



# NewsWire

January - June 2023





PAKISTAN CABLES' BIENNIAL NEWS BULLETIN

# 70 YEARS

1953 - 2023

## 7 Uncompromising Decades

Know more about Pakistan Cables:

-  /pakistancables
-  /pakistancablesofficial/
-  /pakistan\_cables
-  /company/pakistan-cables-limited

A member of  **ASC** AMIR S. CHINYOY GROUP



## CHAIRMAN'S MESSAGE

As we enter our 70<sup>th</sup> year of operations under very challenging times, I must acknowledge each and everyone who contributed towards making Pakistan Cables an industry force and an inspiration for others to emulate. From our dedicated hard working factory workers, proud employees, dedicated dealers and distributors, past and present members of the board, a very big thank you for your outstanding contributions. I wish you all a super year to celebrate overcoming hurdles and confident that your hard work and perseverance will counter these turbulent times. This has always been our hallmark over the past seven uncompromising decades and that you will live up to surmount these difficult times.

**Mustapha A. Chinoy**  
Chairman



## DIRECTOR'S MESSAGE

This year Pakistan Cables celebrates its 70 uncompromising decades as it turns 70 years old!

In 1953, our Company was created to help the nation building efforts thus it became the pioneer of wire and cables industry in Pakistan. Since then, through foreign affiliations and collaborations, product portfolio expansions, creation of jobs and commanding the largest dealer network in Pakistan, we have played a significant role in Pakistan's industrialization. More importantly, Pakistan Cables has won hearts of consumers both at home and abroad, across generations. I would like to acknowledge all our employees – former and current – as it is with their dedication and hard work Pakistan Cables has attained unmatched heights of success. We can be proud of these achievements and look forward to setting a higher benchmark for ourselves in the future, like a true icon.

**Mr. Kamal A. Chinoy**  
Executive Director



## CEO'S MESSAGE

Never has there been a more exciting time in our history than now, with purpose driven initiatives driving our business successes through an emphasis on growth and innovation. Launch of Pakistan's highest voltage (69KV) CCV line for MV cables is a significant milestone for us. It reflects 70 years of uncompromising dedication and setting Industry benchmarks. I am thrilled at the outcome and proud of our team,

who drove the project with a lot of hard work. As we mark seven uncompromising decades and reflect on the impact we have had, I foresee the next decade of Pakistan Cables to be fueled by our vision to:

**Ignite Possibilities. Transform Lives. Instill Pride.**

By enhancing customer value, introducing transformative sustainability platforms and operational excellence we will continue to deliver world class product quality and customer experiences.

I am proud to lead an organization that upholds its core values of **teamwork, agility, passion, innovation and transparency** in the way we do business. Since 1953, we have led the Industry with our unwavering commitment to protecting our customers' trust and safety. As a result, we created a brand that has touched lives, across generations.

**I look forward to advancing our mission together!**

**FAHD K. CHINOY**  
Chief Executive Officer

# MAIN FEATURE

## Pakistan Cables introduces 69 KV CCV Line - First Time in Pakistan

To ensure the highest quality and efficiency for Medium Voltage (MV) Cables, **Pakistan Cables** brings cutting edge German technology in the form of the **TROESTER® MV CCV** Line for the first time in Pakistan.

**Pakistan Cables** is also the first to introduce the highest voltage CCV line in Pakistan, by **introducing a 69 KV CCV line**.



## Now Order Pakistan Cables through Whatsapp

We are thrilled to announce an addition to our customer service that's sure to delight our valued customers and make their experience even more seamless. Our esteemed customers have the convenience of ordering their preferred wires and cables directly through WhatsApp!

We're excited about this innovative step forward in customer service, and we're confident that this addition will make ordering wires and cables much more easier for our customers. As always, our commitment to providing top-notch products and exceptional service remains unwavering.

Please spread the word about this exciting development, and don't hesitate to reach out if you have any questions or require more information at [brands@pakistancables.com](mailto:brands@pakistancables.com)



# JOURNEY OVER THE YEARS

**1984**



**First Cable Manufacturer in Pakistan** to have KEMA certified products in Pakistan

**1996**



**MV XLPE Cables**  
**Outokumpu Plant was setup** to manufacture high conductivity oxygen free copper rods

**1997**



**First Cable Manufacturer** to receive ISO 9001 certification in Pakistan

**2001**



**Introduced LV XLPE cables** fully type tested by KEMA, Holland for the first time in Pakistan

**2003**



**Commemorated 50th Anniversary**

**2006**



**Expanded Capacity** of the Outokumpu Plant

**2007**



**Established a Fully Automated PVC compounding plant**

**2008**



**Completed Upstream Expansion** by Inaugurating a new PVC Compounding Plant

**2009**



**A New Plant was Setup** for the manufacture of Automobile Cables

**2010**



**General Cable Corporation**, a fortune 500 company and a world leader in cable manufacturing made an investment to take its 25% equity stake in Pakistan Cables

**2011**



**Received ISO 14001:2004 Certification**  
**Received OHSAS 18001:2007 Certification**

**2013**



**Celebrated 60 brilliant years**

**2017**



**LV, MV, And Power Cables** received KEMA certification



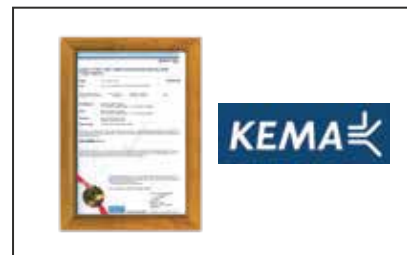
**Collaborated with CTC Global Inc.** to launch the first ever High Capacity, Low Sag (HCLS) Aluminum Conduction Composite Core (ACCC) in Pakistan

**2018**



**Celebrated 65 Years**

**2019**



**Received KEMA Gold Certification** for XLPE-LSZH power cables



**Pakistan's First E-Store** for wires and cables launched

**2020**



**Plantation at Pakistan's first Urban Forest** on an industrial estate commenced in Nooriabad

**2021**



**Over 40,000 trees** planted at the Pakistan Cables Urban Forest



**Inaugurated Coiling Operations** at the Nooriabad Factory, Sindh

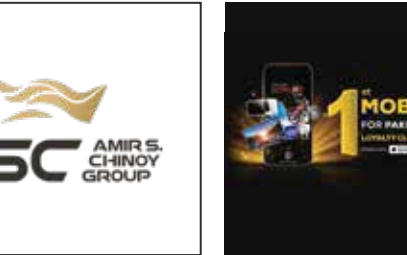


**Wiring Accessories Launched**

**2022**



**Among Pakistan's first 26 companies** to sign the Net Zero Emission commitment



**Amir Sultan Chinoy Group identity unveiled (ASC)**



**Launched Pakistan's First Loyalty Club App**, for electricians



**Flagship initiative launched** to promote women in STEM

## THE WORLD IN 1953

1953 Pakistan Cables is born.



Mr. Habib I. Rahimtoola, the honourable Governor Sindh, inaugurates the factory and declares it open.



Mr. Habib Ibrahim Rahimtoola, Governor Sindh and Mr. Amir S. Chinoy, Founder Chairman Pakistan Cables at a gathering together.

## 1953 in Pakistan

Muhammad Ali Bogra became the Prime Minister of Pakistan



## Elsewhere in the world



Dwight D. Eisenhower is sworn in as the 34th President of the United States.



Egypt declares itself a republic.



Greece, Turkey, and Yugoslavia sign the Balkan Pact.



Elizabeth II is crowned Queen of the United Kingdom and the other Commonwealth realms, at Westminster Abbey.



British Mount Everest expedition: Sir Edmund Hillary from New Zealand and Tenzing Norgay from Nepal become the first men to reach the summit of Mount Everest.



James Watson and Francis Crick of the University of Cambridge in England announce their discovery of the structure of the DNA molecule.



The UNIVAC 1103 is the first commercial computer to use random-access memory.



Elvis Presley makes his first recordings



71.1% of all television sets in the United States are tuned into I Love Lucy, to watch Lucy give birth to Little Ricky, which is more people than those who tune into Dwight Eisenhower's inauguration the next day. This record is never broken.



Crazy Man, Crazy, recorded by Bill Haley & His Comets, becomes the first rock and roll single to make the Billboard national American musical charts.

# TRIVIA QUIZ

## How well do you know Pakistan Cables?

1. When was Pakistan Cables established?

**A** 1950

**C** 1953

**B** 1947

**D** 1972

2. How many times has the company won the FPCCI export award?

**A** 04

**C** 06

**B** 07

**D** 09

3. When was Pakistan Cables registered at the Karachi Stock Exchange?

**A** 1955

**C** 1970

**B** 1965

**D** 1975

4. Name the initiative by Pakistan Cables to empower and promote STEM education.

**A** EMPOWERHER

**C** SHECONNECTS

**B** WOMENPOWER

**D** ASCEND

5. How many trees are planted at the Pakistan Cables Urban Forest?

**A** 40000+

**C** 50000+

**B** 30000+

**D** 45000+

**Note:** You can submit your answers at [brands@pakistancables.com](mailto:brands@pakistancables.com) by 15<sup>th</sup> October, 2023 and get a chance to win exciting prizes through lucky-draw.

## The Mental Wellness Toolkit:

Practice self-compassion, and spread kindness to boost your spirits.

1. Elevate your mood and reduce stress with physical activity – take a walk, climb stairs and feel the benefits!
2. Embrace a balanced and enjoyable approach to eating: savour nutritious foods, dine with friends, and seek support if needed."
3. Prioritise sleep quality and consistency: aim for recommended hours, maintain a regular sleep schedule, and wake up refreshed.
4. Unplug before bedtime: Screens off, mind relaxed – embrace better sleep for a refreshed tomorrow.
5. Relax with deep breaths: Inhale, exhale, find calmness within.
6. Nurture connections: Friends, family, pets, or a friendly hello – cherish meaningful relationships for a happier you.
7. Take gradual steps: Set achievable goals, pace yourself, and celebrate progress along the journey.



# IGNITE POSSIBILITIES.

## Pakistan Cables held webinar for students of GIKI university, Swabi



## ASCEND Module IV completed



## Pakistan Cables sponsored a dialogue on localization for growth in collaboration with K-Electric

Pakistan Cables sponsored the National Policy Dialogue on 'Localization for Growth conference', organized by K-Electric. Mr. Fahd K. Chinoiy, CEO of Pakistan Cables, actively participated in a panel discussion, demonstrating Pakistan Cables' commitment to industry growth and innovation.



# TRANSFORM LIVES.

## Pakistan Cables and STEAM Pakistan join hands for volunteering

The transformative program aims to equip government schools students on STEAM subjects. 300 students reached across 3 cities through employee volunteers, including some of the company's leadership.



## Pakistan Cables supports the Aga Khan Cultural Service - Pakistan (AKCS-P) internship programme

Pakistan Cables partners with Aga Khan Cultural Service - Pakistan (AKCS-P) internship programme have supported the heritage conservation efforts. The partnership aims to create internship opportunities for young graduates and students, offering them hands-on learning experiences at significant historical sites like Lahore Fort and Walled City.



## INSTIL PRIDE.

### Pakistan-Iraq Fair 2023

Pakistan Cables participated as exhibitors at the Pak-Iraq Fair for the second consecutive time, showcasing their premium quality products from Pakistan.





# ASC GROUP UPDATES

## ASC Group sponsored the 23<sup>rd</sup> MAP Convention held in Karachi

Amir S Chinoy Group sponsored the 23<sup>rd</sup> MAP Convention held in Karachi. **Mr. Fahad K. Chinoy, CEO Pakistan Cables Ltd.**, participated in a panel discussion on "Technology for New Competitive Edge" held during the convention.



## ASC Group celebrates International Women's day

ASC Group celebrated International Women's Day with speaker sessions for the female employees. We were honored to have Barrister Mashal Mohammad, Director Legal & Company Secretary GSK and Quincy Molope, CEO of Hello K Coach and Women Rights Activist South Africa as key speakers.



## Amir Sultan Chinoy Foundation (ASCF)-Dawn Relief completed rehabilitation of 90 homes in the flood impacted Bajara

The ASCF along with Dawn Relief completed crucial relief efforts in the Bajara Sindh impacted by the floods, 90 new homes built with sustainable material for flood affectees.



## ASC Group wins the Super Challengers' Premier League - Edition II

The ASC Group team stuned two-time champions, Rameen Fighters, with an impressive victory to secure the fourth position in the round game at Super Challengers Premier League - Edition I2



**T A P AT WORK**  
**I T**

**TEAMWORK**

I actively collaborate with team members to achieve goals and complete daily tasks. We engage in open communication and share ideas, suggestions, and relevant resources, fostering a supportive and connected working environment.

**Nazia Bashir**  
Asst. Manager Sales  
(Lahore - Regional Office)



**AGILITY**

Production planning lives "Agility" as a core value demonstrating flexibility throughout the process through close coordination across various functions. Our business requires rapid adaptation due to changing market trends and customer demand. Being the central area for coordination, we always try to bridge the gaps keeping in view customer demands and manufacturing schedule.

**Muhammad Azeem Qureshi**  
Sr. Deputy Manager Supply Chain  
(Karachi - SITE Factory)



**PASSION**

I am deeply passionate about optimizing organizational efficiency and maximizing employee satisfaction. I believe in aligning business operations with comprehensive reward strategies to empower teams and foster a culture of excellence and success.

**Imran Khan**  
Deputy Manager HR  
(Karachi - Head Office)



**INNOVATION**

Innovation in the workplace makes for a more creative, dynamic, collaborative, and ultimately successful team.

**Aimen Agha**  
Executive Export Sales  
(Karachi - Head Office)



**TRANSPARENCY**

Transparency is ingrained in our culture from top to bottom. We are trusted not to compromise by practising honesty and openness in everything we do.

**Syed Muhammad Hasan**  
Senior Manager Internal Audit  
(Karachi - SITE Factory)





## 1 MINUTE WITH

### Tell us a bit about yourself and your work?

I am currently managing our company's business portfolio in the North region, primarily leading the Project Sales team. I started my career from scratch here and feel privileged to have worked in various segments, including trade, projects, and utilities in the North and Central II regions. I feel blessed and thankful to the management, where employees are empowered with trust and given fair opportunities for learning and career advancement. I believe that every single day unfolds various opportunities for us; it's up to us how we capitalize on them.

### How did you get into Sales? Was there a defining point in your career, and if so, how did it shape you as a Sales specialist?

I joined the Pindi Sales team in a support role, but soon, keeping in view of my passion for Sales, I was initially assigned a few customers' portfolios, and later, I was moved into Sales. I have never considered myself as a specialist. I am a learner, always ready to learn pretty much anything.

### What are you currently reading?

Jinnah of Pakistan by 'Stanley Wolpert'

### If, in some Freaky Friday-like situation, you could live the life of another career professional, for a day, who would it be, and why?

In that case, maybe I would opt to be an economist because under the current economic situation, poor people and the middle and lower class are impacted severely. I would revamp the economy of my country to make it a welfare state for the common man.

### How do you stay motivated?

I love what I do and am willing to do what it takes to do my best. I keep celebrating small successes while staying focused on the big picture. This helps me stay motivated most of the time.

### How would you define success? Do you think you've found it yet?

Parameters of success usually vary from person to person. In my opinion, success is 'inner satisfaction,' which is a continuous journey of self-accomplishment. It can be achieved by giving one's best in all aspects of life, whether it is office, family, or social aspect.

### In your opinion, what are the essential qualities or skills required to be an effective sales manager?

In my opinion, it's all about the attitude which can drive you through any role. Generally, an effective Sales Manager should be devoted to leading by example, motivating, creating positivity, and constantly coaching his team towards the achievement of organizational goals.



**Fuzail Ahmed**  
Regional Sales Head - North

***"I love what I do and am willing to do what it takes to do my best. I keep celebrating small successes while staying focused on the big picture. This helps me stay motivated most of the time"***



## MINUTE WITH

### Tell us a bit about yourself and your work?

I am a Quality Control professional, working in the manufacturing industry for over 12 years. I completed my schooling and Engineering and Master's degree in Karachi. I joined the company in 2013 and am currently heading the QC-FG department.

### Describe your typical routine at work.

My core responsibilities include heading the electrical testing of Finished Goods and handling customer complaints. Additionally, I lead the QA/QC activities of the Nooriabad facility, which involves overseeing the design, construction, installation, and commissioning of new testing equipment and labs.

### How do you spend your spare time? Do you have any hobbies?

I am adventurous in nature and enjoy exploring new places. I have a deep love for nature and find solace in spending time in lush green hilly areas.

### What would you say is the most rewarding aspect of your job?

The most rewarding aspect is customer satisfaction and their recognition of the quality product we are producing. For me, it is like passing an exam with flying colors.

### If, in some Freaky Friday-like situation, you could live the life of another career professional, for a day, who would it be, and why?

A philanthropist, I think your greatest joy and satisfaction in life is seeing other people happy because of you.

We all can achieve this by helping people morally, emotionally, financially, and, last but not least, by imparting our knowledge to others and helping them achieve their goals.

### What is your favorite song these days?

I am not fond of music and only listen during traveling. These days, my favorite song is 'Unstoppable' by Sia – an old but beautiful song.

### How do you stay motivated?

By reading success stories, you learn about the hardships successful people faced in their lives, and each one of us faces similar challenges. The difference that makes them successful is their ability to deal with these challenges with enthusiasm, patience, self-confidence, perseverance, and a **CAN-DO** attitude. I recommend reading the best success story of our beloved Prophet Muhammad (P.B.U.H).

### How do you handle stress while working in a fast-paced environment?

Through worship, positive thinking, avoiding negativity, and defining the priorities in my life.



**Zia Wahid**  
Senior Deputy Manager - Quality Control

***"I think your greatest joy and satisfaction in life is seeing other people happy because of you"***

# TRAINING SESSIONS



**Anti Harassment Training Sessions**  
Feb 2023



**OPM Overview in House Training** Mar 2023



**WIBCON- PSTD**  
Mar 2023



**Extrusion - In House Training**  
Mar - 2023



**Impactful Business Communication**  
Jun - 2023



**Introduced Digitalized Performance Management System** Jun - 2023



**Bearing Root Cause Damage Analysis Training** Jun 2023

# NEW TO THE GRID



**Mr Abdul Razzaq**  
QC Officer



**Mr Abdul Samad**  
Executive CCV Production



**Mr Adil**  
Deputy Manager Maintenance



**Ms Aimen Agha**  
Executive Export Sales



**Mr Ameer Zaman**  
Executive CCV Production



**Mr Atif Ali Sheikh**  
Assistant Manager Procurement



**Mr Hussain**  
Assistant Manager Procurement



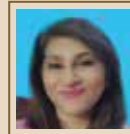
**Ms Maheen Shahid**  
Assistant Manager QC



**Ms Maira Mir**  
Senior Officer GCF B Production



**Ms Maryam Ajmal Siddiqui**  
Senior Executive Procurement



**Ms Mehnaz Akhter**  
Receptionist



**Mr Muhammad Adil**  
Senior Deputy Manager Engineering



**Mr Muhammad Ahsan Tariq**  
Executive PCF Production



**Mr Muhammad EbadUllah Ghori**  
Executive Production



**Mr Muhammad Faisal**  
Senior Executive PCF production



**Mr Muhammad Farazurrehman**  
Deputy Manager Company Medical Officer



**Mr Muhammad Jahangir**  
Officer Maintenance



**Mr Muhammad Javed**  
Executive Automotive Business unit



**Mr Muhammad Sarim**  
QC Officer



**Mr Riaz Hussain Ladha**  
Manager Procurement



**Ms Samina Abdullah**  
Officer Logistics



**Ms Saniya Parveen**  
Assistant Manager Internal Audit



**Syed Asad Hussain Zaidi**  
Head of IT



**Syed Muhammad Jamal Murtaza**  
Executive Engineering



**Mr Touheed Alam**  
Senior Executive Metal Rod Plant



**Ms Umaima Naseem**  
GCF A Production



**Mr Umair Samad**  
Deputy Manager Material Planning



**Mr Waqas Ahmed Jaffri**  
Deputy Manager Warehouse



**Mr Zain Mohiuddin**  
Executive Export Sales

# LOYALTY CLUB

## لائٹنی کلب میں صحت تکافل کا انعقاد

پاکستان کیبلز نے حال ہی میں اپنے لائٹنی کلب ممبران کیلئے جوہلی، ہیلتھ تکافل کی سہولت متعارف کروائی جس کو ممبران کی طرف سے بھرپور پذیرائی ملی۔

اس سہولت کی جانکاری دینے کیلئے سوشل میڈیا پر موجود لائٹنی کلب فیس بک پیج کے ساتھ، ساتھ 26 شہروں میں بی ٹی ایل ایکٹویشن کی گئی اور ڈیلرز کی دکانوں پر پوسٹرز اور بنسٹنگز لگائی گئیں۔



**RAWALPINDI**



**PESHAWAR**



**JHANG**



**OKARA**



**MULTAN**



**SUKKUR**



**ISLAMABAD**



**LALAMUSA**



**LAHORE**



**FAISLABAD**



**GUJRANWALA**

## ڈائریکٹر کا پیغام

اس سال، پاکستان کیبلز 70 برس کا ہو گیا ہے اور اپنی 7 فیصد مصلحت پسندانہ دہائیوں کا جشن منا رہا ہے!



سنہ 1953ء میں، ہماری کہنی قوم کی تعمیر کو ششوں میں مدد فراہم کرنے کی غرض سے تشکیل دی گئی تھی۔ اس طرح یہ پاکستان میں وائر اور کیبلز کا نمبر 1 کیبل برانڈ بن گیا۔ اس کے بعد سے اب تک، نیرنگی اور لوہے کے ساتھ اہلیق اور تعاون، پروڈکٹ کے پورٹ فولیو میں توسیع، ملازمتوں کے مواقع پیدا کرنے اور پاکستان میں ڈیلرز کے سب سے بڑے نیٹ ورک کی کمان کے ذریعے، ہم نے پاکستان وائر اور کیبلز کی صنعت سازی میں اہم کردار ادا کیا ہے۔

سب سے زیادہ اہم بات یہ ہے کہ پاکستان کیبلز نے اندرون و بیرون ملک صارفین کی کئی نسلوں کے دل جیتے ہیں۔ ہمیں اپنے تمام سابق اور موجودہ ملازمین کا شکریہ ادا کرنا چاہوں گا کیوں کہ ان کی محنت و لگن سے ہی پاکستان کیبلز نے کامیابی کی بے مثال بلندیوں کو چھوا ہے۔ ہم ان کامیابیوں پر فخر کر سکتے ہیں اور مستقبل میں اپنے لیے اور اونچے بیج مارکس سٹ کر کے ایک سچے اور حقیقی لیڈر ہونے کا ثبوت دیں گے۔

کمال اے چنائے  
ایگزیکٹو ڈائریکٹر



## چیئر مین کا پیغام

موجودہ مشکل معاشی حالات میں ہم نے اپنے 70 برس مکمل کر لیے ہیں، جس کیلئے میں اُن تمام افراد کا شکریہ ادا کرنا چاہوں گا جنہوں نے پاکستان کیبلز کو صنعتی قوت بنانے اور دوسرے اداروں کیلئے مشعل راہ بنانے کیلئے اپنا کردار ادا کیا۔ فیکٹری میں لگن سے کام کرنے والے محنتی ورکرز، قابل فخر ملازمین، مخلص ڈیلرز اور ڈسٹری بیوٹرز، بورڈ کے سابق اور موجودہ ارکان کی جانب سے میں آپ سب کی شاندار خدمات کے لیے، آپ کا بے حد شکر گزار ہوں۔ میں، پُر امید ہوں کہ آپ تمام رکاوٹوں کا مقابلہ کرتے ہوئے اپنی محنت اور ہمت سے آنے والے سال کو بہترین سال بنائیں گے۔ معیار پر سمجھوتہ نہ کرنا گزشتہ سات دہائیوں میں ہمیشہ ہماری پہچان رہی ہے اور آئندہ بھی آپ مشکل وقت پر قابو پانے کی توقعات پر پورا اتریں گے۔

مصطفیٰ اے۔ چنائے  
چیئر مین

## سی ای او کا پیغام

پاکستان کیبلز کی تاریخ میں، اس سے پہلے اور اس قدر زیادہ دلولہ آئیز وقت کبھی نہیں آیا جب ہم باہم اعتماد اور اہلیق کے ذریعے، اپنی کاروباری کامیابیوں میں اضافہ کر رہے ہیں اور ساتھ ہی ترقی اور جدت پر بھی زور دے رہے ہیں۔ ہمارے لیے اہم وی کیبلز بنانے کے لیے پاکستان کی سب سے زیادہ دو بیج (CCV @PKV) لائن کا آغاز ایک اہم سنگ میل ہے۔ یہ ہماری 70 سال کی نوکیر و ماہر پالیسی کی عکاسی کرتا ہے۔ مجھے اپنی ٹیم پر فخر ہے، جس نے بہت محنت کے ساتھ اس پروجیکٹ کو آگے بڑھایا۔ ایک ایسے وقت میں، جب ملکی معیشت اور صنعت پر اپنے مثبت کیے ہوئے اثرات کا جائزہ لے رہے ہیں، مجھے یقین ہے کہ اگلی دہائی بھی پاکستان کیبلز کے ویژن کے ماتحت ایک بہترین



صدی ثابت ہوگی۔

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مجھے ایک ادارے کی قیادت کرنے پر فخر ہے جو اپنے کاروباری طریقوں میں ٹیم ورک، مستعدی، جذبے، جدت اور شفافیت جیسی بنیادی اقدار کو برقرار رکھتا ہے۔ ہم نے اپنے سٹریٹجی کے امتداد اور سلامتی کو یقینی بنانے کے لیے، غیر متزلزل عزم کے ساتھ، صنعت کی قیادت کی ہے اور اس کے نتیجے میں، ایک نئے برانڈ پیش کیا ہے۔

مجھے امید ہے کہ ہم اپنے مشن کو مل جل کر آگے بڑھاتے رہیں گے!

فہد کے۔ چنائے  
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