

THE KEYNOTE

MAS GROUP

NEWSLETTER | 4TH QUARTER 2015



HI-TECH LUBRICANTS LIMITED
STARTING A NEW CHAPTER

EDITORIAL TEAM

SHUMAILA HAMEED
EDITOR



RIZWAN UR REHMAN
DESIGN DIRECTOR



SHAFQA
CONTENT COORDINATOR



EDITOR'S NOTE

No one can whistle a symphony. It takes an orchestra to play it.

Welcome on board the editorial team.

As I present the new edition of newsletter; I would take the opportunity to introduce the editorial team putting in efforts to improve the layout, design and the content. Ms. Shafaq Masood and Mr. Rizwan Butt have been putting tremendous efforts to bring a vibrant edition of newsletter for our keen readers. I welcome them on-board and I hope that we as a team will be able to share business stories with a flavor of pleasant reading.

The most exciting feature of this newsletter represents the new packaging of HTLL's products and the electrifying coverage of product revealing both on-sights and off-sights. Not to forget the rapid pace of progress at HTBL blending plant, equipment installation along with the formation of core team. While we share the happening of HTLL and HTBL; we have also covered the key business engagements at MAS associates along with the exciting happening of MAS Cricket gala. The children at IIMGah are embracing the future with zeal and creative learning.

During the last quarter of 2015, HTLL hosted a mega event by engaging the Nationwide Distributors of ZIC Products. This 3-Days long & trend setting event had multiple benefits in terms of training, engaging and sharing our future plans through national conference with our key stakeholders. On the other hand all honorable distributors had proved their full dedication by showing hundred percent presence during the event. I, on behalf of the executive management of HTLL, express my humble gratitude for their active participation during this Engagement Conference. We all know and realize the true importance of dynamic team members. And how it feels like to be a part of a team which is energized, engaged, is purposeful and has fun to celebrate.

Let us have a reading of the news inside and looking forward to share more exciting happenings with upcoming editions. Do not hesitate to share your feedback with us.

editor@masgroup.org

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Mr. Hassan Tahir
CEO



Mr. Shaukat Hassan
CHAIRMAN



Mr. Tahir Azam
DIRECTOR



Mr. Ali Hassan
EXECUTIVE DIRECTOR





Creativity, innovation, improvements, advancements are all the calling substitutes to 'change'. And this is what we embrace with the most dynamic approach of doing business at its best. Whether it's HTLL's new business direction, a new venture of blending and packaging Oil at HTBL, or engaging new business principals at MAS associates (pvt) Ltd; we possess the most unique element of making the best attempt. And this makes us 'stand out' of the existing competition from the industry.

During recent times; the significant increase in market share of HTLL's products as well as the birth of IPO status of the same business at Stock Exchange has given us a real boost to deliver the best. It is however, a huge response of market from the investors as well as the consumers. We believe that we have acquired this significance through many great initiatives while taking risks and embracing innovation while offering a different recipe of success to the business world. At the same time, it is the trust of our valued stakeholders that has enabled the leadership at HTLL to give back with multiple gains. We believe that diversification with keen foresight is the key to acquire business sustainability. And this uniqueness has been incorporated to recreate business strategy and boost team energy.

MAS continues its journey towards business success and we benchmark not only the outside competition yet we challenge our internal business practices. The only promise is to reward the trust bestowed upon by our stakeholders including business investors, consumers, end users as well as our skillful employees.

Basit Hassan

Mr. Basit Hassan
EXECUTIVE DIRECTOR

MESSAGE FROM THE TOP





ZIC

X-Series

THE NEXT CHAPTER

This was an important year for Hi-Tech Lubricants Limited starting from the decision of going public to the introduction of new ergonomically designed packaging for ZIC. One of the major changes that took place at Hi-Tech Lubricants this year was the introduction of new user friendly and attractive packaging of ZIC. It was not just the packaging that would change; the SKUs would also change into new and simplified brand classification. This was a very critical decision that required a strong marketing plan to create recognition and acceptability with in the huge loyal customer base.

The overall objective of the introduction of new packaging was to create an ease in handling the company's friction reducer lubricant that yields upto 10% Fuel Saving, through attractively designed plastic containers. The other reason was to deal with the issues of fake oil available in the market, ZIC has been in the high street for almost 2 decades now and due to increase in consumer pull, Hi- Tech Lubricants Ltd started facing this fake oil issue in mid-2014. HTLL and SK mutually decided to launch the new packaging early for Pakistan, this change in packaging happened after 6 years. The introduction of new packaging would impose a major expenditure on the company but no cost is bigger than customer satisfaction as the use of fake oil would not only damage customer's machinery and transport it would also dampen our brand.

The new range of ZIC was launched in October 2015 and would be called "The New ZIC X series". ZIC X-Series availability and placement was ensured along with the message to all retailers that the quality features/ aspects would remain the same with superior packaging. The new ZIC X-Series double handle bottle would ensure zero spills while pouring along with super strong mechanized adhesive seal that would protect leakage or wastage under extreme temperature or pressure environments while shipment handling.





The new line of ZIC X Series Gasoline Engine Oil products are X3 (15/40), X5 (20/50), X7 (10/40, X7 FE (5/20 & 0/30) and X9 (10/40) and the Diesel Engine Oil X Series product range is X3000 (20/50 CF-4), X5000 (15/40 CH-4), X7000 (10/40 & 15/40 CI-4). These new brand names would be easy to recall, pronounce and recognize and it would become easier for the customers to choose the preferred quality of ZIC lubricants according to their choice.

The challenge was to create recognition of the new names amongst the consumers and retailers and create awareness about the change in packaging and product names so that they are aware of the new brand name, color and look of ZIC products that they have been using and are loyal to. The brief was simple the campaign had to have the target market in focus and the objective was to communicate not only the product qualities but also the transformation of ZIC into the new ZIC X Series. Change is often met with resistance hence the campaign was designed to keep the communication simple and create acceptance & acceptability amongst the consumers.

A 360 degree Marketing campaign was launched to achieve this target making sure that all aspects of communication channels were tapped, from creating a meaningful TVC to having Zia Mohi-ud-din be the voice of the ZIC. For the first time in the history of Hi-Tech Lubricants on ground branding activation at the prime locations in Lahore, Islamabad & Karachi was executed with creative floats that roamed the roads of Lahore, Rawalpindi & Karachi for one month. An out of box idea for BTL activation was also launched nationwide to keep the retailers engaged. The concept of Mystery Shopping was simple, retailers would recommend ZIC to shoppers and the shoppers who were actually ZIC Mystery Team would reward them with a hefty gift, this activity helped ZIC to achieve penetration nationwide.

Hi-Tech Lubricants limited organized X series launch events exclusively for the retailers in Lahore, Islamabad, Multan and Karachi to further elaborate them on the benefits of new packaging and SKUs, also in attendance were Mr. Kwon, Senior Manager S.K Lubricants and Mr. Park, Vice President S.K Lubricants, Korea. Apart from entertainment the events had interesting question answer sessions where the retailers put up questions to the management for their better understanding about the change in the packaging and to highlight their requirement to HTLL and S.K Lubricants management.

Marketing team also put some questions regarding the new ZIC X series to the audience after distributing some literature on the X series, the winners were rewarded with exciting gifts by the management and SK delegates. The results for this 360 degree launch campaign were amazing with the highest reach for any ZIC campaign ever by achieving the target of capturing 85% of our target audience attention.



CSR

ILMGAH

LIFE AT ILMGAH



Brainy activities of the Kindergarten students are undertaken by the respective teachers periodically at Ilmgah. The core purpose of these activities is to stimulate minds and thinking ability of kids and to increase their efficiency and intelligence. Different techniques and methods are adopted by the respective teachers to ensure kindergarten students develop admirable strengths in the mental and imaginative fields.



'The most effective kind of education is that a child should play amongst lovely things'.
PLATO



HTLL GOES GREEN



LEND A HAND AND SAVE OUR LAND

The Management of Hi-Tech Lubricants Limited has been planting trees in different towns and cities of Punjab all year in 2015. We are relentlessly working towards the promotion of a Greener Pakistan. In September 2015 the plantation campaign "Lend a hand and save our land" was conducted at Hi-Tech Blending Plant (Sundar). This activity for a clean environment was done by the hands of the honorables Mr. Yaqub Aziz Chief Operating Advisor for Blending Plant and Col. Moeen Uddin, Director Project Blending Plant.



MEHFIL E MILAD



MEHFIL E MILAD - IN LOVE OF OUR BELOVED PROPHET MUHAMMAD (PBUH)

The Administration of Ilmgah Girls Middle School organized the Mehfil-e-Milad on 21st December, 2015. It was held in the school premises under the supervision of the school Principal Mrs. Qaiser Noreen. The program started with the recitation of the Holy Quran by a school teacher, Hafiza Qaria Saima Manzoor. She recited the Hamd and Naat sharif in her heart touching and beautiful voice. The function was largely attended by the academic staff and girl students. The divine mehfil e Milad concluded at a collective prayer to Allah for the solidarity of Muslim Ummah, Pakistan, Our Directors / Trustees and all those who really mattered in bringing the institution at a marked position.

Eid Milad-un-Nabi is a sacred festival of Islamic World. It has been celebrating in the memory of Hazrat Muhammad (PBUH) since centuries. This event is celebrated in the holy month of Rabi-ul-Awal on 12th of Rabi-ul-Awal. It is the birthday of our Holy Prophet (SAWW) who has enlightened the Universe through the preaching of Islam.

Eid Milad-un-Nabi is considered as Eid day for Muslims and they celebrate this occasion with great religious excitement. They adorn the Masajids, Streets and their homes with green flags, buntings, fancy lights and colorful candles. All buildings and roads are also

ornamented in different ways e.g. lights and beautifully painted banners holding the praise in the name of Holy Prophet (PBUH). People also decorate their cars, bikes etc. They cook delicious dishes on this occasion.

Muslim community makes arrangements to organize the Mahafil-e-Milad and conferences in which NaatKhuwan recite the Naats in their beautiful and magical voices. Ulemas enlighten all the aspects of the life of Holy Prophet (PBUH). They advise the Muslims to follow the life of Holy Prophet (PBUH) to establish and maintain a prosperous Muslim society.



Written by:
Kashaf Ali and Fatima Imran of class 6

TCF- HTLL VOLUNTEERS ON THE MOVE

Employee Engagement activities are the integral part of MAS Group's philosophy of Great Business. We aim to see our employees equally productive in contributing to humanitarian services. For this particular purpose, the initiation of the 1st MAS-TCF partnership in 2014, which was then limited only to Corporate office employees has now been extended to our South and North Office employees too. The response was well received from the respected Management of both regions and therefore revealed a successful participation in the OCT-DEC 2015 Rahbar session. HTLL congratulates the participants for their commendable efforts in positively mentoring and coaching the youth to make them confident enough so that bravely they can fight the ugliness of life.



Bundle of thanks to Hi-Tech Lubricants Limited for giving us the opportunity and our HOD's for choosing me to represent my Organization at the TCF platform as a Volunteer / Rahbar for their students. The whole idea was to boost the confidence of the students that lacked due to their prevailing condition. And groom them to become a self-made person by trusting and keeping full faith in themselves, their abilities and God gifted skills rather fall prey to their own conditions.

MUHAMMAD ASIM

ADMIN ASSISTANT NORTH REGION - HTLL

I would like to present my heartiest thanks to Hi-Tech Lubricants for selecting me as one of your representatives as a Rahbar for The Citizen Foundation's program. It has been such a wonderful experience. Indeed a complete set of fun with learning. Every Saturday started with a new experience to gain. Challenging yet interesting tasks of every "Sung e Meel" were the real beauty of this program. I am deeply touched. Thank you with all my heart for adding to my life a memory that I never thought could happen to me.



FARHAN SAEED

TMO SOUTH REGION - ZIC



IMRAN SAEED

HR OFFICER NORTH - HTLL

First of all I am thankful to Hi-Tech Lubricants for providing us this opportunity to participate in such a great cause with TCF. TCF Rahbar program gave me the purpose of life, an inner pleasure and peace. To be there for someone to aspire to inspire is the nicest feeling ever felt. I took them as my own kids and tried my best to inculcate in them as how to fight with the harshness of life without losing confidence. I believe when you work to improve the lives of others, you inherently elevate your own life in the process. And when you volunteer, you are not paid in money, you are paid in love and that is priceless and precious.



MUHAMMAD IQBAL JAVED
SENIOR MANAGER OPERATIONS NORTH-HTLL

I am obliged to my Top Management for introducing us to The Citizen Foundation (TCF) and for letting us to experience how it feels to be the change agents for the Society. I am proud of my employees who have volunteered for this noble cause. It is indeed a heartfelt feeling that their shared life experiences with the youth have well be added in nurturing the young minds to put them on a positive journey of life. I strongly support our consistent engagement with the initiative for community services and offer my commitment for our further participation.

I would like to say thank you for giving my colleagues and I the privilege of being part of the TCF Rahbar program as volunteers. It was a wonderful learning experience where we as mentors and students as mentees both got equal opportunity to learn from each other, to explore our minds and hearts to drive ourselves positively on the right path. At the same time, It was an eye opener to be able to realize that I can demonstrate my passion, honesty, patience, hardwork to make a successful contribution in their lives.



MUHAMMAD MANZAR ABBASS
SENIOR SALES EXECUTIVE SOUTH - ZIC



RAFIQUE MUHAMMAD
MANAGER SALES NORTH - ZIC

Thank you very much for making us part of this noble cause. It has brought to be immense happiness to work for community service and at the same time I felt great responsibility being as a mentor for young lads. The Rahbar program is so well designed that if applied for myself, it can not only facilitate me to improve my line of actions in day to day life rather can benefit for mentoring my own kids. I have gained so much out of it that I can't stop thanking Hi-Tech for choosing me for this benevolent program. It has turned out to be a wonderful life time experience to cherish.

The Citizen Foundation is doing a great job by helping the underprivileged. In the time course of consecutive seven Saturdays we as mentors along with the young mentees brainstormed all possible approaches that can lead to a promising future, being fearless of the hardships of life. Spending some productive hours with these assets of our nation "The Students", I felt real happiness & peace of mind to be there for them and to be useful for them. I am really thankful to the Management of MAS Group, who provided me this opportunity to feel what exactly real happiness means.



USMAN KHALID
AM NORTH - MAS

MAS AND ITS PARTNERS

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VAM 21 partnering PPL in the deepest oil discovery in Pakistan. Pakistan Petroleum Limited (PPL), the operator of Dhok Sultan block, located in District Attock, Punjab, along with its joint venture partner Government Holdings (Private) Limited (GHPL) has announced the discovery of oil and gas from its first exploratory well Dhok Sultan X-1.

Dhok Sultan X-1 was spud on December 25, 2014 and reached the final depth of 5827 meters on November 7, 2015. Based on wireline logs, a hydrocarbon bearing zone was identified within the Lockhart formation, which flowed 468 bbl/day oil along with 0.617 mmscfd gas. This is the deepest oil discovery in Pakistan and has opened up a new play in the western Potwar area.

VALLOUREC Premium Casing Connection; VAM 21 is an integral part of the Casing String of Well Dhok Sultan X-1, run for the first time in Pakistan.

VALLOUREC DRILLING PRODUCTS M.E, UAE VISIT TO PAKISTAN IN NOVEMBER, 2015 - ISLAMABAD

Mr. Ahmed Hameed Awad, Technical Support Manager of Vallourec Drilling Products Middle East, based in UAE visited Islamabad to have face to face meetings with the existing and potential clients. The objective being to interact with the end users, exchange experience, brief them of the latest developments taking place in the field of Drilling techniques. The technology is undergoing rapid change as the drilling are becoming more & more difficult with severe operating conditions.

In addition the objective was to update the clients that in 2013 Vallourec Drilling Products M.E had established a facility in UAE to undertake Internal Plastic Coating of Drill pipe and accessories. This coating is done to prevent internal corrosion, wear & tare of internal pipe surface. This facility has led to improvement in delivery time and more economical pricing. In 2015, Vallourec Drilling Product M.E. has coated IPC -207 on almost 90% of their production and some of which has been delivered to E & P Companies in Pakistan. IPC-207 meets

& exceeds the international standards and has been approved by all the international regulatory authorities. During the course of the visit Mr. Awad had extensive meetings with the following Major Drilling and E&P companies based in Islamabad;

- 1- Pakistan Oilfields Limited (POL)
- 2- Mari Petroleum Company Limited (MPCL)
- 3- Weatherford Drilling International (WDI)
- 4- Sea & land Drilling Contractor Inc. (Saxon - A Schlumberger Company)
- 5- KCA Deutag G.m.b.H
- 6- KS Drilling (Atlantic Onshore Services)
- 7- Oil & Gas Drilling Company Limited (OGDCL)

Also, In the course of the visit Mr. Ahmad Hameed Awad had the opportunity to visit Scenic Spots in & around Islamabad and enjoyed the Pakistani food.



NACE ISLAMABAD SECTION - TECHNICAL SESSION 2015 - LAHORE

SNGPL in collaboration with MAS associates organized Technical seminar under NACE Islamabad Section on November 30, 2015 at SNGTI. The session was attended by SNGPL, MAS associates, and Research associates & students from Punjab University. The purpose of this event was to share information, have discussions and create awareness of developments taking place in the field of Corrosion Protection Technology.

Two presentations were delivered, firstly by Mr. Mobeen Hassan (GM, PST Global FZCO) case study on "Application of Linear Anode to Protect Isolated and Un Isolated Piping in a Petrochemical Plant" also brief presentation on comparison of MMO Vs HSCI anode. Secondly by Mr. Muhammad Usman (Sr. Engineer Corrosion, SNGPL) on

Deep Anode System. Both presentation were appreciated by the participants and was followed by question /answer session.

The session was presided by Mr. Liaqat Raza (GM, HR) and attended by Mr. Naseer Feroze (GM, Corrosion), Mr. Ahmad Jawad Khan CE Corrosion and members of NACE. Mr. Liaqat Raza (GM, HR) presented the shields to the speakers and thanked them for their active participation. Shield was also presented by Mr. Naseer Feroze GM Corrosion to Mr. Ahmad Jawad. Mr. Shafqat Ali (GM, MAS) presented shield to Mr. Liaqat Raza (GM, HR, SNGPL) for his continuous & active support to NACE Islamabad Chapter. The session was followed by Hi-tea which enjoyed by the guests and who looked forward to similar session in the future.



Corrosion Awareness

Technical Seminar held on 15th October, 2015 at Marriott Karachi

CORROSION NEVER SLEEPS; YOU CAN BUY MORE TIME

MAS associates organized a Corrosion Awareness Technical Seminar. The Presentation was to focus on Corrosion caused by "AC Interference" and "New & Old Sealing Systems for Monolithic Insulation Joints". The opening remarks were made by Mr. Imran Anjum Ch. (Deputy Manager Operations), who introduced the guest speaker of the seminar Engr. Mobeen Hassan of PST Global FZCO.

The seminar was well attended by the corrosion community from all the major E & P companies, Fertilizer and Refinery sector. A fairly interactive discussion took place followed by a question answer session. In the end Mr.

Abid Askari delivered the concluding remarks stressing the need to give due importance to corrosion in their existing installation / upcoming projects and to ensure that steps are taken to save & protect the national assets such as Gas, Oil and water pipelines, enhance its operational life and finally protect the environment. Also presented the shield to the Guest Speaker Engr. Mobeen Hassan and thanked him for taking time out from his busy schedule.

This was followed by a splendid lunch at Nadia Restaurant. The guest thoroughly enjoyed the session and found it worthwhile.



HTBL

**HI-TECH BLENDING PLANT
SETTING UP TO DELIVER THE BEST**





SITE WORK:

Korean Team Visit at HTBL Site for Chiller Installation.

Installation, Testing and Commissioning of Tree Chillers have been completed.



BUILDING:

Installation of Heating, Ventilation and Air conditioning system.

This system will maintain Cap and Can Area Temperature.

Tanks and Pipe Line Work almost 90% Complete, working overview mentioned below:

- Fabrication and Installation of Base Oil.
- Fabrication and Installation of Fire Water Tank.
- Fabrication and Installation of High Speed Diesel and Furnace Oil tank.
- Fabrication and Installation of Base Oil Decanting Pumps, Pipe Lines and Flow Meters.
- Fabrication and Installation of Base Oil Transfer Pumps, Pipe Lines and Flow Meters.
- Fabrication and Installations of Additives Decanting/Transfer Pumps, Pipe Lines and Flow Meters.
- Fabrication and Installation of Fire Water Pumps and Pipe Line.
- Fabrication and Installation of Mechanical Structure for Kettle Platform.

Laboratory Work:

Hi-Tech Blending (Pvt) Limited has one of the Best Quality Control Laboratory with advanced and latest Instruments in lubricant sector, and is equipped to

perform following operations strictly as per International Standards:

- Sulfated Ash Test: This test is usually performed for determining the content of inorganic impurities in organic substance.
- Automatic Potentiometer: This instrument is used to perform the Potentiometric Titration for Acid Number and Base Number.
- Foam Test: This test is used to measure the tendency of oil to make foam, oil foaming can be a serious problem in systems such as high-speed gearing, high-volume pumping, and splash lubrication.



Compressor Installation

- Kinematic Viscosity Test: This test is used to determine the thickness of oil at specified temperature.
- Density Determination Test: This test is used to measure the density of lubricants as density is necessary for the conversion of measured volumes to masses, or both, at the standard reference temperatures.
- Cold-Cranking Simulator Test: This test measures a lubricant's viscosity at a very low temperature.
- Elemental Analysis via ED-XRF: Easy and fast method to determine the elemental bio data of the sample.
- Copper Strip Corrosion Test: This test is used to determine the relative degree of corrosiveness of a lubricant against copper strip.
- Color Comparator: This instrument indicates the ASTM Color of lubricant. Determination of the color of petroleum products is used mainly for manufacturing control purposes and is an important quality characteristic, since color is readily observed by the user of the product.

Electrical Work Progress:

- Generators installation work almost completed and commissioning activity expected soon.
- LT & Synchronizing System is completed and working activity expected soon.
- Lighting system is 80% completed of whole plant.
- Earthing System for Plant Safety is 90% completed.
- Energy saving LED Lights and their installation is 70% completed.



Equipment Placement



Workshop to decrease external fabrication and mechanical works cost



Insulation of Chiller Piping



Lunch with Korean Visitors



Flash point Instrument

TRAININGS & CONFERENCES

HTLL VOWS FOR ITS EMPLOYEES HEALTH AND SAFETY

Keeping in view that HTLL is advancing from Private to Public Listed Company, HTLL feels responsible to comply with all the local applicable laws and relevant industry standards of practices. One of which is to continuously evaluate the Health, Safety and Environmental (HSE) aspects of our equipment and services. Hence, we are committed to the integration of HSE objectives into our management systems at all levels. This will ensure enhancement of our business success by reducing risk and adding value to our services and people.

To comply with the ISO 14001 (Environmental Management Systems) and OHSAS 18001 (Occupational Health & Safety) standards, HTLL initiated a series of organization wide training's. The first training of the series was conducted on "Fire Safety, Hazard Identification and Risk Assessment" on 20th November, 2015 at the Head Office, Lahore.

The aim behind this initiative was to educate HTLL employees, about the necessity to implement safer and healthier practices at workplace. They were also trained as how to respond quickly to accidents at workplace. HTLL's one of the goals is to protect its people, the public, its property and the environment in which they work and

live. Hence, there is a tremendous need to create awareness, among employees regarding the Fire Safety, Hazard Identification and Risk Assessment.





CALL FOR THE DISTRIBUTORS

NATIONWIDE DISTRIBUTORS ENGAGEMENT CONFERENCE OF ZIC

Hi-Tech Lubricants Limited organized a Three day mega event to collaborate with its key business partners through first ever Distributors Engagement Conference of ZIC Nationwide. The event was scheduled from October 28th to 30th of October in Lahore to launch the company's vision for 2020. The conference focused on increasing the sales and distribution of its leading machine lubricants brand-ZIC oil, which has recently been introduced under very attractive and simplified brand classifications. Mr. Basit Hassan, the executive director of the Company said that the customers in Pakistan believe in the ZIC and one of the major contributors behind ZIC's success is to the efforts of its distributors.

The conference was arranged keeping in mind the company's motto of growing together as a family. During the conference, the distributors got a chance to discuss business strategies from different regions of Pakistan and solutions were developed with expertise and experiences of one another to achieve this combined Vision 2020. The conference, besides honoring its leading distributors, also included thematic training programs and many other get together and interactive events. The conference included the visit of the distributors to the company's under construction bottling and blending plant.

The distributors were thoroughly apprised about the unique benefits of ZIC oil and were trained about the latest selling and brand enhancement skills. Keeping in line with the company's focus on treating the distributors as the key link between the company and the customers, all directors of Hi-Tech Lubricants also attended the training and all other social events.

NEWS & EVENTS

REVIVING THE TEAMWORK SPIRIT - MAS CRICKET GALA 2015



Upholding the HTLL tradition of employee engagement, an exciting cum thrilling one-day sports activity was arranged for all Lahore based employees on 12th December 2015 by MAS Group at the Shah Faisal Cricket Ground. It was an effort to promote teamwork and foster a sense of connectivity between employees from different departments making them feel that they are part of a unified team. The core objective was to motivate employees and generate enthusiasm to cope up live challenges by encouraging healthy competition between peers and fellow colleagues, building companionship and determination to win.

Moments filled with leisure and pleasures with a competitive spirit followed by a delicious food were some of the prominent highlights of the Away day. After some heart taking cricket action to witness from every team finally "Lahore Lions" jointly lead by Mr. Ahmed Shuja and Mr. Farooq Afridi managed to grab the winner's Trophy. The crowd supporting the Lahore lions went in mad uproar, congratulating their champions for the great success. The evening concluded at awarding the winner's and runners up trophies to the respective Champs along with the medals to the winning team by Mr. Tahir Azam and Mr. Shaukat Hassan, Directors MAS Group. Mr. Zeeshan Ali TMO Gujranwala from Lahore Lions was declared Man of the Tournament.

HTLL CAMPUS RECRUITING - UCP JOB FAIR

Hi-Tech Lubricants Limited participated for the first time in a career fair on 7th December 2015. This informative fair was organized by the University of Central Punjab to enhance career opportunities for their graduates and to increase industry awareness among their students.

The idea behind participating in this career fair was to get widespread media mileage for HTLL as there were 100+ Local and Multinational firms participating in the fair.

This HRD initiative ensured enhancing the image of HTLL and increased awareness about our company among the job seekers and others attending the event. We received notable response from the attendees from different professions. Furthermore, this platform also gave us the opportunity to bring into limelight Hi-Tech Blending Pvt Limited, MAS associates and MAS Services to all.

Healthy participation was witnessed on the HTLL stall. Job seekers from different areas of education took keen interest to consider HTLL for a promising future for their career startup. 200 plus resumes were received in hand. We are still receiving resumes at our email address with the aim to enhance our CV data bank.

MAS Group's flyers carrying detailed information of its operations were distributed among the Students and Professionals, along with ZIC branded Caps, Key Chains and Pens.



HR TEAM DURING JOB FAIR AT UCP



THE SILENT SUPPORTERS

THE ADMINISTRATION DEPARTMENT

**"WE DON'T GROW WHEN THINGS ARE EASY
WE GROW WHEN WE FACE CHALLENGES"**



Available 24/7



Target-focused



Turn impossible into Possible



Stress Handlers



Humble facilitators

With the admirable growth of the organization, it evolved the growth of administration department to support the nationwide operations of MAS Group. Sometimes, it is thought that the role of an administrator is not important in the company and neglects their presence. But without presence of an administrator an organization can never work in a sound way. So the administration department is playing its role since the existence of the MAS Group with seasoned and specialist team members in all the core areas of administration.

We believe on "First impression is the last impression" that is why we have Developed some standard administrative procedures to ensure efficient performance at workplace. It is our prime objective to comfort our valued guests upon arriving at our offices premises, guarantee their safety and of their belongings too, greet them and escort them to the destination.

Fleet Management

To manage a Fleet of more than 100 vehicles need some specialized team. So, admin is well prepared and ever ready to deal with challenges and to provide its nonstop support to all the vehicle users of the company. Managing a fleet doesn't come only with the maintenance of the company, but also it has to ensure that the maintenance will remain within the operational budgets of the organization.



Security

We have total 16 premises of MAS Group across Pakistan, so we are ensuring the security of all the premises vigilantly with well-equipped security service providers. We also ensure the security of our top management as well as of our delegates, and Al-HamduLillah achieving a target of zero complaints for last many years.



Event Management

Hi-Tech is also known for its high frequency of events and administration department is taking care of smooth execution of all the events. Admin has been providing its viable support to execute some mega events in near times proficiently.



Efficient Communication

Admin is ensuring that all the operational staff especially during field work remain in contact with its valued clientele for efficient and smooth flow of communication even where landline does not work. So we keep on trying the services remain uninterrupted and handsets remain in operation.



Travelling, Boarding & lodging

For all the staff and management travel, meetings and staff movements within and out of country, we are there to support. We ensure that the services to our customers remain at its best.



House Keeping

Housekeeping is an area which remains in contact with all the staffs, management and guests all the time. So, we try to ensure that the area of housekeeping remain complaint free all the time.



There are other areas too administration department is taking care of; such as; Utilities management, Group Life Insurance, Staff welfare, social security, public relations, stationary management, courier management and Other projects management. We have Developed suitable office management strategy to minimize the risk of reduced workplace productivity and efficiency to a greater extent.

Hassaan Azhar

"Each day at MAS is worth learning something new"



Agha Jee - Tamur Shah

"A span of 34 years, seemed to pass with the flick of the eye at MAS, I have always enjoyed doing my work here. MAS is much more a family to me."

"We are not a team because we work together; we are a team because we respect, trust and care for each other"



Masood Ahmed

"Thank you MAS for acknowledging my potentials, I take pleasure in my duty to serve MAS in my best capacity"

Helping Others While Helping Yourself!

Volunteerism as a concept is not about charity in the ugly sense of the word. It is not about people taking pity on one another. Volunteerism is the cornerstone of a strong economy and nation.

Volunteering and its Surprising Benefits

With busy lives, it can be hard to find time to volunteer. However, the benefits of volunteering are enormous to you and your community. The right match can help you find friends, reach out to the community, learn new skills, and even advance your career. Volunteering can also help protect your mental and physical health.

Volunteering connects you to others

One of the better-known benefits of volunteering is the impact on the community. Unpaid volunteers are often the glue that holds a community together. Volunteering allows you to connect to your community and make it a better place. Even helping out with the smallest tasks can make a real difference to the lives of people and organizations in need. And volunteering is a two-way street: It can benefit you and your family as much as the cause you choose to help. Dedicating your time as a volunteer helps you make new friends, expand your network and boost your social skills.

Volunteering helps you make new friends and contacts

One of the best ways to make new friends and strengthen existing relationships is to commit to a shared activity together. Volunteering is a great way to meet new people, especially if you are new to an area. Volunteering also strengthens your ties to the community and broadens your support network, exposing you to people with common interests, neighborhood resources, and fun and fulfilling activities.

Volunteering increases your social and relationship skills

While some people are naturally outgoing, others are shy and have a hard time meeting new people. Volunteering gives you the opportunity to practice and develop your social skills, since you are meeting regularly with a group of people with common interests. Once you have momentum, it's easier to branch out and make more friends and contacts.

Volunteering is good for your mind and body

Volunteering provides many benefits to both mental and physical health.

Volunteering increases self-confidence

Volunteering can provide a healthy boost to your self-confidence, self-esteem, and life satisfaction. You are doing good for others and the community, which provides a natural sense of accomplishment. Your role as a volunteer can also give you a sense of pride and identity. And the better you feel about yourself, the more likely you are to have a positive view of your life and future goals.

Volunteering provides a sense of purpose

Older adults, especially those who have retired can find new meaning and purpose in their lives by helping others. Whatever your age or life situation, volunteering can help take your mind off your own worries, keep you mentally stimulated, and add more zest to your life.

Volunteering combats depression

A key risk factor for depression is social isolation. Volunteering keeps you in regular contact with others and help you develop a solid support system, which in turn protects you against stress and depression when you're going through challenging times.

Volunteering helps you stay physically healthy

The physical activity involved in certain forms of volunteering—such as environmental projects in parks, nature reserves, or beaches—can be good for your health at any age, but it's especially beneficial in older adults. Studies have found that those who volunteer have a lower mortality rate than those who do not, even when considering factors like the health of the participants. Volunteering has also been shown to lessen symptoms of chronic pain or heart disease.

MEMORY LANE



A beautiful memory of HTLL team during a recreational tour to Northern Areas of Pakistan in 1998

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"The first step towards getting somewhere is to decide that you are not going to stay where you are"



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