# THE KEYNOTE

MAS GROUP

NEWSLETTER | Half Year - II - 2017

# SKZIC SKZIC posco SKZIC SKZIC HT HT STATION HT AUTHEST











# KEYNOTE

# Contents

80

· Concept

· Services

COVER STORY

· Your Vehicle Expert

· Why HTL Express

· Fleet Program





06

· Mavira Tahir

· Faraz Zaidi

**BOD UPDATES** 

· Zalmai Azam Durrani





Membership

· Offers & Promotions

Franchise Management

· Current Scenario

· Way Forward

Opportunities



## CSR - HTL

- · Sundas Foundation Visit
- · Blood Camp
- Dream Team Visit
- · event sponsored
- · Enlightening minds
- · Lahore visit of Orphanage House

16

# CSR - ILMGAH

- · Polio Day
- · KFC trip
- · Spellathon Competition

18

## MAS

"PLAYING TOGETHER

- **ASSOCIATES** 
  - · Cathodic Protection (CP) Projects Progress Report.
  - · OGDCL Visit to Vallourec France

20

# HTL FINANCIAL **OVERVIEW**

- · For The Year Ended June 30, 2017
- · For First Quarter Ended September 30, 2017

24

# HTBL HIGHLIGHTS

 New HI-TECH Warehouse Operational At HTBL

# MARKETING

26

- . Playing Together For A New Beginning
- · ZIC Better Than The
- · ZIC Se Behtar Koi Engine Oil Nahi

# 30

# **NEWS & EVENTS**

- · HTL Campus Recruiting
- · Trainings & Conferences
- · Enabling Together
- · Sar Utha Ke Jiyo
- · Join Leap-Winning With Energy & Focus

32 IN LOVING MEMORY OF MR. BASIT

HASSAN

Shaukat Hassan

# **EDITOR'S**

"The price of greatness is responsibility" (Winston Churchill)

Keynote's special edition is dedicated to the untiring efforts of the entire team of HTL Express: their enthusiastic efforts have brought our vision of providing a One Stop Solution to reality by providing remarkable service experience to our customers. This edition shares the unique success story of HTL Express and our journey with future foresight and major upcoming openings across Pakistan. What a tremendous turnout of customers and way to go team HTL Express, Bravo!

It also gives me immense pleasure to share the major initiatives in the area of CSR as it continues to be our responsibility to take the right actions while caring for the betterment of society. HTL CSR initiatives have been recognized on various reputable forums for taking keen interest and providing assistance in multiple sectors including healthcare, financial assistance and a distinct care for people with special needs. I need to applaud our team who has contributed immensely in CSR especially in the field of career counselling, blood donation drive and student counselling.

HTL is growing and so are the people; there have been notable additions in the members of Board of Directors bringing the wealth of knowledge and experience in multiple business sectors and it will surely benefit the company to realize future business strategies. Team at HTBL has shown significant progress and our warehousing facilities have also been enhanced to cater the ever growing business needs through automation, standardized stocking and a swift delivery process.



Shumaila Hameed Editor editor@masgroup.org

Shumaila Hanned

Many exciting business events, employee gatherings and engagement events have been captured and brought together by the dedicated team of Keynote. I am quite hopeful that this edition will gather keen attention of the readers. So don't forget to give your feedback and share creative ideas with the editorial team.

Happy reading!

Rizwan Ur Rehman



**Shafaq Masood** Content Coordinator

# **CHAIRMAN'S**





**SHAUKAT HASSAN** 

Shawkat Hassan

of BOD has been influential in making it what it is today.

His presence in the board will be missed. I would take

the opportunity also to share my welcome note as

a chairman of BOD to two new Directors. Ms.

Mavira Tahir and Mr. Faraz Zaidi both bring

Chairman

Company's long term strategic plans with a vigilant business foresight are in already in action for a consistent & profitable progression and to cater consumer market needs. This year has brought some significant changes to the board of HTL now has a considerable presence in the Retail Segment with directors as I thank and bid farewell to our esteemed director unique proposition. We have established an effective strategy to Mr. Zalmai Azam Durrani whose contribution as a member develop a service retail network across Pakistan with multitude of unique facilities and technical support to motorists. We have successfully opened 2 HTL Express Center in Lahore while 3 more are on the way along-with 2 Express Centers in Karachi. Further expansion plan includes the provision of HTL Express Centers in other cities as well.

on board wealth of knowledge and ex-HTL has outshined its mark in the field of Corporate Social Responsibility by winning perience having diverse professional the CSR Award for the year 2016-17. Company's management continued its focus on education, healthcare, skill development, environmental protection and social welfare during the current year. Our employees have invested many hours voluntarily to support noble causes including blood donation drive, sharing smiles with ailing patients, students counselling and much

backgrounds. I am fully confident that their addition to the Board of Directors will be of real advantage to the Company. more. HTL has also won the prestigious "Consumers' Choice Award" for the 5th year in a row.

I, on behalf of the Board of Directors, am really honored to appreciate and acknowledge the value addition by a number of people who have played an active role in company's continued success. Our business partners SK Lubricants have extended tremendous support by way of extensive planning and assistance to help us consistently perform better in the market. We look forward to their continued cooperation in the future. Remarkable efforts of your company's Management and Staff have also contributed significantly to its success along with the teamwork of all our distributors and retailers.

# **BOARD OF DIRECTORS**

y Association with HTL has been an amazing experience of sharing knowledge and gaining many long term friends. The BOD members are really dedicated to provide exceptional business insights to various challenges and each member is an expert of his field. This unique blend of knowledge and diverse experience makes all members agree to the decisions and move forward to create better business opportunities to give back to the shareholders. During my tenure as Director; HTL has gained major market share, significant business growth and above all an uncompromising trust of the shareholders. Team of HTL is really putting up the best efforts together to realize the vision. The decades of my professional journey includes memorable accomplishments and success stories; nonetheless my time spent at HTL being the BOD member will remain as one of the most cherished tenure of my professional life. I pray for the prosperous future of all and share my sincere regards with all members of BOD and employees of HTL.

Mr. Zalmai Azam Durrani

Director

Lalmai Azam Durrani

s. Mavira Tahir, a self-motivated and dynamic professional brings on board more than 12 years of diverse professional exposure. She has attained a degree in Health Administration from Ontario Canada and has successfully completed several Research Projects throughout her academic and professional tenure at Canada. Project Management, Budget Development & Monitoring, Fiscal Operations, Trainings are her key areas of execution with precision and cost controls.

As a thorough professional, Ms. Tahir believes in Time Management, Creativity and Team Building as pillar of individual as well as team success. She is a passion driven professional and emphasizes more in team development and mentoring as key attributes for a leader to inspire people and remain successful. Her philosophy "there is no substitute for hard work" has led her to succeed in various leadership and project management roles. She has keen interest in problem solving and innovation and we hope that her addition to HTL Family will be of absolute value.

**MAVIRA TAHIR** 

Director

marina tahir

r. Zaidi brings on board over 15 years of experience in both investment banking and investment management globally. Mr. Zaidi has held positions with Credit Suisse (New York), Polygon Investment Partners (London),

and Standard Chartered Principal Finance (Dubai). His investing experience includes public and private market transactions in both developed and emerging markets.





**FARAZ ZAIDI** 

Director

faraz zaidi

TYRE SERVICE OIL CHANG



# YOUR VEHICLE EXPERT

The Future of Vehicle Maintenance is here.

DIL CHANGE

WASH /SERVICE

TYRE SERVICE

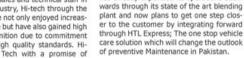
**AC SERVICE** 

**ACCESSORIES** 

BATTERY SERVICE (\*\*\*)

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" have not only enjoyed increasing market share but have also gained high consumer recognition due to commitment to high quality standards. Hi-

excellence



has already expanded its operations back-

# Why HTL Express?

HTL Express plans to be the beckon of hope for every consumer who is and will maintain his/her vehicle on a daily basis by educating each individual to such an extent that they feel empowered to make the right purchase decision. As number of cars per household keeps increasing so

is the manipulative nature of the market. Most vehicle service providers have obsolete facilities which are extremely untidy with unprofessional staff hence providing extremely low quality services. In today's modern age where value for money is eminent, consumers are still paying more for less for vehicle Maintenance. Service retailers are in a business of pushing products at customers which makes them the most margins and in the process even sell low spec oil for high prices. A consumer might have a preferred oil changer or a particular car wash shop where they find decent services but there's hardly any outlet which provides multiple services with a consistent high service standard. As the world becomes smaller due to international trade the numbers of high performance vehicles are increasing which makes essential for Pakistan to have international standard services.



645

HTL Express is not here to make vehicle repair but is the grounds to prevent them. HTL Express will not only bridge the service gap by providing the consumer products and services which are best for them but will also ensure that those high quality services are provided in timely fashion while making the customer comfortable. It will be a symbol of trust and excellence for preventive vehicle Maintaincence across Pakistan, Hi-Tech Lubricants have been distributing ZIC's premium lubricants through various retailers nationwide and now HTL Express will deliver justice to the ZIC product profile by committing to the same principle foundation which is premium quality.



CAR WASH

# Concept

HTL Express is RELIABLE; primarily for the sole purpose of optimum engine performance, ZIC Lubricants complete range will be available. To compliment the high quality ZIC range a variety of secondary genuine products will be available for the sole purpose of transparency in order to ensure consumer empowerment.

HTL Express is CONVENIENT: to bring comfort closer to vehicle Maintaincence a lot effort have been put in order to create an environment where the customer can sit and relax while the vehicle is being maintained. The waiting area is designed aesthetically with elegantly furnished sitting area and excellent washrooms which are fully air-conditioned. Complimentary services including WIFI, satellite cable, refreshments and tea/coffee set ups are present for the sole purpose of customer entertainment. For the quality conscious customer a separate LED display is arranged where the customer can even monitor car work in real time.

HTL Express is MODERN; whether its machinery, software or infrastructure, HTL Express has opted for the best of the best. Top quality machineries have been inducted to provide various services as per international standards. Probably the best retail software in the word is being deployed at all outlets to ensure control and smooth operations. Online interactive presence has been created to provide an unparalleled web and mobile interface.

service chain with capital intensive methodologies we are providing the fastest standardized preventive Maintaincence services without compromising quality. To ensure our timelines we have introduced signal timer on every bay which will indicate time being taken once the car enters the bay. We are training our staff to keep our average time per oil change package to at most fifteen minutes.

HTL Express is CLEAN; we are not just creating a state of the art service centre but we also intend to maintain it in its preliminary form. Our standard operating procedures for every staff member is being designed keeping hospitality housekeeping policies and procedures as a benchmark. We are giving attention to every minute detail, even the aroma of the centre not just the way it looks.

HTL Express is CUSTOMER CENTRIC; we are opening operations to offer the customers with products and services which they need rather than what retailers want them to want. HTL Express is offering a variety of services at competitive prices as per customer requirements. The centre is also adding value by providing customers up to fifteen free of cost service check points with every oil change and a mixture of related packages for both private and corporate customers. Keeping the customer satisfaction in mind a highly rewarding loyalty program has also been developed where a customer will earn points with every service receipt which can then

HTL Express is QUICK; being an express be redeemed through gifts, rewards and

# Services



# · Oil Change - Packages

For the sole purpose of optimum engine performance, ZIC Lubricants complete range is available. Oil change services are offered in packages to allow you to get more by paying less.

# Standard Package

- · Motor Oil change
- · (Free 15 Checkpoint Services)

- 1. Top-up battery fluid
- 2. Top -up Window shield reservoir 3. Top-up Radiator Water
- 4. Tire pressure adjustment
- 5. Air filter cleaning/check Power steering fluid Check
- Brake fluid check-up 8. Wiper Blades Check
- 9. Air Conditioning Check
- 10. Windshield cleaning
- 11. Car Interior Vacuuming
- 12. Dashboard Cleaning
- 13. Tissue Paper Box
- 14. Paper Matt 15. Add Fragrance

# Premium Package

- Standard Package Features
- . Top-Up Power Steering fluid
- . Top-up Transmission Fluid . Top-up Differential Fluid
- . Top-up Radiator fluid
- . Top-up Brake Fluid
- · Chassis Check/ Lubrication
- · Electric System Check
- · Engine Wash

## · Oil/ Air/ Cabin/ Fuel Filter

A large variety of genuine filters will be available and offered transparently at our centers which will compliment the high quality standards of ZIC Lubricants.



# · Car Wash/Service

At HTL Express you'll find clean, well-kept facilities and an unrivaled commitment to customer service. We only use gentle cleaning solutions that are specially formulated for Pakistan's driving conditions and stand behind the safety of our washes with equipment that is consistently maintained by our own fleet of trained service technicians.



# · Wheel Alignment

Wheel alignment service helps your tires last longer, can help improve mileage and provides tighter handling to give you and your passengers a better ride. Our highly trained technicians coupled with the best alignment technology will check the alignment settings as per manufacturer's specifications and in case they don't match, not to worry - HTL Express technicians can



# · Wheel balancing

With the induction of best video balancing machinery as per international standards both alloy and steel rims can be adjusted for vibration free rotation and a smooth driving experience.



# Battery Service

HTL Express will help you keep your lights shining, engine starting and interior electronics running with Battery maintenance and replacement services.



# Tyre Change

Tires are the only part of the car that actually touches the road so a proper high quality and maintained tire redefines the driving experience. We provide various tire brands in all sizes to satisfy your needs and our expert technicians will balance the tire for free with every tire change for an unparallel experience.



# · AC Service

Our A/C evacuation and recharge experts can assess interior climate control issues by inspecting the vehicle for damage or leaks and diagnose the problem completely so that you can enjoy a comfortable and sweat free ride. Apart from using the best air condition recycling unit, we are also offering imported refrigerants as per vehicle manufacturer's recommendations.





# · Accessories

To provide our customer with one stop shop convenience, we are also offering a large variety of high quality and genuine car care products at competitive prices.



# · Under Chassis (Alignment Related)

We are only offering under chassis services which cause vehicle alignment problems. Our technicians have been trained to inspect and fix the vehicle for under chassis issues before offering alignment services in order to save customer money. We do provide a complete under chassis check in our oil change premium package



# Transmission Service

We help prevent minor transmission issues from becoming major ones by removing old transmission fluid and replacing it with new high quality ZIC fluid.



# Express Detailing Coming Soon

# Fleet Program

HTL Express is offering complete fleet management programs for company maintained cars and corporate customers. The fleet management program is flexible and will be customized and tailor made as per fleet requirements. These programs will provide plentiful benefits and our credit facility and GST Invoice are two minor ones. Our highly trained and customer centric account manager will be at your disposal to clearly identify your every need in order to devise a program which is custom made as per your requirements while adding value in the process.

# Membership

HTL Express will be privileged to have you enrolled in our loyalty card program. For us each and every valued member is as important as the first. The loyalty card will allow you to earn redeemable reward points every time you visit any HTL Express service centre across Pakistan. In future we also plan to form strategic alliances with our brand partners to facilitate our loyalty card holders to avail discounts

across Pakistan. The HTL Express loyalty card is complimentary and is a means to thank you by giving back. Do not forget to register yourself for a HTL Express lovalty card at any of our service centers.

# Offers & Promotions

A little goes a long way at HTL Express. where our highly trained technicians are dedicated to giving you a quick, consistent, dealer-like experience every time. Offer and promotions will be a constant feature for our HTL Express family; our customers so do check back regularly for the latest money-saving offers and unavoidable promotions on our website , facebook page and our upcoming mobile application.

## Current Scenario

HTL Express has opened doors to its first service centre at Dharampura (Mustafabad), Lahore which comprises of oil change, car wash/service, tyre change, wheel balancing, AC Service, battery service and accessories. After the success of the first establishment we are expecting our Garden Town and Gulshan-E-Ravi centres in Lahore to be operational by December 2017 and DHA centre in Karachi to be operational by January 2018. And as promised the first four centers will be followed by two more centers in Lahore and one in Karachi. This is just the beginning as Islamabad, Rawalpindi ,Faisalabad and Guiranwala are next.

# Way Forward Franchise Management Opportunities

After an overwhelming response from our at various shopping and food retail outlets potential investors, HTL Express is plan-

ning on offering franchise management opportunities across Pakistan in 2018. We are developing a flexible franchise model to cater different markets and investment profiles. Since the franchise opportunity is flexible, most potential investors may qualify for the opportunity. If you have an investment and an owned land which fulfills our site selection criteria you will qualify, if you have an investment but want us to source you a site then you may qualify and if you have an owned land but little investment even then you might qualify but all this will depends on the initial screening process which in this case is the HTL Express Investor Evaluation Form.

If you become a HTL Express franchisee you will obviously benefit from the established brand name of both ZIC and HTL Express. But since we'll be working together for a lot of years, we will take our time to get to know you and make sure you have the dedication, personality and communication skills we look for in all of our ambassadors. Once you are a franchisee you will get unprecedented support approximating:

- · Guidance in Site selection and evalua-
- · Counseling through NOC's, design and construction.
- · Help with Staffing and coaching.
- · Ongoing technical and management
- HT

trainings.

- . Ensure adherence to policies & procedures manual
- · Assistance in equipment selection and installation. Central purchasing program for inven-
- · Centrally controlled pricing and promo-
- tions.
- Standardized branding and merchandizing guidelines.
- · Leading retail POS software.
- · Marketing, advertising and direct sale support.

# **HTL EXPRESS**

# Dharampura - Lahore

Plot No. 156, Allama Igbal Road, Mustafabad, Lahore,

# Gulshan-e-Ravi - Lahore

Plot No. 4, BLOCK - F, Gulshan-E-Ravi scheme, Lahore.

## Zafar Ali Road - Lahore

Plot No. 22-A, Zafar Ali Road, Gulberg V, Lahore.

# Garden Town - Lahore

97-Attaturk Block, New Garden Town, Lahore

## Johar Town - Lahore

Plot No. 25, N Block, M. A. Johar Town Lahore.

### DHA - Karachi

31-C. 21st commercial street, Phase II extension Pakistan Defense Officer Housing Authority, Karachi

## PECH's - Karachi

Property No. 100, Block J, PECHs II, Karachi



Eid is the best occasion for celebration and exchange of gifts. And Eid gifts can undoubtedly be the most exciting way of expressing our love, care and respect for

Hi-tech lubricants Itd collaborated with Sundus Foundation under its CSR initiative to share and celebrate EID through "ZIC ki EIDI" with children suffering from life threatening diseases like blood cancer, Thalesemia, hemophilia etc. Through this initiative the management of Hi-Tech kept its commitment of "Giving back to the Society" by visiting Sundus Foundation to spread the joys of EIDI.

To receive EID dresses, watches, toys, Bangles along with children's favorite sweets and candies were a real excite for the children. The day concluded on spending some quality time with the children and Sundus staff. The Chairman Hi-Tech also presented a cheque to the CEO of Sundus Foundation as a token of gratitude for their untiring efforts towards spreading hope among the ill-fated children.



# **HTL Engaged In Sharing Smiles** To Miles

Hi-tech lubricants limited in collaboration with Sundas Foundation setup a Blood Donation Camp to celebrate Sharing Smiles Day on the 19th August 2017. This camp was held in the premises of HTL office-Islamabad where people donated blood for the patients of Thalassemia, hemophilia and blood cancer.

The chairman of Sundas Foundation appreciated the HTL faculty in Islamabad and the sales teams of ZIC and ZIC M in successfully arranging the camp to help in this great cause. It is worthy to mention that the participation of donors was not restricted only to Islamabad which much contributed in making the camp a success. There were many people who travelled hours to contribute their share in this life saving act.



This one day activity ended on lucky Draw announcing 5000 rupees cash per winner which was specifically meant to acknowledge the blood donors and motivate them to keep helping the community within their best possible capacity.

Visit to the Dream Team Centre "The Art of Living" An Initiative By Physically Impaired Group Of Young

The Art of Living Centre is a bold initiative of a group of physically impaired young individuals who with every passing day grew confident and never gave up on to their dreams. They have bravely accepted the way life has come to them and have become a source of inspiration for so many alike.

Individuals

To support in their challenging initiative of empowering disable to become self-dependent. HTL management made a visit

to promote and contribute in their brilliant initiative. During their interaction with the management, it was amazing to see that the frequently done workshops for counseling in the centre have already started transforming negative mind sets to positive. We could see confident people around us who may have had weak appearance but were super strong at mind and heart. The whole centre has a customized design that makes the mobility for the special ones easy. Special text to speech applications have been introduced for the visually impaired to get easy access to using computers self-reliantly.



# HTL Became Sponsor Partner Of An Event Organized By FRESH



Hi-Tech Lubricants limited loves to provide support and encouragement to people who need it the most. HTL is committed at bringing positive change in society. With this perspective, Hi-Tech lubricants limited became sponsor partner of an event organized by Foundation of Rehabilitation & Education of Special Children. It was a fund raising evening held on the 16th of September 2017 at Royal Palm Club Lahore where various artists paid tribute to legendary voices from the past.

The core purpose of this event was to create awareness about people with remedial education and learning difficulties in Pakistan. And also the donations accumulated from this event would benefit to create opportunities for such people in enabling them to become productive part of the society. By providing them with opportunities, they shall be able to explore their skills and shall be lesser dependent on their quardians.

It is indeed encouraging that HTL is taking its pace smooth and steady towards the Corporate Social Responsibility. And now we aim to give it more lift for quicker and better outcomes for a happy and content living, where possible through our initiatives.

HTL's CSR is spreading far and wide and this meant HTL's another CSR initiative, this time for the visually impaired students who seek to read and learn Quran Majeed in collaboration with United Relief Foundation of the Blind (URF). United Relief Foundation of the Blind has been doing a phenomenal job in providing Islamic education to the blinds through braille system of reading. And to support in this noble cause HTL donated 50 Braille during a ceremony arranged in the Office of URF with the help of our ZIC and ZIC M sales teams deputed in Multan. Mr. Shoaib, ZIC distributor in Multan was also invited to join and presented a cheque of rupees 225,000 for this divine initiative.



# HTL Arranges "Lahore Lahore hai" Tour For Orphanage House From Peshawar

Every child has his birth-right to get education, to play and enjoy the childhood amusements. School Educational trips are also one among them. Their purpose is essentially to educate, while they may also be a fun bonding experience for everyone involved. Recognizing that Educational trips bring positive development in student's life, Hi-Tech Lubricants Limited arranged "LAHORE LAHORE HAI" tour for students from an orphanage house of Peshawar. The students got the life time opportunity to experience life of Lahore, its historical buildings while travelling on the roads.

The students were taken to Badshahi Masjid and Minar e Pakistan where they enjoyed their best time. They took the learning with great curiosity and interest. Students were extremely grateful and

delighted to be on such a trip. It turned out advantageous particularly for those students who are less fortunate and don't get the opportunity to travel places. The tour ended with a desire to have such educational road trips blended with fun and learning in the future too.



# Yummy For Tummy Trip

Ilmgah like every other school has involved its students in both educational and recreational activities. It has helped developed a child's mental and physical skills, and also developed their awareness of society. To achieve this, Ilmgah had planned an exciting and fulfilled thip to KFC. It was an invigorating experience for each student and their confidence was up-lifted being seated there, among their friends, eating one of the most exotic and tempting food they always wished to have. Ilmgah has always looked forward to providing for these children what every privilidged child is gifted with.





# ILMGAH ACTIVITIES

# Polio Day

Polio day was organised with the courtesy of Rotary Club Model Town Lahore and Government of Punjab Health Department on the 23rd September 2017. The Management of the Rotary Club came to Ilmgah alongwith the officials of Health department where the Polio drops were administered to the students. Indeed the activity turned out to be a very colorful one. Informative literature including candies and other items of children' interests were distributed.



# Ilmgah Students Participated In The Pakistan's Annual Spellathon Competition

Spellathon an initiative by WWF, is a nation-wide spelling competition, for schools, which through a series of written quizzes promotes contemporary knowledge of the environment among the youth of the country in a fun and exciting way. It is an environmentally driven educational initiative targeting the youth of Pakistan.



In this regard, the management made Ilmgah students from class grade 5 to grade 8 to participate in this informative activity. It turned out to a great success in raising awareness and understanding for the need to conserve, protect and manage Pakistan's natural resources among the young minds of our nation.

Students were immensely excited to be a part of the event and they participated enthusiastically in pre – test discussions with their class fellows and teachers. Parents also considered it a beneficial exposure to environmental and conservation issues for the kids and a vital source of confidence building and urged to have such productive activities as part of School's calendar.





# CATHODIC PROTECTION (CP) PROJECTS PROGRESS REPORT: THIRD QUARTER, 2017

# MAS Successfully Completed The Following Projects:

- MAS has successfully completed the CP project for Supply, Installation, Testing & Commissioning of Impress Current Cathodic Protection System for buried plant piona at one of major fertilizer plant situated in Sindh.
- Supply, Installation, Testing & Commissioning of Impressed Current CP System for plant pipelines at one of Power plant located in Sheikhupura region.

# **Projects In Progress:**

- Design, Supply, Installation, Testing & Commissioning of Sacrificial CP System for plant pipelines at one of Power plant located at Bin Qasim, Karachi.
- Design, Supply, Installation, Testing & Commissioning of Sacrificial CP System for CW Pipeline pipelines at Power plant located at Sahiwal Region.
- 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.

# **Projects Awarded:**

 A change order for Supply, Installation, Testing & Commissioning of ICCP system for buried plant piping is awarded to MAS from one of major fertilizer plant in Sindh.



# OGDCL VISIT TO VALLOUREC FRANCE

Representatives from OGDCL Production Department paid a visit to Vallourec facilities in France. The visit was related to witness the ongoing order for a Special Grade Tubing.

Mr. Adeel Saleemi & Mr. Ali Suleman from OGDCL were accompanied by Mr. Nadeem Baig from MAS. They visited Vallourec Threading Facility, Accessories workshop & R&D Section located in Aulnoye, France. In the mill, they witnessed the pipe making (heat treatment, piercing etc) & threading processes. At R&D section, CAL IV (as per API 5C5) tests were being conducted at VALLOREC leading connection: VAM 21.

A brief Technical presentation was also delivered by Vallourec Technical experts at Vallourec Head Office in Paris.



From L To R: Mr. Seungmin SONG, Mr. Ali Suleman, Mr. Adeel Saleemi, Mr. Thomas BORDENAVE, Mr. Theophile CHARDINY, Mr. Nadeem Baig











From L To R: Mr. Adeel Saleemi, Mr. Xavier Nicolas MOCEK, Mr. Theophile CHARDINY, Mr. Ali Suleman



# THE REVIOUS

# FINANCIAL HIGHLIGHTS FOR THE YEAR ENDED JUNE 30, 2017

# MAJOR FINANCIAL AND CORPORATE DISCLOSURES AND REPORTING EVENTS DURING THE PERIOD

Annual Audit of Financial Statements of HTL for the year ended June 30, 2017 was successfully conducted by the statutory auditors M/S Riaz Ahmed of the Company, and consequently said accounts were duly reviewed by the Audit Committee of the Board of Directors on August 25, 2017 for further recommendation to the Board of Directors for their discussion in their meeting held on August 26, 2017 and further recommendation by the Board of Directors to the shareholders for final approval in 9th Annual General Meeting of the Company held on Friday September 29, 2017 at 11:30 a.m. at Falettis Hotel, 24-Egerton Road, Lahore. Pakistan.

The shareholders of the Company also approved Final Cash Dividend for the year ended June 30, 2017 at Rs. 1,75 Per Share i.e. @17.5 % of Face Value of each share as recommended by the Board alongwith formal approval to the Interim Cash Dividend of Rs. 1.35 Per Share i.e. @13.5 % of Face Value of each share already paid in March 2017. Moreover, shareholders, in the 9th AGM of the Company approved re-appointment of M/S Riaz Ahmed & Company, Chartered Accountants, as auditors of the Company for the year ending June 30, 2018. All the financial disclosures and reporting and filing requirements pertaining to the Annual Accounts, AGM, Issuance of Final Cash Dividend (D-4) and several other ancillary matters were successfully completed within statutory limitations before and after AGM.

Mr. Zalmai Azam, experienced banker and one of the non-executive directors on the Board of the Company and member Audit Committee and Human Resource and Remuneration Committee of the Board resigned on September 29, 2017 after serving on the Board of the Company for more than two year and Ms. Mavira Tahir, an Administrative Professional, was co-opted by the Board as non-executive Director on the Board of the Company in place of Mr. Zalmai Azam.

Consistent efforts of Financials and by the coordination of all departments, HTL achieved the goal of holding Board Meeting for declaring Annual Financial Results in two months and holding of Annual General Meeting within 3 months of close of the fiscal year.

This was due to dedicated efforts of Financials team who worked in tenden day and night to meet managements' timeline. The fact of their excellent efforts was duly acknowledged by the Management and the Board of Directors in their subsequent meeting after AGM.

# On August 26, 2017, the Directors' Report depicted Financial Performance of the Company as on June 30, 2017

The Company has performed exceptionally well during the current year and the summarized financial performance is as follows:

	2017	2016		
	Rupees In Million			
Gross sales	8,738	8,541		
Discounts	(322)	(75)		
Sales Tax	(927)	(1,451)		
Net sales from Operations	7,489	7,015		
Gross Margin	1,772	2,046		
EBITDA - operations	1,047	931		
Depreciation & amortization	(44)	(38)		
Finance costs	(36)	(16)		
Other operating expenses	(32)	(43)		
Other operating income	96	46		
Earnings before tax	1,031	879		
Tax	304	349		
Earnings after tax	727	530		
Basic Earnings per share – Rupees	6.27	5.43		

Operations have achieved net sales of Rs 7,489 million in 2017 against net sales of Rs 7,015 million of last year representing sales growth of 6.8%. Despite 15% increase in direct cost, we still managed to increase sale volumes by 4.9% however due to stiff competition this has led to erosion in gross margins by 5.5%. Further unprecedented discounts offered by OMC companies compelled us to price decreases through trade discounts to maintain customer base.

The operations generated Earnings before Interest, Tax, Depreciation and Amortization (EBITDA) of Rs 1,047 million during 2017 against Rs 931 million of 2016 resulting in an increase of Rs 116 million through cost controls efficiently and effectively. The EBITDA is higher compared to that of corresponding period last year, due to deflationary cost trends, decrease in advertisement expense on consumers and retailers schemes by Rs 270 million.

Further one of the leading OMC brand slashed their fuel operations by selling to another OMC and started operations solely as a lubricant company.

resigned on September 29, 2017 after The Company continued its focus on achieving targeted revenues along with saving in



fuel and energy cost and efficient controls over fixed costs to improve operating results of this company.

Apart from ordinary businesses at 9th Annual General Meeting of the Company, certain other special businesses were also recommended to the shareholders for their approval which specifically included consideration and approval of shareholders for utilization of unutilized IPO funds in OMC Project of the Company keeping in view successful fulfillment of initial mandatory requirements of Oil and Gas Regulatory Authority (OGRA) for setting up of an Oil Marketing Company (OMC) and future prospects of OMC business in current international scenario as prospected under financial feasibility report. The Shareholders warmly welcomed the proposal and Company passed Special Resolution for Diversion and utilization of un-utilized IPO funds from HTL Express Centers and wholly owned subsidiary company, Hi-Tech Blending (Private) Limited to OMC Project of the Company keeping in view overall growth of the Company and ultimate benefit to all the shareholders and stakeholders.

# **Future Outlook**

Our growth rate of top line from the last 6 years has been at an average rate of 31% and a consistent bottom line increase every year. Auto assemblers see the new fiscal year as promising owing to improved economic conditions that translate into an increase in demand for vehicles. Reduction in interest rates is having a noticeable impact on car financing and in turn a positive effect on car sales.

Car sales hit to over 200,000 units in 2016-2017 as compared to 180,000 units in 2015-2016, followed by a jump in truck and buses sales to 8,500 units from 6,500 units.

Due to favorable sector dynamics, Pakistan which has 13 cars per thousand people, will reach 20 cars per thousand by 2020. The growth in the automobile sector both via import and local manufacturing has resulted in an increase in the demand for the lubricants combined with the decrease in fuel prices leads to people driving more and their oil change interval decreasing. This results in an increase in their oil change frequency. Thus the potential for HTL is huge as the company has invested in establishment of Hi-Tech blending and bottling plant to cater to this vital segment of the market and economy. With the introduction of HTL Express "Car Care centers" and HTL "Fuel stations" enhance the growth of the company converting into higher earnings.

# FINANCIAL HIGHLIGHTS FOR FIRST QUARTER ENDED SEPTEMBER 30, 2017

# **Financial and Operational Performance**

The comparison of the un-audited financial results for the three months ended September 30, 2017 as against September 30, 2016 is as follows:

Net Sales	Un	consolidat	ed	Consolidated			
	2,037	1,569	+29.8%	2,037	1,569	+29.8%	
Gross Profit % of sales	420 20.6%	411 26.2%	+2.2%	474 23.3%	415 26.4%	+14.2%	
Profit from Operations % of sales	190 9.3%	183 11.6%	+3.8%	215 10.6%	173 11%	+24%	
Profit before Tax % of sales	173 8.5%	179 11.4%	-3.4%	189 9.3%	164 10.5%	+15.2%	
Profit after Tax % of sales	118 5.8%	114 7.3%	+3.5%	134 6.6%	99 6.3%	+35.3%	
EPS - Basic (PRs)	1.02	0.98	+4.1%	1.15	0.85	+35.3%	

# **Gross profits**

We delivered a healthy margin of 23.3% (consolidated). The margin decreased owing to product mix whereby company offered a special trade scheme for diesel customers. The diesel market is repetitive in nature but price sensitive and strategy works well whereby revenue increased almost 30%. This was one off event and strategy was aligned to company vision of increasing its footprint in diesel customers' base to support its blending plant and future fuel business.

The margin further affected due to increase in international market prices since July 2017; however the impact was passed in mid-September 2017 to consumers.

# **Operating Profits**

We delivered an operating profit of 10.6% as a percentage of sales. This was achieved through effective cost management.

# Net Profit After Tax & Earning Per

Our net profit after tax stood at PKR 134 million registering a strong growth of +35.3%. The consolidated earnings per share increased to Rs. 1.15 per share (+35.3%). This net profit increase envisaged due to core operations without any significant part of IPO related activities.

All the financial disclosures, reporting and filing requirements pertaining to the Quarterly Financial Information of the Company for the period ended September 30, 2017, and other ancillary matters were successfully completed within statutory limitations.

# QUARTERLY PROGRESS REPORT ON IMPLEMENTATION OF THE PROJECTS **Progress Update Expansion Through Retail Outlet**

# **HTL Express Centers**

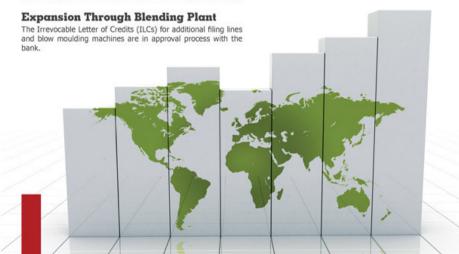
Owned Service Centre (1)		Discontinued Centre (1)			
Under Regulatory Approvals	Operational	Approved & under Construction	Under Regulatory Approvals	Under Negotiations	Legal/Technical Issues
(1)	(1)	(5)		(4)	(1)

Out of above five under construction centers, we are hopeful that 3 would start commercial operations by December, 2017 as all approvals from regulatory authorities have been received. 2 would start commercial operations in 1st quarter 2018. The one under government approval phase is ready to commence construction since architectural drawings and BOOs are already formulated. Further, we have four more sites under negotiation; three in Karachi and two in Islamabad respectively.

We foresee a number of outlets becoming operational in calendar year 2018 at our Retail Fuel Sites (Fuel pumps).

# **Expansion Through Setting Up An Oil** Marketing Company

Under the provisional license from Oil& Gas Regulatory Authority (OGRA) your company is setting up an oil depot at Sahiwal for storage and marketing of products. The storage is in final stage of completion and is expected to be ready within this quarter. We are hopeful that commercial operations of retail fuel would start in 1st quarter 2018 based on regulatory approvals and obtaining



# ZIC SE BEHTAR **KOI ENGINE OIL NAHI**



- Improves HYBRID Efficiency
- Reduces Friction
- Enhances Mileage













Cricket that affects moods and brings everyone on the same plate. This year PCB made all efforts to bring International Cricket back to Pakistan. In what would be the beginning of resumption of International Cricket in strife-torn Pakistan, PCB invited the star studded World Eleven team to Lahore for a three off T-20 tournament. This event turned out to be a game changer in bringing International Cricket back to Pakistan.

ZIC played its part by becoming the official Motor Oil Sponsor of WORLD ELEVEN Cricket Team.

eventual result, it was about revival of international cricket in Pakistan. It was also about these cricketers experiencing fanatic cricket lovers screaming not for Pakistan but for cricket.

ZIC has always been making an effort to be honest with its consumers and the brand that makes an effort towards educating the consumer and creating transparency so that the consumer can make an educated decision.

Keeping up this tradition we developed a 360° campaign targeted at informing the consumer of what to look for in a lubricant and what is that ZIC as a product

The TVC is developed keeping in mind the main components that make up engine oil and what is important to look for in a Motor oil.







(American Petroleum Institute). YUBASE with VHVI Technology is the first of its kind in the world that maintains lubrication in extreme temperature removes sludge and significantly improves engine life & performance.

# Why is ZIC the Best Choice?

# 1-Reduces Oil Consumption

SK ZIC has very few components that evaporate easily in high temperature environment of an operating engine. The reduced oil consumption saves the trouble of adding additional oil, resulting in a cost-saving effect.

# 3-Superior Engine Protection

The superior viscosity-retaining property ensures good fluidity with low temperatures and forms a strong oil film inside the cylinder at high temperatures, thus providing exhaustive protection to the engine. Impurities are removed, creating an operable environment for the additives.

This campaign was simultaneously run on all mediums including TV, Digital and Outdoor. The feedback from viewers was very well received.

# NEWS & EVENTS

# **HTL CAMPUS** RECRUITING

Hi-Tech Lubricants Limited took an initiative to recruit a technical and skilled based staff directly from technical institutes by conducting on campus interviews. The idea behind this is to boost the recruitment process timing.

We (HTL) have also placed the standees in technical institutes of Lahore showing the current openings in our company. Furthermore, this platform also gave us the opportunity to bring ZIC Service Center into limelight.



ASAD 0310-4737333, 0345-4737333 ASEEB 0321-4347057 - IMRAN 0345-8184270

Apply online by visiting our career section a www.hitechlubricants.com

# TRAININGS & CONFERENCES

Training & Conferences sessions allow trainees to meet one another understand each other and develop collaboration amongst them. The main objectives of these sessions can be summarized as: Trainees.

- · Learn more about themselves · Learn about others and their
- challenges · Learn to accept what they are
- and how they are · Learn about positive thinking · Have to be convinced that they
- "CAN DO" what they want if they set their mind to it. · Learn about food and dining habits
- · Learn to pray, to meditate, and to exercise their body and mind through songs, plays and creative games
- · Learn to resolve problems

Considering the above objectives, Hi-Tech Lubricants Limited conducted the following sessions for Blending Team, Sales Team &

# **Enabling Together**

Growth, stability and profitability can point towards a sustainable future for any company. It all depends on the shoulders of the group of people who works for the

company in different departments. Teamwork takes place when two individuals or a group of people work together towards achieving a common goal by sharing their ideas and skills. What we need is teamwork where tension, dis-

agreement, and conflict improve the value of the ideas, expose the risks inherent in the plan, and lead to enhanced trust among the whole organization. To build a strong team HTL management planned team building session for

HTBL staff on 20th of May 2017 at HTBL Plant Lahore.

The ideologies of this session

. To enhance the team collaboration to move a company more effectively towards its goals.

in the different teams.

· To create greater flexibility with-

To speed up the work efficacy. and to develop the Problem solving mindset.

# SAR UTHA KE IIYO

Hi-Tech Lubricants Limited organized a one day training session for the Sales Staff (AM & Above Grade) with a theme of "Sar Utha Ke Jivo" at Hi-tech Blending Plant Lahore on 15th of July 2017.

The motto behind was to keep the sales team of Hi-Tech Lubricants Limited refreshed, energized and motivated. An enchanting training session was led by Pakistan's renowned motivational speaker Mr. Oaisar Abbas.

The ideologies of this training session were:

- · Building winning-mindedness · Challenging limits and beating
- obstacles. · Nurturing a growth mindset · Developing an aggressive approach towards business devel-
- coment . Committing to sell in tough times by seizing every opporhunity
- · Instilling team spirit, trust and a sense of oneness.



That session was a success and was highly appreciated by directors and employees both. Different type of physical activities and motivational speaking were conducted resulting in cognitive learning of employees.

# IOINT LEAP-WINNING WITH **ENERGY & FOCUS**

Hi-Tech Lubricants strives to nurture a corporate culture that empowers employees to work for constructive change in and out of the company. Its vision is to cultivate a culture that supports and encourage its employees to become thought leaders. With this perspective Hi-Tech Lubricants

Limited organized a one day training session for the HODs of Hi-Tech Lubricants Limited on 23rd Of September 2017 at Faletti's Hotel Lahore. This session was designed and customized to help HODs to create a more dynamic, loval, and energized workplace where they can work as a team in a collaborative environment. This session was also accompanied by Pakistan's renowned motivational speaker Mr. Oaisar Abbas.























Every year the Holy month of Ramadan arrives with all its festivity and spirituality. Muslim community around the world observes fast to seek blessings of Allah and gathers to celebrate, share and care. In this regard, Hi-Tech Lubricants limited shared the Holy Ramadan's happiness with its Corporate Office employees. An If-tar Dinner get-together was arranged at Nishat Hotel located in Emporium Mall by the management where everyone rejoiced being the part of MAS family.









# **SOLUTION KEYNOTE CROSSWORD 2**

NEWSLETTER HALF YEAR I, 2017







Rizwan Awan





Burhan

# **CROSSWORD NO. 3**

1		2	3	4		5	6	7
				8				
9						10		
	11			12				
13								
14		15			16	17		
				18				
19			20			21	22	
								23
24				25				
			26					
27				28				

# **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, abbv. (4)
- 2- It takes two to do it (5)
- 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 Jan, 2018. Winner will be decided by Editorial Team. The first 5 winners will win amazing prizes! EMAIL: editor@masgroup.org

## **OAISER ABBASS RANA**

Country Head - ZIC M

I have had a very little time to spend with him but it looks like we were together at a distant planet with a different time zone.

Honestly, I have worked with so many people from around the globe but he was a different creation of the Lord-almighty. A man with very high ambitions who wanted to write on the water.

I believe , he is aboding a high place in Heaven. Missing you here.

## **NASIR AHMED-OMC**

Country Head - OMC

In Loving

We have been working with HTL for almost 2 decades and known Basit sb since the day he joined the Company and from that day till today one thing that we remember is his politeness towards us , he might ask the senior employees to come later if he is in a meeting but if either of us knocks on his door for any reason he would always ask us to come and listen to what we were here for irrespective who he was in a meeting with. He forever will be for us as important as our real family member for the respect and love he had for us.

# TARIQ SAEED & MUHAMMAD IKHLAQ

Admin Assistant & Photo Copier

He was" A one man show" I learnt a lot from him. Each time I stepped out of his room I would feel new energy, zeal and a new perspective of looking at things. I feel obliged to have had the opportunity to have worked with him, often when the thought crossed my mind that if at any point time in my life when I would have to leave the job I would in my goodbye message would definitely start with Mr. Basit and a long list of reasons that I wanted to thank him for being the mentor that he unknowingly was to me and all that he has taught me.

# SAFOORA OAMAR

Sales Coordination Officer - ZIC

It is going to be 15 years since I have been with HTL, this feels like a life time of memories. my ups and downs of my life has been with the people of this company. Baist sb has been for me a teacher, a mentor and a brother. Now when I look back I realize that when I joined here I knew nothing, he is the one who I learned it all from, from the basics of what to do to developing the work ethics that transformed not just my work life but personality as well. With his inspiring personality and not to mention great comic timings to relax you in stressful time one would often hear him say never say no to a task there is always going to be a way to resolve whatever problem that comes up in life the only thing is to look close and hard

## **MUHAMMAD ISMAIL**

Senior Procurement Officer

Basit sb every one probably recognizes him for his unmatchable husiness skills and his leadership. His eye for numbers and analysis but what people overlook is his heart of gold. On notable thing about him is that you can go to directly with any issue that you have with appointment irrespective whether the reason is personal or professional. He was there to listen and resolve whatever the problem might be.

I distinctly remember at multiple occasions I went to him to ask for assistance from the company for my Sales executives, although the nature of the problem was personal and he said the company policy doesn't cover those but he would then offer the assistance from his own personal account making sure that if someone came to him he doesn't go unresolved

# ASGHAR KHAN

Assistant Manager Sales - ZIC

Many of us knew him as Basit Sb, The Sir or The Boss, but however you remember him he was a complete INSTITUTION and a guiding source. He was a living Example of the code "A ONE MAN ARMY".

A man whose boundaries, thoughts and imaginations were Limitless and across any horizons. A measure of his Expertise, Competence & Potentials is the very prominent Existence & Stature of "ZIC" today in Pakistan, An individual with unparalleled Skills and Capacities. A Workaholic, who's True Love, was "ZIC" & everything that concerns & affects it, A thorough GENTLEMAN, with great Morals, Values & Beliefs which were an Integral part of his High Stature & Character. His companionship always reflected JOY, COMFORT & HAPPINESS. There was never a dull moment with him being around. He always treasured the saving "ACTIONS SPEAK MORE THAN WORDS".

He was, is & will always be the Soul, Heart and Undoubtedly THE PRIDE of ZIC. We owe him, such that we always Protect, Safe guard and Strengthen his Legacy, by our True, Sincere & Honest dedicated efforts.

a person of values, he had always been an inspiration to new comers in the field. His practical approach towards work made him one of the leading persons in the business fraternity. He had a loving, caring and sharing personality and lived up to the expectations of every character that he opted. His actions are still in our mind but physical absence is a hard thing to believe. Leaving this world is one thing that is determined by God but the duties Almighty gave him were done in the utmost way. Dying at the age of 38 is a heart wrenching event for everyone close to him but

Basit Hassan truly lived the motto of the Crescent

Model School (Crescentarians are always ahead). Being

# YASIR ABBASS

Deputy Manager Station Development & Quality

nermanent one has to leave temporarily.

**HISHAM IQBAL** Manager Financials

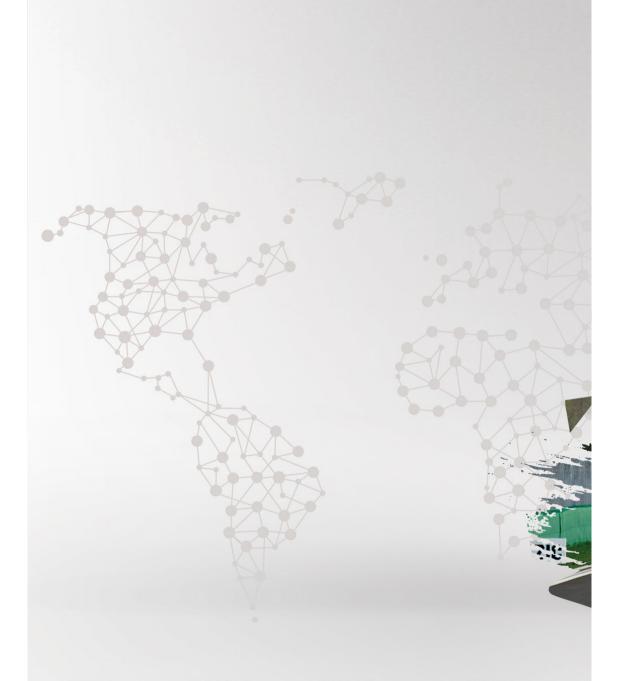
HASSAN

Basit was like a son, younger brother, colleague, who blossomed into a pleasant, smiling, loving personality and go getter professional who shone brightly on the horizon and suddenly faded away leaving all of us lost and bewildered. We pray to Almighty to grant him place in Jannah and shall endeavor to make every effort to live up to standards set by him in short span of time.

# MR. SHAFQAT ALI

General Manager MAS





# LAHORE

Corporate Office Lahore 1-A Danepur Road, G.O.R-1 Green Trust Tower, Jinnah Fax | +92 42 36311884

# **ISLAMABAD**

Suite No. 1402, 14th Floor Avenue, Blue Area, Islamabad Fax | +92 51 2813057

# KARACHI

Bungalow No. C -6/1 Street No. 3, Bath Island, Clifton Karachi. Phone | +92 21 35290674-5 Fax | +92 21 35290672

# **PESHAWAR**

Office No. 280, 3rd Floor, Deans Shopping Arcade, Opp. State Bank of Pakistan, Peshawar Cantt. Tel: +92-91- 5253186-9 Fax: +92-91 5253188