pink Salt industry in Pakistan. Under his leadership, the business has developed a strong foundation in sourcing, processing, and product development. The company operates its own facility in Muridke, where pink salt processing and production activities are carried out with a focus on quality and efficiency. His visionary approach, commitment to excellence, and positive business conduct continue to drive the company toward growth and international recognition.



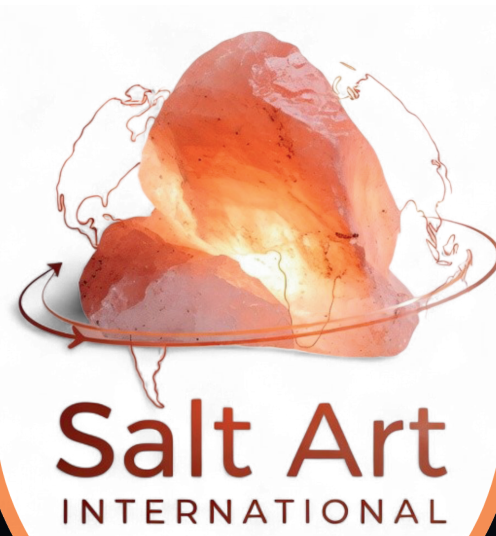
**CEO & OWNER:  
CHAUDHRY AZHAR RASOOL**



# GLOBAL RANKING & INTRODUCTION PINK SALT BUSINESS

Pakistan's Himalayan Pink Salt is globally recognized as one of the finest and largest salt reserves in the world. It is extracted mainly from the Khewra Salt Mine, which is considered the second-largest salt mine in the world. Pakistan ranks among the top producers and exporters of pink salt globally, supplying a major share of this unique mineral to international markets. Due to its purity, natural origin, and rich mineral content, it holds a premium position worldwide. This strong global ranking enhances its value and demand across multiple industries. The pink salt business in Pakistan represents a globally competitive and high-potential sector.

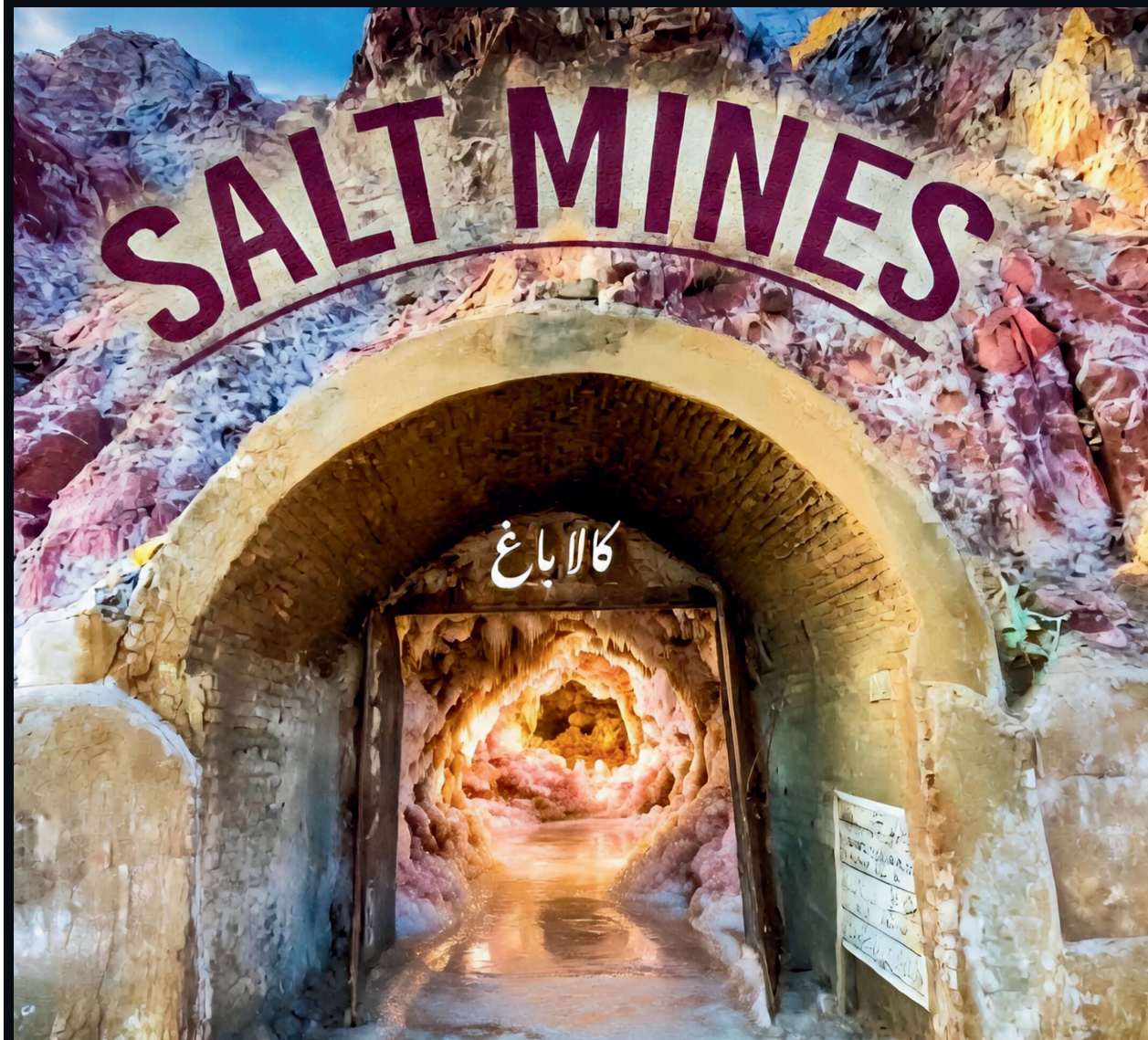




# SOURCE OF RAW MATERIAL

Our raw material is sourced directly from Pakistan's premium salt mining regions, including Khewra (Jhelum), Kalabagh (Mianwali), Quaidabad, and Khushab, ensuring authenticity and high mineral content. These regions are globally recognized for producing the finest Himalayan pink salt. We maintain strong supply chain connections with reliable suppliers and bulk stock providers across these areas. The raw salt is carefully selected based on strict quality, color, and purity standards. This direct sourcing approach ensures consistency, reliability, and cost efficiency. It also enables us to maintain competitive pricing in the global market.

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# PRODUCT RANGE OVERVIEW

We produce a wide range of pink salt-based products catering to different industries. Our product line includes edible salt, decorative items, and wellness products. Each category is designed to meet specific market needs and customer preferences. The diversity in products allows us to target multiple international markets. This variety strengthens our business portfolio and increases profitability. Our focus remains on quality, innovation, and market trends.





# DECORATIVE SALT PRODUCTS

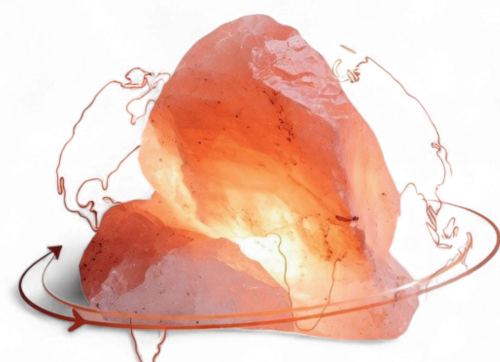
Decorative pink salt products include lamps, candle holders, tiles, and bricks. These products are highly popular in international markets for interior decoration. Salt lamps, in particular, are known for their aesthetic appeal and wellness perception. They are widely exported to Europe and North America. This category offers high profit margins due to value addition. The demand continues to grow with modern interior design trends.



# WELLNESS & SPA PRODUCTS

Pink salt is widely used in wellness and spa industries for its therapeutic properties. Our products include bath salts, massage stones, and spa kits. These are used for relaxation, detoxification, and skincare purposes. The global wellness industry is rapidly expanding, increasing demand for such products. They are especially popular in high-end markets. This segment offers strong growth potential and premium pricing opportunities.





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## **INDUSTRIAL & OTHER USES**

Apart from consumer products, pink salt is also used in industrial and agricultural applications. It is used as animal lick salt and in certain chemical processes. In colder countries, it is also used for de-icing purposes. These applications ensure consistent bulk demand. This segment adds stability to the business by ensuring year-round sales. It also strengthens our position in multiple industries.

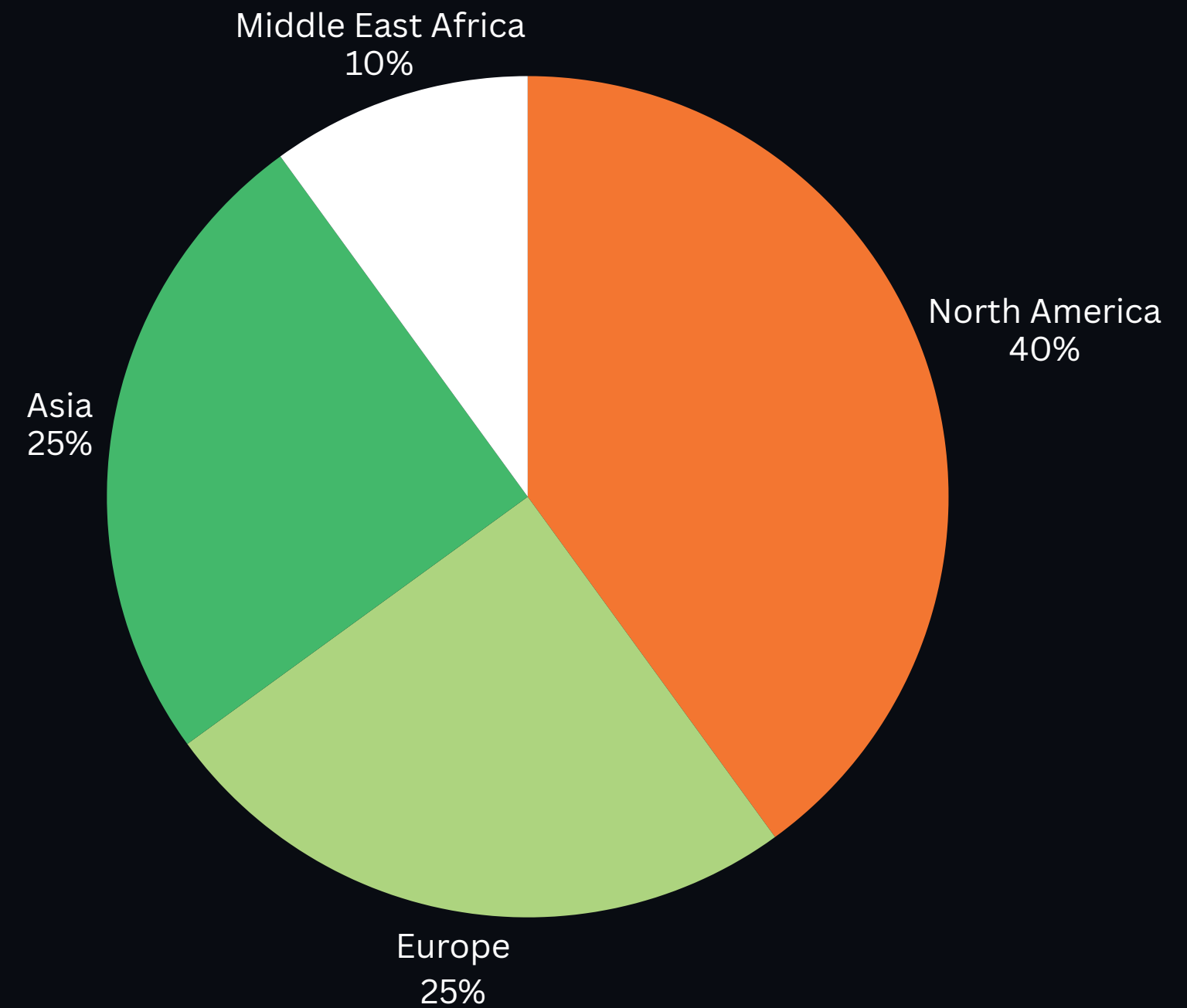


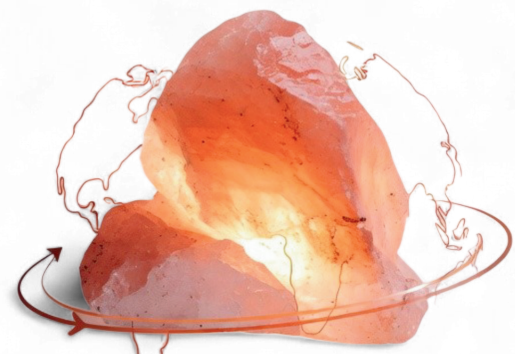


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# GLOBAL DEMAND & MARKETS

Pink salt has a strong global presence with high demand in the USA, Europe, Middle East, and Asia. Health-conscious consumers prefer it over regular salt due to its natural origin. Decorative and wellness products also have a strong international market. The global trend toward natural and organic products continues to drive demand. Export opportunities are expanding every year. This makes it a highly scalable business.

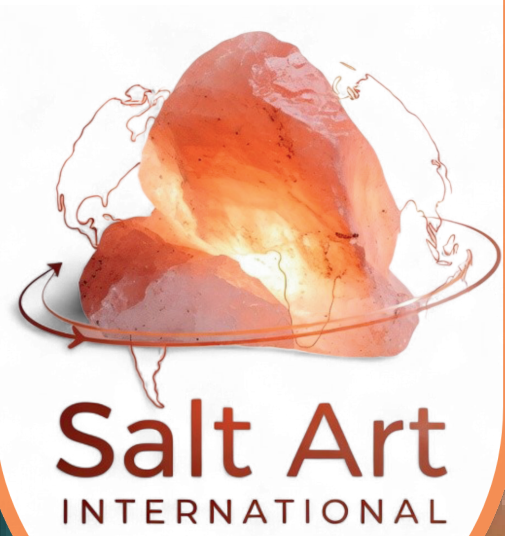




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# **BUSINESS STRENGTH & MARKET VALUE**

The pink salt business stands out due to its high demand, low raw material cost, and strong export value. The ability to convert low-cost raw salt into premium products creates excellent profit margins. The market is still growing with increasing international recognition. This business offers long-term sustainability and scalability. It is considered one of the most promising natural resource-based industries.



**THANK YOU**



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