

THE KEYNOTE

Hi-Tech Lubricants Limited

NEWSLETTER | 1st Half - 2018

Building A High Performance Organization



THE KEYNOTE



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EDITORIAL TEAM

EDITOR'S WORD

Warm Greetings to Keynote Readers,

"Everyone thinks of changing the world, but no one thinks of changing himself or herself". Change is the best pattern of a healthy business cycle for nurturing healthy work environment. Editorial team of Keynote is dedicated to share HTL news in the areas of business diversification, process transformation, initiatives for people development and social responsibility in particular. Keynote will share exciting stories behind the scenes of life at HTL, we proudly present this edition covering news and initiatives that will surely be of great pride for HTL family and Shareholders.

HTL has not only focused to diversify business, equal emphasis is being made to standardize the internal processes as well. While reading this edition, you will learn about people and process transformation through trend setting initiatives in the areas of business strategy, structure and culture. How each member of HTL family including Board has adopted this transformation to build a High Performance Organization is admirable. Many initiatives have been put together for all stakeholders to feel proud for their trust on HTL.

Progress on business matters regarding HTL Stations, HTL Express, HTBL, New Product Launches, Distributor Engagements, People Development, Financial Indicators and cross functional collaboration will surely attract the attention of readers. Not to forget the dedicated social commitment of HTL management towards encouraging better standards in the areas of Health, Education and Environment in particular.

Whether it is to create a greener & safe environment by planting more trees or bringing a positive change in society or by educating underprivileged students by providing state of the art education facilities, our vision is quite strong and visible.

It is surely a proud moment for the editorial team because we are focused to gather your attention while sharing HTL news from all areas, stay tuned and enjoy your copy of Keynote with coffee.



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ANNUAL THEME

In order to win customers, one must care for them, and once customers have been won, conscious effort must be made to ensure that the initial promise of care remains consistent. This leads to a satisfied customer, helping us achieve one of our Corporate Goals.

Caring and Winning is a process which is delivered by teams who are motivated by both intrinsic and extrinsic sources. Managers must understand that motivation derived from extrinsic incentives of rewards is needed as a crucial performance driver. However, the intrinsic driver is central in developing a winning culture. Inspiring your team to do great work by caring and sharing is more important than awarding prizes for results.

The first step to win a customer is to seek and engage them through showing care and empathy which is the second step.

Instilling passion for caring and sharing in your team comes from connecting individual successes to team achievements. Managers of teams should understand that although individual successes initiate competitive spirit, it can potentially lead to damping participation. In order to develop a culture of caring and sharing, teams must be encouraged to work in an interactive and collaborative manner.

Division of goals into small achievable parts is essential. This delegation of responsibility to every team member provides a broader vision enabling them to comfortably achieve individual and cumulative goals of the team.

Building relationships with customers happens when customer care becomes an integral part of team habits. It is observed that 60% of customers leave reporting lack of care. All, or most, of these customers can be retained simply through caring.

Good work must be praised. Managers who set up systems to monitor team effort during work and encourage the team to follow best practices report best results.

Caring and Winning should be an integral part in order to become a successful team. Humor during work, smiling at fellow employees with an occasional thank you, all of this is part of a high performing organization which ultimately translates to greater happiness and positivity for all.

TAHIR AZAM
Director & Co-Founder
Hi-Tech Lubricants Limited

CARING & WINNING



STRATEGIC PLANNING

ROUTE TO A HIGH PERFORMANCE ORGANIZATION

Coming back to Pakistan after studying and working in Canada for over 10 years has been quite an experience. The west has a way of spoiling its people by making things simpler than they are elsewhere. Every new thing comes with an instructions manual. Systems, policies and procedures are set in place, requiring you to only read and follow the guidelines. People are bound by timelines, held accountable in both private and public sector. There is no beating around the bush, a "No" means "No" and "Yes" means exactly that, with no maybes or ifs or buts. Due to the well-established governance structures and accountability mechanisms, there is economic and social stability, thus building a framework for long-term planning and growth for businesses.

In contrast, Pakistan still does not have the benefit of stable economic and social policies, and there is a general reluctance to plan and think long term, amongst both the government and businesses. While the inherent political and economic uncertainty in the country makes it difficult to plan, I believe planning is critical to achieve success in running a business, and also in your personal life. This has been one of the key learnings from the time I spent working and living in a country like Canada.

I learnt quite early in my career the long-term benefits of strategic planning in an

organization. All organizations, large or small can gain many benefits through strategic planning of all their activities. Strategic planning helps provide a sense of direction to the organization and outline measurable goals. It also helps in guiding day-to-day decisions, and in evaluating progress, allowing businesses to change approach as needed. A wise man once said, if you fail to plan, you are planning to fail.

While we cannot control the external factors influencing our business performance here in Pakistan, we can control our internal business processes. This has been my focus since becoming a part of the HTL board in November 2017. I felt that strengthening our internal controls to manage risk, investing in our employees, embracing new technologies, utilizing our internal strengths while working on our weaknesses had to be our key focus. When you think about it, this can only be achieved through a structured Strategic Planning approach.

Since becoming a Director of HTL, I spent the first few months understanding the organization. Getting to know the entire team working at HTL has been a wonderful experience. I must thank the Board for giving me the opportunity to be the first female member of the board. I expected that being the only female on a male dominated board might be a daunting and difficult task,

but to my surprise it has been an easy transition. The culture at HTL is very encouraging, positive and supportive of females. I hope that many more female team members would find a place within the organization with time.

HTL is rapidly evolving into a dynamic and progressive company with an ever-expanding portfolio of new business segments and units. This means there will be a lot more opportunities for our team members to progress and grow within the company. As a member of the board, I am very excited about the future of HTL, and all of the board members share this sentiment, albeit they, too, realize that our ambitious growth plans will require careful planning and focused execution.

In 2018, HTL team will be concentrating on formalizing the strategic planning and management approach and strengthening our internal infrastructure to support our expansion plans. In the coming months, HTL will establish the "Office of Strategy Management". This office will implement the balanced scorecard tool to monitor all business unit's performance while keeping all departments aligned with HTL's vision, mission and corporate strategy. I believe this is an excellent initiative by the board to ensure our long-term success.

HTL is genuinely committed to becoming a high-performing organization. This

will require strengthening the three main pillars i.e. Strategy, Structure and Culture, which are critical in generating high-performance leading to further business growth. As part of this initiative, we have already initiated a comprehensive coaching and mentoring program for the Senior Management Team on Strategic Planning, Leadership and Management. We will continue to invest in the development of our team as we move forward, since we recognize that without a high performing team it will be tough to create a high performing organization.

My time at HTL has been very interesting and rewarding so far, and

I look forward to continue playing my part in transforming the company into a high performing, high energy and a highly successful one.

I would like to thank all of you at HTL for making me feel welcome and for all your efforts and commitment in making our company a success.

As they say, the best is yet to come.

Mavira Tahir

MAVIRA TAHIR

Director

Hi-Tech Lubricants Limited.



A NEW ERA AT HI-TECH LUBRICANTS LIMITED

04

Hi-Tech Lubricants Limited (HTL), the company behind one of the leading engine machinery lubricant marketing companies of Pakistan, ZIC, which boasts a sizeable market share in almost all of the related market segments of the country, has now been on a trajectory of innovative initiatives whereby expansion has been one of the key areas of focus since the company decided to go public. The company, which was once known for only the import and sale of imported synthetic engine oil, has expanded its operations to manufacturing and providing services, remaining within the petroleum industry.

HTL has been involved in the import and sale of synthetic oil since 1997. During the past few years, the company's market share has significantly increased, currently standing at 8% with around 16% in Passenger Car Motor Oil (PCMO) segment. The future forecast to lead the competition is also quite promising, one of the many reasons that the company has been able to achieve such a phenomenal growth trend has been the superior quality of product that is imported in finished form from SK Lubricants, who are the owners of the world's largest Petrochemical Complex with a market share of over 50% in synthetic lube base oil.



COVER STORY



BLENDING PLANT



Understanding the immense potential in the Pakistani market, HTL established a 100% wholly owned subsidiary named Hi-Tech Blending (Pvt.) Limited. This plant, as a whole, with its exceptional Independent Hi-Tech Testing Laboratory, filling lines, and quality controls, can be termed as the best in Asia, and certainly the first of its kind in Pakistan. While major competitors have outsourced the production of their cans and caps, HTBL has brought this production in-house, minimizing contamination of any sort from manufacturing of the cans to filling and capping. This will help the company cater to the increasing demand of its products, and also in entering the institutional and government requirements to expand business operations.

To further extend the scope of the Hi-Tech Testing Laboratory and give the benefits and expertise directly to the end user, Hi-Tech Testing Laboratory is on its way to facilitate the user by commercializing its services. This will provide an opportunity to the end user to acquire solutions and

dedicated services for all lubricant-related issues, with a one-stop solution. Ever since the launch of Hi-Tech Testing Laboratory, our paramount objective has been to deliver latest, reliable and flawless testing solutions to the valued customers by using the most advanced tools and equipments in a cost effective manner.

Hi-Tech Lubricants is famous for being the market leader in synthetic lubricants in Pakistan. With the help of the largest network of trained sales and technical staff in the lubricant industry, Hi-tech through the brand "ZIC" has not only enjoyed increasing market share but has also gained higher consumer recognition through tireless and consistent dedication to maintain high quality standards of service. Hi-Tech, with its promise of excellence, has already expanded its operations backwards through its state of the art blending plant and now plans to get one

step closer to the customer by forward integration through a unique service delivery method called HTL Express, which is transforming the concept of retail businesses in automotive sector.

This has enhanced the capability of HTL to further penetrate the retail segment by providing a ONE STOP SOLUTION for all the customer's car care needs. Under this expansion, HTL is offering state-of-the-art retail outlets across Pakistan with many unique services and technical support for its customers regarding their automotive needs while maintaining a Standard level of service nationwide with the hallmark of "Innovation at its best".

HTL Express is a beacon of hope for every consumer who maintains his or her vehicle on a daily basis. One core competency of the service is the focus on educating each individual customer to such an extent that they feel empowered to make the right purchase decision. As number of cars per household keeps increasing, so does the manipulative nature of the market. Most vehicle service providers have obsolete facilities which are extremely untidy and employ unprofessional



staff, hence providing an extremely low quality of service. In today's modern age where value for money is eminent, consumers are still paying more for less of vehicle maintenance. Service retailers are in a business of pushing products towards customers which helps them gain unjustifiably high margins and in the process they even sell low spec oil for exorbitantly high prices. There's



HTL EXPRESS

COVER STORY



OIL CHANGE
PACKAGES



OIL/ AIR/ CABIN/
FUEL FILTER



CAR WASH/
SERVICE



WHEEL ALIGNMENT

hardly any outlet which provides multiple services with a consistently high service standard. As the world becomes smaller due to international trade, the numbers of high performance vehicles are increasing which makes it essential for Pakistan to have services matching international standards.

HTL Express is not here to make vehicle repairs but to provide the grounds for prevention of defects. HTL Express is not only bridging the service gap between supplier and customer by providing consumer products and services which are best for them, but is also ensuring that those high quality services are being provided in a timely fashion while ensuring the comfort for the customer. It will be a symbol of trust and excellence for preventive

vehicle maintenance across Pakistan. Hi-Tech Lubricants has been distributing ZIC's premium lubricants through various retailers nationwide, and now HTL Express will deliver justice to ZIC product profile by committing to the same principle foundation: premium quality.

HTL Express is bringing Vehicle Maintenance and Comfort closer to each other through mobilization of talented individuals who are trained to provide best customer service, which is being supported by the introduction of best technology. HTL Express is successfully running its operations at 4 locations in Lahore and soon it plans on starting its operations in Karachi DHA , followed by more outlets

in Lahore, Islamabad, Multan & other parts of Karachi in coming years.

The proceedings received by the Company via IPO are also being invested in the establishment of an OMC by the name of HTL Station, launching throughout Pakistan. HTL Stations plan to be one of the major players in the industry by 2020. After receiving provisional license from OGRA in October 2016, HTL started the construction of its first oil storage depot at Sahiwal. The company has purchased land at Nowshera, KPK, for the construction of a second depot.

The company will hopefully commence operations at these depots in





WHEEL BALANCING



BATTERY SERVICE



TYRE CHANGE



AC SERVICE

2018 after the completion of statutory requirements.

HTL is aiming to become a unique player in the oil marketing sector in Pakistan by providing the best quality products and services at its refueling stations. The plan set by the company aims to establish 360 retail stations across Pakistan by 2022 which will provide excellent services and products to its customers.

Given the fact that the company is progressing at a fast pace; it is important that the capacity and capability which would allow the company to reach the next level of its success are also being

developed accordingly. The target is to develop a high performance organization, which is the HTL Company theme for the year 2018, and for the same the Board has organized trainings regarding strategic planning to align all business units with the support departments in order to synchronize and maximize efficiency.

The intention behind this exercise was to develop HTL as a conjugated organization which has

- Invested in Employee Growth
- Great Performance Management Process

- Open Communication
- Customer Centric Mission
- Empowered Employees and Leadership at All Levels

HTL has always promoted the idea for investing in Human Resources, which is one of the contributing factors leading to Low Operational Employee turnover. These steps are being taken to make sure that the stakeholders benefits are being safeguarded whereby strategic planning is at the core of company objectives in order to better manage its multi-tiered growth.

HTL STATION



FINANCIAL HIGHLIGHTS

FOR THE NINE MONTHS PERIOD ENDED
MARCH 31, 2018

05

MAJOR FINANCIAL AND CORPORATE DISCLOSURES AND REPORTING EVENTS DURING THE PERIOD

The management of the Company prepared the unaudited Financial Statements for the nine months ended 31 March 2018. Consequently, the Audit Committee of the Board of Directors duly reviewed the said accounts on 21 April 2018, which was further recommended to the Board of Directors for approval in their meeting held on 21 April 2018.

Half Year Limited Scope Review

The Statutory Auditors M/S Riaz Ahmad and Company conducted limited Scope review of the Financial Statements of the Company for the Half Year ended 31 December 2018. Board of Directors approved the accounts on January 30, 2018 following the review and recommendations of the Audit Committee meeting held on the 30 January 2018.

The Board of Directors of the Company, along with the approval of the Half Yearly Financial Statements, also

recommended Interim Cash Dividend for the Half Year ended December 31, 2017 at Rs. 1.75 Per Share i.e. @17.5 % of Face Value of each share (the "D-5"). All the financial disclosures and reporting & filing requirements under newly implemented Listed Companies (Code of Corporate Governance) Regulations, 2017 and several other ancillary matters were successfully completed within statutory limitations whereas procedures and compliance under Companies (Distribution of Dividends) Regulations, 2017 for electronic payment of D-5 are continuing.

Consistent efforts of Financials department with the inter-departmental coordination has helped HTL to achieve the goal of holding the Board Meeting for declaring Half Yearly Financial Results within a month which is well before the statutory limitation of 60-Days from the date of closure (31 December 2017).

This was due to the dedicated efforts of Financials team and their excellent efforts was duly acknowledged by the Management and the Board of Directors in the aforementioned meeting.

On March 31, 2018, the Directors' Review depicted Financial and

All figures in millions of Pak Rs unless specifically stated otherwise	JUL 17 - MAR 18	JUL 17 - MAR 17	% CHANGE	JAN - MAR 2018	JAN - MAR 2017	% CHANGE	JUL 17 - MAR 18	JUL 17 - MAR 18	% CHANGE	JAN - MAR 2018	JAN - MAR 2017	% CHANGE
	UN CONSOLIDATED						CONSOLIDATED					
	For the Nine Months For the Third Quarter						For the Nine Months For the Third Quarter					
Net Sales	6,726	5,657	18.9%	1,328	1,876	(29.2%)	6,726	5,657	18.9%	1,328	1,876	(29%)
Gross Profit % of sales	1,500 22.3%	1,448 25.6%	3.6%	316 23.8%	481 25.7%	(34.3%)	1,868 27.8%	1,563 27.6%	19.5%	440 33.1%	539 28.7%	(18.4%)
Profit from Operations % of sales	710 10.6%	776 13.7%	(8.5%)	114 8.6%	295 15.7%	(61.0%)	965 14.3%	882 15.5%	9.5%	192 14.4%	351 18.7%	(45.3%)
Profit before Tax % of sales	649 9.6%	752 13.3%	(13.7%)	92 6.9%	282 15.0%	(67.4%)	866 12.9%	827 14.6%	4.7%	155 11.7%	326 17.4%	(52.5%)
Profit after Tax % of sales	442 6.6%	556 9.8%	(20.5%)	61 4.6%	215 11.5%	(71.6%)	632 9.4%	627 11.1%	0.9%	120 9.0%	255 13.6%	(53%)
EPS – Basic (PRs)	3.81	4.80	(20.6%)	0.52	1.85	(71.6%)	5.45	5.40	0.9%	1.03	2.20	(53%)

Operational Performance of the Company as on March 31, 2018

The comparison of the un-audited financial results for the third quarter and nine months ended March 31, 2018 with December 31, 2016 is as follows:

Sales

Our consolidated sales revenue for the Nine Months ended March 31, 2018 grew by PKR 1,070 million yielded a growth of +19% versus the same period last year. Consolidated sales revenue for the quarter was down substantially year-over-year primarily because of sales realized in the second quarter where distributors had increased orders to benefit from anticipated price increases and sales incentives. HTL's focus remains on sales volumes growth on a yearly basis, though there can be volatility within anyone quarter.

Gross profits

We delivered a consolidated margin of 33% (consolidated) for Third Quarter. The increase in gross margins was the result of an increase in prices and continued improvement in HTBL's operations.

Operating & Net profits

We delivered an operating profit of 12.9% as a percentage of sales. Our net profit after tax stood at PKR 632 million for the Nine Months.

Position of IPO Funds

Bank balances of PKR 34.2 million (31 Dec 2017: PKR 72 million) and short term investments of PKR st 938 million (31 Dec 2017: PKR 962 million) at March 31, 2018 represent un-utilized proceeds of the Initial Public Offer and can only be utilized for the purposes of OMC and HTL Express Centers of the Company.

Balance Sheet

The total assets of the Company decreased PKR 100 million from June 30, 2017 as the Company successfully sold stocks it had invested in prior quarters.

HTL Express

During the quarter we opened another HTL Express Center in Gulshan-e-Ravi, Lahore and a lease was entered in to for a proposed center in Gulistan-e-Johar in Karachi. Currently three centers are operational and another five are in the pipeline of which two are expected

online in the next quarter. We expect these stations to provide an additional source of profitability to the company. In the future we envisage the majority of our express centers to be incorporated in our fuel station sites.

BLENDING PLANT

Additional machinery is expected to arrive next month. HTBL continues to improve its profitability and we anticipate increase profits at our subsidiary over the next few years (Inshallah).

OIL MARKETING COMPANY

On February 9, 2018 the Company received permission from the Oil & Gas Regulatory Authority to begin applying for NOCs for up to 26 fuel stations in Punjab (based on current storage). Fuel sales can commence only after final OGRA inspections and approvals. We also completed purchase of a six acre site at TaruJabba for our storage infrastructure in KPK province.

Future Outlook

By the grace of Allah, we are confident in the future of HTL and its strategy. We will grow our core lubricants business

HTL FINANCIAL OVERVIEW



through the introduction of new products, further improve margins by increasing the utilization of our blending plant and diversify the company's profit streams through development of the Express Centers and OMC business.

OMC Milestones

(Oil Marketing Company)

Our mission is providing top of the line services and fuel products by developing sustainable and profitable retail stations infrastructure with modern technologies to become a brand of choice for customers and other stakeholders. In pursuit of our goals, we plan to develop 360 modern retail stations over a span of next 5 years, equipped with the most modern facilities & allied services thereby becoming a one stop solution, offering convenience and quality to our customers. To strengthen the supply chain of our retail station in the Punjab province and to deliver a quality fuels products to our valuable customers, we have successfully completed the first state of the art oil storage depot at Sahiwal with the capacity of 3,540,000 liters (HSD- 2,226,810 Ltrs & PMG- 1,313,190 Ltrs).

Initial inspection of this storage facility has been completed by OGRA, on the basis of which the authority has given us the required permission to setup 26 retail stations in the province of Punjab.

Moreover, final inspection of Sahiwal Depot is underway by Oil and Gas Regulatory Authority (OGRA).

Our future plans are evident, we are working hard and aiming in the near future to expand HTL-OMC network all over Pakistan. To enhance our infrastructure development in

Pakistan, we have already procured land in the Nowshera, KPK region to market our products through our oil terminal. With this expanded infrastructural development, we hope to fulfil our dynamic vision and expansion plan. We aim to secure permission for more retail stations to keep HTL on track to engage visible and strategic locations all over Pakistan for the development of state of the art HTL stations equipped with all modern facilities.

Credit Rating

It gives us immense pleasure to announce that Hi-Tech Lubricants was assigned initial entity ratings of 'A/A-1' (Single A/A-One) with a 'Stable' outlook by JCR-VIS Credit Rating Company Limited.

The assigned ratings to HTL incorporated the company's position in the lubricant industry, moderate business risk, low financial risk and strong corporate governance.

The assigned rating depicts the strong liquidity position in the lubricant industry, moderate business risk, low financial risk and strong corporate governance.

Third party assessment of managerial and financial positioning enhances our Market Credibility.

Investment grade ratings provide an edge in negotiating borrowing costs as capital charge on bank reduces with the quality of investment grade ratings, enabling banks to do more business with same amount of capital.

Such rating provides Hi-Tech Lubricants a pre-introduction at the international business platform.

BEST TAX PAYERS AWARD

As one of the largest Lubricant Oil Marketing Companies in Pakistan, Hi-Tech Lubricants Limited was awarded the "Best Taxpayer" Award in 2017. The substantial contribution by Hi-Tech Lubricants Limited to the national exchequer was recognized by the Federal Board of Revenue.

The award ceremony was held on Friday, January 26, 2018, at the Land Freight Unit Wagha, Lahore. Chairman FBR and Member Customs along with others senior officials of FBR were present on the occasion.



ZIC SALES TEAM



**COUNTRY HEAD SALES
MINERAL**
Qaisar Abbas Rana

HTL is committed to provide best quality products to its customers, thus it becomes the job of Company's Sales Force to ensure that right product reaches the right customer, whenever and wherever it is needed. Since Customer Satisfaction is at the core of the company's vision, the sales force is determined to ensure it with every transaction. We aim to continue our efforts in defining new heights as to what we can achieve, and by the grace of God, 2018 will stand as a reflection of those efforts.

In the year 2018, the main focus of our Business Unit is to double HTL's profitability as compared to figures reported in the year 2017.

To address the growing needs of our diversified customer base, HTL has been continuously working on expanding its product line to offer only the most suitable solution to our valued customers. The company is on a trajectory of meeting its targets in sufficient time before the end of the current year. HTL's diversified product line and delivery of quality products has allowed the company to develop a strong footing in the country with a stable customer base. Our focus is on breaking geographical barriers and delivering those who are uninformed about the added advantages of using our brand.

ZIC MINERAL

ZIC-M Annual Target in 2018 increased by 41% with respect to the Year 2017. We have achieved 102% of our first Bi-Annual Target with 42% increase in Overall Sales Volume compared to 2017. HTL has expanded its product line by keeping in view concerns of all stakeholders, market dynamics and user needs. We are privileged to be the pioneer company in Pakistan to launch M5 10W-50 (MCO) with following objectives:

- To strengthen our MCO Product Line in order to become the Market Leader in the MCO Segment;
- To get the First Mover Advantage;
- To change the dynamics of MCO Segment / Market at 360° by splitting MCO Segment/Market into 10W40-20W40-10W50-20W50 and thus becoming a Market Leader;
- Convert 20W50 conventional MCO market to New Grade by launching of ZIC M5 in 10W50.

Whereas X-1000 (DEO), X-1 (GEO) and M-1 (MCO) will be launched in Year 2018 with following objectives:

- To Capitalize Market Potential;
- To Increase Sales Volume;
- Recognition of HTLL & Distributors for Ideal Product Mix Ownership;
- To increase Distributors Return on Investment & Profitability;
- Increase Market Share of HTL;
- Maximize Profit in MCO Category by maintaining Effective & Logical Price Gaps between 3 Product Quality Tiers.

For effective market penetration of Fighter Brands (Econo Tier), we have planned 360° ATL & BTL activities which are as follows:

ATL: TVC, Radio and Hoardings
BTL: Lubricant Awareness Programs, Quality Endorsement Programs, Rela-

tionship Building Programs, POS Material, Shop Boards, Trade Scheme & Offers and Sales Competition

For Mid-tier Products, 2 Sales Competitions were designed and executed in 1st Bi-Annual to develop a sense of competition between Sales Executives, Distributors & Retailers and reward and recognize them for their notable achievements.

Destinations include;
Quarter 1: Turkey, Tashkent & Baku
Quarter 2: Europe, Turkey, Tashkent & Thailand
Channel Development is one of the main objectives of 2018 to increase our Sales Volume and Brand outreach. Along with Distribution Development & Expansion with 13% growth, Dealership Concept is going to be incorporated in AJK, Hilly areas of KPK, Interior Sindh and Baluchistan where distribution model isn't feasible. Major objectives of Dealership Model are as follow;

- To channelize products at grass root level and enhance brand image;
- To generate maximum demand in market by working on Pull and Push Concept;
- To cater all the product categories i.e.: DEO, GEO and MCO;
- To justify cost and reduce chances of going Over-Budget

ZIC-M is concerned about the Personal and Professional Development of its Team Members, thereby strengthening its Key Positions to improve control over market and distributions is necessary. In-House Training Sessions on Distribution, Sales and Customer Management are arranged for Team & Distributors throughout the year 2018 to cultivate the talented pool of individuals already working with the company in order to enable them to deliver the best possible experience to the customers.



**COUNTRY HEAD SALES
SYNTHETIC
Ahmad Shujah**

HTL has been engaged in the lubricants business since the 1980s. Being the pioneer for introducing the latest technology in the lubricants market of Pakistan, we take great pride in our achievements over the years as having emerged as one of the market leaders in the industry. Our success over the years is grounded in the hard work and dedication of the sales force of the company, which has contributed immensely to deliver the promise which the company made to its customers.

HTL is recognized as the trend-setter in the industry, largely because of its ability and drive to introduce newer, more technologically advanced products in the market. This has enabled the company to dominate the Premium Gasoline market segment, and also helped it become a trend-setter in the industry for its style of conducting business. The company aims to deliver products which are targeted to the diverse needs of consumers; hence we expect additions of new products in the product line. As always, the sales force is dedicated to deliver these upcoming products for latest vehicles demanding high performance, ensuring that the overall customer experience is enhanced beyond expectations.

ZIC SYNTHETIC

To maintain our lead position as the "Trend Setter" in the industry, and considering our enormous growth of 22% in Gasoline market segment, we planned to launch 2 New variants;

ZIC Top

Fully Synthetic "PAO" base API SN Ow40 for European Engines

ZIC X7 FE

Synthetic OW20 API SN ILSAC GF5 for Japanese Engines

New additions to existing product line will add value to our premium segment. Hence, widening up choices for Auto Consumers in the Pakistani market.

In continuation of our theme of 2018, "Caring & Winning Customers", we launched and were a part of the PSL, held in Dubai. Another exciting offer to engage customers, was the live cricket experience in PSL Dubai. This was an exclusive offer for Top Retailers Nationwide to spend time with ZIC Top Management & BODs, there by sharing HTLL Vision / Future Ventures/enhance personalized relationships. The initiative was a big success in terms of winning hearts & building cohesiveness between retailers and company management.

The company is dedicated to ensure the well-being of our customers, even if it does not pertain to the promise which our product aims to deliver. A perfect example of this dedication is the introduction of program, that aim to provide coverage for personal accidental insurance to customers of ZIC, who are otherwise vulnerable to pay hefty costs pertaining to life altering accidents. We understand that safety on the road cannot be ensured in the absolute manner, however we are doing whatever is in our hand, to give our customers more confidence while they drive their vehicle on the road.

In the 2nd quarter, we launched ZIC-Jubilee Insurance for customers. This was another mile stone achieved in lieu of "Caring & Winning Customers".

This is a 3 tier activity where we offer "Free life Insurance & stock Insurance" for shop keepers. End consumer will get insurance card upon purchase of ZIC engine oil each card will cover worth Rs.50,000/- life insurance for free (no premium charge). One customer can enroll up to 3 times into the program i.e. Rs. 150,000/- is the maximum which can be availed by a customer at one time. Awareness about our products remains a priority for the marketing and sales force. ATL/ BTL Activities are being carried out to spread our message, and eventually to impact customer's buying decision.

At ZIC we believe in "True Relationships" with our Customers. We maintain our trust by providing "World Renowned Latest Technology Lubricants" to our customers. No compromise on quality is the key to success & will remain a major component of the HTLL Business.

We believe that the intense bonding established in HY1 will have a long-lasting impact. Customers trust in the ZIC brand, and we are committed to serve them in an "out of way" manner.

Agriculture plays a vital role in our national economy. At ZIC, we are focused on the agriculture sector, and have planned dedicated activities to enhance our volition with farmers / mechanics.

This year will be successful even though we will face the main challenge of 2018, the vulnerability caused by the Dollar, hike in Group III plus base oils worldwide. However with team work and trust worthy relations in the market we will achieve our set goals of 2018.

HI-TECH LUBRICANTS LIMITED LAUNCHES 2 PRODUCTS ZIC TOP 0W-40 ZIC X7 0W-20

07

HI-TECH LUBRICANTS LIMITED THE KEYNOTE



Hi-Tech Lubricants introduced new additions to its well established product range with ZIC TOP (PAO Technology) and X7 FE-0W20 (Yubase technology)

As they say "if you want to go fast, go alone, and if you want to go far, go together" this definitely can be said about the

partnership between Hi-Tech Lubricants and its retailers.

Hi-Tech Lubricants Limited organized events exclusively for its retailers in all major cities of Pakistan including Lahore, Islamabad, Karachi, Multan, Peshawar, Sukkur and Faisalabad.

On the occasion, Director HTL, Mr. Tahir Azam highlighted that if motorists need high performance with fuel savings then ZIC is the choice due to the advanced group 4 base oil YUBASE.



This will help further penetrate into the market with more products in ZIC range to make sure we have everything that customers need, which will eventually result in increasing the customer base. With the influx of imported and diverse range of vehicles, customer requirements have increased as well and we do not want our loyal customers to be disappointed due to lack of appropriate products for their imported vehicles.

The motivation and interest from the Retailers who travelled to attend these events proved that the connection that HTL has developed with its retail network is stronger than ever.

**IT'S NOT THE WILL TO
WIN, BUT THE WILL TO
PREPARE TO WIN THAT
MAKES THE DIFFERENCE.**

PAUL BRYANT



PAKISTAN SUPER LEAGUE 3

CRICKET is the most popular amongst the Pakistani population. People of all ages passionately follow cricket and cricketers are seen as no less famous than regular celebrities. PSL successfully brought cricket back home.

The 2018 Pakistan Super League was the third season by the immensely successful Pakistan Super League Franchise. It featured six teams, the first expansion of the league since its formation. The group stage matches took place in the United Arab Emirates, with two playoff matches played in Lahore and the final at the National Stadium, Karachi. The tickets for the final were sold out within 3 hours. Pakistanis took immense pride in hosting part of the tournament, especially since it included many of the top international players, and the cricket fever took the nation by storm. Everyone was united in their support of their favorite team.



ZIC has always been at the forefront of sponsoring sports-related events in Pakistan. be it golf, karate, bike rallies and specially cricket. PSL was an event surrounded by a huge amount of anticipation, and HTL made sure that ZIC took full advantage of this opportunity for the benefit of all stakeholders, including its customers.

So in order to follow up the huge success that ZIC Motor oil received in 2016 with its association with Peshawar Zalmi, (ZIC being the team's official Motor Oil) and in 2017 ZIC catered to the audience watching the matches at home and took the opportunity to brand the famous and favorite



PSL 3
DUBAI

PSL Truck on every 50 and 100. This was LIVE on all TV Channels across the globe; hence ZIC once again took the sponsorship of the PSL Truck. But how did it benefit ZIC? Truckers being our direct target market brought more value in the DEO segment that built an association amongst the transporters. ZIC truck appeared on all live matches regardless of whichever team was playing in the tournament, hence not limiting the brand to one team rather getting mileage throughout the tournament.

On ground activation like hoardings and digital boundaries in Dubai, Sharjah, Lahore and Karachi were acquired by ZIC to further strengthen the brand image.

In total, this turned out to be a very successful campaign, as being a prominent brand in both PSL tournaments gave ZIC more mileage while solidifying its relationship with cricket in Pakistan, validated by the fact that the PSL final matches played in Lahore and Karachi generated more than 70 million viewers universally.

Additionally, HTL decided to create more interest among its retailers by offering a trade scheme and taking more than 400 retailers on a 4 days all expenses paid trip to Dubai allowing them to experience the live excitement of PSL Matches followed by desert safari, stay in 5-star hotels, lavish dinners followed by a soulful performance by Daller Mendi, giving its retailers a memorable experience.

We are obliged for the overwhelming response we have always received from the retailers and their trust for Hi-Tech Lubricants Limited being one of the best Lubricant Company of Pakistan.



TEAMWORK WINS IT ALL CRICKET GALA 2017

MAS Cricket Gala has become a main and effective event for employee engagement. This year's cricket gala began with five teams landing in the playground to prove their power. These teams were formed with employees from cross-functional departments of HTL and HTBL. Each team adopted a unique name which its supporters could chant to generate team spirit.

These were exclusive moments filled with leisure and pleasure with a competitive spirit showcased by the teams named ZIC RUSTUMS, BLENDING BULLETS EXPRESS, REAL FIGHTERS, HTL SULTAN and SUPPLY CHAIN WARRIORS, which kept the audience excited throughout the day. After some drama and breathtaking action on the field by every team, ZIC RUSTUMS ruled the day by convincingly and categorically winning over HTL Sultans, grabbing the trophy for the second time in the Cricket Gala history.



HI-TECH LUBRICANTS LIMITED (ZIC) COLLABORATES WITH JUBILEE GENERAL INSURANCE

Hi-Tech Lubricants signed an MOU with Jubilee General Insurance at their Head Office in Lahore. The MOU was signed by Mr. Hassan Tahir (CEO, HTL) and Mr. Tahir Azam (Managing Director JGI), also present were BOD members of both organizations.

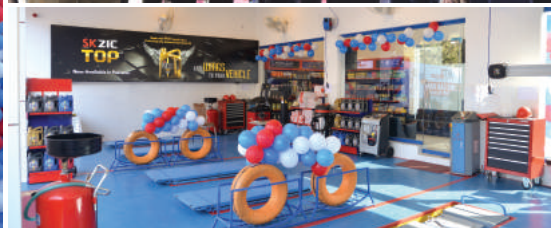
Mr. Hassan Tahir expressed at the occasion that "this marked the initiation of a relationship between two major players in their respective industries as they have come together to launch a value added offer for ZIC Consumers in the coming months, whereby free Jubilee General Insurance will be offered on all ZIC Gasoline and Diesel Products (3 Liters and above) "

He said that this is a Hi-tech Lubricant Initiative to show that the company cares for its customers as it has always been striving for consumer benefit along with giving their vehicles the best engine oil that promises improved performance and better fuel saving.

Mr. Tahir Azam (Managing Director JGI) added that it is a privilege to be collaborating with a company of such stature. JGI has always strived to bring technologically advanced products to its customers and ZIC will help in taking insurance to the masses as they are the major target market for Jubilee.



3RD HTL EXPRESS CENTER OPENS AT GULSHAN RAVI



BUILDING A HIGH PERFORMANCE ORGANIZATION

ANNUAL TRAINING SINGAPORE

WHAT'S NEXT FOR HTL?

Going forward, HTL is fully committed to further growth. We realise that to be even more successful in the future, we need to ensure a solid foundation along with a highly committed and engaged team. An effective team requires continued investment in training and development, and the company is dedicated to making necessary investment.

As part of HTL annual training and development program, our senior management team travelled to Singapore in January, 2018 for an immersive learning experience. As a country, Singapore has made great progress in the recent years and we felt that our company can learn a lot from its exemplary practices.

This year's theme at the training was High Performing Organizations. The key ingredients of a high performing enterprise are Strategy, Structure and Culture. These three pillars are fundamental Replace with for success

The training sessions focused on how HTL can join the ranks of high performing organizations going forward. The sessions were facilitated by leading trainers, Mr. Amer Qureshi and Mr. Qaiser Abbas, along with the senior management team and the Board members. The sessions included case studies, experiential activities, presentations and group discussions.

By the conclusion of the sessions, the HTL team and board members were all charged up and confident taking the company to new heights in the coming years.

08



STRATEGIC BUSINESS PLAN 2020

SIGNING CERMONEY

The first step in achieving VISION 2020 for HTL was development of Strategic Plans for all business units in alliance to the support departments/units. A two day presentation took place at Faletti's hotel on 11th & 12th April which was in continuation of Singapore conference & training at the beginning of year 2018. Top management presented their 3 year strategic plans to Board of Directors that they have been working on since the conference. The strategic plans were signed off by the CEO after thorough analysis.



Another important aspect to achieve high performance organization is strategic succession planning where the employees are trained and prepared for their future growth and their input in

the company's growth. It is crucial for continuous growth of a company that its potential resources are trained, retained and prepared for new challenges. Keeping the same in mind on 28th to 29th June two day training was organized

mirroring the Top Management Annual Conference training in Singapore for the second layer managers of all departments to bring them up to speed with the company vision which was again led by Mr. Amir Qureshi of Possibilities.

LONG TERM SERVICE RECOGNITION



Hi-Tech Lubricants Ltd organized a memorable get together to honor the long term service employees and acknowledged them for the part they played in maintaining the organization's performance standards and commitment to excellence. The HTL management highly praised the gentlemen for their years of dedication, enthusiasm and team spirit.

AWARENESS SEMINAR ON GENDER EQUITY

Pakistan is currently ranked second last among countries in the world in terms of gender equity by the World Economic Forum Gender Gap Report. Also, more than 60% of its 200 million population is under 30. Here, it is important to tap into the digital and technical skills of this new generation in order to create innovative solutions to bridge the country gender gap.

HTL, in collaboration with The Alliance Française of Lahore, organized an informative session exclusively for the female members of the company by inviting Ms. Aurélie Salvaire, a French author and also the founder of "Shiftbalance", an NGO which is a think-and-action tank to collect, produce and spread information. On everyday sexism and existing solutions.

During an interactive one-hour session,



she also launched her new book "Balance the World". The book gathers research on the best tactics used by social entrepreneurs and activists around the world in order to bring more balance between men and women. She also spoke about "Gender Diversity at Workplace",

Mr. Shaukat Hassan, Ms. Mavira Tahir & Ms. Sana Sabir admired the efforts of Ms. Aurélie on raising awareness regarding such crucial matters.

ENCOURAGING DIVERSITY

People with disabilities are part of our diverse society and constitute a source of untapped talent for employment. HTL believes that people with disabilities should not be neglected rather they should enjoy the same human rights and opportunities for employment as everyone else. Therefore, it is every business group's responsibility to respect and advance the rights of people with disabilities. Adhering to equal rights for employees with special needs, the HTL management presented a motorbike to one of its employees. It was thoughtfully designed according to the exact specifications and unique requirements of the rider, ensuring that it is a perfect fit.





No. 1 Lubricant Brand in
Brand Power Index, Korea



**Made with PAO World's
Most Technologically Advanced Synthetic Oil**

Now Available in 3 Liters & Above

ACT RESPONSIBLE, THINK SUSTAINABLE

09

Hi-Tech Lubricants Limited is ever adaptive to the changing trends of the modern world for doing business and knows how important it is for businesses to present themselves honestly and accurately to their customers. Today, more than ever, consumers are demanding that companies should change their practices and become more transparent and communicative, and above all take a more hands-on approach towards making the world a better place. Over time HTL has built itself into an organization that aspires for companies to stand with them to become the catalysts of change. We have integrated Corporate Social responsibility as part of our daily business routine

whereby we are consistently working Towards becoming more transparent in our practices and honest with our customers.

HTL's CSR Strategy refers to sustainability in relation to the identified United Nation Global Compact (UNGC) Sustainable Development Goals (SDG). The company's overall commitment to sustainability is based on its desire to do the right thing for all stakeholders, including society at large. The CSR strategy for the company classifies areas that are critical in the success of the business. It reflects factors that are important across key stakeholders including shareholders, community interests, employees and

customers. Based on these principles, the HTL CSR strategy stands on three identified pillars: Education, Environment & Healthcare. HTL has clearly identified the material aspects of its business and has built their CSR/Sustainability strategy around them. These pillars are linked into our core business and reflect key stakeholder expectations. The annual report being used as a combined report, provides a good summary of performance in achieving these goals. There is clear management leadership with Board level oversight to ensure that the Company is working consistently in accordance with these key pillars.

EDUCATION

HTL-CSR Era of change began in 2011 with the initiative of setting up Iimgah School in Lahore for the children of Green Town Area. The idea behind setting up a school in this locality was to educate the less privileged segment of our society.

The school initially started from primary level till Grade 3, with 35 students and 5 teachers accommodated in a 5-marla building. Since the

response from the community exceeded expectations, within two years the adjacent two buildings were acquired as well to manage the increasing number of student enrollment. The buildings were renovated according to the increasing needs of the school. This new building was registered in 2014 as Iimgah Boys Middle School and the school was upgraded to grade 5. From day one, teachers have been hired on merit ensuring that international teaching standards are not compromised. Today 370 children of the Green town area are receiving a high standard of education through Iimgah. We are certain that students in the school are equally capable compared to those attending some of the top private schools around the country.

The students at Iimgah have been performing exceptionally well as the results of Punjab Examination Commission for Grade 5 proved that Iimgah surpassed all other institutions by grasping top positions consistently. Today, the management is putting all of its efforts to register Iimgah as Iimgah School Systems, which would formalize the system allowing for more expansion. We are

in the transitional phase where the management of IIMGah plans to introduce students to the Tech Based Learning for which we are undergoing the expan-

sion of the school building to have more spacious rooms which would allow the school to cater to more students. Within few years, this school has become a

promising platform for children to learn, experiment, and grow confidently in order to live their dreams, against all odds.



TRIP TO THE ARMY MUSEUM



Museums are community centers designed to inform and teach the public. The traditional role of museums is to collect objects and materials of cultural, religious, and historical importance, preserve them, research into them and present them to the public for the purpose of education and enjoyment. To provide a uniquely interactive experience of getting up close to artifacts which students usually only see in books, newspapers and television, Hi-Tech Lubricants Limited arranged an Educational Trip for the Ilmgah students to the Army Museum located in Cantt.



Students from Grade 5 to Grade 9 got the opportunity to learn about Pakistan Army's history and the work which it has done over the years.

Children were split into different groups and the museum management informed them about the equipment displayed, wars which have been fought, and also about our war heroes. Students were very happy and excited to see all the machines and equipment exhibited under one roof, used in 1965-1971 wars fought between India and Pakistan by our brave army.

According to the Administrator IIMGah, Mr. Azhar Nawaz, the trip was a great learning experience for the students, and he described it as a reliable and excellent source of infotainment.



INNOVATIVE TEACHING INSTITUTE VISITS ILMGAH

Studies have revealed that applying innovative learning methodologies to classrooms can truly enhance the learning process. These methods can become a powerful source to grip student attention in classes and, if applied correctly, can become a win-win scenario for both students and teachers.

Mr. Shaukat Hassan, Chairman HTL invited Mr. Erik Axelsson, Academic Director of Innovative Teaching Institute (ITI) based in Lahore, accompanied by Ms. Beverly Linning, Head of Early Years & Primary, to visit IIMGah. The purpose of the visit was to introduce them with IIMGah's current teaching methods and seek their assistance in improving student learning by adding interesting and innovative ways which could enable students to become more engaged and excited.



"My first impression when visiting IIMGah School was the warmth and passion from the school staff. They were genuinely proud of their school and their students' accomplishments. We visited several classrooms and the students were very polite and they wore their school uniforms with pride. The classrooms and the corridors were full of inspiring messages promising a better future.



CSR - ILMGAH

Thanks for welcoming us to your school."

Erik Axelsson

Academic Director

"Ilmgah only employs passionate, dedicated and highly educated teachers and administrators. Since its inception in 2011, the school has tripled in size and every available space is carefully

designed for maximum use. Discipline, grooming and academic achievement are the core of the Ilmga School."

Beverly Linning

Head of Early Years and Primary

"As Shakespeare once said, the eyes are the window to your soul; children at Ilmga were a living embodiment of this

phrase. Their pride sparkling through their eyes and the discipline reflected in their body language was undoubtedly the administration's hard work paying off."

Zunaira Nisar

Research Associate

CHILD ABUSE PREVENTION MONTH APRIL 2018

HI-TECH LUBRICANTS LIMITED THE KEYNOTE



HTL took an initiative to launch CHILD ABUSE AWARENESS AND PREVENTION CAMPAIGN in April 2018, to spread awareness of one of the acute issues that prevails in our society today. A two day session was conducted by a child psychologist. The students of Ilmga along with their mothers were made to witness a visual elaboration through child friendly animation regarding the concept of "Child Abuse". They were given a clear understanding about how to deal with such circumstances. This campaign was truly informative and beneficial for the young minds of our Ilmga students and their mothers.





HTL's Corporate Social Responsibility (CSR) also refers to our responsibility towards the environment. Our company's existence is not disconnected from it, and we recognize that fact. The company is part of a bigger system composed of people, values, other organizations, and nature. The social responsibility of any business should be to give back to the world just as it gives to us. We are well aware of the fact that cars, trucks and other forms of transportation are the single largest contributors to air pollution around the globe, and this is an area where we need to provide solutions which may lessen carbon emissions as a result of increased number of vehicles on the road. To achieve this HTL, in its product line, has designed and included a wide range of environment-friendly products. They are safer for the environment and are also long-life enhancers for heavy and light traffic vehicles' engines.

Moreover, from 2016 and onwards, HTL has been initiating Nationwide Plantation Drives called "Greener Pakistan", which have now become a regular and indispensable part of our CSR objectives. Through this initiative HTL approached schools, colleges & universities of different cities and involved students, educating them and making them aware about the adverse effects of deforestation. With this initiative, so far, we have been successful in planting around 30,000 trees all over Punjab, with the number increasing continuously.

CSR - ENVIRONMENT

2018 is indeed a distinguished year for HTL's Corporate Social Responsibility as it has taken a step forward in the Environment sector by starting a long term project of building a Plant Nursery. This nursery is being set up on the 2 Acres area of land at Hi-tech Blending Plant, Sundar (HTL's wholly owned subsidiary Company).

For this purpose HTL has acquired the services of Ex. Director Floriculture Training & Research Punjab. He shall be looking after all the areas, from plant propagation to its nurturing and growing it to a useable size.

We are targeting that over a period of three years, this Plant nursery shall be able to grow different type of plants for all seasons. In the long term we foresee that general public, institutions or private estates shall also be facilitated through this project.

Mr. Muhammad Nawaz holds a Master's degree in Horticulture with over 36 years of proven experience in senior roles within Punjab Agriculture Department. Mr. Nawaz's eminent and influential job area had been his role as Director Floriculture Training & Research Punjab.

His proven skills and abilities include Nursery Management, Floriculture Farm Management, Parks & Residential Area Landscape Maintenance, and Financial Management & Administrative Control. He has an exceptional track record of doing extensive hands-on research on Horticultural Crops. Throughout his professional career he has conducted various trainings on different subjects of Horticulture.

He is an enthusiastic and wise gentleman and has a number of great services to Punjab Horticulture Authority under his belt. He holds professional certification in Flower completed Technology from Institute of Flower Technology, FUZHOU China.

AWARENESS WALK FOR SMOG



In the last few years, Smog has emerged as a life-threatening problem around the Globe, especially in cities producing a lot of pollutants. The alarming increase in air pollution levels has provoked the nation to take immediate action sooner than later, before it completely disrupts the Ozone layer. In Pakistan, unnecessary cutting of trees and, at the same time, increased number of vehicles on the road, while plantation of trees is minimal, is the major cause of Smog. In the wake of its harmful effects on Climate and the health of our people, Hi-Tech Lubricants held a walk at Hi-Tech Blending Plant, Sundar, Lahore, to raise awareness among people regarding the causes and preventive measures against smog. Mr.

Yaqub Aziz, Chief Operating Officer Hi-Tech Blending Plant, along with the ZIC Country Head, Mr. Ahmed Shujah, led the walk with their teams. Members of the local community local community of Sundar also participated in the walk.

The purpose of the Walk was to raise the level of concern about the problem, encouraging and promoting plantation of trees in order to reduce the extreme levels of air pollution. Participants of the walk used masks as an essential precautionary measure during the smog. The walk concluded on planting second batch of trees in reference to HTL's Greener Pakistan Initiative.

MY GREEN RAWALPINDI

Hi-Tech Lubricants Ltd is making sustainable moves in making Pakistan greener! HTL, in collaboration with Rawalpindi Chamber of Commerce & Industry (RCCI), launched its Tree Plantation Campaign supporting the slogan of My Green Rawalpindi. In the first phase before Ramadan, 11,000 plants have already been planted. However, we are committed to reach our target of 100,000 planted trees, and 89,000 plants will be planted as soon as we begin the second phase of the campaign. The sole purpose of this campaign is to make a greener, better Pakistan, and also to create awareness about the importance of planting more trees to help save the environment.



CARE FOR ALL ANNUAL EVENT FAST NATIONAL UNIVERSITY

Hi-Tech Lubricants Limited is a Socially Responsible Entity that aspires not only businesses but academic institutions as well to play an influential role by becoming a Change Maker themselves.

Supporting its belief, HTL sponsored "Care For All Annual Event", which was organized by FAST Care Welfare Society. This society strives to aid individuals that are in need and to create awareness among people who can help them.



CSR - ENVIRONMENT

This Two day event featured speeches from one of the best speakers in the country followed by theatre performances and a concert to conclude with. HTL believes that the purpose of academic institutions should not be merely restricted to providing education but they should also help turn their students into well-rounded individuals with a passion to give back to the society.



CORPORATE SOCIAL RESPONSIBILITY EXCELLENCE



"Living the UN Global Compact Business Sustainability Award 2017"

United Nations Global Compact has recognized Hi-Tech Lubricants Ltd for its sustainable Corporate Social Responsibility efforts by awarding First Prize in the Large National Category.

This award recognizes the overall social impact HTL has had through its various programs in the areas of Education, Health and Environment. In its unrelenting efforts of becoming a change agent; HTL continues in its commitment to work for the betterment of society.

NFEH AWARD 2018

Hi-Tech Lubricants Ltd has been acknowledged for its Corporate Social Responsibility efforts at the 10th National CSR Excellence Awards Ceremony 2018.

This was organized by the prestigious National Forum of Environment & Health (NFEH) and HTL has been awarded for working on the overall betterment of society. Over the years, HTL's initiatives have focused on improving lives of its people by transforming them to become more ethically cultured and responsible.

The honorary award was presented to HTL in a graceful and prestigious ceremony held at Serena hotel, Islamabad. Prominent personalities belonging to Corporate Sector, Government Organizations, NGO's, Academia and Media attended the event. The award marked HTL's belief in giving back to the community at large.





HEALTHCARE

EMPLOYEES AS RESPONSIBLE CITIZENS

HTL's identified third Pillar of CSR Strategy is Healthcare. That starts from the employees and grows to the community Healthcare programs. The culture of our business and the character of our people compels us to make a difference where we live and work. Many successful blood and medical camps have been setup far and wide for our people's well-being. Since 2016, we are in regular



CSR - HEALTHCARE

partnership with Sundas foundation to provide them with maximum support in collecting Blood Bags for the Thalassemia patients.

Our CSR strategy is not only about giving back, it is also about enabling positive changes in our neighborhoods. We believe that being part of the fabric of local communities is what allows us and everyone around us to grow.



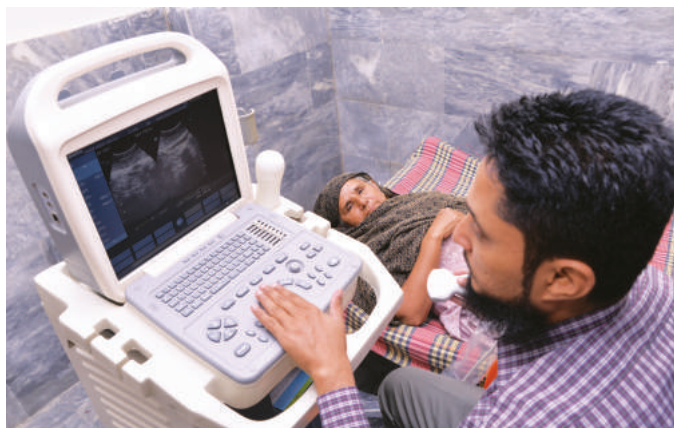
HEALTH IS THE GREATEST WEALTH

They say Health is the greatest Wealth! Hi-tech Lubricants Limited operated a free medical camp at Bhai Kot, Sundar in collaboration with Transparent Hands organization in May 2018. A team of qualified doctors gave free medical aid to the under privileged. This Free medical camp was a means to bring awareness amongst the deprived population of the country who otherwise have no access to basic healthcare services or knowledge about the diseases from which they are suffering.

The camp assisted with free tests and free medicines, and every individual was subjected with utmost care. Announcements after short intervals in the local masjid were made to assure



maximum utilization of the facility. HTL Management appreciated the efforts made by the Hi-Tech Blending Plant Operations Staff in coordinating with the union counsel people of the locality and assuring maximum number of visitors.





Next Stop Karachi

Revolutionizing the Dynamics of Vehicle Maintenance



Johar Town:

25, N-Block M.A Johar Town (Near Bundu Khan Restaurant) Lahore.

Garden Town:

97-Atta Turk Block New Garden Town Lahore.

Dharampura:

156 Main Allama Iqbal Road Dharampura (Near MCB Bank)

Gulshan-e-Ravi:

Plot # 4-F, Gulshan-e-Ravi Scheme, Lahore.

NEWS &

INTERNATIONAL WOMEN'S DAY CELEBRATIONS

Empowering women is not just a right thing to do - it's the smart thing to do

(Barack Obama)

In anticipation of International Women's Day, the Management of Hi-Tech Lubricants Ltd organized a Region-wise Get-Together to celebrate the eve for female employees.

Celebration at the HTL's head office started with a cake cutting ceremony in the presence of HTL Board of Directors & SK ZIC representatives' Mr. Hyuk Jin Kwon & Mr. Moon Seek Park, who were on their business visit to Pakistan. Later, the female employees shared their opinion about the challenges that working women are facing today and what they believe is the best way to overcome them. The celebrations concluded on a vote of thanks by the female staff towards the organization's thoughtful gesture.



EVENTS

HAJJ LUCKY DRAW 2018

Hi-Tech Lubricants announced winners of 12th Hajj Lucky Draw for the year 2018 who shall experience the Holy Pilgrimage.

MUHAMMAD UMAR YAQUB
HR Officer - Central

QAISAR MEHMOOD
Sr. Sales Executive - Sales ZIC Central

MS. FAIZA EHSAN
Sr. Coordination Officer - Central

KANWAR TAHA BIN AKHTAR
Sr. Sales Executive - ZIC M South

JAHANGIR HUSSAIN
CP Proposal Engineer - MAS associates

MUHAMMAD FAHAD
Sweeper Central (PHR)

Heartiest Congratulations to the Winners!



SALES TECHNICAL SEMINARS

In order to sustain a top position, a brand has to keep on improvising on how to reach its target market and convey their message in an influential manner. Since ZIC is the best lubricant available in the market, and the majority of the mechanics vow for ZIC, hence trainings and seminars have been made a regular part to educate the mechanics of the new trends especially with the induction of newly imported

cars including hybrid vehicles and ZIC applications. These seminars revolve around the innovations taking place in the automobile industry in respect with the lubricants. These seminars are open to question and answer sessions regarding engine, engine oil and the necessities of quality lubrication for engine health with the objective to satisfy the end customers.



associates (Pvt) Ltd.

CATHODIC PROTECTION (CP) PROJECTS' PROGRESS REPORT

MAS Successfully Completed The Following Projects:

MAS has successfully completed the CP project for Design, Supply, Installation, Testing & Commissioning of Sacrificial CP System for CW Pipeline at Power plant located at Sahiwal Region.

Projects In Progress:

- Design, Supply, Installation, Testing & Commissioning of ICCP System for plant pipelines at PARCO Faisalabad Terminal.
- Installation of ICCP system for 2 Nos. 40,000 barrels Crude Oil Tanks at OGDCL Nashpa Field.
- Design, Supply, Installation, Testing & Commissioning of Sacrificial CP System at major fertilizer plant in Sindh.
- Design, Supply, Installation, Testing & Commissioning of Sacrificial CP System for plant pipelines at one of Power plant located at Bin Qasim, Karachi.

Projects Awarded:

- MAS has awarded projects for Rehabilitation of existing ICCP systems for tanks and pipelines at Islamabad, Sukkur & Nawabshah Airports by a multinational company.
- MAS has awarded a CP project for Design, Supply, Installation, Testing & Commissioning of Impressed Current Cathodic Protection System for buried plant piping at one of major fertilizer plant situated in Sindh.



VALLOUREC TECHNICAL SEMINAR JANUARY 2018



Mr. Laurent DUBEDOUT (Vallourec Vice President) briefing about the Vallourec operations Worldwide & for Pakistan



Mr. Olivier Tartar (Vallourec Sales Manager) interacting with the participants

Vallourec Oil & Gas France & MAS arranged a Technical Seminar in Singapore for E&P Companies operating in Pakistan. Senior representatives from OGDCL, MPCL, POGC & OPL accompanied by MAS representatives travelled to Singapore for the session and visited Vallourec facility.

VALLOUREC technical experts from France & Singapore delivered presentations on the different technical topics i.e. Casing/Tubing selection, API Standards, Connection Application Level (CAL) – Product Specification Level (PSL), VAM Services, High Collapse and Chromium Materials, Casing Running & Handling, Storage etc.

A visit to the Vallourec Accessories Workshop was also scheduled and conducted by the Vallourec representative where participants witnessed the different processes related to production of casing/tubing accessories.

The delegates from Pakistan also enjoyed visiting Santosa Ireland & Universal studios.

The participants overall esteemed the efforts taken by Vallourec & MAS to conduct technical seminar and create awareness about the new developments and latest techniques in OCTG industry.



Here "V" is not about the victory; "V is for VALLOUREC". Participants during the Visit to the Vallourec Mill in Singapore



Delegates from OGDCL, OPL, POGC, MPCL after the Session



Delegates from OGDCL, OPL, POGC, MPCL after the Session



AN EVENING WITH THE FRENCH PARLIAMENTARIANS

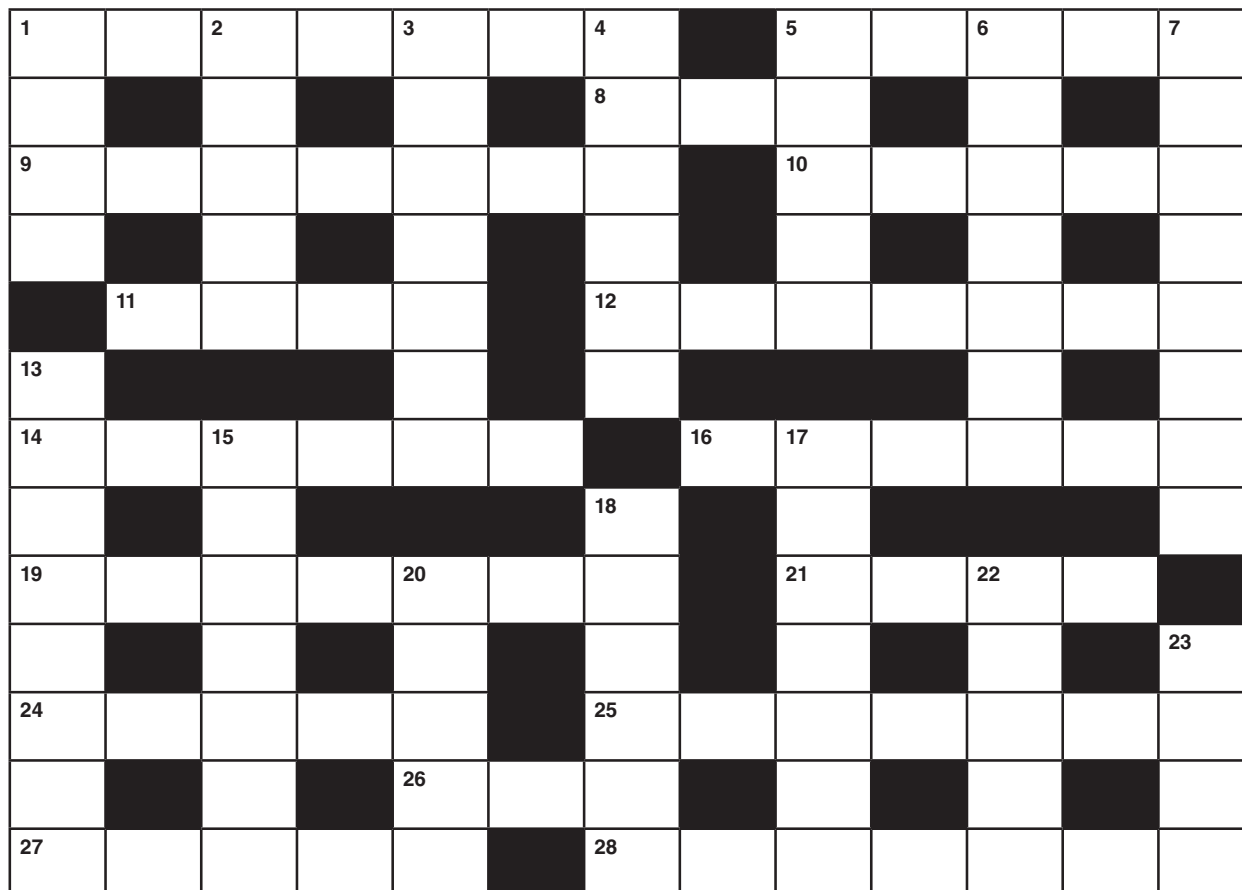
Mr. Shaukat Hassan, Chairman HTL, also the Director of Pakistan France Business Alliance (Northern Chapter) hosted a dinner on December 2017 at Royal Palm Golf & Country Club in the honor of A French parliamentary delegation of the France-Pakistan Friendship Group visiting Lahore.

This five member delegation included Mr. Jean-Bernard Sempastous, President of France-Pakistan Friendship Group & Member National Assembly; Ms. Annaig Le Meur, Vice President of France-Pakistan Friendship Group & Member National Assembly; Mr. Jean-Luc Reitzer, Secretary of France-Pakistan Friendship Group & Member National Assembly, Ms. Sonia Krimi, Member of France-Pakistan Friendship Group & Member National Assembly and Mr Alexandre Michel, Administrative Secretary of France-Pakistan Friendship Group & Member National Assembly accompanied by Mr. Michael Boucault, Counsellor (Political Affairs) Embassy of France in Pakistan, Mr. Philippe Fouet Head of Economic Department Embassy of France in Pakistan, Mr Mian Ahsan Abbas, Director (PR) of Pakistan's National Assembly and Director Alliance Francaise, Mr. Stéphane Gaillard.

The French parliamentarians shared that the French government values its relations with Pakistan and are keen to further strengthen its economic relations with the country. They assured to play the role of Pakistan's Ambassadors in France to widen their friendship with our country.



CROSSWORD NO. 3



ACROSS

- 1- He chats, or just confuses to provide entry points for the cat. (7)
- 5- Wonderful winning them, if they are grand ones (5)
- 8- Informal affirmative (3)
- 9- Shaped like a crescent (7)
- 10- Consumed, gone (5)
- 11- Underground origin? (4)
- 12- Spa dare, just marches! (7)
- 14- Sounds like an order to bring more in Punjab, but here is where we are (6)
- 16- Politicians claim to do everything for them (6)
- 19- Central European country where Sound of Music was partly filmed (7)
- 21- Ballistic Missile that can be fired across continents, abbr. (4)
- 24- If you can solve this crossword, you are certainly not one (5)
- 25- The colour of a girl's face when she is being praised (6)
- 26- Flightless large bird (3)
- 27- Gores? These giants can do so.
- 28- Tin room? Broken, but watched by him (7)

DOWN

- 1- The largest company in MAS Group, abbr. (4)
- 2- It takes two to do it (5)
- 3- Place to keep a gun (7)
- 4- Viscous, treacly (6)
- 5- Pears can be smashed using this lance (5)
- 6- Did it on stage, or in office, unreasonably (5,2)
- 7- Tier sins, confusing but threatening (8)
- 13- Great actor from Scent of a Woman (2,6)
- 15- In greater hurry (7)
- 17- Issue (7)
- 18- Powder type, generally not used for sinister purposes (6)
- 20- They sound correct, but are just rituals (5)
- 22- Gone, but will never be forgotten (5)
- 23- He could be matchless or may have won just a solitary match (4)

SOLUTION

Please submit your crossword solutions by 15th October 2018.
Winner will be decided by Editorial Team. The first 5 winners will
win amazing prizes! EMAIL: editor@masgroup.org



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