



# Malik Traders

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Empowering Professionals to Restore Sight and Inspire Change

## Company Overview

Malik Traders, established in 2010, is a family-owned enterprise dedicated to transforming eye care across Pakistan. Recognizing the significant gap in ophthalmic services where uncorrected cataracts and refractive errors were prevalent and access to quality equipment limited, the company was founded to bridge the divide between global innovation and local need. Operating as a private enterprise, Malik Traders began by sourcing and distributing premium-quality intraocular lenses (IOLs) and has since expanded into a comprehensive range of ophthalmic surgical and diagnostic equipment, including surgical microscopes, phacoemulsification systems, refractometers, tonometers, slit lamps, and microsurgical instruments. Over the years, the company has built strategic partnerships with leading international manufacturers, developed a strong market presence across Pakistan, and extended its reach into niche segments in Afghanistan and Iran, positioning itself as a gateway to South and Central Asia. Malik Traders works closely with government, semi-government, and private sector institutions, ensuring that ophthalmologists, optometrists, and ocular surgery centers nationwide have access to high-quality, innovative eye care solutions. Today, Malik Traders is trusted for its commitment to quality, accessibility, and the advancement of eye care technology.

## Mission Statement

“To bridge the gap between global innovation and local eye-care needs through reliable, high-quality ophthalmic products.”

## Vision Statement

“To make advanced vision-care technology universally accessible and impactful.”

## Core Values

- Quality – Only the best, globally certified products.
- Innovation – Bringing the newest technologies to eye care.
- Integrity – Trust, transparency, and ethical practice.
- Accessibility – Advanced solutions for every region.
- Sustainable Partnerships – Strong ties with global leaders and local professionals.
- Impact – Improving vision and lives every day.

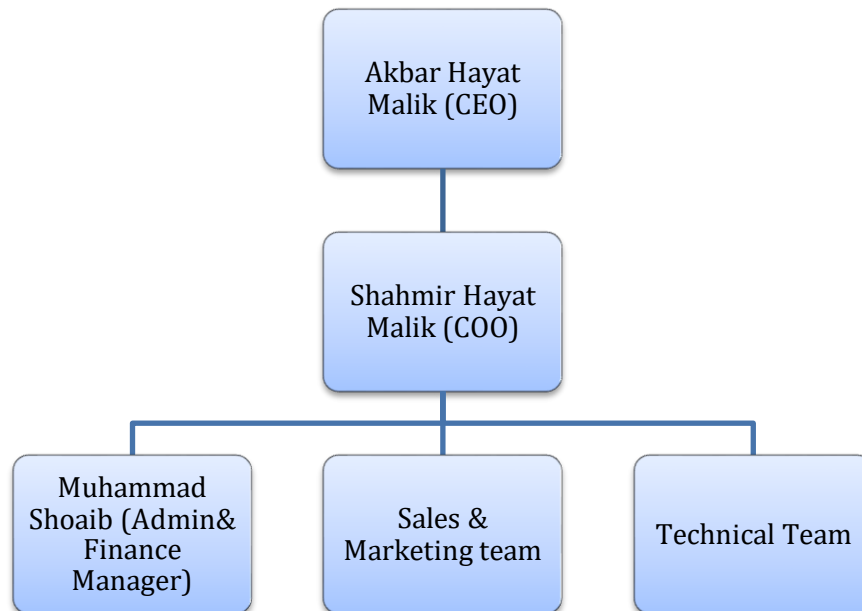
## Products & Services

Products	Key Features & Benefits	Industries / Markets Served
<b>Intraocular Lenses (IOLs)</b>	<ul style="list-style-type: none"><li>- Premium-quality intraocular lenses.</li><li>- CE/FDA certified materials for safety and performance.</li><li>- Improved visual outcomes and patient satisfaction.</li><li>- Wide range for cataract and refractive lens exchange surgeries.</li></ul>	<ul style="list-style-type: none"><li>- Ophthalmologists</li><li>- Eye-care centers &amp; hospitals</li><li>- Surgical clinics &amp; refractive surgery facilities</li></ul>
<b>Ophthalmic Equipment (Diagnostic &amp; Surgical)</b>	<ul style="list-style-type: none"><li>- Advanced surgical microscopes, phacoemulsification systems, slit lamps, tonometers, and microsurgical instrument and etc.</li><li>- Precision-engineered and globally sourced.</li><li>- Comprehensive service and training support.</li></ul>	<ul style="list-style-type: none"><li>- Hospitals &amp; surgical centers</li><li>- Ophthalmic practices</li><li>- Optometry clinics</li><li>- Vision research labs</li></ul>
<b>Multivitamins &amp; Eye Health Supplements</b>	<ul style="list-style-type: none"><li>- High-quality formulations to support ocular and general health.</li><li>- Backed by evidence-based ingredients (lutein, zeaxanthin, omega-3, etc.).</li><li>- Complements clinical eye care and enhances patient compliance.</li></ul>	<ul style="list-style-type: none"><li>- Pharmacies &amp; wellness stores</li><li>- Ophthalmologists &amp; optometrists</li><li>- Health-care distributors</li></ul>

## Team Overview

Malik Traders is led by a visionary CEO Mr. Akbar Hayat Malik and dynamic COO Mr. Shahmir Hayat Malik, supported by a 12-members team. Four skilled engineers and technicians handle technical services, while the rest manage sales, customer relations, and administration. This blend of leadership, technical expertise, and market focus enables us to deliver high-quality eye-care solutions nationwide.

## Organizational Structure



## Future Plans / Strategic Direction

Malik Traders is focused on strengthening its leadership in ophthalmic solutions and expanding its impact in the healthcare sector. In the near future, we plan to:

- Upcoming Products / Services: Introduce advanced intraocular lens technologies, expand our portfolio of diagnostic equipment, and develop tailored multivitamin formulations to support eye health.
- Expansion or Market Goals: Extend our distribution network to new regions across South and Central Asia, increase partnerships with global manufacturers, and establish a stronger after-sales and service footprint.
- Innovation Areas: Invest in training programs for ophthalmic professionals, integrate digital tools for order management and customer support, and explore tele-ophthalmology solutions to improve accessibility.

These initiatives will position Malik Traders as a forward-looking company committed to innovation, accessibility, and superior customer care.

## Contact Information

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