

NewsWire

JULY - DEC 2018

PAKISTAN CABLES' BIENNIAL NEWS BULLETIN

FIRST WORD

This is my first letter to the readers of NewsWire after taking over as Deputy Chief Executive, Pakistan Cables. I am honored to be entrusted with a Company that has broken so much ground in its 65 years. Pakistan Cables is not just a cable manufacturer, it stands for something. We believe that the business exists to serve a purpose that goes beyond profits; whether through offering customers holistic solutions through a consultative approach, providing our staff and workers with a great ecosystem to work within or being good corporate citizens by finding ways to give back to the community at large. This is because we are convinced that businesses that embrace a larger sense of purpose are the ones that can sustain and grow over the longer term.

I hope this issue of NEWSWIRE, which covers everything from the '65 years celebrations with dealers and electricians' across Pakistan to the winners of 'display competition' to 'supporting education by providing financial assistance to students of UET' – helps get your wheels turning. Not only were we active with events and activities for external stakeholders, but we also had several platforms for engagement internally with our Management retreat in Nathiagali, Breast Cancer awareness session and annual Amir S. Chinoy cricket tournament.

As part of the NEWSWIRE team, we all look forward to your feedback about this issue,

Best Regards,
FAHD K. CHINOY
Deputy Chief Executive

Connection 65 Baras ka

Pakistan Cables celebrated 65 years of its strong connection with its valued dealers at a colorful Annual Dealer Gathering held at the PAF Convention Center on 29th of November 2018. The event was attended by dealers with their families. The gathering was a culmination of game show, musical evening and also highlighted achievements of numerous dealers who were rewarded with exciting prizes. Fun filled activities also included lucky draw for the dealers' families. The event was hosted by renowned comedian Hanif Raja. Guests also enjoyed live performance by renowned singer Naeem Abbas Rofi with his power packed performance.





TECHNICAL SEMINAR - KARACHI

Cable colloquium was organized by Pakistan Cables for its customers in Karachi. Mr. Athar Farid and Mr. Imran Shah presented at the technical seminar on the topic of Increasing Building Safety with LSZH (Low Smoke Zero Halogen) cables. Over 110 valued business partners were present at the seminar. The audience widely appreciated the initiative taken by the company



BREAST CANCER AWARENESS



October marked the 'International Breast Cancer Awareness' Month every year - PCL conducted an awareness session for its employees on October 31st, 2018. The purpose was to highlight the significance of Early Detection, Risk Factors and Warning Signs of Breast Cancer so that it can be cured timely. The session was imparted by Dr. Sana Zeeshan – Consultant and Breast Cancer Surgeon. The session was attended by all employees including men and women as 1 out of every 100 men is also at the risk of having breast cancer.



MAP SPONSORSHIP

Pakistan Cables participated as an associate sponsor of 20th MAP CONVENTION: "Reinventing Management in the Age of Technology" held on 3rd October, 2018



REEL BY MAMA PARSI

"Art teachers and students of the Mama Parsi Girls Secondary school transformed a Pakistan Cables cable drum reel into a piece of art as part of the school's art exhibition. The team of artists used acrylic paints to make a 3D sculpture of a truck pertaining to the famous truck art in Pakistan on the cable drum reel.

"It was impossible without your support and cooperation." - commented a proud, Ms. Zeenat Rizvi (Visual Artist and Art Teacher) who lead the initiative on behalf of the school".



CSR: DONATION TO BHP PRISON FOR JUVENILE

Pakistan Cables participated as an associate sponsor of 20th MAP CONVENTION: "Reinventing Management in the Age of Technology" held on 3rd October, 2018



AMIR CHINOY CRICKET TOURNAMENT



"7th Amir S. Chinoy Memorial Cricket Tournament" was organized during 23rd Oct 2018 till 26th Oct 2018 in which 8 teams from PCL, ISL, IIL & Intermark participated for 8 match fixtures. IIL (Rockers) who defended the title and won the "7th Amir S. Chinoy Memorial Cricket Tournament" for the second time. Team Pakistan Cables (Strikers) reached the finals and demonstrated excellent sportsmanship throughout the tournament. Go team Pakistan Cables!



UET SPONSORSHIP

"Lahore— 07.11.2018 Pakistan Cables Ltd. Signed an MoU with UET, Lahore to support the university's scholarship fund that provides financial assistance to deserving students enrolled in the Electrical Engineering dept. at UET's Lahore and Faisalabad campuses. Pakistan Cables will also award Gold Medals to graduating students and offer equal opportunity to deserving candidates by ensuring gender balance among applicants."



HSE MAN HOURS WITHOUT INJURY

Pakistan Cables has achieved 3 Million Man-Hours without Loss Time Injury – (LTI). This achievement is entirely due to the combined efforts of PCL Team. Man-Hours (Worked) since LTI: 3,256,823, The last LTI was reported on 18th July 2016, No. of days without LTI: 836. PCL team achievement by setting up new benchmark of "Safe Working Operations". Mr. Abdul Wassey further told "I am confident that efforts will be made as a team for setting up new benchmark by opting sustainable "Safe Working Practices".



ڈسپلے کی پیشکش

FAISALABAD



HYDERABAD



LAHORE



MULTAN



PESHAWAR



PINDI



NEW TO THE GRID



Rao Salman
General Manager
Sales



Hibba Naeem
Senior Sales
Officer



Hafiz M. Ahsen
Quality Control
Officer



Junaid Afzal
Quality Control
Officer



M. Tahir Siddiqui
Quality Control
Officer



Sajjad Hussain
Maintenance
Officer



Nouman Khalid
Sales Officer



Furqan Farooq
Assistant Manager
ERP Systems



M. Abdullah Taqi
Assistant Manager -
Brand & Marketing



Bilal Hameed
Senior Sales
Executive



Shaista Naseer
Accounts Officer



Urooj Sadiq
Senior Accounts
Officer



Babar
Warehouse
Officer

GOLD BAR SCHEME



DEALERS & ELECTRICIANS



CHITRAL ELECTRICIAN FUNCTION



GILGIT ELECTRICIAN FUNCTION



SKARDU ELECTRICIAN FUNCTION



BAGH DEALER /ELECTRICIAN FUNCTION



PESHAWAR DEALER /ELECTRICIAN FUNCTION



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کنیکشن 65 برس کا

پاکستان کیبلز نے PAF Convention Center میں 29 نومبر کو اپنے قابل قدر متعلقین کے ساتھ 65 سالہ رشتے کا جشن منایا۔ تقریب میں ڈیلرز نے اپنے اہل خانہ کے ساتھ بھرپور شرکت کی۔ تقریب کو ہمارے معزز مہمانوں کے لئے پُر لطف بنانے کے لئے، gameshow، musical evening اور بہترین کارکردگی دیکھانے والے ڈیلرز کو پیش قیمت انعامات سے نوازا گیا۔ ڈیلرز کی فیملی کے لئے کئی ڈراء کے ذریعہ انعامات تقسیم کئے گئے۔

تقریب کی میزبانی کے فرائض مشہور کامیڈین Hanif Raja نے ادا کئے۔ تقریب کے شرکاء نے مشہور زمانہ سنگر Naeem Abbas Ruffi کی زبردست پرفارمنس کو انجوائے کئے اور داد دی۔



حرفِ اوّل

پاکستان کیبلز صرف ایک کیبل میڈیٹیکریٹریٹی ہی بلکہ ایک پختہ عظیم ہے ہمارا یقین ہے کہ کاروبار صنعت سے معاصرہ مقاصد کی تکمیل ہے، چاہے وہ مشاورتی فکر (سوج) کے ذریعہ کسٹمر کو مجموعی حال فراہم کرنا ہو، یا معاشرے کی طرف بھرپور طور پر لوٹنے کے راستے تلاش کرتے ہوئے اپنے ملازمین کو کام کرنے اور اچھا شہری بننے کے لئے بہترین ماحولیاتی نظام فراہم کرنا، ہو سکے وہ معاشرے کی طرف روئے لوٹا سکتے۔

یہ سب اس لئے ہے کہ ہمارا یقین ہے کہ زیادہ سے زیادہ احساس ضرورت کا اہل ہونے سے کہیں زیادہ توجہ بہتری کے ساتھ عمل سے تاکہ قائم رہنے کی صلاحیت رکھتے ہیں۔

(مجھے اُمید ہے کہ بیوز واٹر کا یہ شمارہ پورے پاکستان سے جیتنے والے ڈسپلے کنیکشن کے فتح، اور، تعلیم کے فروغ کے لئے UET کے اسٹوڈنٹس کی مالی معاونت کا اہل ہونے سے کہیں زیادہ توجہ متوجہ کرے گا۔)

(ہم نے صرف اپنے بیرونی متعلقین کی تقریب اور دیگر سرگرمیوں میں صرف عمل سے بلکہ ہم نے بہت سارے مواقع اپنے ملازمین کو بھی فراہم کئے جس میں منجھٹ کا ہتھیار گلی میں قائم، بریسٹ کینسر سے متعلق آگاہی پروگرام اور Amir S. Chinoy کرکٹ ٹورنامنٹ شامل ہیں۔

(بیوز واٹر کی ٹیم کے رکن ہونے کی حیثیت سے ہم اس شمارے سے متعلق آپ کی آراء کے منتظر ہیں۔ آپ مجھے e-mail پر brands@pakistancables.com کر سکتے ہیں۔

Best Regards,
FAHD K. CHINOY
Deputy Chief Executive

Fahd K. Chinoiy

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FAHD K. CHINOY
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