The Holy Qur’an is the Holy Book of the Moslems and the most understandable aspect of it is its eloquence. One of the most interesting aspects found in different languages is the use of implicatures or implied meaning. How and why such implicatures are generated, are discussed in pragmatics. In this study, a list of conversations (direct and indirect) from Surah Livestock (Al-An'am), 6th Chapter of the Holy Quran, and the implicatures implied in the conversations are analyzed through a pragmatic theory: Cooperative Principle (CP).

Grice, the founder of CP, believes that the non-observance of the four maxims of Quality, Quantity, Relevance and Manner would lead to the generation of implicatures. The present study shows that in most cases the non-observance of Grice's maxims is found in the maxim of Quantity and the least in Manner. Grice's Cooperative Principle and its contributory maxims have not been observed in the Surah Livestock in this study. All maxims of Grice have been flouted in This Surah and there is no difference among Gricean maxims as far as flouting in the Surah is concerned.