

FIRST WORD

2022 has taught us a few tough lessons as Pakistan braced for economic uncertainty. We are all witness to the impact of the floods that hit Pakistan during Aug-Sep 2022. Estimated needs for rehabilitation and reconstruction in a sustainable way are at least \$16.3 billion. Our company, remained steadfast in its approach – focusing on business continuity and remaining ever supportive of its valued customer's changing needs.

As always, 2022 was a busy year for all of us. The **Annual Employee Gatherings 2022** was celebrated during September in recognition of the superb team performance demonstrated during the previous FY 2022. During 2022, Pakistan's first and largest wires and cables: PCL E-Store, also marked its **3rd anniversary** by expanding its footprint in 650 cities. Another success was the launch of our first-ever **loyalty club app** for Pakistan's largest Loyalty Club for electricians. As we continued to #ignite possibilities for our users, we also lived up to our vision and contributed to transforming lives. **Donations** towards relief efforts were made to different NGOs on behalf of company employees and Board of Directors, that were fully matched by the company. To all those who contributed to flood relief donation appeal – we thank you! In December, an annual **Safety Day** was flawlessly executed at our SITE factory. We spent a day engaging in lots of fun activities with great lessons on safety.

New year, new goals and of course new newsletter - - comes with introduction of 2 new sections. **"One Minute With..."** is a section that features the lighter side of colleagues at work. Another new section is, **"TAPIT"** – featuring views from the corridors on how we are living the company values every day at work. If you wish to be featured or want to see someone featured in any of the new sections, write to us at: brands@pakistancables.com

There are more updates in the latest edition of Newswire so we will leave you to read on. We wish you and your family a prosperous and happy new year.

Mariam Durrani
Editor in Chief

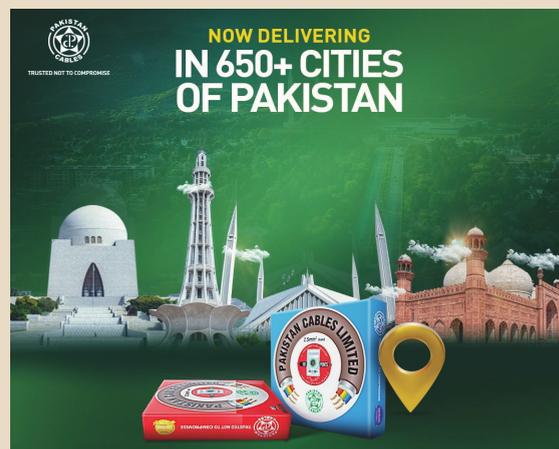
COVER STORY

E-store celebrates its 3rd anniversary with delivery in 650+ cities

The Pakistan Cables e-store marked its 3rd anniversary during Q2, 2023 as part of which geographic footprint of the e-store has increased to 650 cities and towns across Pakistan. The commemorative communication campaign announcing e-store's expansion and 3rd anniversary was executed via digital and social media channels.



The Pakistan Cables e-store's geographic expansion has resulted in fortifying the platform as the first and the largest in the industry. All communication was channelled through digital media only which included: PCL social media pages, Loyalty Club Facebook page, WhatsApp and the Loyalty Club Mobile App.



Know more about Pakistan Cables:

-  /pakistancables
-  /pakistancablesofficial/
-  /pakistan_cables
-  /company/pakistan-cables-limited

MAIN FEATURE

Pakistan Cables Annual Get-together

Pakistan Cables celebrated a successful closing of FY2022 with all employees across the regions by organizing vibrant “Annual Employee Gatherings” held in Karachi and Lahore. Employees attended the gatherings with their spouses making it a memorable affair. 65 employees were recognized for their long service to the company and awarded the prestigious Long Service Awards. Employees who served over 10 years within the company were recognized for their commitment. Karachi and Lahore events were hosted by **Director HR, Adil Raza** and **Business Unit Head, APB, Amjad Wajab** including standup comedian **Kashif Khan** in Karachi. Lucky draws for the employees were also conducted.



Annual Safety Day observed at SITE factory

To commemorate Annual Safety Day, on 20th December learning with fun activities were conducted at factory to promote a safety culture across Pakistan Cables. Some of the activities conducted included **Puzzle Games + Shift the Balloon, Fire Fighting, First Aid Awareness, Safety Talk + Ball in a Glass and Hazard Hunt**.



14th August Celebration 2022

Pakistan's 75th Independence Day celebrations held across all factories and offices nationwide.



#IGNITEPOSSIBILITIES

Pakistan Cables represented in local and international exhibitions

IAPEX, Karachi



IEEEP, Karachi



3rd Pakistan Africa Trade Development Conference, South Africa



Pakistan Cables participated in 21st Triennial Conference 2022 conducted by AAMO

The AAMO - Asian Association of Management Organizations hosted the 21st Triennial Conference 2022 'Asia in transition: Regional cooperation in a changing world recently' online. As part of a panel discussion, Mr. Fahd K. Chinoy CEO Pakistan Cables Ltd. shared his views on "Crisis after crisis: Coordinating resilience alongside" during the conference.



Pakistan Cables Webinar Series



Webinars were organized for the students of **BEUT | Balochistan University of Engineering and Technology Khuzdar** & **UET | University of Engineering and Technology Lahore** on "Increasing Building Safety with LSZH (Low Smoke Zero Halogen) cables". The sessions were conducted by Rao Salman (Director Sales), Salman Tahir (HOS - Project) and Faisal Khan (Manager Sales - Projects). Students and faculty continue to appreciate efforts undertaken by the company to share knowledge as industry pioneers.

Certificate distribution among factory workers



Appreciation Certificate distribution ceremony was held for factory workers with special lunch and dinner arrangements in the month of July.



Appreciation certificate distribution ceremony was held for Aluminium Profile Business (APB) workers with special lunch arrangements in the month of July.

Pakistan Cables Sponsored the seminar held to celebrate the success of Pakistan Pavilion at Dubai Expo 2020.



#TRANSFORMLIVES

Ascend Module III

ASCEND – the flagship initiative of Pakistan Cables successfully completed Module III. Our ASCEND ambassadors continue to learn and grow through the initiative as all key functions lend their support and drive the platform.



VOLUNTEERS ACTIVITIES

Pakistan Cables volunteers visit Daycare at Panah Shelter Home

The company's employee volunteers along with the CEO, **Mr. Fahd Chinoy**, visited Panah Shelter for the inaugural of a day care set up for the resident children. Pakistan Cables has created a cheerful space at Panah Foundation that will continue to be a source of peace and joy for its residents.



Pakistan Cables volunteers visit ChildLife foundation ER rooms

Pakistan Cables marked the nation's **75th Independence Day** with the ChildLife Foundation by conducting a volunteer activity at the Sindh Government Hospital Korangi-5. Volunteers from the company distributed gifts and spent time with the children admitted at the ER for treatment.



Pakistan Cables volunteers plant trees at the Clifton Urban Forest

Pakistan Cables employee volunteers visited the Clifton Urban Forest in Karachi for a plantation drive, supporting the company's commitment to environmental conservation. The company pledged 2,000 trees to the forest, which is spread across 250 acres in Clifton, Karachi.



Pakistan Cables participates in the UNDP-IBA Urban Resilience Conference 2022

Due to the lack of provision of essential infrastructure and municipal facilities in Pakistan, the cities of Pakistan are unable to reach their full social and economic potential. To address the issue and to highlight the initiatives being taken to rectify the issue, a panel discussion at Urban Resilience Conference 2022 on Sustainable Urban Planning: Improving the quality of cities was conducted at IBA.

Mr. Kamal A. Chinoy participated in the panel discussion showcasing the Pakistan Cables Urban Forest and stressing on the need for communities to invest in greening Pakistan. Panel members also included Tony Hulton, Darío García de Viedma, Dr. Noman Ahmed and Tariq Mehmood who shared initiatives geared towards improving Urban Planning.



UNDP delegation visits the Pakistan Cables Urban Forest at Nooriabad

A UNDP delegation headed by Knut Ostby, Resident Representative, UNDP Pakistan and Francisco Santos-Jara Padron, Recovery Solutions Advisor/ Human Mobility Team Leader, RBAP Bangkok visited Pakistan Cables Urban Forest and participated in the tree plantation activity.



400 Braille Books were donated to the Pakistan Association of Blind (PBA)

#INSTILPRIDE

Winners of the 16th Consumers' Choice Awards 2022

Pakistan Cables won the Icon Award at the 16th **Consumer Choice Award 2022 Ceremony** organized by the Consumer Association of Pakistan. Former CEO, Trade and Development Authority of Pakistan (TDAP), S.M. Muneer presented the award to Ms. Sehrish Shah, Snr. Dy. Manager Marketing, Pakistan Cables Ltd. in presence of the Minister of Labour and Human Resources Sindh, Mr. Saeed Ghani. This was the company's **third consecutive win** of the Icon Award.



Winners of the 37th MAP's Corporate Excellence Award 2022

Pakistan Cables won the prestigious 37th **Corporate Excellence Award 2022** in the Cables and Electrical Goods category organized by the Management Association of Pakistan's (MAP) in a ceremony held at a local hotel in Karachi. **Mr. Rao Salman, Director Sales Pakistan Cables Ltd.** was presented the award by **Mr. Miftah Ismail, former Finance Minister Pakistan**, the Chief Guest at the ceremony. The Corporate Excellence Awards was instituted by MAP in 1982 to recognize and honour companies in Pakistan that demonstrate outstanding performance, progress and enlightened management practices consistently.



This is the **first time all three group member companies** of the Amir S. Chinoy Group won the award in their respective categories.

Winners of the 45th FPCCI Export Award

Pakistan Cables won the 45th **FPCCI Merit Export Award** organized by the FPCCI at a ceremony held in Islamabad. The Chief Guest at the occasion was the honourable **President of Pakistan, Dr. Arif Alvi**, who conferred the award to Mr. Mohammad Mohsin, Deputy Manager Exports, Pakistan Cables Limited. This is the **sixth consecutive win for the Company** in the exports category.



Pakistan Cables recognized by the Large Taxpayers Office (LTO)

Pakistan Cables was recognized by the Large Taxpayers Office (LTO), Karachi for its contribution to the national exchequer.

HR TRAINING SESSIONS



Anti Harassment Training Sessions- Conducted by Aadir Riaz (Director HR) Jul - Dec 2022



Strike a Balance Training Session - Conducted by Rubina Jamal - External Trainer- Nov, 2022

NEW TO THE GRID



Abdul Waheed
Executive Quality Control



Adeel Ahmed
Executive CCV Line Operator



Aijaz Ahmed
Executive CCV Line Operator



Ali Rehman
Senior Deputy Manager



Amanat Ali
Sales Executive Trade



Asad Ullah
Executive Production



Asha Baig
Senior Officer Maintenance



Asif Hussain
Executive Engineering Store



Azeem Ahmed
Deputy Manager Oracle Technical



Faraz Ahmed
Senior Officer Maintenance



Haris Ehsan Khan
Senior Executive Production Control & Analysis



Ikram Khan
Executive Sales Project



Imran Ali
Deputy Manager Production Lead



Kausar Raza
Executive Production



Minhaj
Senior Production Officer



Muarij Kerio
Deputy Manager HR



Mubeen Haroon
Assistant Manager Admin & Security



Muhammad Ali Khan
Sales Executive



Muhammad Arsalan
Executive Production



Muhammad Anas Aleem
Senior Production Officer



Muhammad Asif
Senior Production Executive



Muhammad Faraz Anwar
Maintenance Officer



Muhammad Farhan Sikandar
Senior Executive Warehouse



Muhammad Jahanzeb
Senior Executive Electrical



Muhammad Salman Qamar
Executive Quality Control



Muhammad Sufyan
Deputy Manager Oracle Functional



Munazza Zaheer Shaikh
Human Resource Executive



Munazzah Ali
Executive Treasury



Nabeel Mushtaq Ahmed
Senior Production Officer



Osama Arif
Assistant Manager Material Control & Process Engineering



Raheel Khan
Assistant Manager Electrical Maintenance



Rabia Ashfaq
Senior Officer Quality Control



Raja Imran Arshad
Deputy Manager Project



Sajid Munir
Executive Quality Control



Sidra Mujahid
Assistant Manager Oracle Technical



Syed Ali Ghazanfer Zaidi
Deputy Manager Production



Syed Iqtidar Hussain Kazmi
Senior Executive Production



Syed Muhammad Ahsan
Executive Industrial Relations



Syed Saleem Akhtar Rizvi
Resident Engineer



Taha Bin Zia
Executive Production



Tauqeer Hussain
Executive Production



Waqas Ahmed
Senior Executive Production

1 MINUTE WITH

Tell us a bit about yourself and your work?

I was born in a Parsi family and did my schooling and higher education from Karachi. I am married with a daughter. I joined Pakistan Cables in 1994 after completing my ACMA and have been with the company since the past 28 years. Started off in costing department and then moved into treasury. Also worked as Company Secretary for some time.

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

Since I was not interested in science subjects at school and was good with numbers, I decided to go towards commerce. The defining point in my career was when I got the opportunity to look after the company's Treasury. I always had a childhood desire to work in a bank.

What are you currently reading?

To tell you the truth, I am not an avid reader. In the past I used to read mystery and spy novels. However, I do

read newspapers on daily basis as it not only gives me an idea of what is going on around but also helps in improving vocabulary.

Who is your favorite author and why do you admire them?

Tom Clancy - because they are well written, entertaining and based on real life characters

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?

None. I am happy being in my own shoes whatever comes my way. One should become the best at what he can be as per his/her strength and interest.

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

In short, success can be defined as reaching or accomplishing a goal which you have set out to achieve. To me, hard work, self-belief and respect for others will always earn you success.



Marazban Talati
Senior Manager - Finance

"I am happy being in my own shoes whatever comes my way"

TAP AT WORK

"The values that drive me at the workplace are empathy and collaboration which are significant factors to be a productive team member."

TEAMWORK

Sidra Mansoori
Assistant Manager Procurement
(Karachi)



AGILITY

"I always prioritize the most successful outcome when I'm on the machine, my agility and skill of staying organized ahead of time helps me accomplish my goals."

Akbar Khan Swati
Machine Operator
(Karachi)



جو طوفان میں پلتے جا رہے ہیں
وہی دنیا بدلتے جا رہے ہیں۔

PASSION

Passion is a positive energy that keeps us filled with the happiness and excitement. The more positive energy you have the more passionate you are at your workplace.

As an individual I am more focused and determined towards my goals. Passion always increases my contribution towards professional career, force me to make positive initiatives in completion of assignments. It also helps me in building good relationships with colleagues and management.

Shaista Naseer
Sr. Accounts Officer
(Karachi)



1 MINUTE WITH

Tell us a bit about yourself and your work?

I have done my Masters in Environmental Sciences and Bachelor's in Chemical Technology/Engineering. Other than my academics, I am a IMS -Lead Auditor for Quality/OHS&E Management Systems and also Certified Trainer for QHSE Systems Development. I have dedicated almost 21 years of my career to the field of HSE and Sustainability.

We are seeing an increased focus on safety on the floor and at the workplace. What is driving it?

Our team is continuously striving for developing and sustaining safety culture across PCL. We had launched the "SAFETY FIRST PROGRAM" a year ago, using different tools for creating awareness among the shopfloor personnel. Alhamdulillah, the team realize that safety is important for them and their loved ones.

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

This an interesting question. during the earlier day in my career, I worked at the Unilever Surf Excel Plant, where I got the opportunity to be part of their SHE and TPM program. At the time i witnessed that the workplace safety and environment at shopfloor is ignored in industries at a national level, and it was need of time to opted for HSE as my chosen path. It was

challenging but rewarding. You see, one of the inspiring things in the HSE field is that our religion also teaches us to help others. Allah Subhan Allah tala praise those individuals who help His people. I am happy that I have chosen HSE field as my career.

What are you currently reading?

Reading books always give inspire me. I am always happy to read OHS Professional and Environmental Conservation literatures. Currently, I am reading Safety Law: Legal Aspects in Occupational Safety and Health.

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?

If I could choose another career I would be a pilot. As a child flying a plane was very interesting to me and when I became older it's technical aspects amazed me. The way a plane is able to do something incredible that defys gravity leaves me in awe.

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

To me, success is continuous process of working hard for your pre-defined objectives, passionately.

In life there will many highs and lows, but I always thank the Almighty Allah who always bestowed His blessing on me and my family, either it's in my personal matter or in my professional growth.



Abdul Wassey
Senior Manager - HSE

“As a child flying a plane was very interesting to me and when I became older it's technical aspects amazed me”

TAP AT WORK

INNOVATION

I use creative ways to manage work on daily basis, using technology based solution. It keeps me effecient and organized.

Hammad Rashid
Deputy Manager Sales
(Lahore)



TRANSPARENCY

Transparency in the workplace is a philosophy that promotes open and honest communication among employees at all levels of an organization.

Danish Malik
Accounts & Admin Executive
(Rawalpindi)



ASC GROUP UPDATES

ASCF pledged to support DawnRelief to help rebuild homes of flood victims across Sindh

The Amir S. Chinoy Foundation "ASCF" is associated with the Amir S. Chinoy Group which comprises of 3 publicly listed companies; International Steels Limited "ISL", International Industries Limited "IIL" and Pakistan Cables Limited.

Together ASCF and Cargill have committed to rebuilding over 90 homes in villages devastated by the floods, starting with Bajara Sindh in partnership with Dawn Relief.



9th Amir S. Chinoy Memorial Cricket Tournament 2022



ASC Group companies recognized at the ICMA Best Corporate Report Award 2021

ASC Group companies win the ICMA best corporate merit award for their Annual reports 2021 in their respective categories.



One Group. Three Wins. Winners of Pakistan Stock Exchange Top 25 Best Companies Award 2021

ASC Group congratulates the Board of Directors and the Management of its group companies, International Industries Ltd., Pakistan Cables Ltd. and International Steels Ltd. for their commendable performance and wishes them continued success in the future.



ASC Group Marks Pinktober, hosts an Evening to raise employee awareness on Breast Cancer

The Amir S. Chinoy Group marked Pinktober, a global movement dedicated to raising breast cancer awareness among women, by hosting an evening for its group companies' employees in Karachi. The Honorable First Lady of Pakistan, Mrs. Samina Alvi was the Chief Guest on the occasion.





HIDDEN PLASTIC

Some unusual suspects of plastic pollution

Liquid plastics hide in most chemical **cleaning products** used around the house.

Crayons & pencils

are made break-resistant by adding a thin layer of plastic.

Health & Beauty products:

toothpastes, shower gels, face washes, sunscreens- all contain plastic microbeads.

Even your everyday **CLOTHING** has small plastic content!

Although wastewater treatment removes most tiny particles, millions still lead into our **DRINKING WATER**

YOUR TEA IS PLASTIC!

Plastic material is used to heat seal teabags.

Research shows that an average person could be ingesting approximately

5 GRAMS

of plastic every week.

Plastic's hiding in the gum base of your **CHEWING GUM**

Microplastics hide in the water-soluble polymers of **Detergents**

SEAFOOD

Marine species are ingesting microplastics and affecting the human food chain.

NEWS BITES

لائٹی کلب ایپ کی تعارفی تقریبات



BTL ACTIVATION



پاکستان کیبلز لائٹی کلب ممبرز کیلئے اسکالرشپ پروگرام

نون اکیڈمی کے اشتراک سے لائٹی کلب ممبرز کے بچوں کیلئے نوبل پروگرام کے ذریعے میٹرک اور انٹرمیڈیٹ کی 100 سے زائد اسکالرشپس تقسیم کی گئیں۔

حرفِ اول

معزز قارئین،

پاکستان کی غیر یقینی اقتصادی صورت حال کے سبب 2022ء ہمارے لیے سبق آموز سال رہا جس نے ہمیں سخت سبق سکھائے ہیں۔ پاکستان نے اگست سے ستمبر 2022 کے دوران آنے والے تباہ کن سیلابوں کے اثرات بھی دیکھے۔ اور اب، ایک اندازے کے مطابق، مستقل بحالی اور تعمیر نو کے لیے کم از کم 16.3 ارب امریکی ڈالر کی ضرورت ہے۔ ہماری کینی نے اپنے انداز نگہ پر ثابت قدم رہتے ہوئے، کاروبار کے تسلسل پر توجہ مرکوز رکھی اور ساتھ ہی اپنے قابل قدر کسٹمرز کی متغیر ضرورتوں کو پورا کرنے میں بھی ہمیشہ کی طرح معاون رہی۔

ہمیشہ کی طرح، سنہ 2022ء بھی ہم سب کے لیے ایک مصروف سال رہا۔ ستمبر، 2022ء میں ملازمین کا سالانہ اجتماع (Annual Employee Gathering) ہوا جس میں، سال کے دوران، ٹیوں کی شاندار کارکردگی کا اعتراف کیا گیا۔ پاکستان کے سب سے پہلے اور بڑے وائز ایڈ کنبیلو: پی سی ایل ای - اسٹور نے بھی 650 شہروں میں اپنے فٹ پرنٹس کی توسیع کی تیسری سالگرہ منائی۔ ایک اور کامیابی، پاکستان کی سب سے پہلی لائٹنی کلب ایپ کا اجراء تھا جو پاکستان میں الیکٹریٹیشن حضرات کے لیے پاکستان کا سب سے بڑا لائٹنی کلب ہے۔ ہم نے اپنے صارفین کے لیے #amkانات (#ignite) کو روشن کرنا جاری رکھا۔ ہم نے اپنے ویزن کے مطابق، زندگی گزارنے اور زندگیوں کو بدلنے میں اپنا حصہ ڈالا۔ امدادی کوششوں کے طور پر، کینی کے ملازمین اور بورڈ آف ڈائریکٹرز کی جانب سے مختلف فلاحی اداروں کو عطیات دینے اور یہ بھی کینی کے ویزن کے مطابق تھے۔ وہ تمام افراد جنہوں نے سیلاب سے متعلق عطیہ کی اپیل پر تعاون کیا، ہم ان سب کا شکر یہ ادا کرتے ہیں! دسمبر، 2022ء میں ہماری سائٹ (SITE) پروانچ ٹیکسٹری میں تحفظ کا سالانہ دن (Safety Day) صاف تھرے انداز میں اور کسی خرابی کے بغیر منایا گیا اور ہم سب نے پورا دن بہت سی تفریحی سرگرمیوں میں گزارا اور ساتھ ہی تحفظ کے حوالے سے زبردست سبق سیکھے۔

نیا سال، نئے اہداف اور یقیناً ہمارا نیا نیوز لیٹر۔ جس میں دو نئے سیکشن متعارف کرائے گئے ہیں۔ پہلا سیکشن "One Minute With" کے نام سے ہے جس میں ساتھی کارکنان کی زندگی کے ہلکے پھلکے پہلوؤں کو اجاگر کیا جائے گا جبکہ دوسرا سیکشن "TAPIT" کے نام سے ہے۔ اس سیکشن میں، ہم روزانہ کینی کی اقدار کے مطابق کس طرح عمل کرتے ہیں، اُسے اجاگر کیا جائے گا۔ اگر آپ، ان میں سے کسی بھی سیکشن کے ذریعے، اپنی کارکردگی سامنے لانا چاہتے ہیں تو براہ مہربانی ہمیں brands@pakstancables.com پر لکھ کر بھیج دیجیے۔

نیوز دائرے کے تازہ شمارے میں مزید اپ ڈیٹس ہیں لیکن یہ ہم آپ پر چھوڑتے ہیں کہ آپ خود تلاش کیجیے اور پڑھیے۔ ہم آپ کو اور آپ کے اہل خانہ کو نئے سال کی مبارک باد دیتے ہیں اور نیک تمناؤں کا اظہار کرتے ہیں۔

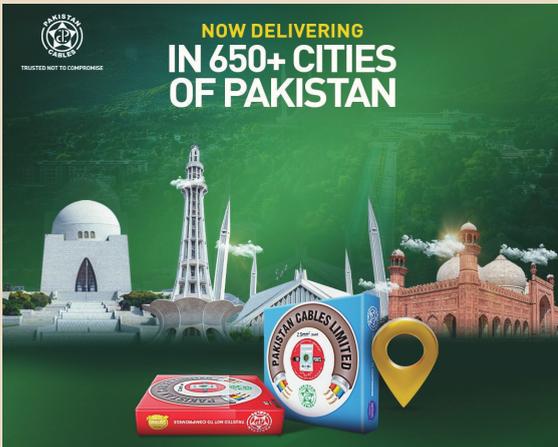
COVER STORY

ای اسٹور کی تیسری سالگرہ - 650 سے زائد شہروں تک ڈیلیوری سروسز کا آغاز

پاکستان کنبیلو ای - اسٹور نے 2022-2023 کی دوسری سہ ماہی کے دوران اپنی تیسری سالگرہ منائی اور ای - اسٹور کے ذریعے 650 سے زائد شہروں اور قصبوں تک ڈیلیوری سروسز کا آغاز کرنے کا اعلان کیا جس کیلئے سوشل میڈیا کے مختلف چینلوں استعمال کئے گئے۔



پاکستان کنبیلو ای - اسٹور کی جغرافیائی توسیع نے اس آن لائن پلیٹ فارم کو صنعت میں پہلے اور سب سے بڑے پلیٹ فارم کے طور پر جسر ڈ کر دیا ہے۔ تمام پی سی ایل سوشل میڈیا چینلز، لائٹنی کلب فیس بک پیج، واٹس ایپ اور لائٹنی کلب موبائل ایپ کے ذریعے تمام کسٹمرز کو آگاہی فراہم کی گئی



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