

## FIRST WORD

Dear Readers,

I have lots of good news to share about all that Pakistan Cables has been doing during the second half of the financial year (Jan-Jun), particularly as we closed the FY 2022 on 30 June and all the hard work and determination demonstrated by everyone in the Company paid off with fantastic results.

We launched Pakistan's first and largest **Loyalty Club mobile app** for electricians, a major step in connecting with the valued electrician community in Pakistan and providing them a seamless experience when interacting with Pakistan Cables. Our new product launch, **Wiring Accessories** continues to make inroads in new markets based on world class quality, superior functionality and stylish aesthetics.

**ASCEND**, the Company's flagship initiative, successfully completed its first year. Female electrical engineering students directly benefit from this collaboration between NED University and Pakistan Cables. The Marketing, Operations and HR teams manage ASCEND with passion, agility and teamwork, quite literally living our company values through it! Another great example that brought us closer to our vision in action, was the **1<sup>st</sup> Pakistan Cables Children's Art Contest 2022**, held in March. I would like to personally thank everyone for their contributions. I hope the experience has been as heartwarming for our young contestants as it was for us to collectively connect with a purpose.

We also unveiled the **Amir S. Chinoy (ASC) Group identity**, which includes Pakistan Cables and our sister companies, International Industries Ltd. and International Steel Ltd. The ASC Group was active over the period, sponsoring the annual Management Association of Pakistan Convention and exhibiting at an international exhibition in Doha, Qatar. I am convinced that our heritage and values is what makes the ASC Group a trusted industry leader. We will continue to explore opportunities collectively to learn from each other and contribute towards development of the engineering sector in Pakistan.

Our teams' persistent efforts to develop a market segment for ACCC<sup>®</sup> conductors resulted in another breakthrough. Installation of ACCC<sup>®</sup> conductors at Kot Addu was completed in December. Our third successful installation in Pakistan, ACCC<sup>®</sup> conductors are the solution to the growing energy challenges. It is only a matter of time that the relevant authorities will respond to a growing need for adopting energy efficient and carbon free practices, which are offered by ACCC<sup>®</sup>.

All in all, it's been a super busy second half of the year and we are wrapping up the year with a lot of gratitude, learning, sharing and a new found zeal for our mission to grow during 2022-23. As I look ahead, I am confident that we will continue to earn the commitment from our customers. I look forward to journeying with you into 2022-23 and beyond.



**FAHD K. CHINYOY**  
Chief Executive Officer

## COVER STORY

### Launch of Loyalty Club Mobile App

In May 2022, Pakistan Cables successfully created another gateway for its valued Loyalty Club members by launching the Loyalty Club Mobile Application. The LC mobile app offers easy-to-use facilities of submission, redemption, balance updates, dealer locator, product verification and so on. It is an additional channel that helps the Pakistan Cables Loyalty Club be more accessible by its valued members.



Furthermore, news and updates enable members to stay connected with Pakistan Cables and share feedback through the interactive chatbot tool. Launch events conducted in the cities of Multan and Peshawar till June. Loyalty Club members have appreciated the platform and rate it as a user friendly application which will help them submit and redeem points seamlessly.



# MAIN FEATURE

## 1<sup>st</sup> Pakistan Cables Children's Art Contest

To commemorate the International Day of Forests, a children's art contest was organized by Pakistan Cables Limited for its employees' children. The contest invited entries from contestants in two categories that included Why Forests are Important? (6-11 years old) and Forests for sustainable production and

consumption (12-14 years old). Renowned artists, Ms. Durriya Kazi and Ms. Bina Ali were the judges for the contest.

All winners of the contest were awarded prizes at a colorful ceremony organized at the Pakistan Cables Urban Forest. Speaking on

the occasion, the judges encouraged young artists to continue expressing themselves through art with thought provoking creations. The judges appreciated Pakistan Cables for taking the initiative and promoting advocacy among children on environmental conservation.

### CATEGORY 01

**1st Prize:**

Syed Murtaza Hasan  
s/o Syed Muhammad Hasan (KHI)

**2nd Prize:**

Syeda Zehra Hasan  
d/o Syed Muhammad Hasan (KHI)

**3rd Prize:**

Aroush Akhtar  
d/o Fahim Akhtar (KHI)

**Special Mention Appreciation:**

Mohammad Taha  
s/o M. Qasim Khan (LHR)



### CATEGORY 02

**1st Prize:**

Momina Salman  
d/o Rao Salman (KHI)

**2nd Prize:**

Syed Mustafa Hasan  
s/o Syed Muhammad Hasan (KHI)

**3rd Prize:**

Anjiya Mehboob  
d/o Rehana Mehboob (KHI)

**Special Mention Appreciation:**

Warda Naeem  
d/o Naeem Akhtar (KHI)

## ASCEND - The Power to Rise!

We are pleased to announce the successful completion of the module II of Ascend - a cooperative education program offered in collaboration with NED University that offers internship and scholarship opportunities to Pakistan's future female engineers.



## Choose ACCC® Conductors for a Carbon Free World

### ACCC® CONDUCTORS REDUCE LINE LOSSES FOR A BRIGHTER TOMORROW

78% Increase In Capacity of MEPCO's 132kV transmission line from KAPCO to Kot Addu through ACCC® Drake Conductors  
Locally Manufactured by Pakistan Cables.



Pakistan Cables has supported Multan Electric Power Company (MEPCO) to invest in new technology and upgrade its distribution system by successfully installing ACCC® conductor, a product that has increased the capacity of the transmission line by 78% and has resulted in a substantial reduction in line losses. This installation took place to upgrade the 132 kV double circuit transmission line from KAPCO to Kot Addu Grid station.

With the installation of Pakistan Cables ACCC® Conductor, the company has three successful installations across Pakistan.

# NEWS BITES



**Train the Values Trainers**  
1<sup>st</sup> & 2<sup>nd</sup> Feb, 2022



**Gender Sensitization Training**  
"Above & Beyond",  
15<sup>th</sup> March, 2022

## World Environment Day Webinar

An online panel discussion was held to commemorate World Environment Day on June 5<sup>th</sup> for its employees. The discussion aimed to spread a message about reduction of carbon footprint and cultivating sustainable practices.

### Panelists

Tofiq Pasha Moraj, Environmentalist  
Fatima Khan, Coordinator - WWF

Anusha Qureshi, Co - Founder Trashit  
Ahmad Shabbar, Co - Founder GarbageCan



## #TRANSFORM LIVES

### Donation Activity to Panah Welfare Shelter Home



Pakistan Cables conducted a staff donation drive, collecting toys, books and clothes for the children at Panah Shelter Home ahead of Eid-ul-Fitr. The team at Panah expressed its gratitude towards the employees for their generous gift donations.

### Sponsored The Inclusion Academy, a project of NOWPDP

Pakistan Cables sponsored the Inclusion Academy, for the second year. A project of NOWPDP, an NGO working for differently abled, the inclusion academy provides free education to differently abled Children from underprivileged communities.



### Distribution drive of LifeStraw® community coolers conducted with HELP Balochistan



### Supported publishing of 400 braille books by Pakistan Association of the Blind

# NEWS BITES

## Pakistan Cables participates in OICCI's 1<sup>st</sup> Pakistan Climate Conference 2022

As a proud partner of the 1<sup>st</sup> Pakistan Climate Conference 2022, Fahd K. Chinoy CEO Pakistan Cables shared how the business is leading sustainability practices in the industry with initiatives for a carbon free world.



## Pakistan Cables participated in panel discussion hosted by SIEMENS

Mr. Fahd K. Chinoy, CEO Pakistan Cables Ltd, participated in a panel discussion on "Impact of Digitalization on Power System Reliability & Efficiency" hosted by Siemens Pakistan.



## UNDP-IBA Urban Resilience Project: Pakistan Cables supports a library for children in Azam Basti



## Ummrah Ballot held for Factory Workers

Four Umrah winners selected through balloting in a gathering at the factory.



## Awards for Urban Forest initiative 9<sup>th</sup> FPCCI Achievement Award 2022

Pakistan Cables Urban Forest was awarded the 9<sup>th</sup> FPCCI Achievement Award 2022 at a colorful ceremony held in Karachi. Organized by the Federation of Pakistan Chambers of Commerce and Industries annually, the award was conferred by the Honorable President of Islamic Republic of Pakistan, Dr. Arif Alvi to Mr. Waqas Mahmood, Chief Financial Officer Pakistan Cables Ltd. present on the occasion.

## 14<sup>th</sup> Corporate Social Responsibility Award 2022

Pakistan Cables Urban Forest was awarded the 14<sup>th</sup> Corporate Social Responsibility Award 2022 at the 14<sup>th</sup> International CSR Summit 2022 organized by the National Forum for Environment and Health (NFEH) at a ceremony held in Islamabad. Mr. Farrukh Habib, Minister of State for Information and Broadcasting conferred the award to Mr. Arshad Shafiq, Director Operations at the ceremony.



# EXHIBITIONS

Pakistan Cables represented in local and international exhibitions

## Engineering & Healthcare Show



## Iraq Expo



## ASC Group represented at Project Qatar, Doha



# NEW TO THE GRID



**Aazib Ahmed Ansari**  
Senior Officer Business Development



**Arsalan Alam**  
Production Executive



**Aadil Riaz**  
Director HR, ER/IR & Administration



**Faraz Mustafa**  
Senior Manager Engineering



**Hira Hassan**  
Assistant Manager Quality Control



**Humair Jamil**  
Business Development Executive



**Hassan Javed**  
Projects Executive



**Irfan Ahmed**  
Assistant Manager Production



**Mohsin Jawed Lodhi**  
Senior Manager Projects



**Muhammad Navaid**  
Assistant Manager Projects



**Muhammad Uzair Moosa**  
Maintenance Officer



**Muhammad Saud Akhter Usmani**  
Deputy Manager Projects



**Moeed Malik**  
Senior Officer Warehouse



**Muhammad Talha Mukhtar**  
Senior Officer Quality Control



**Mudassar Riaz**  
Sales Coordinator



**Muhammad Awais**  
Assistant Manager Projects



**Mohamad Saad**  
Assistant Manager Warehouse



**Raheel Hussain Samdani**  
Senior Officer Quality Control



**Rahil Siddqui**  
Assistant Manager Warehouse



**Rija Farooqui**  
Human Resource Executive



**Sidra Mansoori**  
Assistant Manager Procurement



**Uzma Hussain**  
Senior Officer Import

# ASC GROUP

## ASC Group companies visit Pakistan Cables Urban Forest, Nooriabad



## ASC Group cricket team represented at the ‘LAST MAN STANDS’ Cricket tournament

The Amir S. Chinoy Group cricket team participated in the first ever Last Man Stands cricket tournament being held in Karachi. Employees of the member companies of the ASC Group that include International Industries Ltd, Pakistan Cables Ltd. and International Steel Ltd., have proudly represented the ASC Group in the tournament. A quick paced cricket format, Last Man Stands (LMS), is a global amateur cricket league initiative, the game format has a duration of 2 hours with 8-a-side players in T20. LMS encourages countries to start locally and go globally by participating in tournaments where they can compete with teams internationally.



## ASC Group sponsors the MAP Convention

Member companies of the Amir S. Chinoy Group sponsored the 22<sup>nd</sup> MAP Convention organized by the Management Association of Pakistan (MAP) held recently. As gold sponsors of the convention, the ASC group unveiled its logo and accomplishments with a stall, set up to acquaint visitors with its rich history.

Senior leadership of the member companies, which include International Industries Ltd., Pakistan Cables Ltd., and International Steels Ltd., also attended the convention.

Mr. Fahd K. Chinoy Chief Executive Officer, Pakistan Cables Ltd. also participated in a panel discussion on Environment, Social and Governance (ESG) during the convention. He highlighted the groups benchmark practices on ESG such as the Pakistan Cables Urban Forest, which is its most recent accomplishment.



## ASC Group Companies celebrated International Women’s Day

ASC Group companies celebrated International Women’s Day with speaker sessions on Women Empowerment and Breaking the Bias for the female employees. The motivational speakers at the event were Lubaba Afzal, Xenab Ansari, Ramsha Ali and Haya Faisal.



# NEWS BITES



## پاکستان کیبلز لائٹلی کلب ممبرز کے لیے ٹیکنیکل ٹریننگ

ہر فائونڈیشن کے تعاون سے پاکستان لائٹلی کلب ممبرز کے لیے کراچی اور لاہور میں دو روزہ ٹیکنیکل ٹریننگ کا انعقاد کیا گیا ہے۔



## پاکستان کیبلز لائٹلی کلب ممبرز کے لیے اسکالر شپ پروگرام

نون اکیڈمی کے اشتراک سے ہمارے لائٹلی کلب ممبرز کے بچوں کے لیے میٹرک اور انٹر میڈیٹ (تیس، دسویں، گیارہویں اور بارہویں) کے تعلیمی وظائف (اسکالرشپس) متعارف کرواتے ہیں۔ پہلے مرحلے میں 100 طلبہ کو اسکالرشپس دی گئیں ہیں۔ علیحدہ آفیشل اور فائبر ایڈ ان خوش نصیب طلبہ میں شامل ہیں جنہوں نے اس اسکالرشپ سے فائدہ اٹھایا ہے اور وہ اس پروگرام سے بہت خوش ہیں کہ ان کے تعلیمی اخراجات ان وظائف کے ذریعے پورے کیے جائیں گے۔



FATIMA AYAZ

### PART OF COVER STORY

## لائٹلی کلب ایپ کی تعارفی تقریبات



## پاکستان کیبلز شاپ بورڈز کی تنصیب

## وائرننگ اسیسٹنٹس شاپ بورڈز اور سیپیل بورڈز



