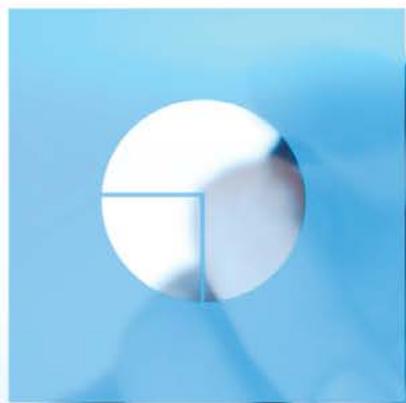
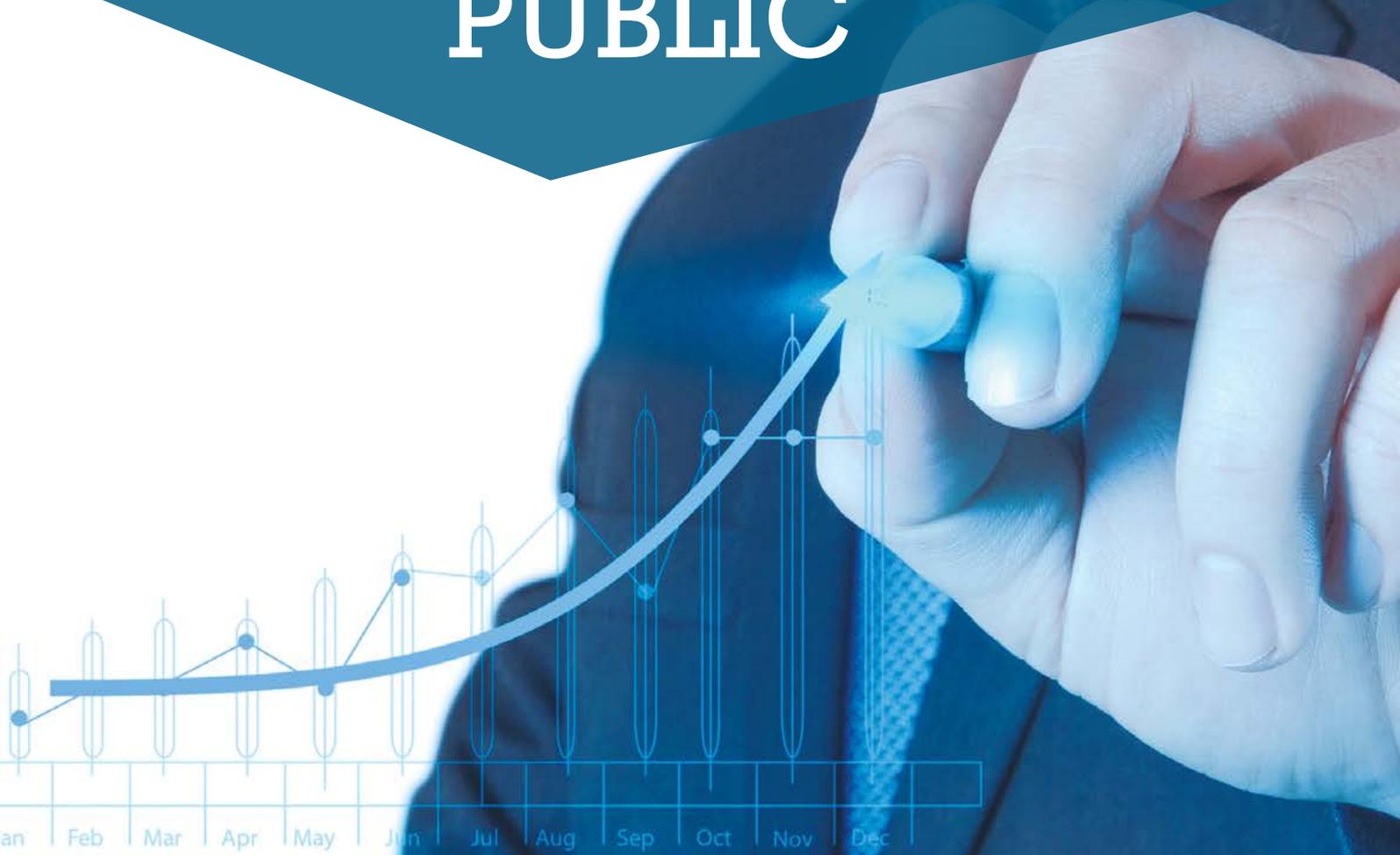


SUCCESS GOES PUBLIC



ESTABLISHED SINCE 1997

Hi-Tech Lubricants Limited has been marketing lubricants in Pakistan for the last 20 years.

HI-TECH LUBRICANTS LIMITED COMPANY BEHIND ZIC



Hi-Tech Lubricants Ltd.

EMPOWERING A BETTER TOMORROW



URL: www.hitechlubricants.com
UAN: 111-645-942 | [f/ZICLubricants](https://www.facebook.com/ZICLubricants)

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Editor's Note

I am really honored to present this exclusive edition of MAS Newsletter to all our valued readers. This edition is dedicated to the tireless efforts of those who have contributed to the success of HTLL. The successful journey that took off by the committed association of two partners has reached a glorifying stage today; and we present HTLL as a bright business prospect to investors and stakeholders. Through this edition, we have made efforts to feature our expertise in business planning, sales, financials, structured business processes that differentiate us from the competition. Our core focus has been to highlight the bright future prospects by the launch of our blending operations with state of the art production facilities. Our presence as certified Organisation for ISO Standards and the winners of Best Consumer Choice Awards are just a few glimpses to reckon the efforts of our key success partners i.e. our employees. The best moments of those who have seen transition of business with their naked eyes have been incorporated in this edition, and I believe that each member of this family has many more success stories to share that we will continue sharing in upcoming editions. I take proud to mention that HTLL has just taken off for the journey to offer the best to the business fraternity.

I would like to take this opportunity to thank everyone specially the Editorial and the Marketing team who contributed to the making of this edition. Please feel free to bring any comments, suggestions or new stories to my attention for future editions. We are all interested to make you an active reader and partner to the success.

Shumaila Hameed

Shumaila Hameed

editor@masgroup.org



Mr. Shaukat Hassan

Chairman



Decades have passed and it seems only recently that we celebrated many accolades and achievements. The success considered a dream back then has been achieved with significant altitude today. And HTLL is outstretching its arms to the future with newer researches and greater visibility. Along with business our collective cultural growth and professionalism of teams have given a birth to closely knitted family.

Mr. Tahir Azam

Director



Remembering the humble beginning of MAS Group, we treaded upon the path of hard work, endurance, difficulties and many joyful moments to make the life of our team members happy and content. It seems just a few days back when we were a team of few members when we embarked on this journey and now we have grown into a family of hundreds. We strongly believe in relationship of caring & sharing. Our vision in providing excellent client services and building team capabilities continues, we adapt to the new challenges and prepare ourselves to improve and grow.

Zalmai Azam Durrani

Director



The transition of HTLL has been certainly phenomenal over the recent years. The continual improvement in structures and process of doing business has been one of the trademarks of success. The true spirit combined with consistent efforts has paved the way for new generation to take up the challenge and lead from front. I believe the upcoming dawns of HTLL will cherish many more bright days with strong presence in the industry.

Mr. Hassan Tahir

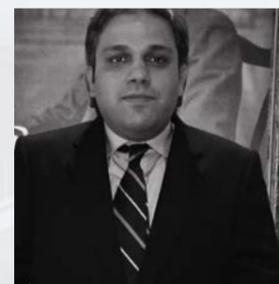
CEO



HTLL has maintained a continuous growth in business and benefited from turning threats into opportunities. Be it economic slow-down, the political turnaround or the law and order situation we have made efforts to capitalize the market potential to the fullest. We offer excellent business professionalism and received highest customer satisfaction as a reward. And this unique proposition has opened up a host of opportunities not just by bringing more business in but in terms of increased goodwill of the company for current and prospective stakeholders.

Mr. Basit Hassan

Executive Director



We believe in optimization and the only success factor that separates us from competition is to 'make an attempt'. In sales we have designed and executed unique selling model and with future expansions in forward and backward integration for business, yet again we have unique proposition to meet and exceed the market needs. There is a huge potential in terms of sales & service delivery in the industry resulting in greater output both qualitatively and quantitatively. And tapping the opportunity to grow business is how we work all day around at HTLL.

Mr. Ali Hassan

Director



The legacy of MAS is being passed into the hands of younger generation. With the inclusion of new people; we commit to expand beyond significance and set new standards of doing business. The strength of any business is measured by its people and we make sure that employees are well-trained and provided with sufficient resources to reach ahead of their success indicators. We care for those who contribute and invest in the right people for the right need.

DNA OF SUCCESS

ESTABLISHED YEAR 1997

Such has been the story of existence of Hi-Tech Lubricants; a company that came into being as an Association of Person (AOP) in March 1997 with the purpose to market imported lubricants. Followed by the vision of the founders, Mr. Shaukat Hassan and Mr. Tahir Azam, who sailed together on this journey 40 years back.

The Lubricants were imported from Y.U Kong Ltd., now known as SK lubricants Ltd., South Korea in sealed cartons. Hi-Tech Lubricants established its own distribution in Lahore and a sales team to educate market on the use of synthetic lubricants.

Pakistan's Lubricant market during the late 90's had little understanding on API/SAE grades. Lubricants were sold on the basis of color and brand. There was no differentiation in applications for Passenger Car Motor Oil, Diesel Engine Oil and Motorcycle Oil. There was also no door-to-door delivery mechanism to facilitate the retailers, and the resellers had to buy lubricants directly from the Oil Marketing Company's Warehouses.

“A DREAM DOESN'T BECOME REALITY THROUGH MAGIC; IT TAKES SWEAT, DETERMINATION AND HARD WORK.”

- COLIN POWELL

TEAM AND DISTRIBUTION EXPANSION YEAR 2000

3 years of experience was enough for Hi-Tech Lubricants Limited to expand its network to different regions. Central, North and South regions were controlled by Lahore, Islamabad and Karachi offices respectively.

With an efficient distribution channel, hard working sales team and a new door-to-door delivery system, ZIC soon became a household name. Hi-Tech Lubricants Limited was now officially competing against the industrial giants. By the end of 2006 Hi-Tech Lubricants had gained 16% market share of the premium passenger car market across Pakistan.

JOINT VENTURE YEAR 2007

In 2007 Hi-Tech Lubricants went into a tri-party joint venture between SK Lubricants, South Korea and Pertamina, an Indonesian State Oil company with the goal to market and distribute Pertamina's Group I, mineral base lubricants in Pakistan.

Separate distribution and sales network were established across Pakistan; keeping synthetic and mineral products separate. A comprehensive media plan was also developed which resulted in Hi-Tech Lubricants Limited winning several Sales & Marketing awards and was presented in multiple annual sales conferences held by Pertamina in Indonesia.



Tamur Shah

Sr. Manager Administration (with HTLL since 1982)

“I have given my whole life to this organization for which I am really proud of. I have seen transitions from hardships to phenomenal success which has been the major source of inspiration for my life.”

CORPORATE SOCIAL RESPONSIBILITY YEAR 2010

A trust was established in the year 2010 by the name of "Sabra Hamida Trust". The title of the trust was created keeping in mind the names of the founder member's mothers. A school named "ILMGAH" was founded under the umbrella of the trust, with the goal to provide quality English medium education to underprivileged children on merit.

The school's curriculum is set at par to any other private school in the country with full access to free uniform, books, stationery and meals every day. The company envisioned – **'a brighter child today would mean a brighter Pakistan tomorrow'**.

The school has been expanding and students have been performing exceptionally well. Recently one of ILMGAH's brightest, Syeda Zainab Tanveer of class 5, secured first position in Lahore Cantonment Board of Pakistan Examination Commission. The parents of the prodigy, who were initially reluctant in sending her to IIMGah, are proud of Zainab.



Hi-Tech Lubricants Limited Cricket Initiative

Hi-Tech Lubricants Limited plans to make a professional cricket team that will play at the domestic level, with players getting financial support, housing and meal facilities, along with Professional coaches training and leading the team to all frontiers.



Going Green

Hi-Tech Lubricants Limited has taken the initiative to Go Green; Hi-Tech Blending Plant will be the first Blending Plant that is going solar. It will reduce upto 51% Carbon footprints, while adding 300 KW of Solar Energy into the Power supply, using roofs that are Solar equipped.



CSR Activities

Several other CSR activities have also been adopted by Hi-Tech Lubricants Limited such as helmet for all, road safety campaign, and traffic scouts training.

WAREHOUSING FACILITIES AT HI-TECH LUBRICANTS LIMITED.

To intact quality, the stock is stored and maintained at the warehousing facilities at Lahore & Karachi by standardized Inventory Management Process.

At one time 105,547 cartons, 52,265 pales and 2,560 drums can be stacked at all Hi-Tech Lubricants Limited warehouses that is equal to 3.3 Million Liters of Motor Oil.

Hi-Tech Lubricants Limited has five warehouses, with stock holding capacity of 40,000 sq ft in Lahore and Karachi.

Delivery systems at all Hi-Tech Lubricants Limited warehouses operate under ISO 9001: 2008 quality standards ensuring quality stacking, off-loading and dispatching to distributors and retail outlets nation-

It takes approximately 60 minutes to offload a 45 feet container that contains 1584 cartons.

- 5 warehouses
40,000 sq ft Capacity
- 60 mins to offload a
45 feet container
- 3.3 Million Liters of
Motor Oil can be
stored in our
warehouse
- ISO 9001: 2008



PUBLIC LIMITED YEAR 2011

“THE ONLY WAY TO DO GREAT WORK IS TO LOVE WHAT YOU DO”

- STEVE JOBS



Rafiq Muhammad
Manager Sales North Region
(with HTLL since 2003)

“Recognition from my seniors upon completion of my first challenging assignment on Job brings back the same excitement & energy even today.”



In 2011 Hi-Tech Lubricants partnership (AOP) was bought over by Hi-Tech (PVT) Limited and converted into a Public Unlisted Corporate. Despite political, environmental and social security challenges, Hi-Tech Lubricants Limited progressed seamlessly and consequently maintained a continuous growth in business and survived the storm while capitalizing on the market potential to the fullest.

Blending Plant Year 2013

The idea of setting up a state of the art blending plant in Pakistan was conceived in 2013. Senior vice president of SK Lubricants, and the board of directors of Hi-Tech Lubricants Limited conducted the Stone laying ceremony.

To reduce the cost of lubricants to customers, this plant will produce HDPE bottles and caps for Lubricants and imported finished product will be filled locally.

This will start a new era for Hi-Tech Lubricants Limited evolving from a trading unit to a manufacturing concern. During that year a lot of effort went into planning, designing, procuring and establishing a right mix for local manufacturing.

Ownership | 100% Hi-Tech Lubricants

Land | 29 Acres (116,000sqm) Lahore

Blending Capacity | 30,000 Metric Tons Per Annum

Tankage | 3,600 Kilo Liters or 3,200 Metric Tons

Blow Moulding | 4,000 Metric Tons Per Annum

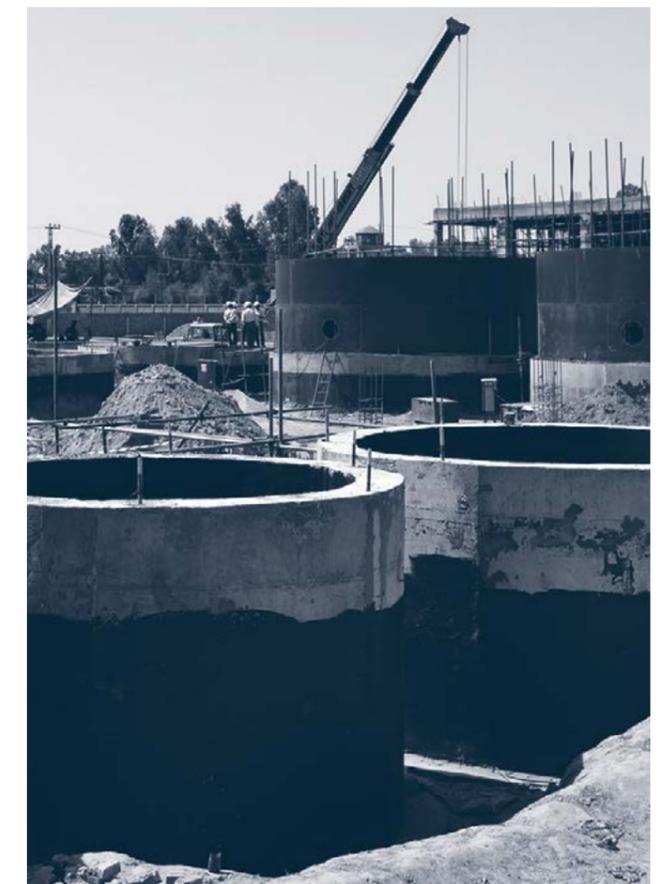
Injection Moulding | 1,500 Metric Tons

Estimated Completion | Last quarter 2015

Commercial Run | First quarter 2016

PRODUCTION TECHNOLOGY & BLENDING OPERATION

01. **Base Oil / Finished Product** is acquired in bulk shape from S.K lubricants.
02. **Additives** are acquired from contractor in bulk through flow meter.
03. **Base Oil** through flow meter as per requirement in Lubricant Base oil/ Formulation sheet is moved from Base Oil storage tank to Blending Kettles.
04. **Additives** through flow meter as per requirement in Lubricants Base Oil /Formulation sheet is moved from Base Oil storage tank to Blending Kettles.
05. **Mixing** of all Base Oil and Additives is done as per the required time shown in Lubricants Base Oil/ Formulation sheet.
06. **After Mixing** Batch samples are sent to Laboratory for Testing.
07. **After testing** and clearance from Laboratory product is transferred to filling Department



ORACLE FINANCIAL IMPLEMENTATION YEAR 2014

To follow the best practices of the industry and standards adopted by leading organization of the world, we implemented oracle financials to our core business operations and enhanced performance by becoming a major player in Pakistan's Lubricant industry.

CURRENT SITUATION YEAR 2015

By the grace of Almighty Allah, Hi-Tech is on the verge of becoming a publicly listed company. The blending plant will be operational by the 1st quarter of 2016 to produce HDPE package and filling, producing products locally using foreign machinery.

Hi-Tech Lubricants Limited Total Volume in 2014 was Approx. 16,500 Metric Tons or 19,000 Kilo Liters. Hi-Tech Lubricants Limited believes in **"CAN DO BEST"** and will continue striving for brilliance.

FUTURE OUTLOOK

The future of Hi-Tech Lubricants Limited is bright. The shareholders will enjoy high returns on their investments.

More than investing in machines, Hi-Tech Lubricants Limited have invested in their stakeholders, dating back to company's birth to its standing today, the success of Hi-Tech Lubricants Limited at every point has made it a company's turning point. It is a result of the sweat, faith and hard work bestowed by its stakeholders. Hi-Tech Lubricants Limited welcomes the public to join them in adding more to the milestones/ writing their future.

The state of the art production plant will enable us to supply Lubricants to the Government sector with having the stigma removed of not being indigenous. Local production will also cater to the needs of end customers and will be able to produce packages they desire.



Muhammad Imran

Chief Finance Officer & Company Secretary (with HTLL since 2004)

"There is no better Reward at Work than being recognized for your consistent hard work and performance."

Currently, 10 Liters/20 Liters Jerry Can and 200 Liters Plastic Drum are being added to production, as well as filling lines to fill them. To ensure product quality meets API/SAE standards, an international standard lab will also be established.

ADDITIONAL GROWTH BY 2020

The production capacity of the blending and packaging plant has been carefully planned for 2020 to complement the expected market sales, share and growth rate. Based on the expansion plan Hi-Tech Lubricants Limited has forecasted an additional growth of 15,000 Metric ton of lubricants in the lubricant market.

Forward integration enabling product sale directly to the end customer with loyalty programmes will benefit the users. A three-tier model of auto care service centers will be introduced based on a company owned retail network across Pakistan, enhancing reach and providing a wide variety of products available to HI-Tech Lubricants

Limited valued customers. Company has an average growth rate of 24% for 5 years, and a consistent high line increase every year. Every indicator points to Hi-Tech Lubricants Limited Share becoming a leading hybrid share on the stock exchange. The shareholders will not only enjoy capital gains but also dividend income.



AWARDS & RECOGNITION

- CONSUMER CHOICE AWARD (2011-2014)**
- PAKISTAN ENERGY AWARD FOR COMMUNICATION (2012-2013)**
- UNGC AWARD FOR CSR 2014**



Blending Plant Highlights

INAUGURATION OF THE ADMINISTRATION BLOCK & LABORATORY

Hi-Tech Blending Plant is taking its pace vigorously and the Plant would be in operations soon. On 21st of April 2015 the management of Hi-Tech Blending Plant organized a formal gathering at Sundar to inaugurate the Administration Block and the Laboratory respectively. The inaugural ceremony was graced by Mr. Yong Ho Lee Vice President SK Lubricants Limited. This gathering included Respective Directors and HOD's of Hi-Tech Lubricants Limited. The ceremony was followed by a formal meeting, during which detail orientation about the building, equipment and its operations was shared by all participants. The honorable guests from SK admired the determination of the management for the completion of Plant and expressed their immense satisfaction on the undergoing tasks at Blending Plant.

“WHENEVER YOU SEE A SUCCESSFUL BUSINESS, SOMEONE ONCE MADE A COURAGEOUS DECISION”
 - PETER F. DUCKER

FACTS AND FIGURES



OWNERSHIP

100% owned subsidiary of Hi-Tech Lubricants Ltd



LAND

29 Acres (116,000 sqm) Lahore



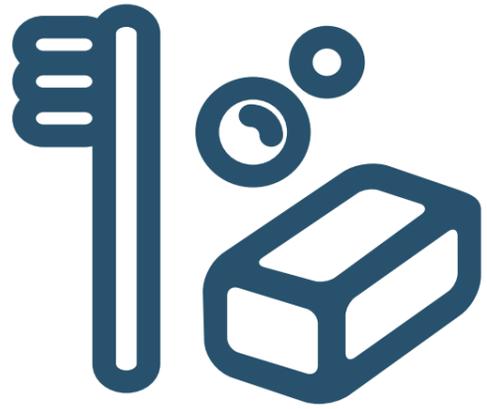
TANKAGE

3,600 (KL) | 3,200 MT



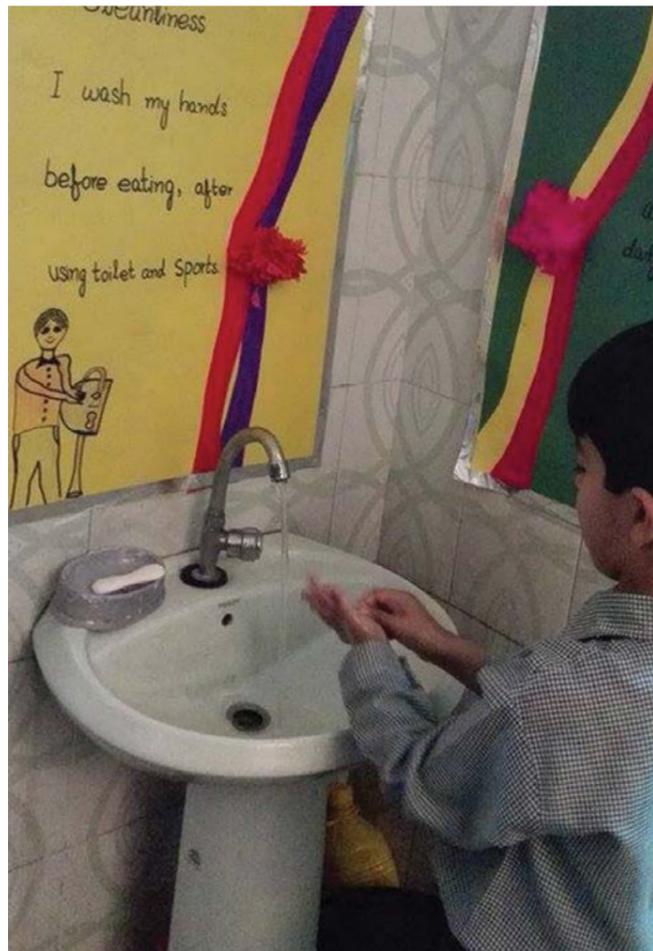
BLENDED CAPACITY

30, 000 MT per annum



CSR ACTIVITIES AT ILMGAH BE CLEAN, LIVE HEALTHY

The significance and importance of cleanliness and hygiene can never be over looked. Of course, standards of cleanliness are not the same around the world, and people grow up with varying concepts of cleanliness. In times past, a clean, well-ordered school environment in many countries helped students develop good habits of cleanliness. This good practice needs to be adopted by citizens of all ages to keep the environment clean and healthy. With a view that the habits; learnt or followed at a young age easily get embedded into one's personality "Cleanliness Activity" at IIMGah was organized for the students. This was to spread awareness regarding Cleanliness and Personal Hygiene being the need of the hour in our country where the diseases like Dengue fever and others are spreading at a fast pace. School children were made aware about adopting certain good habits like hand washing before and after eating, proper way of oral hygiene, keeping their surrounding clean, refraining from spitting in the class et al.



MEDICAL CAMP AT ILMGAH

Children represent the future of any country and ensuring their healthy growth and development ought to be a prime concern of all societies. To contribute towards improving the health of the students of IIMGah, a medical camp was setup in its premises. It was assisted by the kind and generous team of dedicated doctors from Fresh Nursing Facility, Shadman, who aim to provide personalized care with dignity. Ms. Edit Kopinski the care manager (FnF) from Hungry showed her deepest care and affection for the students of IIMGah.

She encouraged the efforts being made by the Hi-Tech Lubricants Limited management for this philanthropic initiative. During their visit each of the student was thoroughly examined and with suggestion regarding medicine and proper treatment. Some of the students were diagnosed with eye sight issues and were recommended specialized treatment. Chairman Hi-Tech Lubricants Limited Mr. Shaukat Hassan made immediate efforts and managed their appointment with Prof. Muhammad Lateef Chaudary, a renowned ophthalmic surgeon at Lahore medicare centre.





ILMGAH CELEBRATION

Hard work is always rewarded. To celebrate and acknowledge the students who managed to grab first 5 positions in the Pakistan Examination Commission results of Class V amongst other schools of the same area, the Annual day of IIMGah was staged in the premises of the warehouse. It was indeed a wonderful and colorful eve in which the students performed in a befitting manner. The honorable Chairman, worthy Directors and respected HOD's from Hi-Tech Lubricants Limited graced the event. The whole event was adorned with vibrant smiles of students and parents enjoying the moment to be proud on. MNA Mr. Waheed Alam honored IIMGah with his lively presence.



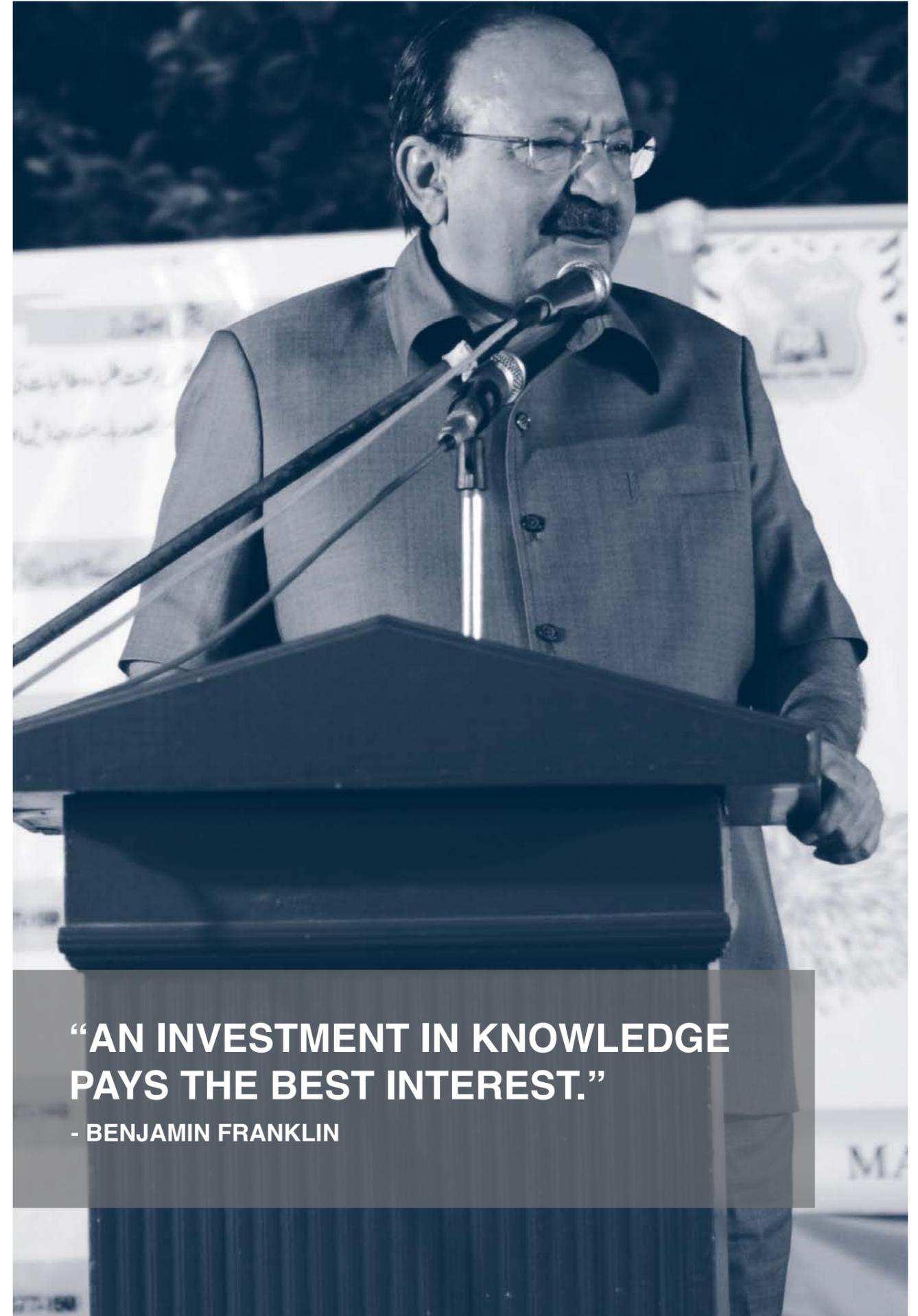
Addressing to the event, directors and honorable Mr. Waheed Alam admired and commended the diligent efforts of the teachers on mentoring students in the right direction that yielded great results. In the end prizes were distributed amongst the position holders of all classes followed by dinner.

Chairman Mr. Shaukat Hassan individually rewarded the top three position holders of Class V students via prizes that not only they should feel motivated rather the rest of the class should also develop an urge to clinch the position in time to come.



Muhammad Ikhlq
Photocopy Machine Operator
(with HTLL since 1998)

"Amongst many the fondest memory to recall is when I was given the opportunity to perform Hajj from HTLL Platform. I still could feel the excitement of that moment."



**"AN INVESTMENT IN KNOWLEDGE
PAYS THE BEST INTEREST."
- BENJAMIN FRANKLIN**

YOUR SUCCESS IS OUR SUCCESS

HI-TECH EYES TO GO PUBLIC

South Asian Federation of Exchanges, (SAFE) in collaboration with Karachi, Lahore and Islamabad Stock Exchanges held the Fifth Pakistan IPO Summit of the series started in 2011. It is the premier Annual event which is held consecutively to promote IPOs from the emerging enterprises since its inception. It has flourished into the premier destination for capital market and financial services industry professionals to network and exchange ideas and information relating to the IPO market. The event was held with the apex corporate and securities market regulator, SECP, as Principal Patron. The Minister of State for Privatization along with Commissioner SMD-SECP graced the occasion with the other senior professionals from the capital market fraternity.



The IPO Summit 2015 showcased eight new potential IPO companies this year amongst which Hi-Tech Lubricants Limited shall also present their IPOs in the market in the current year.

The event started with the Inaugural ceremony wherein MD LSE and Secretary General SAFE addressed the audience with opening remarks. They stressed on the need for the exchanges to take up the efforts for encouraging further listings more vigorously and assume responsibility for leading the IPO market in Pakistan.

Hi-Tech Lubricants Limited was among the presenting companies to go public. Mr. Tahir Azam's brief but eloquent address was much appreciated by the audience. Hi-Tech Lubricants was also among the main sponsors of the event.

HI-TECH LUBRICANTS LIMITED COLLABORATED TO MAKE CEO SUMMIT ASIA 2015 A SUCCESS

Hi tech lubricants limited in collaboration with CEO club Pakistan and Manager Today brought to light one of the most anticipated events of Pakistan's business community. The event was the platform to launch the first international edition of the best-selling book "100 performing CEOs, Leaders & companies of Pakistan". The book is based on success stories of 100 Pakistani CEOs working on national or international level, surmounting all the difficulties and casting a softer image of Pakistan on the global spectrum, while being major contributors to playing a positive part in the development of Pakistan's economy.



It was an honour for us that Mr. Tahir Azam Director of HTLL was specially requested to be a speaker at the event and share his vision and experience with his counterparts and the young future entrepreneurs and leaders. Mr. Tahir Azam enlightened the audience with his thought provoking ideas and practical counselling for new entrepreneurs via his knowledge and experience. This conversation was a source of inspiration for the aspiring entrepreneurs to be able to relate and understand what it takes to be a successful entrepreneur and in what light the decisions are to be made and to stay motivated and patient to achieve your objectives.

Later, Governor of Punjab, Malik Muhammad Rafique Rajwana the chief guest for the event officially launched the book followed by its distribution amongst the top 100 CEOs and leaders of Pakistan.

HAJJ LUCKY DRAW

Every Muslim profoundly wishes to perform the sacred ritual of Hajj once in his lifetime. MAS Group every year arranges for its employees the opportunity to fulfill this religious obligation. In this concern, MAS Group held hajj lucky draw 2015 in the corporate office Lahore. For this divine purpose, in-house employees along with the directors gathered to meet and congratulate the colleagues whose names were drawn in the draw and will be receiving the privilege to perform this religious obligation this year.

The employees who got lucky to visit House of Allah as a result of the lucky draw are: Tamur Shah, Qaisar Abbas Rana, Shafqat Ali, Muhammad Asif Ali Bajwa, & Safoora Qamar.



EMPOWERING OUR PEOPLE

Our personnel are well experienced in project management of Cathodic Protection and Corrosion Monitoring services, meeting the international standard practices and the client specifications. Our engineers and technicians conduct / carryout feasibility studies, site surveys, design, installation, supervision, testing, commissioning, maintenance and trouble shooting of CP system.

MAS has collaboration with M/s Corrosion Technology Services (CTS), Rohrback Cosasco Systems (RCS) and PST Global Middle East in Pakistan.

MAS associates

MAS associates (Pvt) Ltd. a professionally managed company actively working in the field of Cathodic Protection & Internal Corrosion Monitoring and focusing the Oil & Gas, Fertilizer, Power Sector etc.

The company was established in 1976 and since then is actively working with International network of Trading Partners having expertise in engineering, manufacturers & consulting companies for almost four decades.

Our People who are our greatest asset, every colleague is part of the family.

PROJECT AWARDED

In Continuation of the previous achievements/ Projects, MAS associates has recently been awarded with a Project from Shell Pakistan Limited for Design, Supply & Installation, Testing and Commissioning of ICCP System for 6 Nos. Semi Buried Tanks at EJHD Terminal Karachi Airport.

CATHODIC PROTECTION AWARENESS / TRAINING SESSION AT IPGDL(HUB POWER PLANT)

MAS conducted Awareness/Training Session on "Cathodic Protection System" for the Staff at HUB Power Plant. The Idea was to provide basic knowledge about the Cathodic Protection and Train the Staff on the Newly Installed CP system by MAS. The session was split up into two session formal introduction lecture followed by site visit to the newly installed facility.

The Session was well received and the attendees fully participated in interactive discussion.

CATHODIC PROTECTION AWARENESS SESSION AT BQPS-II

In June, 2015, MAS arranged an Awareness/ Training Session on "Basic Concepts of Cathodic Protection System" at Bin Qasim II Power Plant. The Idea was to provide basic Concepts of Cathodic Protection and create awareness about the requirement of Corrosion Control for the protection of valuable national assets.

VAM CELEBRATED 50 YEARS OF PIONEERING AND INNOVATION

To celebrate the 50th anniversary of VAM® , Mr. Phillip Crouzet , Chairman of the Vallourec Management Board hosted a grand event at the beautiful Petit Palais Museum of Paris. The mega event was attended by a large number of customers and partners of VAM® from around the world. Mr. Shaukat Hassan had also attended the occasion on behalf of MAS associates (pvt.) Ltd. ; to acknowledge the long term business association with Vallourec.



Shafqat Ali

General Manager MAS associates (with MAS since 1990)

"During the Turnkey Project (1993-94); I had the most exciting role to be involved in different aspects of this project from the inception till the completion of the plant. This was the first major Industrial plant for MAS involving technology Transfer from China."



Mr. Shaukat Hassan with Mr. Philippe Crouzet (Chairman Vallourec Management Board) & Mr. Mohammad Gdhami

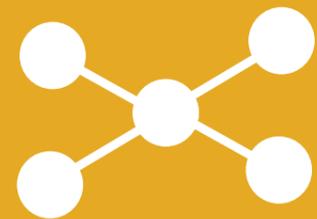


Mr. Nicolas Moreau (Sales Director Vallourec), Mr. Shaukat Hassan, Mr. Huming Zhang (General Manager Anhui Tianda Oil Pipe Company), Mr. Didier Hornet (Senior Vice President Vallourec), Mr. Sam Li (Director Marketing & Sales Vallourec)

EMPLOYEE DEVELOPMENT

Employee development isn't just the responsibility of the employee, but of the employer as well -- if not more so. Good managers strive to continuously groom their employees for future leadership roles. Doing so not only boosts employee engagement and productivity, but it makes employers' lives a little easier, by making employee transitions into leadership roles as seamless as possible.

Here are five strategies, vital to developing employee leadership skills, that will benefit employers and employees alike:



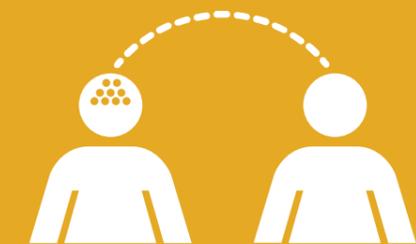
01. ENCOURAGE EMPLOYEES TO NETWORK

Networking is not only fun, but essential to individual growth and business development. Start small by encouraging networking within the workplace during lunch hours or at after-work events. Eventually, have employees branch out and network with industry professionals outside of the company.

Networking will teach them how to forge powerful connections, initiate conversations with strangers and act with the confidence of a leader. Not to mention, it can also provide business opportunities (referrals and/or partnerships) as well as opportunities to share ideas and knowledge. Finally, networking can help turn good employees into great leaders by raising their reputation within the industry.

Consider having employees occasionally tag along when attending industry events. This will

give them a clear idea of how to properly conduct themselves at networking events, so that they can positively represent the organization when they go to events on their own. Take note of employees who frequent industry events on their own time - this is a sign of a potential leader.



02. ACT AS A MENTOR (OR ASSIGN ONE).

Mentor-mentee relationships are bound to develop when helping employees grow and advance their skills. If that relationship can be maintained, great. There's no one better to learn leadership skills from than the employer. If not, create a mentorship program where employees can sharpen their skills with the help of more seasoned employees.

Mentorship programs are not only beneficial for assimilating new hires, but they also serve as a great cross-training tool for current employees. Try implementing a mentorship or job shadow program between team members or departments. This leadership tool can improve both organizational success and team performance by improving employees' proficiency levels in roles outside of their own.

Cross-training is an affordable way to boost both employee and team performance, as well as motivation. Most important, it prepares employees for expanded roles within the company.



03. PROVIDE OPPORTUNITIES FOR GROWTH

To ensure employees aren't stagnant in their positions (or worse, leaving those positions), provide them with opportunities to grow so that they can one day pursue leadership roles within the company. Employees are an organization's most important asset, so invest in them.

These opportunities for growth can include paying for formal education, internal or external training, bringing in industry professionals for lunch-and-learn programs -- the options are endless. Supply employees with a calendar or list of upcoming professional development events, meetings of professional groups or associations, and work-related events that they can attend on their own time.



04. MAINTAIN A FEEDBACK LOOP.

A successful feedback loop measures and reviews employee performance in an effort to improve future productivity. Continuous communication in the workplace is crucial to developing employees, yet only 2 percent of employers provide ongoing feedback to their employees, according to a 2013 survey of 803 HR professionals by the Society for Human Resource Management (SHRM).

Improve communication in the workplace by regularly meeting with employees in an informal, one-on-one setting. Meeting on a quarterly basis and discussing individual goals and performance can help employers identify opportunities for development, as well as tailor development plans around the individual. These meetings also give employees a chance to comfortably voice their thoughts and concerns.



05. LEAD BY EXAMPLE

Last, but certainly not least, lead by example. Model the leadership skills employees need to adopt in order to become great leaders: professionalism, transparency, confidence, commitment and respect. Employees look to their employers for answers, so leaders should aim to continuously model what it is to be a successful, positive model in the workplace. It doesn't cost a dime and the results are priceless.



Rubina Joseph
Front Desk Officer
(with HTLL since 1999)

"HTLL undoubtedly offers the most secure working environment for females. The flexibility and professional support from my team to manage my life at work & home has been the best perk for me to cherish; being the part of HTLL."



MEMORY LANE

A look back at evolution of ZIC packaging.



ZIC

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