

# THE KEYNOTE

MAS GROUP

NEWSLETTER | Half Year II - 2016



# GAINING GROUND

# THE KEYNOTE

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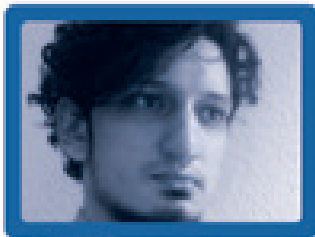
# EDITOR'S NOTE



**Shumaila Hameed**

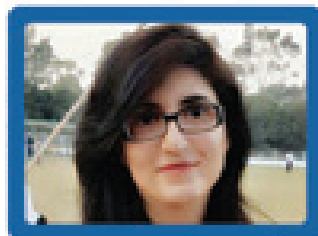
Editor  
editor@masgroup.org

## GREETING READERS!



**Rizwan Ur Rehman**

Design Director



**Shafaq Masood**

Content Coordinator

Before we start sharing about the usual happenings, let's share a moment together to celebrate HTL's Recognition as the winner of IInd best UNGC (United Nations Global Compact) Champion Organization in the category of Large National Companies. This celebration is truly meant to recognize the volunteer spirit of our people who always show up with passionate energies not for work only but to work for gratifying causes. Surely we are 'Winning together' while we live each day at HTL.

We have been doing many new things for business and this has been majorly recognized in terms of paid dividends to the shareholders. We have taken the road to yet another new business venture coupled with visible marketing campaigns reaching to millions of viewers. Our sales strategies to increase customer base while enhancing uncompromising quality control standards at the Blending Plant are just few of important initiatives to mention that we are just "gaining grounds". So there's a lot more to enjoy while we take everyone including valuable shareholders, executive members and people on board for our journey tomorrow. The great noble causes to help nourish the environment and education as emphasized in the last edition have taken notable appreciation from many. The plantation drive at Universities and every day efforts to improve quality education standards at Ilmgah have motivated our CSR Team to plan many impactful initiatives within the same pursuit.

Our people in every functional field are the reason for us to share the exciting happenings of MAS Group with the readers. And we wish them a great start of the new year ahead as together we are geared up to beat the challenges. This edition covers notable happenings of the MAS Group for the period July – December 2016 and I hope you will enjoy reading it. But don't forget to share your feedback on the email address for us to bring a better reading for you next time.

*Shumaila Hameed*

# DIRECTOR'S MESSAGE



Accomplishing milestones are few of the many great reasons to push beyond boundaries. Hi-Tech lubricants limited as a company; having aggressive business plans coupled with great initiatives to diversify, is focused to increase earnings per share for our investors. This is what we owe to our valued shareholders for showing their firm trust in HTL.

Last six months business performance highlights different key achievements including 8th Annual General Meeting whereby cash dividend for all the Public Shareholders was approved for disbursement. Major achievements during this tenure also include the documentation and inclusion of object clauses for OMC Project; yet another business diversification model to enhance quality service provision through reliability. Our team at Hi- Tech Blending Plant is making leaps to provide exceptional quality control services to prove excellence in the mid-tier ZIC range. Simultaneously, the brand ZIC has been gaining better visibility through massive trade and consumer schemes backed up with aggressive Marketing Campaigns.

We aim at 'Winning Together' and hence collaborate to create a better environment for better performers. Our Human Resource Development budgets for HY (Half Year)-2 have been utilized for people development and notable CSR Initiatives nationwide. In pursuit of developing and retaining better performers our keen attention has remained at adopting key factors such as respecting differences, encouraging unique talent, coaching with fun at work while working and winning together.

MAS Group has taken phenomenal progress in the recent years. The great vision of our generational leaders has transformed into our strategic initiatives today. Client satisfaction is envisioned while taking major business decision and this is a continuous process where our aim is to reach to a reliable tomorrow. The executive leadership of our group along with the Board of Directors and our team of seasoned professionals are focused to deliver a prosperous business performing year 2017. We are confident to make profitable earnings per share to manifold the valued trust of our stakeholders.

A handwritten signature in black ink, reading "Ali Hassan".

**Muhammad Ali Hassan**  
Executive Director

# GAINING GROUND

**The company has built-up their brand in the recent years and now HTL has options which span across almost all types of lubricants required in the power and automotive market, Enabling HTL to acquire new contracts and customers**

Hi-Tech Lubricants Limited is the leading Synthetic Automotive Lubricant Company of Pakistan which boasts a significant market share in almost all the related market segments of the country. Hi-Tech's product portfolio, under the brand name "ZIC" includes a wide range of specialty lubricants in Automotive, Industrial and Marine segments. ZIC is imported in packed cartons from SK Lubricants Ltd., South Korea, ensuring highest quality and maximum protection against engine and machine wear.

During the last three years, company's market share has increased significantly; overall market share is 7% with 16% in Passenger Car Motor Oil (PCMO) segment. One of the many reasons to achieve such a phenomenal growth trend has been the emphasis on quality and availability at prominent oil change outlets, service stations and workshops. Owing to its aggressive Marketing campaigns and constant quality control, ZIC has managed to increase its popularity among the people, but even more impressive is that 'ZIC' has managed to maintain its increasing sales with a brilliant repertoire of positive customer feedback.

HTL has built-up its profile in the recent years and now it has options which span on almost all types of lubricants needed in the power and automotive market, that enables the company to acquire new contracts and customers.

The constant growth in both automotive and power lubricants has led to huge market potentials, and 'ZIC' has managed to not only maintain its quality in this highly competitive market but has also managed to retain the public's support in being declared as the most popular automotive engine oil in Pakistan at various forums.

Hence the reason, 'ZIC' is enjoying the

No.1 customer satisfaction rank in the local market. In order to maintain this standing, the marketing campaigns has to be aggressive in order to inform and educate the customer of what are the options available for their vehicle and how exactly to make fruitful decisions that is beneficial for their vehicle. The only way to create customer loyalty is by being honest and open to customers. Following the same ideology, Hi-Tech's Marketing department was pretty aggressive with its campaigns in the 2nd half of 2016. This involved not just one but two full fledged nationwide 360° degree marketing campaigns targeting the Diesel and the Gasoline Market.

ZIC (VHVI) Diesel Campaign was focused on informing and educating the customer







while simultaneously debunking the myth of thicker oil being better. As "The Thinner The Oil, the Better for engine as it reduces friction by keeping a standard layer of coating over the engine parts. It also keeps its viscosity intact under extreme temperatures that results in an increase in the engine's life and efficiency. Whereas, thicker oil will need more space for itself and will not decrease friction to that level and hence resulting in wear of the engine parts to accommodate for its higher viscosity. This actually justified the old argument about the lubricant viscosity with the tagline "Tail Motta Sirf Samjhota, ZIC

where they started questioning and understanding their diesel engine needs.

The second biggest campaign of 2016 was the KFC Consumer Promotion, ZIC offered a Consumer Promotion after almost two years in collaboration with KFC on X9 and X7 range. ZIC known as the pioneer in the industry for consumer promotion offered free KFC Krunch Burger with drink on X9 and X7 Series. ZIC Marketing Campaign covered all mediums of communication from Digital to Outdoor to TV & Radio; and support with BTL on-location activities, capturing the market with leaps and bounds. More than 400,000 KFC vouchers have been distributed which is 33% more than the anticipated numbers.

In order to remain on top, a brand has to keep on improvising on how to reach its target market and deliver their message in a better way.

One of the initiatives taken this year by ZIC Marketing Department was to get the experts on board with the brand because there is no better endorsement than the endorsement by the experts themselves. Since ZIC is the best Lubricant available in the market and majority of the Mechanics vouch for ZIC, therefore ZIC Marketing department introduced the concept of

Diesel Engine Oil Patla Hai Tagra Hai". This campaign received an amazing feedback from the customers



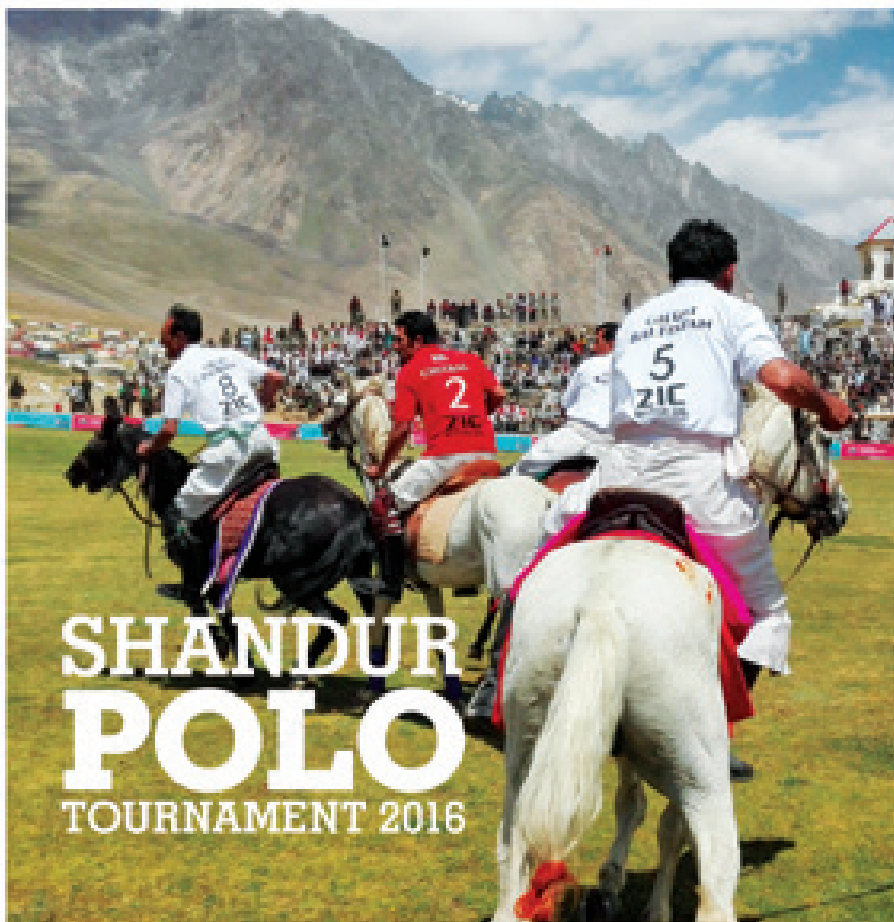


HIGHLIGHTS



ACTIVATION





ZIC Mechanic Club where top mechanics are being inducted in an exclusive club where trainings, seminars and other activities will take place to train and educate the mechanics of the new trends. Certifications being introduced internationally and how to adapt new findings to the local market, especially with induction of new imported cars including hybrid vehicles being introduced in Pakistan. The mechanic club has been initiated with the Lahore Chapter and will later be extended to other major towns of Pakistan. This concept received a very positive feedback from our sales team and mechanics alike.

A brand is only as good as its call back, hence it's crucial to stay on top of the customer frame of reference and reminder. ZIC is always on the top when it comes to the sports events. This year we sponsored PSL, Pakistan Cup, Golf tournaments, Karate in the first half year which as major sponsorship of Shandur POLO Tournament 2016 took place in the second half of 2016 in Chitral district. This was a major opportunity in order to connect with the market up north which includes a loyal and ever increasing customer base of ZIC users while supporting an event that propagates team work and the value of being fearless to achieve success.

Shandur invites visitors to experience

a traditional polo tournament which since 1936 has been held annually. The tournament is held on Shandur Top, the highest polo ground in the world at 3,700 meters (the pass itself is at 3,800 meters). This version of the game played at Shandur-Top has attained legendary status and is of great interest to international and domestic adventure tourists alike.



ZIC has also kept its image alive and changing every year with reinventing and not letting it be a part of the scenery. This year we updated the image of the Police cabins that is a part of our

nationwide CSR activity. ZIC Motor Oil, in order to assist the saviors of our Country's traffic Laws and safeguarding many lives by performing their duties on roads in extreme weather conditions, i.e. the Traffic police; the cabins were given a makeover by lightening up the environment.

All these efforts are being made to take



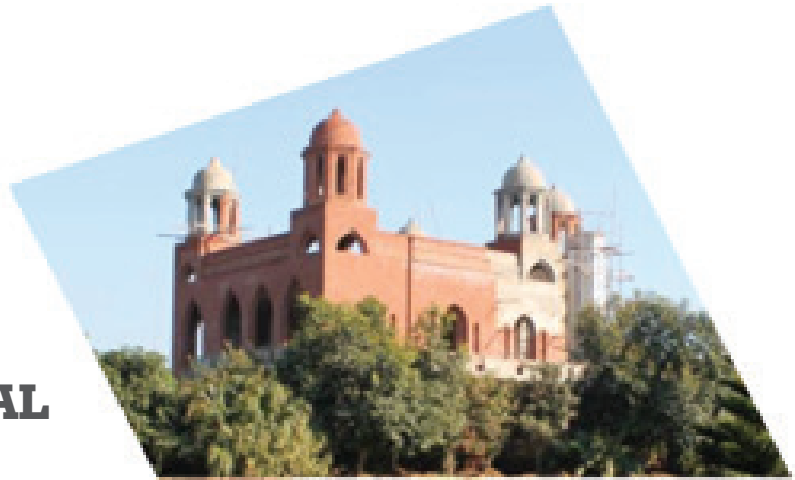
ZIC even further as a brand, and there are results along the way. 'ZIC Oil' has bagged the most popular engine oil award in Pakistan as part of the PakWheels.com People's Choice Car Awards 2015. And has been winning the prestigious "Consumers Most Preferred Lubricant Brand for the year" marking ZIC as the Lubricant Category Winner for the 5th year in a row.

# ENLIGHTENING EDUCATION

## VISIT OF HI-TECH MANAGEMENT TO AL-MUDASSAR SCHOOL OF SPECIAL CHILDREN

Earlier in November, higher management of Hi-Tech Lubricants Limited; Mr. Shaukat Hassan, Chairman, Mr. Tahir Azam Director, Mr. Syed Asad Abbas Hussain Director along with the worthy guest Mr. Lord Nazir Ahmed, member UK House of Lords visited the Al-Mudassar School located in Kharian where they inaugurated a mosque to facilitate the vicinity. Mr. Syed Asad Abbas Hussain is also one of the trustees of Al-Mudassar trust. Hi-Tech Lubricants Limited made a sizeable donation to support this remarkable project for "Special Humanity".

Al-Mudassar Trust was founded as a social welfare organization to cater for the ever-growing needs of children with special needs living in 'rural' areas of Pakistan. It provides totally free education and health services to children with special needs living in and around Tehsil Kharian.





## HI-TECH INITIATES SEASON'S PLANTATION DRIVE FROM GCU

**OUR FLAG IS GREEN  
- SO IS HI-TECH FAMILY.**

Continuing the efforts on supporting a sustainable clean environment, Hi-tech Lubricants limited started its first series of Plantation drive for the year 2016 from Government College University by donating almost 1000 plants in a row. This prestigious occasion was organized in the historical main campus building of GCU where Mr. Tahir Azam, the Alumni GCU was invited as the Chief Guest along with Mr. Shaukat Hassan, Chairman and Mr. Hassan Tahir CEO Hi-Tech Lubricants Ltd. Vice Chancellor Prof. Dr. Hassan Amir Shah, Old Ravens Union Honorary Secretary Prof. Dr. Khalid Manzoor Butt, and the University's senior faculty members participated with Mr. Tahir Azam in planting the first batch of the plants at the University's Scholars Garden to inaugurate the tree plantation drive.

The VC of the GCU acknowledged Mr. Tahir Azam's vision of Green Pakistan. He appreciated Mr. Tahir on taking keen interest in suggesting and providing grown-plants of very high quality that aimed not only to beautify the University's Campus but shall also benefit to keep environment clean. While addressing the gathering, Mr. Tahir Azam said that one of the greatest problems that the world is facing today is that of environmental pollution, increasing with every passing year and causing grave and irreparable damage to the earth and people. He added that green symbolizes Tranquility, Freshness, Harmony, Calmness and Health. It also refers to safety. And working in the Lubricant sector directly calls for safety of the environment. It is important that we plant more and more to keep a clean and green environment and to compensate the damage that is caused by different emissions of chemicals and gases.

Mr. Tahir Azam also pledged to provide plants for the University's Kala Shah Kaku Campus.





It is of great joy and excitement to share with you all that Hi-Tech Lubricants LTD. has once again won:

## **THE UNITED NATION GLOBAL COMPACT PAKISTAN BUSINESS EXCELLENCE AWARD**

**FOR THE YEAR 2014-15**

This time Hi-Tech Lubricants contested in the category of Large National Companies and grabbed 2nd Prize as Leading UNGC Champion Organization after being evaluated by a team of national and international Jury from the UNGC Forum.

This award has been presented to Hi-Tech Lubricants Limited in recognition of our best practices in embracing and integrating the founding principles of UNGC.

Hi-Tech had the honor to receive the award with notable mention as an intensively active participant in living the UN Global Compact Business Excellence Award Contest 2013-14.

Hi-Tech is proud to be among fifty organizations who have voluntarily subscribe to embrace the ten principles of UNITED NATIONS GLOBAL COMPACT in their business practices.



# INVESTING IN OUR FUTURE

The Iimgah students exhibited their creative and brainy ideas through hand drawings, using color paints and different modes of paintings during different activities conducted in the School premises under the supervision of their class teachers.





## CRACK OPEN THE POWER OF PROTEIN EMBRACE YOUR WELL-BEING WITH A DAILY DOSE OF AN EGG



This year marked the 21st birthday of World Egg Day. On 14th October 2016 a wide range of festivals, activities, charitable events and regional campaigns took place all over the world with a purpose of promoting the power of the astonishing egg, as the highest quality source of protein one can easily get access to.

In this regard, the students of Iimgah also celebrated the World Egg Day with full enthusiasm and excitement. Different colorful and fun-filled activities were conducted under the supervision of competent teachers, highlighting the importance of having an egg a day. The little champs of Iimgah also showed great interest during these exercises.

Celebrating 'World Egg Day' in the Iimgah provided an opportunity to educate students as well as staff members about the true value of eggs and the significance of high quality protein in a fun and captivating way. It ensured a bumper success in the end as the message got effectively conveyed.



# CATHODIC PROTECTION (CP) PROJECT'S PROGRESS REPORT THIRD QUARTER, 2016

## MAS SUCCESSFULLY COMPLETED THE FOLLOWING PROJECTS:

- Design, Supply, Installation, Testing & Commissioning of Impressed Current CP System for Fuel Hydrant Pipeline (16" Dia meter x 4.5 Km long) at Eastern Joint Hydrant Depot (EJHD) at Karachi Airport.
- Up-gradation/Rehabilitation of existing ICCP System for 6" Dia, 7.5 Km long pipeline in Chaklala, Punjab.
- Up-gradation/Rehabilitation of existing ICCP System for 7 Nos. oil storage tanks in Shikarpur, Sindh.
- DCVG Survey, CIP Survey and Rehabilitation of existing CP System at oil storage depot in Rawalpindi.
- DCVG Survey of 18 Km pipeline at Sui Gas Field.

## PROJECTS IN PROGRESS:

The following projects are in progress:

- MAS and its foreign associates M/s PST Global have been awarded a contract by Sui Northern Gas Pipelines Ltd (SNGPL) for Supply, Installation, Testing & Commissioning of Remote Monitoring Units for CP system. The installation has been done by MAS and commissioning of the same is in process by Russian Engineers.
- A contract for Supply, Installation, Testing & Commissioning of ICCP system for buried plant piping is in progress at one of the major fertilizer plant in Sindh.
- A project for Supply, Installation, Testing & Commissioning of ICCP system for 16" Dia, 4.5 Km long Raw Water pipeline is in progress at a Power Plant located in Balochistan.



### PROJECTS AWARDED:

MAS has been awarded a project for Supply, Installation, Testing & Commissioning of Impressed Current CP (ICCP) System for plant pipelines at one of the Power plant located in Sheikhpura region.

MAS has been awarded another project for Rehabilitation of existing CP System at oil storage depot located in Machike.



## Osama Musleh Sales Manager Vallourec Drilling Products Middle East visits Islamabad

Osama MUSLEH, Sales Manager of Vallourec Drilling Products Middle East, visited Islamabad to meet the customers, discuss techno-commercial matters and to provide technical support to various clients'. Also during the meeting, briefed the clients on new developments taking place in the field of drilling technology and premium connections being introduced by Vallourec.

During the visit, Osama had meetings and exchange of views with the engineers at OGDCL in particular with AGM Drilling, Manager Drilling Planning, Drilling Planning Engineers, and Drilling Operation Engineers. OGDCL expressed keen interest in Vallourec holding a technical seminar for their engineers and staff for giving an overall view about the technological developments taking place. Also similar meetings were held at the offices of the Saxon, Weatherford, Mari Petroleum, KS Drilling etc. The discussion mainly was focused on upcoming requirements & future development plans.

As a result of the discussion, it was brought into focus the need to create greater awareness among the E&P companies about the selection of drilling Tubular for the types of wells to be drilled i.e. rock geology, rock formation, likely pressure / temperature expected to be encountered needs etc. This aspect needs to be taken into consideration at the time when E&P companies are planning their drilling campaign. This can lead to substantial reduction in terms of completion time and bringing the well into production earlier; thus result in potential savings and which has significance in the prevailing market conditions.

## VALLOUREC DRILLING PRODUCTS TECHNICAL SEMINAR ON DRILLING PRODUCTS & BOTTOM HOLE ACCESSORIES (BHA)

**22<sup>nd</sup> & 23<sup>rd</sup> November, 2016, Islamabad.**

MAS associates with the collaboration of their foreign principals Vallourec Drilling Products arranged a technical seminar on Drilling Products & BHA. The seminar was held on 22<sup>nd</sup> & 23<sup>rd</sup> of November, 2016 at Marriott Hotel and OGDCL Head Offices, Islamabad respectively. On 23<sup>rd</sup> November a similar session was held at OGDCL conference room which was specially organized for OGDCL drilling professionals. The participants both from Drilling companies & OGDCL appreciated the effort and time taken by Vallourec Delegation to come to Pakistan and conduct technical seminar and create awareness about the new developments and techniques in drilling technologies.

### Marriot - 22<sup>nd</sup> Nov, 2016.



*Mr. Shaukat Hassan addressing the participants*



*Left to Right: Mr. Shams UL Islam (Drilling Consultant, MPCL), Mr. Khurshid Khan (Drilling, MPCL), Mr. Sufian Ahmed(Manger Services, MPCL) & Mr. Taha Latif (Senior Ops. Engr. WDI)*



*Left to Right: Mr. Geoffroy De Roffignac, Mr. Shafqat Ali & Mr. Nadeem Baig*



*Overall view of the participants.*



*Mr. Zahid Mehmood (Production & Assets Manager, Premier Oil) receiving certificate of participation from Mr. Geoffroy.*



*Group Photograph of the participants of Seminar.*

# OGDCL - 23<sup>rd</sup> Nov, 2016



*Mr. Khan Alam  
(Executive Director Petroserv, OGDCL)*



*Left to Right: Mr. Ahmed Awad (Technical Supports Service Manager Vallourec Drilling Products) & Mr. Geoffroy De ROFFIGNAC.  
(Vice President Sales & Marketing Middle East Vallourec Drilling Products)*



*Left To Right: Mr. Geoffroy De ROFFIGNAC,  
Mr. Shaukat Hassan (Director MAS) &  
Mr. Muhammad Yunus (Mngr. Drilling Planning)*



*Left to Right: Mr. Shaukat Hassan (Director MAS),  
Mr. Tariq Maqbool (Chief Engineer Drilling), Mr. Geoffroy &  
Mr. Shafqat Ali (General Manager MAS)*



*Left to Right: Mr. Khan Alam (ED Petroserv), Mr. Captain Mukhtar Anjum  
(AGM Drilling Ops.), Mr. Yasin (Mngr. D/O) & Mr. Muhammad Shabbir  
(Mngr. Drilling Ops.) Standing: Mr. M. Ali Ghuman (MAS)*



*Overall view of the participants.*





## For Year Ended June 30, 2016 And First Quarter Ended September 30, 2016

Hi-Tech Lubricants (HTL) Limited is now a Public Listed Company and is one of the leading lubricant marketing companies of Pakistan. HTL has a sizeable market share in almost all the related market segments of the country. HTL product portfolio under the brand name "ZIC" includes a wide range of synthetic lubricants in automotive, industrial and marine segments. With the increasing demand for the lubricant via the growth in automobile and industrial sector the company has extended its offerings with the addition of a state of the art blending plant

### MAJOR EVENTS SINCE LISTING

Interim cash dividend declared for all the public shareholders on February 17, 2016 for the half year ended 31 December, 2015 at Rs. 1.30 Per share i.e. @13 % Of face value of each share.

5th extraordinary general meeting of all the public shareholders of the company duly convened on June 16, 2016 for alteration in memorandum and articles of association for inclusion of object clauses for OMC project.

8th annual general meeting of all the public shareholders of the company duly convened on October 24, 2016 for approval of annual accounts for the year ended June 30, 2016.

Final cash dividend declared for all the public shareholders on September 02, 2016 and approved by all the shareholder October 24, 2016.

### Financial Performance as on June 30, 2016

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

	2016	2015
	RUPEES IN MILLION	
Gross sales net of discounts	8,466	6,557
Sales Tax	1,451	1,090
Net sales from Operations	7,015	5,467
Gross Margin	2,046	1,338
EBITDA - operations	931	555
Depreciation & amortization	(38)	(35)
Finance costs	(16)	(24)
Other expenses	(43)	(47)
Other income	46	53
Earnings before tax	879	502
Tax	349	164
Earnings after tax	530	338
Basic Earnings per share – Rupees	5.43	4.37



Operations have achieved net sales of Rs. 7,015 million in 2016 against net sales of Rs. 5,467 million of last year representing sales growth of 28%. The growth involves volume growth of 30% with overall prices decreased. The gross margin during the year shows improvement of five percent. This was due to reduction in custom duties on non-synthetic products alongwith freight charges.

The Company actively focused on strengthening its working capital cycle during 2016 and took initiatives to rationalize inventory levels and trade debtors. The working capital as a percentage to sales ratio improves by 3 times. Continued improvements in working capital efficiency resulted in improved positive cash flow generation from operations.

## FUTURE OUTLOOK

HTL's growth rate of top line for the last 5 years has been at an average rate of 24% and a consistent bottom line increase every year. The company foresees similar growth pattern for the forecasted upcoming years on the following few major basis:

- 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 will have a noticeable impact on car financing and in turn a positive effect on car sales.
- Car sales have been reported 180,079 units in 2015-2016 as compared to 151,134 units in 2014-2015, followed by a jump in truck sales to 5,550 units from 4,111 and bus sales to 1,017 from 569 units
- Analysts across nation believe that by 2020 in Pakistan, the average car per thousand people would reach to 200 cars in comparison to 13 as of today.

The growth in the automobile sector both via import and local manufacturing would result in an increase in the demand for the lubricants combined with the decrease in fuel prices leading people to drive more. This assures a considerable increase in their oil change frequency. Thus the potential for HTL is huge as the company has invested in its wholly owned subsidiary company for establishment of Hi-Tech blending and bottling plant to cater to this vital segment of the market and economy. The introduction of HTL Express "Car Care centers" and HTL "Fuel stations" would enhance the growth of the company in the near future, thereby converting into higher earnings for our shareholders

## FINANCIAL AND OPERATIONAL PERFORMANCE as on September 30, 2016

The comparison of the un-audited financial results for the first quarter ended September 30, 2016 as against September 30, 2015 is as follows:

All figures in millions of Pak Rs unless specifically stated otherwise	Jul-Sep 2016	Jul-Sep 2015	Jul-Sep 2016	Jul-Sep 2015
	Un Consolidated		Consolidated	
Net Sales	1,569	1,407	1,569	1,407
Gross Profit % of sales	411 26.2%	400 28.4%	415 26.4%	400 28.4%
Profit from Operations % of sales	183 11.7%	178 12.7%	173 11.0%	175 12.4%
Profit before Tax % of sales	178 11.3%	174 12.4%	164 10.4%	170 12.4%
Profit after Tax % of sales	114 7.3%	119 8.5%	99 6.3%	115 8.1%
EPS – Basic (PRs)	0.98	1.37	0.85	1.32

During the first quarter of 2016, the Company has achieved net sales of PKR 1,569 million against net sales of PKR 1,407 million of corresponding period of last year, representing sales growth of 11.50%. The net margins decreased by almost 2.2% due to increase in product prices internationally. Operations have generated earnings of PKR 183 million during the quarter under review against PKR 174 million of corresponding period of year 2015; resulting in an increase of PKR 4 million. The profit after tax shows a decrease of PKR 5 million mainly due to increase in Income taxes where after promulgation of Finance Act 2015, the company moves to final tax regime.

The Company continued to improve working capital performance by taking initiatives to rationalize inventory levels and trade debts.

## CONTRIBUTION IN REVENUES

The volumes improved positively by 12% as compared to the corresponding quarter of last year.

### Mr. Rizwan

Sr. Financial Pay Officer



*I am fortunate to be working with Hi-Tech. My five years' experience in accounts department helped me in developing professional skills and gave me the ability to cope up with the challenging situations.*

### Mr. Hisham Iqbal

Dputy Manager Financials



*"A glance down the memory lane has been a journey filled with Challenges, Greater Responsibilities, New Roles & Accomplishment. These challenges have given me the opportunity to Enhance my Competencies, Broadened my Wisdom & Judgments, there by encouraging me to have a leap out of my comfort zone and Explore & Manage other diversified Professional attributes".*

### Muhammad Fraz Amjad

Deputy Company Secretary  
Deputy Manager Corporate & Law Affairs



*My position gives me the mandate to utilize my aptitudes meticulously, enthusiastically, proactively and precisely with time management for Corporate Compliance of HTL together with distinctive management of Contractual and Legal matters of the whole group to escalate in the heights of professionalism and justify my existence in the group.*

# BLENDING PLANT

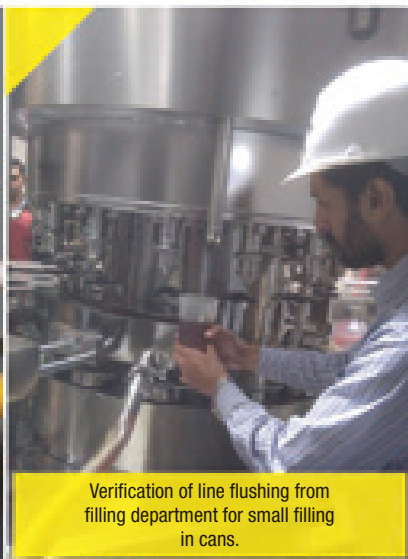
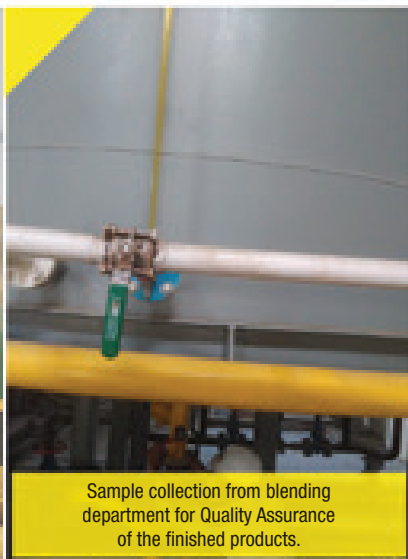
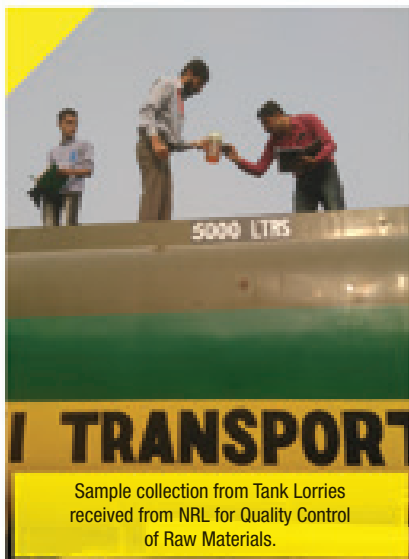
A photograph of an industrial facility, likely a refinery or chemical plant. In the foreground, there are large, cylindrical storage tanks with yellow safety railings. Below the tanks, there is a complex network of pipes, valves, and machinery. A worker in a red shirt is visible on a platform near the tanks. The background shows a concrete building and a clear sky with some clouds. The word "ING" is written in large, bold, yellow letters across the middle of the image.

# ING

## **SALIENT FEATURES**

**Of The Quality  
Control Department  
Of HTBL:-**

- The Staff is foreign trained from SK Innovation R & D Park in testing, research & development methodology to cater the most modern needs of lubricants industry.
- Environment friendly instruments and mostly based upon non-destructive testing techniques.
- Controlling complete product quality, starting from receiving of product or raw material in flexy bags or tank lorries to the filling in small cans or drums.
- Frequent and conclusive checks at different stages to remove bugs.
- Highly standardized quality control setup to maintain user satisfaction for ZK products.



# MUHAMMAD KHALID ZAMIR

Chief Executive  
PETROCHEM  
ENGINEERING  
SERVICES

**A man whose robust passion and never compromising approach to settle for little, throughout his professional career and till now made him to design some outstanding structures of all time in the engineering industry of which The Hi-Tech Blending Plant is one of the living examples of his expertise in designing."**



## **Academic & Professional journey.**

I started my career as a Design Engineer from 'Pakistan Steel Mills' and then joined Enar petrotech Services in 1988. After almost ten years of service, I laid the foundation of PETROCHEM engineering Services. I have vast experience of more than 27 years in the Oil / Gas sector and other allied Industries. My experience as a CEO of the company includes successful designing and completion of all types of Oil /Gas infrastructure including oil terminal and blending plant, gas pipeline compression facility and cross country pipeline.

My main intent is to achieve the client objective and meet timeline of the project without compromising on the quality of work. I have a versatile experience of working on overseas project, mainly Hong Kong, USA, Saudi Arabia, UAE, Oman, Nigeria, and Bangladesh etc.

## **The design features of Hi-Tech Blending Plant**

The plant design has been split up in TWO phases, focusing the handling of 1st tier products in Phase -I which include finish product unloading / loading, storage, mixing of product and transferring to filling machines. Phase-I also includes the installation of blow molding machines for can & cap manufacturing, finish and unfinished storage sheds. The main lubricating plant i.e. ABB (Automated Batch Blending) and SMB (Simultaneous Metering Blending) shall be introduced in Phase II, but all utilities have been designed considering the requirements of both phases.

## **Challenges faced in the designing of Hi-Tech Plant**

Every plant brings new challenges; in my opinion, the hard challenge is to satisfy the client by conceiving their requirement and to convert their expectation into a real engineering model in accordance with all engineering norms. Hi-Tech blending plant is very challenging as it is owned by many Technical Directors and to sum up their requirement in one cup is not an easy task.

## **Features incorporated in the Design of Hi-Tech Blending Plant**

The Hi-Tech Blending plant is very special in the sense that this type of plant has been designed for the very first time in Pakistan. Therefore, PES has contributed their vast experience and skills, which we have gained during last years while working with our different valuable clients working in lube blending.





# HTL CRICKET GALA 2016

Upholding the HTL tradition of employee engagement, an exciting cum thrilling one-day/night sports activity is arranged every year. This year as well the event was arranged for all Lahore based employees on 26th November 2016 by HTL at the Aleem Dar 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. Different departments were integrated in unified 6 teams with innovative names & logos. After some heart taking cricket action to witness from every team, finally "ZIC-M Challengers" managed to grab the winner's Trophy after a cut-throat final match with Blending Champions. The crowd supporting the ZIC-M Challengers went in mad uproar, congratulating their champions for the great success. The evening concluded at awarding the winners 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.





# NEWS &

## DIRECTOR OF HI-TECH LUBRICANTS LIMITED APPOINTED AS THE DIRECTOR FOR UK PAKISTAN CHAMBER OF COMMERCE & INDUSTRY (UKPCCI)

It is of much delight and exciting news to share that our Hi-Tech's Director Mr. Syed Asad Abbas Hussain is appointed as a Director for UK PAKISTAN CHAMBER OF COMMERCE AND INDUSTRY (UKPCCI). While sharing his excitement and joy on his selection as Director he said that the President UKPCCI has shown full confidence in him and has asked to fast track Re-Structure of the Chamber and take UKPCCI to the next level.

UKPCCI is a non-political, independent body that was set up in 1979, to help grow revenue and support all the businesses who wish to export or import from Pakistan.

This organization is recognized and works with UK Trade Investment, Pakistan High Commission in UK and in Pakistan. It has close liaison with Federal Board of Revenue, Board of Investment, Ministry of Commerce, Ministry of Industries, Security & Exchange Commission of Pakistan, Ministry of Overseas Pakistanis, Small and Medium Enterprises Development Authority, Trade Development Authority and as well as all Provincial Governments.

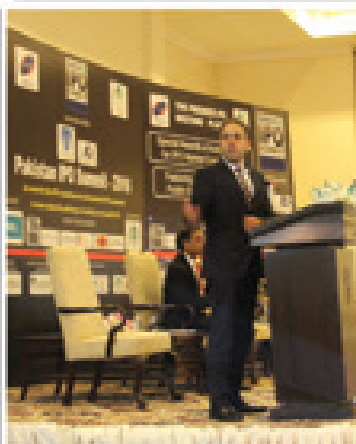
It is notable to mention that in 2015 – UK Exceeded £3 Billion on Exports to Pakistan which is indeed a remarkable achievement.

## MR. SYED ASAD ABBAS ATTENDING THE 40<sup>th</sup> ANNIVERSARY BESTWAYGROUP IN THE UK



From the Right Sir Anwar Pervez OBE, Syed Asad Hussain, Saleem Akhtar

## HI-TECH LUBRICANTS LIMITED – Session Sponsor of Pakistan IPO Summit 2016



Companies seeking long term growth capital, and the investor community come together for a day of strategic deliberation, awareness, generation and networking. This year's IPO summit was organized at Faletti's Hotel Lahore, on the 18th November 2016. The IPO-Summit also presented case studies and success stories of companies that have listed in recent

years to provide a real – life flavor to the proceedings as an added dimension.

From Hi-Tech Lubricants Limited Mr. Basit Hassan, Executive Director of the Company presented the HTL success story. It was an hour long successful engaging session where the audience received in-depth knowl-

edge about the HTL's tremendous growth in a short span of time. Hi-Tech Lubricants also participated as the session sponsor of the event. The primary objective of the IPO Summit is to create awareness regarding benefits of listing on the stock exchange and how access to public capital can help companies with clear vision for future growth.

# EVENTS

## HUSSAIN OF THE

At a glittering, spectacular dinner reception, The Bestway Group, one of the biggest business empires in the UK celebrated its 40th anniversary on the 16th November in the Grosvenor House in Park Lane. The celebrations were made on account of Bestway Group's unprecedented progress and achievements over the period of 40 years. Mr. Syed Asad Abbas Hussain, Director Hi-Tech Lubricants Limited was also among the prominent guests of the evening. Speaking on the event, Mr. Zameer Choudhry highlighted the business and humanitarian works undertaken in UK and Pakistan. The Group boasts being the 7th largest family owned business in UK. Having built up a group that consists of significant business interests in wholesale, cement, banking and healthcare, the last 40 years have led to Bestway becoming a real powerhouse.

How companies can capture the opportunities they have identified but are not able to fully realize due to scarcity of long term funding. This summit helped the participants to make a considered judgment regarding utilizing the capital market to help them grow their business and obtain further competitive edge.

## 2<sup>nd</sup> TRADE PERFORMANCE AWARD 2016

Pakistan France Business Alliance (PFBA) is a platform with a prime objective to encourage and promote businesses, mutual understandings and friendly relations between the business communities of Pakistan and France. Pakistan France Trade Performance Awards is a regular feature of PFBA activities in which leading trade partners between Pakistan and France are honored. In this regard, The Board of Directors of Pakistan-France Business Alliance under the leadership of the Chairman/CEO Mr. Jamil Hamdani host-

ed the 2nd Trade Performance Award of the year 2016 in Karachi at Movenpick Hotel on the 18th November 2016.

The PFBA Patron-in-Chief of Pakistan-France Business Alliance; Her Excellency Mme Martine DORANCE, the Ambassador of France to Pakistan was the Chief Guest at the occasion. The Consul General of France Mr. Francois DALL'ORSO and the recently assigned Head of the French Economic Department Mr. Philippe FOUET also graced the event with their presence.



The ceremony was made memorable by the awards presented to the Pakistani companies that performed exceptionally well in their trade relations with France. MAS associates led by Mr. Shaukat Hassan, also the director of PFBA Northern Chapter stood 1st in the Oil & Gas Category position. Mr. Abid Askari profoundly received the award on behalf of MAS associates.



## PROUD MOMENT TO CHERISH



Proud moment yet again achieved by the MAS associates on securing the first position in the Oil & Gas category in the 2nd Pakistan France Trade Award ceremony 2015-16.

It is undoubtedly a well-deserve award in recognition of the company's significant trade figures with France in the year 2015-2016. It is for the last 10 consecutive years MAS associates has a record of winning "Pakistan France Trade Performance Leading Award".



## SECP & LCCI AWARENESS SESSION

Securities and Exchange Commission of Pakistan in collaboration with Lahore Chamber of Commerce and Industry arranged an awareness session on "Benefits of Listing of Companies on Pakistan Stock Exchange". This three-hour session was held in the premises of LCCI on the 17th November 2016. The session carried out with the opening remarks of the LCCI President Mr. Abdul Basit followed by the keynote address by the Chairman SECP.

The Chairman SECP explicitly invited Mr. Shaukat Hassan to share the company's success story to act as a source of inspiration and guidance for companies and entrepreneurs who look forward to become a public listing company. The presentation gave a deep insight on HTL, the company behind ZIC, earning huge success in making a "promising brand". Mr. Tabassum Munir Director Hi-Tech also graced the session with his valuable presence.



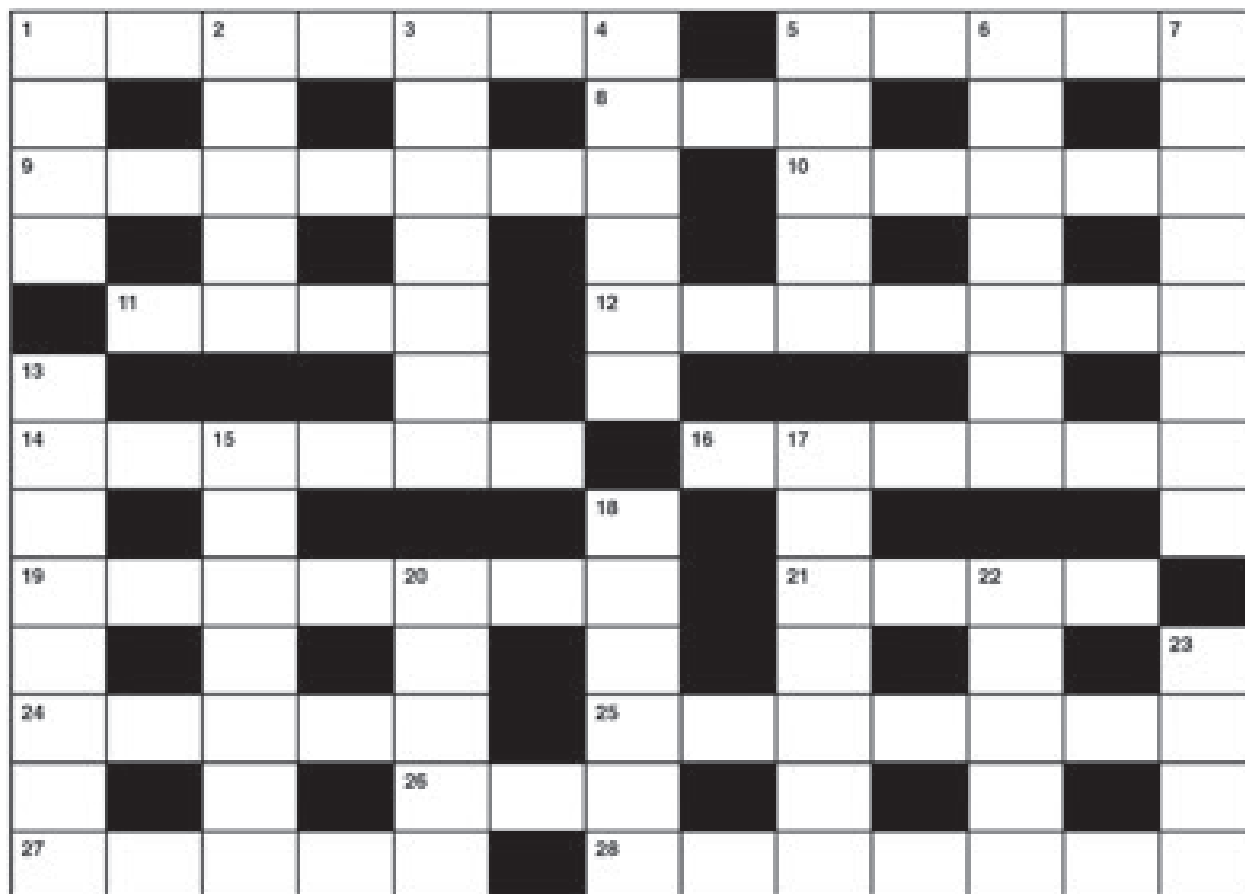
## A GOODBYE EVENING FOR MR. ERIC NOITAKIS

Mr. Shaukat Hassan, Chairman Hi-Tech Lubricants Limited who is also the Director of Pakistan France Business Alliance, hosted a dinner to bid farewell to Mr. Eric Noitakis, Head of the Economic Department and Embassy of France in Pakistan. This memorable evening was organized in the Golf Club, Gymkhana Lahore on the 27th August 2016. The

evening was well attended by the prominent businessmen and senior PFBA members Northern Chapter who shared their immense gratitude for Mr. Eric Noitakis. The evening ended on concluding remarks by Mr. Shaukat Hassan; wishing Mr. Eric Noitakis good luck in future.



# CROSSWORD NO.1



## ACROSS

- The Chairman of 16 across (7)
- Capital of Ghana (5)
- Head covering (3)
- He looks after a museum or arts collection (7)
- The products that 16 across deals in (5)
- Eager to find in cake entering the mouth (4)
- Support, may be for considerable time (7)
- Related in a cause? (6)
- One of the leading lubricants companies in Pakistan (7)
- A brief moment or immediate (7)
- Baby in Sultan likes it (4)
- After the second (5)
- Type of a newspaper, generally sensationalist (7)
- If you put a matter on this, it will get deferred (3)
- A derogatory term for a person of African origin (5)
- What lies between the riders and their horses (7)

## DOWN

- Faction, particularly a religious one (4)
- Tally (5)
- Confused gene kit, oh it is a brightly coloured robe worn by East African women (6)
- Push, particularly the final one (6)
- Book of maps (5)
- A vegetable for dieters (7)
- An alcoholic drink with a strong and bitter flavour (8)
- Our country (8)
- A company can make an IPO only after getting this (7)
- Drank (7)
- Says in America (5)
- Type of disc for hearing only (6)
- Grasp oilcan and mar a part of it (5)
- Love poems (4)

## SOLUTION

Please submit your crossword solutions by 15<sup>th</sup> March 2017.  
Winner will be decided by Management. The first 5 winners will win  
amazing prizes! EMAIL: [editor@masgroup.org](mailto:editor@masgroup.org)



# Think Tanks

We have a broad function and we not only manage but also execute and strategize things on key part of the organization which includes:

- A) Treasury and LCs management
- B) Financial and accounting management
- C) Tax management
- D) Corporate compliance management

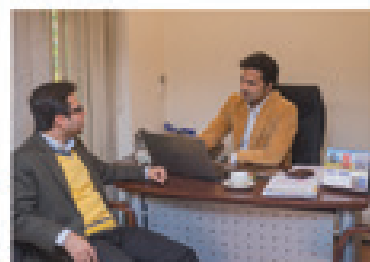
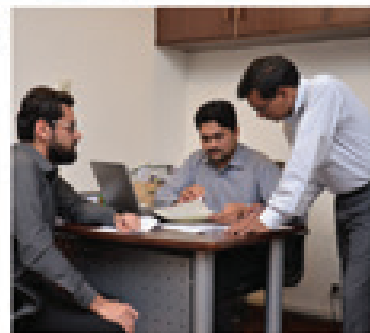
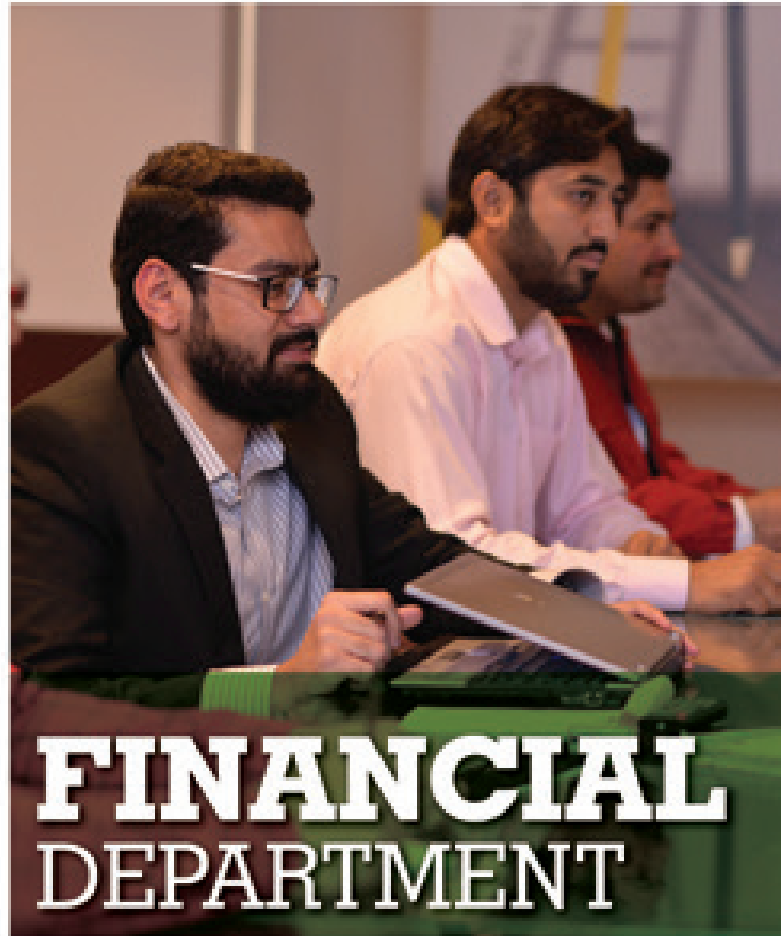
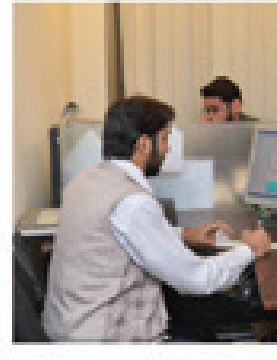
The prime focus of our department is on managing optimal levels of inventory and trade receivables, carrying out sound business performance, opting efficient and cost saving approaches across the organization that help generate positive cash flows.

Our treasury has defined an effective Cash Management System through which cash inflows and outflows are projected on regular basis and rigorously monitored. Working capital requirements are planned to be financed through efficient management of trade receivables, payables and inventory levels. Business unit heads are assigned working capital targets which are strictly examined on regular basis.

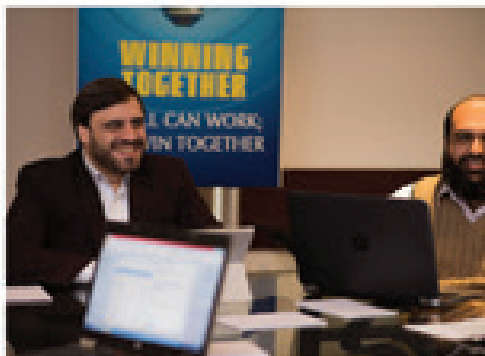
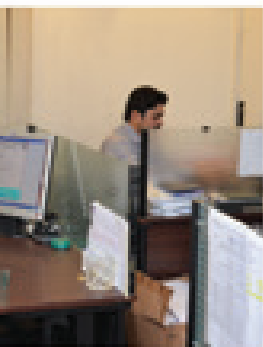
We also carefully monitor Capital expenditure through a rigorous evaluation to manage profitability and risks. We further ensure that large capital expenditure is backed by long-term contracts so as to minimize cash flow risk to the business.

The other part of our responsibility is risk management in terms of impact and probability of occurrence. We continuously manage risk policies and enforce controls for its mitigation. As a result of which the company is enabled to continually assess market conditions and then react decisively, thereby allowing itself to manage risks. This ultimately encourages HTL to identify and explore further new opportunities and horizons.

We further ensure that company is in Compliance with the Code of Corporate Governance and drives best ethical practices.







**Mr. Hasnat**

*Asst. Manager Accounts*

*Everybody says, "Mistake is the first step of success"  
But the real fact is,*

*"correction of mistake is the first step of success"  
"There are no secrets to success. It is the result of preparation, hard work and learning from failure"*



*Cheerful affiliation with HTLL for more than 5 years  
. Undoubtedly a great place for great people to do great work , A workplace filled with and driven by employees with positive attitudes works positively together with everyone to get the job done the best way possible.*

*I send you my photograph tomorrow.*

*Best Regards*

**Abdul Moiz**

*Sr. Officer financials*

**We are the custodians of Corporate and Financial Reporting Framework.**

**What makes our department COOL**

1. A symbol of preservice, Zest and precision to all assignment and tasks
2. Believe in compassion, gratitude, humility and fairness to all
3. Need of the hour and think tanks of future
4. Recognition of wisdom, knowledge and expertise
5. An example of prudence, judgment and reliability

## TEAM WORK

Our Department Values & Encourages the importance of Team work & Co ordination not only within our department but also across other departments. We believe such cross functional liaison contributes in achieving organization's overall objectives. In our effort we support and encourage teamwork and personal development to ensure a high level of competence, expertise, and satisfaction. We actively seek collaboration with all respective operational departments in day to day activities thereby creating & exploring opportunities to add value not only in the growth of the business but also solicit each others concerns and issues. In doing this we nourish the culture of harvesting a HTLL FAMILY outside the comfort of our home.

**We believe and share the essence of ethics as;**



# TECHNICAL SEMINAR 2008

MARIOTT HOTEL KARACHI



**Left to right:** Mr. Basit Hassan, Mr. Kwon, Mr. Tahir Azam, Mr. Jin young Kim,  
Mr. Hassan Tahir, Mr. Ali Hassan

**WE DON'T MAKE REPAIRS**

**WE HELP PREVENT THEM**



**Dont' Go for Amateurs**

**YOUR VEHICLE EXPERTS  
COMING SOON**

**HTL** EXPRESS

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