

THE KEYNOTE

MAS GROUP

NEWSLETTER | Half Year I - 2017



A HUMBLE HUMAN
AN INSPIRING LEADER

THE KEYNOTE

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Shumaila Hameed
Editor
editor@masgroup.org

I have always wondered while growing up; what is so different about legendary people that we read in stories and try to follow their footsteps. How do they live so exceptionally, leaving unmatched paths for others. I am one of the few to have worked so closely with the core leadership of HTL, and this learning came as a value addition to get a glimpse of how legends actually live & then leave a lifelong imprint for those left behind. Mr. Muhammad Basit Hassan; an inspiring leader, a visionary businessman, friend of many, a gem for his parents and above all a loving father, was one of the legends who lead an exemplary life of just 38 years. Be it business travelling, a strategic meeting or an informal employee get-together. He was always the center of attention, his quick understanding, assertive decision making, great ideas for business interventions always added a unique element of wit that defined his stand alone charismatic persona.

His gifted talent of knowing people deep down has made him unforgettable amongst us all. Today, while recalling his lively presence, I can only say that there isn't a single moment of our interactions that I had not learnt something new from him. This is how I can proudly say that I have had the lifetime opportunity to work and learn from a young and inspiring leader. Similar is the story of my peers who had a chance to know Mr. Basit Hassan as a person who made people grow with business while keeping his smile alive.

MAS Family is still in shock with this tremendous loss of such a people's person. Today we all owe the great responsibility of transforming his vision into reality and take HTL and other emerging businesses to the newest heights. We are all committed to make this happen and one can feel the real heat while going through many eventful happenings like Annual Business Planning at Indonesia, Introduction of exceptional Warehousing services at HTBL, emerging stars of Ilmgah, business progress at MAS associates, a unique business intervention in retail sector, HTL venturing into OMC and much more to be viewed inside the pages of Keynote.

The editorial team has put up a humble effort to pay a tribute by bringing a small glimpse of the life story of Mr. Basit Hassan for all the keynote readers. We have faced many emotional moments while gathering his memories especially from those who were very close to him. As much as we go deep to know about his life journey we realize that this keynote edition is just a small attempt to represent Mr. Basit Hassan. I hope this effort will inspire our readers to take on notable learning and lead a better life. Nonetheless to say all MAS family members are geared up to take his vision forward and move beyond "sitara sey agay".

Shumaila Hameed



Rizwan Ur Rehman
Design Director



Shafaq Masood
Content Coordinator

If Your Contribution Has Been Vital There Will Always Be Somebody To Pickup Where You Left Off, And That Will Be Your Claim To Immortality

Waiter Gropius

DIRECTOR'S MESSAGES



"I will Always Miss You"

I am a strong believer of that relationships are based on time and coinage. This equation has to be balanced with percentage of time or greenbacks which ever comes first. Relationships are based on how much time you spend and dough you contribute for it to flourish. To maintain equilibrium between the two is the key for an everlasting bond. My brother "Basit Hassan" was a magician in balancing its time and support equation with his family, friends, co-workers and loved ones. He was an epicenter of this relationship equation and mastered it to perfection. He was a wonderful son, brother, husband, father and human being.

I believe the energy he possessed was something unique and that is what made him stand out from the crowd. He was full of new ideas and belligerent in sharing them in a positive way. His humor was another attribute he owned and that is what made him create pals all over the globe. His sense of caring and sharing with all his sub-ordinates was exceptional. He was such a person who would never sugar coat his words or conceal his emotions. He was a hard working soul and his work to him was his second religion.

My life long journey with him is of over 35 years and is full of beautiful memories. Together we have played, worked, travelled, partied and celebrated occasions. I sometimes imagine that he might open the door to my room and walk in with his lovely smile. I really miss him a lot and our daily discussions based on work or extra curricular activities. I guess good people don't stay in this world for long and God has a better place for them in after life.

The finest tribute I can propose to him is to transport his mission of making Hi-Tech Lubricants Ltd the number 1 company of Pakistan and together we can reinforce his vision of becoming one. Till we meet again, May Allah keep you in everlasting Happiness.

Hassan Tahir

Hassan Tahir
Chief Executive Officer



There is always someone in our life who has the charisma to create life and positivity around them where ever they go; something that is inborn, something that cannot be learned or inculcated, just one of those things which is a special blessing from God. Basit was one of those people who God has specially blessed, someone God wanted to take His work, from his intellect to his kindness, his approachability and vision when faced with a problem was all there for a bigger reason than what met eye. For me he is someone I have known all my life that too in close proximity, an integral part of my life. Being brothers came with its fare share of relationship goals from being teenagers sharing a single room to working towards pushing boundaries to take HTL to the next level. In personal capacity he has been the caring brother protective of all of his family members and in professional environment he was the go to person for advice when I started my career at HTL. We had our fair share of arguments, but as everyone who has known Basit knew about his comic timings, be it the most serious of discussions going on he would make sure that everyone can look at the lighter side of things and the decisions are made in light of logic and not tempers. His charm and his laughter, his presence will forever be missed

Ali Hassan

Muhammad Ali Hassan
Executive Director



A HUMBLE HUMAN AN INSPIRING LEADER

MR. BASIT HASSAN

Mr Basit Hassan; an entrepreneur, a visionary, a leader, an exemplary son, father, husband and of course a charismatic personality to the core. Few can claim the prestige and respect bestowed upon them by the Pakistani business community as that enjoyed by this legend. All owing to the fact, that in a very short span of time, his vision and energy helped him achieve far more than what most people get to do in a lifetime. But all this success and acclaim did not rob him of his humility and he remained a humble yet inspiring man. One of the predominant personality traits that one notices on meeting Mr. Basit was his impeccable memory and attention to detail. A daredevil who never shied away from taking risks and would take on every challenge head on first. He was just as good at trouble shooting; the one with the

eye of a hawk that could judge the potential be it of a person or a business proposal. The man whose mind never rested for even a millisecond.

Mr. Basit received his initial education from Crescent Model Higher Secondary school and then pursued his Bachelors and Masters degree in Business Administration from Lahore School of Economics. Throughout his student life he stood out amongst his peers due to his outspoken personality and visionary ideas well ahead of their time. These qualities are what got him elected as class representative at LSE and further gave him the opportunity to hone in his skills as an inspiring and proficient leader. Being from one of the initial batches of LSE he is still one of the most well remembered student by the faculty

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Mr. Basit Hassan succeeded in achieving a lot in a really short amount of time, while never letting go of humility and humbleness; that is what made the basis of his strong character

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One of the key factors that defined his personality were his blatant honesty; as he was heard saying at multiple occasions "call chicken a chicken"

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and fellow students alike. After LSE he joined ICI for an internship to get a better taste of the corporate world. However, at ICI, the usual petty tasks all interns are expected to run around for; failed to dampen the high spirits of this future workaholic. Soon he took a small project in hand where he helped his team lead in making a proposal about corporate cost cutting. This was the turning point of his career where Mr. Basit was finally able to implement the

creative havoc building up in his mind. One of the key factors which defined Mr. Basit's personality was his blatant honesty when it came to sharing his opinion on any given matter. Like all great leaders, he was fearless in expressing his opinions and honest in the face of authority. He was often quoting the statement "call a chicken a chicken" when conversing with his sales teams, where he encouraged them to be honest in sharing the issues. In order to



Basit Hassan; not just a friend or colleague, but a younger brother to me. There are some people you come across in life and leave an imprint on your life from the simplest of things they did. Basit was one of those people who would make you smile with his energetic, creative, inspiring and interesting personality.

I remember our conversations to be diverse and unpredictable in flow from the most serious of conversations happening and all of a sudden, he would crack a joke and lift the atmosphere. Whenever I think of him it reminds me of the memorable times we spent together, whether in London, Pakistan, Dubai or Thailand, every trip had memories that I will cherish forever.

Syed Asad Abbas Hussain
Director HTL

resolve an issue one has to actually accept the reality of the situation to move forward.

Living in Pakistan and being raised a Muslim we all are taught since childhood to follow in the footsteps of the Sadiq (Honest) and Amin (Trustworthy) the Prophet Muhammad (PBUH). Although moderately religious himself, these two qualities were the cornerstones of Basit Hassan's personality and can actually be called the building factors that made him successful in all aspects of life. A firm believer of conducting everyday business with honesty earned him the status of a highly trusted and dependable person. His straight forward attitude and honesty was not just limited to expressing himself but was deeply inculcated in his daily responsibilities as an entrepreneur, a leader, a friend, a colleague, a father, a brother, a son and husband. Whatever the

It is difficult to think of one anecdote that would adequately encompass the wide range of personality shades that Basit had. He was so many things all at once that one needs to write a whole book to cover all of them.

I will just say this: Basit lived such a full life, he did so many different things, created and implemented such a large number of plans in such a short life span and in such an endearing fashion, it seems he exhausted his quota of accomplishments in only thirty-odd years. Many of us would take a hundred years to get anywhere near his achievements.

Dr Safdar A Butt
Director & Member, Board Audit Committee
Hi-Tech Lubricants Ltd

role he successfully maintained balance in all his relationships which is difficult to achieve in life especially for a person handling so much.

At work he believed in encouraging his

“ He did not restrict himself to any particular field either; along with looking after HTL he was actively involved in the company's Finance, Sales, Marketing, Audit, Supply Chain et al. Mr. Basit believed that in order to make well informed decision one needs to have a thorough understanding of all aspects of the business. ”

team to think out of the box and doing things differently. This outlook is evident in the innovative campaigns which were carried out for ZIC, be it the "Oye Lucky Oye" bumper stickers campaign or risking a major chunk of our advertising budget and investing it in the first ever PSL

Mr. Basit Hassan, undoubtedly, was a shining star in the skill-mix of HTL Board. He was meticulous, articulate, and displayed extraordinary intelligence. He was mindful of the extra responsibility, which came on the BODs of a listed Company that he fulfilled while keeping the company on the growth-trajectory. While being a good contributor himself he encouraged debate and was eager to listen to alternate perspectives. To keep him alive in our memories the best way is the continuation of his legacy by achieving the goals he longed for.

Muhammad Tabassum Munir
Director HTL

event. He firmly established ZIC as a brand to reckon with by becoming the first Motor Oil brand in Pakistan to get into a joint venture campaign with a foreign fast food restaurant chain. It was purely Mr. Basit's innovative vision to introduce Pakistan's first Consumer Promotion of mobile credit by any lubricant company. Among his other noteworthy corporate adventures include, making initiatives like nationwide CDA and mystery shopping, venturing into the OMC Marketing et al. All these daring ventures gave HTL the first mover's advantage and also resulted in the expansive market share that ZIC enjoys today. The credit for Hi-Tech lubricants achieving such an amazing success in its IPO belongs purely to Mr. Basit Hassan. He did not restrict himself to any particular field either; along with looking after HTL he was actively involved in the company's Finance, Sales, Marketing, Audit, Supply Chain et al. Mr. Basit believed that in order to make well informed decisions one needs to have a thorough understanding of all aspects of the business.

One of the most outstanding features of his personality was his insatiable thirst for knowledge. He would be found listening to everyone with an idea and expertise irrespective of their position or field. He did often said that he wished to have gone abroad for studies which he got to achieve through the EO platform, when he returned to LSE last year to attend a training and was planning to do the same this year as well.

Mr. Basit joined the EO Lahore Chapter in 2014. This turned out to be an enriching experience in his life since it helped him to interact with his peers and counterparts on an entrepreneurial platform broadened



I consider it an honor and a privilege to have worked with Mr. Muhammad Basit Hassan (late) who entrusted me the responsibility to serve this great organization. With his untiring efforts in inculcating a culture of team work in entire Hi-Tech family, the organization has achieved much in recent years. His commitment and dedication was exemplary and the company stands today in a very strong financial position. I believe for all of us, his stay in the organization remains a beacon of hope, a source of inspiration, and Inshallah an object of pride for years to come. I believe that it is now time for all of us to move on to translate his vision to reality.

Muhammad Imran (CFO)
Chief Financial Officer



"Humble & Intellectual"
Basit Hassan

Most people say that his greatest asset was his handling of people, however I believe his greatest asset was his smile. His mantra was pure and simple "if you have the numbers you are successful".

We have shared many happy moments together be it my first ever Annual Lucky Draw or his way of appreciating every accomplishment of ours. I still remember his zeal when after the first PSL he entered my office with that enthusiastic smile of his and said that this has been the most successful ZIC Marketing initiatives and is being hugely appreciated among all his friends & peers.

Every meeting with him gave me the opportunity to learn something more. Will miss him every day.

Mr. Omer Farooq
Sr. Manager Marketing

his vision even further and helped him make lasting impressions and friendships with likeminded individuals. In July 2016 he was elected as the chair strategic alliance on the board of EO Lahore Chapter. Where he gave his notable contributions in creating more memberships with other brands. Given his positive persona and his go getting attitude benefited the EO by developing more linkages and managing sponsorships for the Organization.

In recent years Mr. Basit developed quite a mellow attitude as he came to terms with the crushing responsibilities which accompany power and position, as the

My interaction with Mr. Basit Hassan transformed into a cordial relationship due to his unique personality, his affability and deep sense of identifying anyone's hidden potential. His unprejudiced trust in every new entrant in the company gave them zeal and enthusiasm to deliver beyond their job. And this conviviality beside his status of being an entrepreneur has always encouraged me to deliver up to his expectations. His absence will always be felt in the hearts of everyone who came to know him.

M. Faraz Amjad
Company Secretary & Chief Compliance Officer

great Mr. Winston Churchill, Prime Minister of Great Britain had said "with great power comes great responsibility". He has left a legacy of great leadership and progressive insight. He truly wanted to unite the Pakistani business community towards investing in the youth of this country and harvesting future leaders. He truly believed there was a lot of potential in the youth of Pakistan and all they needed was guidance and support from the business community.

“ He firmly established ZIC as a brand to reckon with by becoming the first Motor Oil brand in Pakistan to get into a joint venture campaign with a foreign fast food restaurant chain ”

He will forever be an inspiration for anyone who wants to achieve something in life, an example to look up to of someone who achieved greatness without compromising on his ethics and values and being honest in all his dealings. Because irrespective how the people around you are carrying out their business, a True Entrepreneur and Leader carves his own way in this world and that is who Basit Hassan was.

Basit and I, had spent a lifetime together and it is so difficult to pen-down his memories within a few words. Since teen-age to becoming entrepreneurs we have shared many memorable moments while learning from great challenges to run successful business. His humble charm has always made him stand out in every affair be it business, social or personal life.

Every person who met him; always got inspired with his intellect and forward looking approach and I always felt real proud of his unique characteristic. Losing him in such an early stage of life is a great loss indeed, but I am sure his memories can never flash way from my thoughts for a single day. And praying for his higher heavenly grades have become a routine chore of my life. This is how he will always remain alive in my thoughts throughout.

I believe, the biggest tribute that we all can contribute is to take on what has been left incomplete with his sudden demise and accomplish something greater already initiated by him. My best friend and my brother, Basit will always be remembered as a great presence in my life.

Mohsin Naqvi
CEO City 42

Nelson Mandela once said "you have a limited time to stay on earth. You must try and use that period for the purpose of transforming your country, into what you desire it to be." Basit certainly did that in his life. His hard work, passion for improvement and progress led him to bigger things in life. He achieved what most can only dream of; touched more lives, made them better in the short span of time he spent here with us.

His energetic, passionate and honest approach in life - his sincere smile and laughs were his hallmark. His kind heartedness, quick wit and a personal touch always endeared him to everyone. I simply know that only two words that best described him were his own creation: "Lovely Bubbly!"

We, the classes of 1999 and 2001 at the Lahore School of Economics: We are fortunate that Basit Hassan has touched our lives, and that we have all touched each other's lives and inspire each other to be the best we can be. We, who live in this moment, in this now, have the opportunity and the responsibility to carry on his legacy. I certainly believe he is smiling down on us today and shining his light to inspire us!

Salman Mazhar
Head of Marketing, Wateen Telecom Ltd.

I will always remember Basit as the man filled with energy, always on the move, the life of his group. He always took the lead and that drive in him; he was always there for everyone, just a call away. There is rarely a student as charismatic as Basit. As a leader he was very sharp and was good in economics and as a business man he was always an analyst on point. Every year a happy New Year and Eid card would always come in from Basit. He was making such a huge difference in so many people's life and he had never shared what he was doing that's the bigger thing that is also what our religion teaches us that even if you are doing something good for someone not to assert that. Kids you come from affluent background can be very boisterous about it but he was very humble and down to earth. I think he was very confident and he had his own opinion about everything and that is one of the main things that made him successful. I use to teach them macro economics and I believe every opinion is a valid opinion as long as you can explain it. And this confidence in himself is I believe what made him this successful of a person as he was

Shumaila Chaudhry
Teacher at LSE

It is hard to believe that Mr. Basit has left us.

Personally, he was not only a boss, but a friend, a mentor and an affectionate partner for me. He told me right from wrong. Guided me on the journey of finding goodness in mankind. He may not be physically with me anymore but his teachings will guide me all my life.

A fine human being who would hold your hand with love, compassion and warmth. He had excellent qualities of head & heart. Our mistakes were always overlooked so benevolently.

BASIT SB. YOU WILL ALWAYS BE MISSED (May Allah rest his soul in heaven, Aamin)

Muhammad Iqbal Javed
Sr. Manager Operations
North HTL



Mr. Basit Hassan- The Boss. One of the key things I remember about Mr. Basit Hassan was his memory, every month when he would visit south we would go to the market and he would greet people who he hasn't seen in a long while with their names and ask about their families which was so unexpected that people would get pleasantly surprised.

I can never forget the day when Air blue plane crashed in Islamabad he called me immediately early in the morning and asked about my brother as he knew he worked in that airline as a pilot. As soon he got to know that he was safe and sound he thanked Allah.

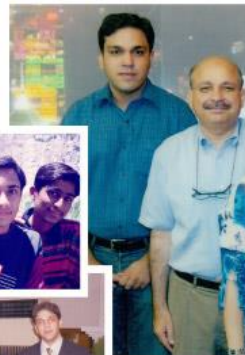
He always called me boss and never called me by my name. I will forever remember each and every moment of those 14 years spent in his company

Mr. Fawwad Nafees Siddiqui
Sr. Manager Operations-South



My memory of knowing Basit Hassan goes back to the time when he was a little 3 years old kid and he always used to ask me for a bike ride. And I can still remember that joy he always felt after few minutes of Bike Ride with me within the vicinity. Then came a day when Basit entered the office as a young, energetic and business like professional some decade and a half ago. And I started working with him, we had meetings, heated discussions and frequent interaction with him and deep inside, I always felt proud of that young gentleman taking over the lead with such an impressive business approach. He was genius and a kind young man and I am proud to have witnessed his lifetime achievements with my naked eyes. I will always recall him as my own child whose chirping of "Agha G" followed with a quick joke made me smile during the toughest of official interactions we had. May Allah bless his soul.

Tamur Shah
Sr. Manager Administration



Words can neither qualify nor quantify how helpful his guidance and advice has been. I am forever grateful for his support.

He has been a great manager, mentor, teacher and guide. His support and advice has helped shape my professional career. The success I've had in my career is due in no small part to his support and encouragement.

Thanks for being the best boss ever.

Maqsood
Dubai
Manager Sales & Operations



I have seen Basit grow up in front of me; I have seen this young kid full of passion and energy transforming into this amazing young man who everyone looked up to. Since he was a kid he had this spark that was very visible, a thirst to prove himself and to lead. As a kid of 8 years old we used to be very involved and interested in Politics and would be able to name every political leader and party members in Pakistan and we used to call him Basit Chaudhry and he would kind of feel proud at. But he was very hard working and as we live near to each other could hear him at night walking around talking late at night too, but he had a heart of Gold, would be concerned about every single person made sure every day to check on everyone from his immediate to extended family. He was the key that connected so many families. He was a chain smoker but never had he ever smoked in front of his elders which I feel now a days you rarely see in the generation.

Col (R) Moeen Ud Din
Advisor

An enthusiastic and energetic young college boy comes to our office Suite # 12 and after initial introduction he wastes no time and jumps on to asking questions on Finance / accounts showing his keen interest in the area, that is my first memory of Basit Hassan.

Since day one, my interaction with him was based on utmost honesty and clarity. We spoke without reservations when it came to work and sorting out matters. One thing that I observed was that he always had a solution to any matter irrespective of its nature brought to his attention.

Our last joint project was Sunder WH which he knew was a tough nut because of its magnitude and I still remember his words "Shahzad we can do this and I replied yes we can" and we did. He was a dynamic personality and leader who lead by example.

Mr. Shahzad Sohail
G.M Supply Chain (C.P.D)

It was a great honor for me to work with Mr. Basit Hassan. I found him "the man of commitment with brilliant personality". He was a person who had great vision and I for one have always strived to follow his footsteps in my life in order to mimic his leadership qualities.

Mr. Muhammad Ashraf
Sr. Manager I.T

It was 2003, when Mr. Tahir Azam (Director Marketing) called me and introduced me to a young gentleman; Mr. Basit Hassan. Over the years his personality transformed from a young professional to a business leader. He was supportive and eager to help out his team, never hesitated to go Out of way in this context. A believer of "Front end - leadership". He was "Man of Figures" and believed in factual numbers while sharing market growth, trend analysis, base oil prices and other key factors that can impact our business. His untiring efforts

"Some are born great, some achieve greatness and some have greatness entrusted upon them". And I think he fulfilled all the three.

I always remember my first day at HTL, he spent whole day with me and gave an over view of Industry. He had an inspirational personality which always inspires others to attain highest level of excellence. He always preferred to judge situation in numeric grounds instead of subjective statements and I still remember when he called me and we were discussing about sales, I tried to convince him on a matter and he immediately said "Call chicken a chicken", then he laughed and he elaborated its meaning.

He always used "Atay hain Zara" whenever he would like to discuss anything.

I will miss him forever. May his soul rest in peace.

Umar Aftab Rana
Manager Sales ZIC

brought the company to new levels of Success. We still aspire to match his passion he had for the success of this company.

I can never forget his words: "Shuja don't worry, we will do something about it" and truly there was a solution in his mind every time.

We spent 14 quality years in discussing Business plans, marketing strategies, distribution network, team development et al. he was enthusiastic to be the market

leader in terms of delivering Best Quality Products and services to our customers.

He truly was a mentor, a team player and a best Friend. We as a team all LOVE HIM and will never forget him. We will deploy all our abilities to take this company to Next Level of SUCCESS in order to make his Dreams come true.

Mr. Ahmad Shujah
Country Head ZIC



Mr. Basit Hassan had been my best boss and coach ever. There are so many unique characteristics of his personality that words can't describe but have a lasting impression on my personal and professional growth. I can never forget his ability to offer a quick resolve to challenging matters. He always understood the trouble a person was facing and used to resolve the matters before the interaction had even ended. I am just learning to live on his teaching and examples and this is my way to pay a tribute to him.

S. M. Iftikhar
Manager Sales ZIC

A beloved once mentor. The professional and personal journey of almost one decade with the legendary personality Mr. Basit Hassan. He had God gifted talent as a perfect mentor, a loving, caring & sharing and a visionary person. I have learnt my life lessons from him on how to be a leader, who should lead from front and must be positive, dedicated, motivated, punctual, every time be positive and had have the quality to think out of box by improving his interpersonal and analytical skills from day to day professional and personal life.

Rafique Muhammad
Manager Sales ZIC

He was a great man with skilled tactics and was the brain of Hi Tech Lubricants. He remained energetic, progressive and devoted to the company at all times. He had motivated and encouraged greatly all the employees of the company through his strategic leadership. Moreover, he had a broad vision and

wanted to see his company at the highest level. Through his leadership, ZIC flourished in Pakistan leaps and bounds.

Mohsin Raza Ansari
Deputy Manager Sales ZIC



Hi-Tech Lubricants limited **WINS** CORPORATE SOCIAL RESPONSIBILITY AWARD 2017

Hi-Tech outshined yet again and benched its mark in the field of Corporate Social Responsibility by winning the CSR Award for the year 2016-17. Hi-tech declared victorious through a panel of judges who after examining HTL's vision and contributions in the field of Corporate Social Responsibility, unanimously decided to give this prestigious award to our organization. The decision of the panel was subsequently been ratified by the governing body of National Forum for Environment & Health (NFEH) & CSR Club.

The award was presented during the 9th Annual CSR Summit organized by National Forum of Health & Environment (NFEH) on the 19th January 2017 at Marriott Hotel, Islamabad. Prominent personalities belonging to the Corporate Sector, Government Officials, NGO's and Media were invited to acknowledge the organizations sincerely practicing CSR in its true essence.

Mr. Imran Saeed proudly received the award on behalf of Hi-Tech Lubricants Limited tweeting that such contests provide an excellent opportunity to showcase the efforts being done in the field of Corporate Social Responsibility and also it's a justifiable way of elevating the brand image of the organizations.





ROTARY SPORTS FESTIVAL 2017

Hi-Tech Lubricants Limited
hosts Sports Festival for
Special Children under
CSR Initiative



Hi-Tech Lubricants Limited organized and sponsored the Annual Rotary Sports Festival for special Children on Sunday, 12th February 2017. This event is the initiative of Model Town Rotary Club of Lahore. Mr. Shaukat Hassan Chairman HTL who is also the president for the club, took the initiative himself to have it arranged under his supervision and gave the Hi-Tech family an opportunity to volunteer. ZIC Motor oil was the official sponsor of the event being a brand that has become synonymous with social work and events that means investing in developing and nurturing the future generation of Pakistan, be it the initiative of Ilmgah or investing in the safety of general public with initiatives involving traffic police.

This year, the event was attended by more than 1000 underprivileged children and those with special needs, coming from all over Punjab and Peshawar. Despite the sunny day, students remained super energetic and charged during games. The students impressed every one with their perseverance and strength. HTL management including Mr. Tahir Azam and Mr. Hassan Tahir mingled with the students and distributed goodie bags and lunch boxes among all.

Mr. Shaukat Hassan speaking on the event appreciated and acknowledged the Students for making the event a great success and in turn giving all an opportunity to learn from the kids about taking life as it comes. He greatly valued the children on never giving up in the face of whatever life may throw at us. The event concluded on the thanks note from the Chief Guest District Governor Mir Arif Ali, who congratulated HTL volunteers for putting up a great show on the ground and rewarded the winners and runners up with trophies.

ILMGAH

ILMGAH PAINTING MESSAGES OF RESPECT, HOPE & HAPPINESS



HTL management is devoted on nurturing young talent by introducing specialized workshops at Ilmgah, encouraging them to cultivate their promising and dynamic future. Hence, it is one of their key thrust that reflects their commitment with the students of Ilmgah.

The School management brought forward selected students of Ilmgah who had a spark for painting, to appear in a contest "Live it, Sketch it, Share it", initiated by the Dream Team Organization. The aim of the contest was to expose children with or without disabilities to art and to assess their interpretation to art and its forms. On a broader note, the competition intended to encourage and spread a clear message to the educational institutions for disabled children as well as the underprivileged to include art studies as a regular subject in their curriculum. It was indeed a new learning experience for the students of Ilmgah where they gave their best in bringing on canvas their artistic skills. It was surprising to see few art pieces from students who highlighted threatening issues that our country has been facing for the last few decades.

Mr. Shaukat Hassan visited the school with Mr. Zalmi Azam Durrani and got amazed to see students painting what they feel about life and future. He appreciated the organizer of Team Dream saying that such competitions are a useful source of providing opportunity to showcase talents of the students regardless of the school ranks.





CATHODIC PROTECTION (CP) PROJECTS PROGRESS REPORT: FIRST 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 piping at one of major fertilizer plant in Sindh.
- Supply, Installation, Testing & Commissioning of ICCP system for 16" Dia, 4.5 Km long Raw Water pipeline at Power Plant located in Balochistan.
- DCVG Survey of 16" Dia, 4.5 Km long Raw Water pipeline at Power Plant located in Balochistan.
- A project for Rehabilitation of existing CP System at oil storage depot located in Machike.

Projects in Progress:

- Supply, Installation, Testing & Commissioning of Impressed Current CP System for plant pipelines at one of Power plant located in Sheikhpura region.
- Installation of ICCP system for 2 Nos. 40,000 barrels Crude Oil Tanks at OGDCL Nashpa Field.

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.



LEAN & HEALTHY

A well established, forward looking team opening up new avenues & pushing boundaries for continuous growth of the company.

With fully devoted & proficient members, MAS team is enjoying an everlasting relationship with the manufacturers and supplier around the globe for over last 40 years. The team is working in collaboration with professionally renowned organizations serving the Oil & Gas, Power, Fertilizer, Refineries, Control & Process industries etc. In particular, the team is quite active in supplying OCTG (OilWell Casing/Tubing, Drill Pipes, Casing/Drilling accessories etc), Linepipes, Wellhead/X-Mass Tree Equipment, Pipe Fittings, Valves, Drilling Compounds/Dopes, Industrial Lubricants & Greases, Lubrication Management Products, Internal Corrosion Monitoring Products and Cathodic Protection Materials & Services to its valued clients.

MAS team has gained consumer loyalty through arrangement of value administrations to its customers' frameworks by utilizing the best in class forms and empowering its members. By Providing quality products and services throughout Pakistan and driving it to the advance level; the team is persistently making progress towards extending its clients' base as well as creating in-house abilities.





The key to success of MAS is working as a "TEAM" and as the word "TEAM" also represents the same:-



We utilize engineers, technicians & professionals that can offer techno-commercial solutions to the customers from inception till completion of projects/contracts. As a result, organization has the capacity to offer projects on turnkey basis.

We value a worthwhile reputation amongst the clients, earned throughout the years, a benefit which we ensure with diligent work, commitment, centered efficient approach in a professional manner. MAS has significant involvement with working techniques, critical thinking and identifying needs & goals of the business/clients in Pakistan. It is this essential aptitude that has driven the team to build up a long term business relationship with the customers in Pakistan.

Beauty of the "TEAM" is to be Tolerant of each other and embrace diversity by realizing that all team members are unique & different, Encourage and Acknowledge individuals' efforts plus be Mindful that all members are integral part of the TEAM.

The department values & stimulates the significance of teamwork & co-ordination not within the department but across other departments. We believe such cross-efficient liaison contributes in attaining organization's overall goals.

5 things that make us cool

- Less in numbers however productive than hundreds;
- Exploring new avenues in highly competitive environment;
- Working upto the utmost satisfaction of our clients;
- Acknowledgement/Appreciation of intelligence, competence and inner skills of the individuals;
- None of us is as smart as all of us.



Recreation is an important activity that helps to refresh, re-energizes and reinvigorate body, mind and soul of the On the Go Professionals.

MAS management takes keen interest in such activities and promotes it from time to time. Recently, MAS team organized a 5 day trip to Hill Stations @ Abbottabad, Nathia Gali, Murree, Ayubia and surrounding areas. In this trip personnel from three offices participated and developed a better understanding & bonding with each other.



Shafqat Ali

For myself it has been a memorable, eventful, enjoyable journey full of trials & jubitations through almost three decades.



Imran Chaudhry

I selected Cathodic Protection (CP) as my career in 2005 with MAS. Following 7 years of working at MAS, I inspired myself forward and moved to abroad to better polish my aptitudes in this field. I am thankful to MAS management who recognized my services and got me once again into MAS in 2014. Me and my team is endeavoring to take our organization upto the most elevated amount of accomplishment in future.



Nadeem Baig

Defining moment of my vocation at MAS was; when organization decided to test my abilities and doled me out to manage/supervise a visit of 18-20 professionals, out of our customers, for a technical workshop in Dubai. My decided endeavors and mastery were really invigorating and formally perceived by the management. This energized me greatly and lead me to assert my current position of Manager Business Development from a Coordinator in a record time of 4 years.



FINANCIAL HIGHLIGHTS

FOR HALF YEAR ENDED
DECEMBER 31, 2016

MAJOR EVENTS SINCE LAST KEYNOTE ISSUE

Board of Directors in their meeting held on February 18, 2017 recommended Interim Cash Dividend of Rs. 1.35 per share i.e. @13.5 % of face value of each share, for the Half Year ended 31 December, 2016.

FINANCIAL AND OPERATIONAL PERFORMANCE

The comparison of the un-audited financial results for the second quarter and half year ended December 31, 2016 as against December 31, 2015 is as follows. Compared with second quarter of the previous financial year, the company has shown an improvement of 175% in the bottom line:

UN-CONSOLIDATED									
	For the second quarter			Quarter on quarter			For the half year		
All figures in millions of Pak Rs unless specifically stated otherwise	Oct-Dec 2016 (Post IPO)	Oct-Dec 2015 (Pre IPO)	% Change	Oct-Dec 2016	Jul-Sep 2016	% Change	Jul-Dec 2016 (Post IPO)	Jul-Dec 2015 (Pre IPO)	% Change
Net Sales	2,212	2,025	9.2%	2,212	1,569	41%	3,781	3,432	10.2%
Gross Profit	555	594	-6.6%	555	411	35%	967	994	-2.7%
% of sales	25.1%	29.3%		25.1%	26.2%		25.6%	29.0%	
Profit from Operations	299	273	9.5%	299	183	63.4%	481	451	6.6%
% of sales	13.5%	13.5%		13.5%	11.7%		12.7%	13.1%	
Profit before Tax	292	267	9.4%	292	178	64%	471	441	6.8%
% of sales	13.2%	13.2%		13.2%	11.3%		12.5%	12.8%	
Profit after Tax	228	173	31.8%	228	114	100%	341	293	16.4%
% of sales	10.3%	8.5%		10.3%	7.3%		9.0%	8.5%	
EPS – Basic (PRs)	1.96	1.99	-1.5%	1.96	0.98	100%	2.94	3.36	-12.5%

CONSOLIDATED									
	For the second quarter			Quarter on quarter			For the half year		
All figures in millions of Pak Rs unless specifically stated otherwise	Oct-Dec 2016 (Post IPO)	Oct-Dec 2015 (Pre IPO)	% Change	Oct-Dec 2016	Jul-Sep 2016	% Change	Jul-Dec 2016 (Post IPO)	Jul-Dec 2015 (Pre IPO)	% Change
Net Sales	2,212	2,025	9.2%	2,212	1,569	41%	3,781	3,432	10.2%
Gross Profit	608	594	2.4%	608	415	46.5%	1,024	994	3%
% of sales	27.5%	29.3%		27.5%	26.4%		27.1%	29%	
Profit from Operations	358	272	31.6%	358	173	106.9%	531	446	19%
% of sales	16.2%	13.4%		16.2%	11.0%		14%	13.0%	
Profit before Tax	337	264	27.7%	337	164	105.5%	501	434	15.4%
% of sales	15.3%	13.0%		15.3%	10.4%		13.3%	12.6%	
Profit after Tax	272	169	60.9%	272	99	174.7%	371	284	30.6%
% of sales	12.3%	8.3%		12.3%	6.3%		9.8%	8.3%	
EPS – Basic (PRs)	2.35	1.94	21.1%	2.35	0.85	176%	3.20	3.27	-2.1%

On consolidated basis, during the 1st half of 2016-17, the Company has achieved net sales of PKR 3,781 million against net sales of PKR 3,432 million of corresponding period of last year, representing sales growth of 10.20%. The operations have generated earnings of PKR 531 million during the half year under review against PKR 446 million of corresponding period of year 2015, resulting in an increase of PKR 85 million mainly due to revenue growth and price stability. The gross margin decreased by 0.7% due to increase in International product prices and Government levies and provincial infrastructure cess. These increases have not been passed on to the consumers due to market conditions.

The un-consolidated net profit after tax reached PKR 341 million registering a growth of 16.4% vs same period last year. The profit after tax has registered a growth of 31.8% due to rationalization of taxation regime on account of local purchases from a wholly owned subsidiary company. Compared to the performance of the last quarter (July to Sept 2016), the company registered a growth of 41% on top line and 100% on bottom line. During 1st half of operations, the wholly owned subsidiary company Hi-Tech Blending (Pvt.) Limited, contributed a net profit of Rs. 30 million. The plant is currently operating at its 40% capacity.

The Company continued to improve operational efficiency through effective budgeting and cost controls.

Future Outlook

The growth in the automobile sector both via import and local manufacturing has resulted in an increase demand for the lubricant. With industrial sector being a high potential prospect for HTL, Hi-Tech blending and bottling plant has become operational to cater to this demand and take advantage of this opportunity. With state of the art fully automated bottling and cap manufacturing promising high level of quality products, the plant is currently operating at 40% capacity but is expected to grow steadily in capacity utilization over the few years.

To widen the scope of our operations and to balance them through diversification, we are venturing into the OMC business with storage licenses already received. We have plans to open 300 fuel stations nationwide by the end of 2020. This will enhance the capability of HTL to improve its presence in the retail segment and in-

crease its market share. The first station is expected to become operational at the end of calendar year 2017.

HTL Express Centers, our proposed state of the art retail outlets across Pakistan with multitude of specialized services and technical support, will be operational by the end of first quarter of 2017 in Lahore, while work on Karachi and Islamabad is well underway.

HTL Express centers with the hall mark of "Innovation at its best" will significantly expand the business opportunities. The wide range of franchise options based on area, capacity, product range and service delivery are planned to penetrate the market and provide quality services to our customers whose trust has been behind the growth of our company.

ESTABLISHMENT OF NEW DEPARTMENT

CORPORATE COMPLIANCE

headed by FRAZ AMJAD KHAWAJA
Company Secretary & Chief Compliance Officer

Hi-Tech Lubricants Limited has been listed at Pakistan Stock Exchange Limited on March 01, 2016 and has come under the regime of highly sensible corporate compliance requirements which include specifically the disclosure of certain logical information about financial position of the Company to all the shareholders, stakeholders, securities exchange and the regulators. The countless corporate laws, rules and regulations alongwith corporate regulators like Securities & Exchange Commission of Pakistan, Company Registration Office Lahore, Pakistan Stock Exchange Limited and Central Depository Company of Pakistan Limited are centered to secure investors from every corner through strict corporate compliance with zero tolerance, and all these factors lead to the formation of a new department named as Corporate Compliance.

The Management, after careful deliberations while considering the responsibility, integrity, commitment, diligence and dedication of Mr. Fraz Amjad Khawaja, Deputy Company Secretary, promoted him as Head of Corporate Compliance & Chief Compliance Officer w.e.f 01.01.2017, and subsequently, the Board of Directors accorded its formal approval for his appointment at the statutory position of Company Secretary of HTL w.e.f. 18.02.2017.

Mr. Fraz has about 14 years of diversified experience in legal and corporate advice and compliance of listed and unlisted companies, and his performance and untiring efforts in establishing the Corporate Compliance function is exemplary.

When it comes to the Corporate Compliance in relation to Financial Reporting, both Financials and Corporate Compliance have always strived to touch the heights of accuracy, perfection, time management by employing utmost coordination and continuous interaction with each other under the marvelous supervision of Mr. Muhammad Imran, Chief Financial Officer, for significant public disclosures in relation to financial position of the Company. A highly motivated, dedicated and committed Financials' team has always endeavored to exhibit and perform above expectations.



NEW HI-TECH

WAREHOUSING

AT HI-TECH
BLENDING PLANT

BLENDING PLANT



Pakistan Super League

Jan-Feb 2017



Cricket is the sport which creates magical unity amongst the people and ignites a sense of patriotism which no other sport can, although hockey is the National sport of Pakistan but Cricket continues to be the most loved and popular sport. The members of the Pakistan cricket team are seen as heroes by their fans and people simply love them.

The 2016 Pakistan Super League was the debut session which was established by Pakistan Cricket Board. PSL 2016 turned out to be an amazing opportunity for brands to take advantage via association.



Pakistanis took pride in the tournament, the thrills it produced and the fact that International players participated in PSL, the fever took the nation by storm; united in their support for their teams.

In 2017 the second season followed the immensely successful PSL Franchise; the interest level was already exceeding expectations, so in order to follow up the huge success that ZIC Motor oil received in 2016 with its association with Peshawar Zalmi, (ZIC being the team's official Motor Oil). In 2017 ZIC catered to the audience watching the Matches at home and took the opportunity to brand the famous and favorite PSL Truck on every 50 and 100 score. This was LIVE on all TV Channels across the globe. How it benefitted ZIC? Truckers being our direct target market brought more value in the DEO segment that built an association amongst the transporters. ZIC truck appeared on all live



matches regardless of any team hence not limiting the brand to one team rather getting mileage throughout the tournament.

On ground activation like hoarding in Sharjah and digital boundaries in Dubai, Sharjah and Lahore was also acquired by ZIC to further strengthen the brand image.

This in totality turned out to be a very successful decision and being a prominent brand in both PSL tournaments, it gave ZIC more mileage while solidifying its relationship with cricket in Pakistan. To top it off PSL final was played in Lahore and watched by more than 70 million viewers universally.

ZIC MOTOR OIL AT PGC MOTOR SHOW

MARCH 2017

ZIC Motor oil sponsored PGC MOTOR SHOW 2017, an initiative of students and faculty of Punjab Group of Colleges. Thousands of car lovers and enthusiasts visited the motor show, where ZIC provided the event with gifts for the contestants who purchased ZIC at the show and also held a Lucky Draw for other participants. HTL has always been at the forefront of supporting the youth of Nation and this was another initiative on tapping youth.



NATIONWIDE TECHNICAL SEMINARS

HTL team has been working towards increasing awareness especially among the mechanics by holding technical trainings seminar nationwide with the objective of benefiting the end customers. These seminars train the technicians about the new technologies and the innovations taking place with the engines and in retrospect with the lubricants. Information on the changing needs of the engine of different vehicles especially with new vehicles coming in Pakistan. More than 70 mechanics were invited in multiple towns of interior Sindh to these technical seminars. Both diesel and gasoline market segment were targeted to boost up our products sales in interior Sindh. Gift hampers were distributed to the mechanics, ending with a question answer sessions regarding engine, engine oil and the necessities of quality lubrication for a healthy engine.





OIL & GAS ASIA

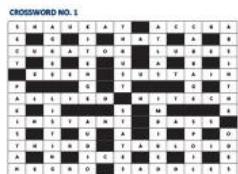
INTERNATIONAL EXHIBITION-MARCH 2017

The 13th Oil & Gas Exhibition was held from 14-16th March, 2017 at Karachi Expo Centre, Pakistan. Hi Tech Lubricants Limited participated in this exhibition being a key player in Oil and Gas field in Pakistan. Especially after having its own blending and bottling plant, this was an opportunity of networking. ZIC team targeted prospect clientele, interacted with them and focused on building industrial clientele through this exhibition. It was aimed at promoting brand exposure and increasing market share in Pakistan particularly in the Industrial sector of Oil & Gas.



CROSSWORD SOLUTION

Newsletter
Half Year II
2016



Nadeem Inayat

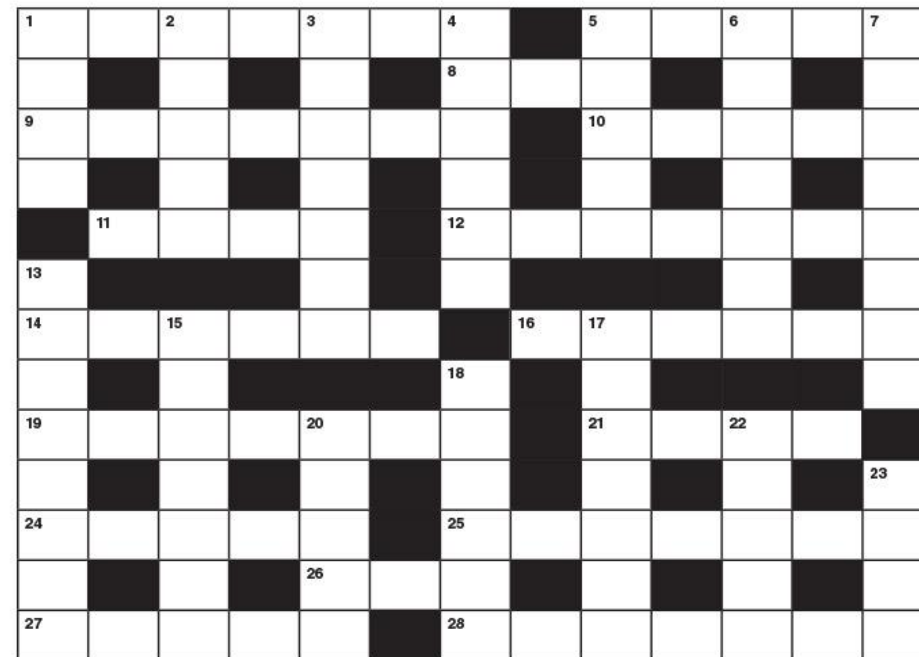


Rashid Mehmood



Asim Shehzad

CROSSWORD NO.1



ACROSS

- 1 - A lady or a lawyer may have one (7)
- 5 - Cut into pieces, maybe did it three times (5)
- 8 - A significant period (3)
- 9 - Prominent, but ten men need one more (7)
- 10 - Some say he is the misfortune of America (5)
- 11 - Keep back to have a brief look (4)
- 12 - It used to be the capital of 13 down (7)
- 14 - Nice goat, nicer wool (6)
- 16 - Often a cause of friction (6)
- 19 - Colder version of usually a hot drink (4,3)
- 21 - Purchases (4)
- 24 - The flavour of class (5)
- 25 - A city in 11 down that is world famous for sports goods (7)
- 26 - culpa, an acknowledgement of your error (3)
- 27 - Smelling organs that should not put where they do not belong (5)
- 28 - Irrked using a sewing implement (7)

DOWN

- 1 - He is not just a cook (4)
- 2 - She went to wonderland (5)
- 3 - More distressing (6)
- 4 - A second attempt at shooting a scene (6)
- 5 - Arrange trace to provide food at parties (5)
- 6 - Throws out of a night club, or simply reflects (7)
- 7 - Rep dives, confused, but makes one short of something (8)
- 13 - World's second largest salt deposits are in this country (8)
- 15 - Our company also supplies these, but not to apply them on any one's palms (7)
- 17 - To take it is to feel offended (7)
- 18 - The CEO of our company (5)
- 20 - Swarms mixing up meets (6)
- 22 - Not a very cultured person (5)
- 23 - A good horse on your sleeve? (4)

SOLUTION

Please submit your crossword solutions by 15th July 2017.
Winner will be decided by Editorial Team. The first 3 winners will win amazing prizes! EMAIL: editor@masgroup.org

NEWS & EVENTS

ANNUAL CONFERENCE BALI



DON'T LIMIT YOUR CHALLENGES CHALLENGE YOUR LIMITS

Hi-Tech Lubricants Limited's Core Team took its flight for the Annual Conference 2017 in the pursuit of a common vision and Corporate theme of 2017 "Creating Tomorrow – Sitara Se Agay" on the January 16th 2017 at Bali, Indonesia.

On the Day 1 of the Conference Mr. Tahir Azam, Director HTL, credibly elaborated the concept of "Creating tomorrow". He said that Creativity requires passion and Commitment. He emphasized on that being the leader of functional areas, the

management expects our functional teams to constantly review and renew simpler operations for doing business. He added that it requires not only positive energy but an unbeatable and unshaken commitment to introduce a better version.

of yesterday. He compelled on taking risks, beating the comfort and creating a performance year of 2017 to rise up with another mutual success by;

1. Breaking out the 'thinking box';
2. Going beyond 'possible';
3. Attempting to perform 'better';
4. Following Pursuit of creating a simpler way;
5. Taking risk to go beyond 'comfort'.

The Day 2 of the Conference commenced with the presentations to the Leading Board of Directors from All HTL's Functional Heads including the Leading Sales Team Heads of ZIC & ZIC M, sharing their agenda and plans to meet the Challenge set for the year 2017. All presenters shared their concise scope and plan of action following the guidelines of "Creating tomorrow".

To give a splendid learning experience for the HTL's functional Heads Mr. Kevin Abdul Rahman, who is globally known as the man inspiring millions, was invited as an external facilitator who stupendously took forward the concept explained by Mr. Tahir Azam about "Creating Tomorrow" earlier during the meeting.

The keynote of this International

Coaching was purely based on building win win strategies to help individuals Lead from Within, Attain A Winning Mind and put their Best Foot Forward towards their goals and dreams.

HTL FAMILY EXTENDS WARMEST CONGRATULATIONS TO ALL WINNERS

It gives us immense pleasure to announce the Winners of Annual Lucky Draw, held during the Annual Conference in January 2017.



SR.	EMPLOYEE NAME	DESIGNATION	DEPT	REGION	PRIZE AMOUNT
1	Tamur Shah	Sr. Manager Admin	Admin	Central	Rs 10,000
2	Mudasir Dastagir	ASM	Sales ZIC-M	Central	Rs 20,000
3	Noman Manzar	AM OM & AR	Financials	South	Rs 30,000
4	Zulfiqar Ali	TMO	Sales ZIC-M	South	Rs 35,000
5	Farooq Afridi	Manager Sales	Sales ZIC-S	South	Rs 40,000
6	Syed Saghir ul Hassan Shah	Sales Exec	Sales ZIC-M	North	Rs 50,000

ANNUAL LUCKY DRAW MEETING PARTICIPANTS

7	Hassan Azhar	Manager Admin	Admin	Central	\$250
8	Ali Zia	ASM	Sales ZIC-M	Central	\$250
9	Anwar Sajjad	DM SCD	SCD	Central	\$250
10	Aziz ur Rehman	ASM	Sr.	North	\$250

WINNERS OF SINGING COMP

11	Faisal Shahzad	ASM	Sales ZIC-S	Central	\$200
12	Qaisar Khan	ASM	Sales ZIC-S	Central	\$100

SPECIAL DRAW BY WELCOME TOURS

13	Atee ur Rehman	Sr. Fin Payable Off	Financials	Central	Umrah Return Ticket
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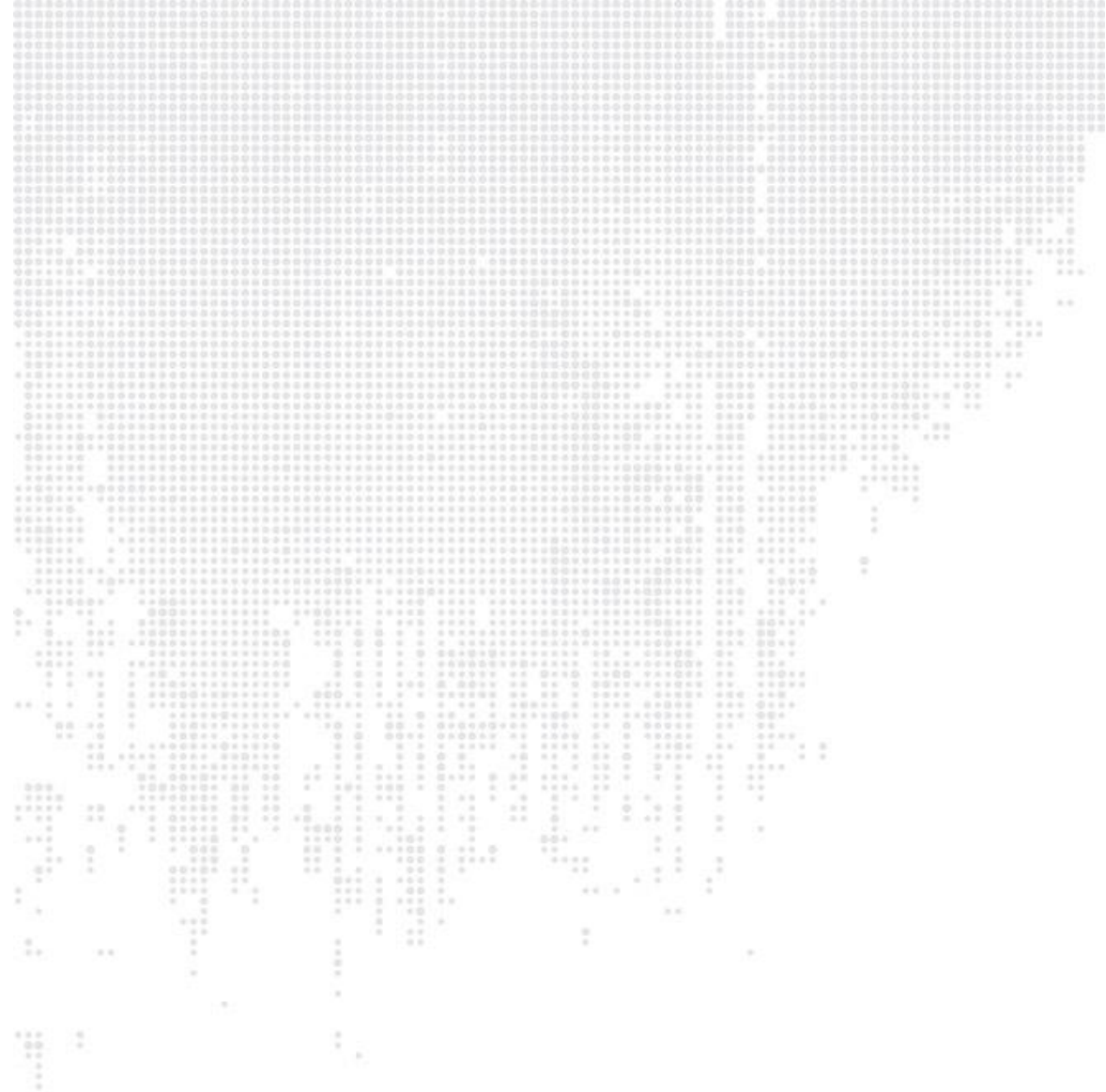




*You were the love of my life,
None so cheerful, happy and full of drive.
Your presence was a source of joy,
In your company all enjoy.
Unlimited energy you possessed,
Always at work never at rest.
Gathering all for plan and action,
Putting together strategic option.
Now angles gather for you to please,
Resting in heaven at your ease.*

*In Memory of Basit Hassan
written by Mr. Tahir Azam
Director - HTL*





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