

## FIRST WORD

Dear Readers,

During 2023-24 financial year, we've marked the **70<sup>th</sup> year of Pakistan Cables**. We have celebrated the impact, the Company has had on the lives of our employees past and present, our customers, dealers and electricians, on the community and in the overall industrial development of Pakistan.

As we reach the end of our platinum year, we look back at how we celebrated.

- Unveiling of **Pakistan's 1<sup>st</sup> 69kV CCV line** for MV cables and 2 MW on-grid solar power plant at the new manufacturing facility in Nooriabad.
- Our flagship initiatives for social upliftment namely **ASCEND** and **PurAzm** drive empowerment among marginalized communities. Over **3,000 children** impacted with the volunteering activities.
- Maintaining the largest geographical footprint across Pakistan through our dealers and e-store. These are few of the many goals achieved this year.

During our anniversary year, we also looked to the future. The new manufacturing facility at Nooriabad successfully achieved various milestones in its development journey. As the only company in Pakistan's construction sector to have its carbon emission targets validated by SBTi, our commitment to implement and advocate sustainable business practices remains firm.

The celebrations and milestone achievements this year would not have been possible without the contributions of the teams involved directly and indirectly in bringing our promise to life, and we thank you for it. Through your continued efforts, today for over **7 decades** we are trusted not to compromise.

We are looking forward to the **75<sup>th</sup> celebrations...**

Regards  
**Mariam Durrani**

## COVER STORY





### Leading the Charge in Sustainability for the Industry

#### 2MW On-Grid Solar Power Plant Commissioned at Nooriabad

Pakistan Cables, the nation's pioneer in wires and cables manufacturing, successfully commissioned its 2MW on-grid solar power plant at its new manufacturing facility in Nooriabad, Sindh in partnership with Atlas Energy Ltd. The landmark project was completed on April 23, 2024, marking a significant step by the Company in driving renewable energy initiatives as business practices. Pakistan Cables stands as the first and only building materials company in Pakistan with science-based emission reduction targets validated by SBTi. The Nooriabad facility, spanning 42 acres and equipped with cutting-edge technology, is set to transform the industry. This follows the earlier installation of Pakistan's first 69kV CCV line at the same facility, further cementing Pakistan Cables' leadership in innovation and sustainability.



#### Know more about Pakistan Cables:

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

### 3<sup>rd</sup> Pakistan Cables Children’s Art Contest 2024

In a vibrant celebration of creativity and environmental awareness, the Company hosted its **3<sup>rd</sup> Pakistan Cables Children’s Art Contest 2024**. Themed **“Pakistan Climate Action Plan 2025,”** the contest received an impressive 87 entries from children of Company employees. The young artists showcased their visions of a greener and brighter future by drawing on ideas for reducing carbon emissions.

The contest concluded with a lively prize distribution ceremony at the TDF Magnificience Centre in Karachi, attended by over 100 participants and their families. **Mr. Faraz Maqsood Hamidi**, a renowned creative leader was the Chief Guest at the ceremony. The distinguished panel of judges included renowned visual artist, **Ms. Durriya Kazi**, Ms. Bina Ali (Founder ARTEL) and **Mr. Naveed Shaikh**, Project Manager, Sindh SDGs Unit, UNDP.

The ceremony also featured a storytelling session by **Mrs. Nusser Saeed**, CEO of GOREAD, focusing on the harmful effects of plastic pollution in oceans. The contest saw a 14% increase in participation compared to last year, with entries from cities including **Lahore, Rawalpindi, Multan, Peshawar, Abbottabad and Karachi.**



### World Earth Day Competitions

HSE department has announced two different competitions on **22<sup>nd</sup> April, 2024** among employees on account of **World Earth Day 2024**, concluding in a small event gathering where the winners were announced on **July 14<sup>th</sup>, 2024**.

An overwhelming response was recorded, with a total of 183 participants in the quiz competition and 28 impressive projects submission for the Re-cycling project competition, showcasing innovative ideas and talents dedicated to promoting the 3R’s methodology (**reduce, re-use, and recycle**).

#### Winners of the Quiz Competition

- Sajjad Hussain - Engineering
- Akhlaq Ahmed - Technical/QC
- Waqar Ahmed - Sales

#### Winners of the Recycling Project Competition

- **1<sup>st</sup> Place:** Imran Ghani - Human Resource
- **2<sup>nd</sup> Place:** Mohammad Ramzan - GCF-B
- **3<sup>rd</sup> Place:** Uzair Shoab - Supply Chain



## MAIN FEATURE

### Pakistan Cables 70 years celebration

Pakistan Cables 70 years anniversary celebrated with all employees coming together in a memorable evening at the Mohatta Palace, Karachi. From light hearted moments, captivating performances to re-sharing heartwarming moments from the Company's rich 7 decades journey, the evening was a tribute to the hard work and determination of all those who contributed to what Pakistan Cables is known and respect for today - **TRUSTED NOT TO COMPROMISE.**



# #IGNITEPOSSIBILITIES

## Management Trainee Program - IGNITE

Pakistan Cables launched its Management Trainee (MT) Program, "IGNITE" during April 2024. Ignite was launched through interactive sessions, insightful presentations, and personalized interactions across five engineering universities. Ignite is designed to identify future leaders in an organization by offering career development opportunities in a dynamic work environment at Pakistan Cables.



## Career Fairs

During January-February, the Company participated in job fairs at five prestigious universities, including engineering universities and business schools showcasing our commitment to attracting top talent and fostering new opportunities.



# #TRANSFORMLIVES

## ASCEND Batch 01 Completed

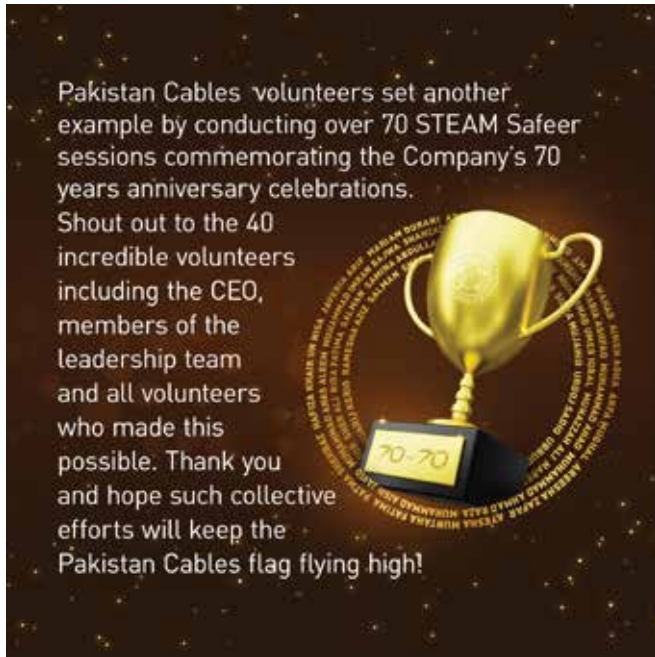
The first batch of **ASCEND** ambassadors successfully completed Module 6 during April which resulted in the completion of Batch 01. **ASCEND** is the flagship initiative of Pakistan Cables to promote **STEM education** among women. As part of ASCEND scholarships and internship opportunities are offered to female electrical engineering students at **NED University, Karachi** leading up to their graduation. **ASCEND** exemplifies the company's commitment to promote STEM education among women specifically. It is aligned to the UN SDG 5 Gender Equality goal which Pakistan Cables supports as a UN Global Compact Signatory. By bridging the gap between education and industry, **ASCEND** is empowering the next generation of female leaders and innovators in Pakistan.



## STEAM SAFARI Program

A school field trip was conducted during January 2024 for Government Girls School, Lyari during January 2024 as part of the Pakistan Cables STEAM Safari Program. Approximately 60 students and two faculty members benefited from the field trip. Overall, Pakistan Cables supported four field trips during FY 2023-24, impacting approximately 260 students and four government schools that visited the TDF Magnificence Centre.

## 70 Safer Sessions for 70 Years Anniversary Celebrations



## Pakistan Cables Sponsored the Deaf Reach Golf Tournament 2024

As a show of support to empower differently-abled children through education, the Company sponsored the Deaf Reach Golf Tournament 2024 during January as a Silver sponsor. Three teams representing the Company also participated in the tournament which were led by Akbar Pesnani, Fahd K. Chinoy (CEO), Arshad Shafiq (Director Operations & Supply Chain) and Aadil Riaz (Director HR & Administration).

## #INSTILPRIDE



**Pakistan Cables wins the 11<sup>th</sup> FPCCI Achievement Award for Digital Transformation and Technology 2024**



**Pakistan Cables wins the EFP Women Empowerment and Gender Equality Gold Award 2024**



**Shining bright at the Pakistan Single country Exhibition, Uzbekistan**

# ASC GROUP UPDATES



**ASC Group supports Connect-Hear as Bronze sponsor at the Access. Ability. Careers Fair**

## ASCF EMERGE Pakistan's 1<sup>st</sup> TVET based Cohort in collaboration with THF conducted sales pitch session

Emerge, Pakistan's pioneering TVET cohort, held a sales pitch session during May. A panel of esteemed judges, including Mr. Samir M. Chinoy, Chairman - ASCF, and Mr. Fahd K. Chinoy, Director - ASCF, witnessed the presentations of 9 student-led startups. Three standout ideas emerged as frontrunners, securing potential funding from individual investors.

**In May, first batch of EMERGE students also passed out after completing a 4 months training period.**



## ASC cricket team lifts the runners-up trophy at the Super Challengers Premier League Edition 14



**ASC Group celebrated International Women's Day 2024**



## The 10<sup>th</sup> Amir Sultan Chinoy Memorial Tapeball Tournament 2023

ISL lifted the winner's trophy of the 10<sup>th</sup> Amir Sultan Chinoy Memorial Tapeball Tournament 2023. IIL Tigers and PCL Shaheens emerged as runners-up.



**ASC exhibited at TDAP's 3<sup>rd</sup> Engineering and Healthcare Show in January at Expo Center, Lahore**

# 1 MINUTE WITH



**AMMAR HASSAN**  
Senior Deputy Manager  
Production

## ***Ammar Hassan won the IWMA education award***

### **What specific initiatives or contributions do you believe were key factors in your recognition for this award?**

I believe that "problem resolution" and "productivity improvement initiatives" at various workstations have been crucial for my recognition. Facing challenging situations requires persistence to overcome and keep working towards solutions.

### **How do you integrate your commitment to kaizen into your daily responsibilities and projects at our company?**

As the world is changing rapidly, we must continually upgrade ourselves to stay competitive. Innovation, one of our core values, drives me to find new and improved ways to perform routine tasks efficiently within given constraints.

### **What does receiving the IWMA Education Award mean to you, and how do you think it will impact your career and your work within our organization?**

Receiving an international award is one of the most prestigious moments of my life. The IWMA Education Award 2024 is the first such award received by a Pakistani national and a Pakistan Cables Limited employee. Representing Pakistan on an international forum is a cherished duty, and I am grateful for this opportunity. This award highlights the trust Pakistan Cables Limited has placed in my abilities, enabling me to tackle challenges in manufacturing operations.

### **What advice would you give to your colleagues about the importance of continuous learning and education in the workplace?**

I would emphasize the law of nature: "Continuous growth is directly proportional to continuous learning." To my colleagues, as we seek growth in all aspects of life, we must invest in ourselves to keep learning and adopting the latest education and industry best practices. By doing so, we can become better versions of ourselves and, in turn, contribute to building the best organization.

***Continuous growth is directly proportional to continuous learning.***

## ***Rabia Ashfaq was shortlisted candidate for IWMA young employee award***

### **What does being on the selection list mean to you personally and professionally?**

Being selected for the Young Employee of the Year award at the International Wire and Machinery Association (IWMA) is a significant honor both personally and professionally.

It has not only validated my dedication, hard work, and commitment to excellence in my field. This recognition opens up opportunities for networking, career advancement, and professional development.

### **Can you share any specific projects or achievements that you believe contributed significantly to your recognition?**

The project that contributed significantly to my recognition is the development and implementation of the Radial Thickness Dashboard. This tool has enabled efficient data-driven decision-making across various production stages and sizes, enhancing process efficiency and serving as a foundation for waste control.

### **How do you stay motivated and what strategies do you use to excel in your role?**

I stay motivated by setting clear, challenging goals and continuously seeking opportunities for professional development. To excel in my role, I prioritize effective time management, regularly analyze performance metrics, stay updated with industry trends, and actively seek feedback from colleagues and mentors.

### **What advice would you give to other young professionals who aspire to achieve similar recognition in their careers?**

My advice to young professionals aspiring for similar recognition is to stay focused and not get ahead of themselves. Always seek learning opportunities, set clear and challenging goals, and remain committed to quality and efficiency in your work. Embrace feedback, stay updated with industry trends, and always strive for improvement.



**RABIA ASHFAQ**  
Executive Quality Control

***Always seek learning opportunities, set clear and challenging goals, and remain committed to quality and efficiency in your work.***

# NEW TO THE GRID



**Mr. Abdul Khatique**  
Senior Officer Warehouse



**Ms. Aliya Sultan**  
Deputy Manager  
Human Resources



**Ms. Almas Hussain**  
Business Analyst



**Mr. Ammar Shakeel**  
Senior Officer  
Industrial Relations



**Mr. Arsalan Fayaz**  
Senior Deputy Manager  
Process Engineering



**Mr. Asim Usman**  
Executive Quality  
Control



**Mr. Baber Akber**  
Executive Warehouse



**Mr. Fayyaz Mehmood Karimi**  
Deputy Manager Sales  
Utilities



**Ms. Hajra Choudhary**  
Senior Officer Sales



**Mr. Hasnain Haider**  
Plant Lead PVC



**Mr. Hassan ul Haque**  
Executive Maintenance -  
Mechanical



**Mr. Jahanzeb Gul**  
Deputy Manager  
Facilities



**Ms. Misbah Hussain Khan**  
Senior Executive IT  
Support



**Mr. Muhammad Afaq**  
Assistant Manager Sales  
& Business Development



**Mr. Muhammad Ahmed**  
Executive Production



**Mr. Muhammad Ahmed Raza**  
Executive Production



**Mr. Muhammad Airaaj Ali Khan**  
Senior Officer Warehouse



**Mr. Muhammad Asif**  
Assistant Manager  
Sales Projects



**Mr. Muhammad Irfan**  
Senior Officer Quality  
Control



**Mr. Muhammad Musab Shahjee**  
Senior Officer Production



**Mr. Muhammad Mubeen**  
Executive Maintenance -  
Electrical



**Mr. Muhammad Raahim Khan**  
Business Development



**Mr. Muhammad Rehman**  
Senior Officer Warehouse



**Mr. Muhammad Taqi**  
Senior Officer  
Production



**Mr. Muhammad Zafar**  
Executive Maintenance



**Ms. Nabeela Shahzad**  
Senior Executive  
Production



**Mr. Niaz Ahmed**  
Senior Officer  
Warehouse



**Mr. Syed Ali Mardan Bukhari**  
Deputy Manager Sales



**Mr. Saqib Aslam**  
Senior Executive  
Quality Control



**Mr. Sarfraz Javed**  
Senior Executive  
Sales Trade



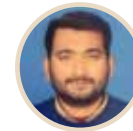
**Ms. Sidra Javed**  
Senior Officer  
Maintenance



**Ms. Syeda Maryam Afzal**  
Senior Officer Production



**Ms. Sadia Mushtaq**  
Forecasting &  
Budgeting Analyst



**Mr. Syed Yasooob Haider**  
Senior Executive  
Sales & Recovery



**Mr. Waqas Siddiqui**  
Deputy Manager  
Warehouse

# HR TRAININGS



**In House Water Treatment Training session led by Rehan Ahmed**



**Total Reward Master class by Sajjad Parmar**



**Anti Harrasment Session for workers**



**Enhancing Administrative Efficiencies**



**Fire Emergency Response Appreciation, Nooriabad**

## HR Initiatives

Launch of Sehat Kahani





# CONGRATULATIONS!

## T A P I T SPOT RECOGNITION (JAN-JUN 2024)

### TEAMWORK

- Adeel Ahmed
- Awais
- Azizullah Bangash
- Hasan Rehman
- Ibad ullah ghoori
- Ikram Khan
- Muhammad Naseer Ahmed
- Muhammad Umair Khan
- Naeem Akhter
- Rameez Arif
- Shahzad Khan
- Shahbaz Akbar
- Siffat ullah
- Usman Manzoor

### AGILITY

- Asim Ali
- Farhan Sikandar
- Feroz Ullah Khan
- Inayat ullah Khan
- Muhammad Ammar Hanif
- Muhammad Qasim Khan
- Mohammad Shoab
- Rehana Mahboob
- Rija Farooqui
- Saleem Rizvi
- Shoaib Hashim
- Sidra Mujahid
- Syed Muhammad Ahsan
- Syed Saleem Akhtar Rizvi

### PASSION

- Abdul Samad Khan
- Aimen Agha
- Atif Ali Shaikh
- Aurangzaib Ubaid Khan
- Faisal Habib
- Muhammad Ahad
- Muhammad Ather
- Muhammad Imran Ashiq
- Muhammad Sameed Shahid
- Noman Ahmed Khan
- Rameesha Aziz
- Saif ul Wahb
- Saud Usmani
- Sehrish Omair
- Shahbaz Akbar

### INNOVATION

- Athar Zaheer
- Muhammad Imran
- Muhammad Mohsin
- Muhammad Salahuddin

## T A P I T SEMI-ANNUAL REWARD & RECOGNITION (AUG - DEC 2023)

### TEAMWORK

#### TEAM AWARD

- Abdul Waleed
- Ahsan Ahmed Khan
- Akhtar Hussain Samdani
- Akhlaq Ahmed
- Arfa Tooba Mughal
- Asad Parvaiz
- Asadullah Qureshi
- Asha Baig
- Hussain
- Muhammad Adil
- Muhammad Faisal
- Muhammad Shahzaib
- Muhammad Uzair Moosa
- Paris Kumar
- Raheel Samdhani
- Saad Mehmood
- Sajjad Hussain
- Zubair Ahmed

#### INDIVIDUAL AWARD

Adil Baig

### AGILITY

#### TEAM AWARD

- Abid Mustafa Mughal
- Adeel Ahmed
- Fahim Akhter
- Hafiz Abdul Haseeb
- Haider Ameer
- Hammad Rafiq
- Mansoor Ahmed Mughal
- Muhammad Asif Taji
- Muhammad Waseem
- Muhammad Shahbaz Raja
- Salman Ansari

#### INDIVIDUAL AWARD

Muhammad Ammar Hanif  
Taufiq Hussain

### PASSION

#### INDIVIDUAL AWARD

Faisal Habib Khanzada  
Mohammad Javed  
Saif ul Wahab  
Zehra Ali

### INNOVATION

#### TEAM AWARD

Ebad Ghouri  
Imran Sami  
Muhammad Mohsin  
Zain Mohiuddin

#### INDIVIDUAL AWARD

M. Shahzaib Khan  
Rabia Ashfaq  
Sajjad Khan

### TRANSPARENCY

#### TEAM AWARD

Hunain Arbani  
Muarij Kerio

# NEWS BITES

سیلز کے سلطان کے کئی ڈراونرز

## ISLAMABAD



**Mr. Waqar Hussain  
Ikas - Islamabad**



**Mr. Syed Ibad Ali Shah  
New Shalimar Electric Store**



**Mr. Usman  
Bangash Traders**

## RAWALPINDI



**Mr. Syed Ahmed Ali Shah  
Khawaja Electric Store**



**Mr. Muhammad Khateeb  
Awami Traders**



**Mr. Muhammad Waqas  
Rajpoot Electric Store**

## LAHORE



**Mr. Sikander Hayat From  
Usama Electric Company**



**Mr. Muhammd Irfan From  
N.A Enterprises**



**Mr. Muhammad Sajid From  
Masha Allah Trader Bahria Town**

## MULTAN



**Mr. Waqar Khan From  
Doctor Electric Solution**



**Mr. Khalid Hussain From  
Crown Electric Store**



**Mr. Muhammad Nawaz From  
Pak Freinds Enterprises**



## صنعت کی ماحولیاتی پائیداری کیلئے سب سے آگے

نوری آباد فیکٹری میں 2MW آن گرڈ سولر پاور پلانٹ کی تنصیب

پاکستان کیبلز نے ہٹلس انرجی لمیٹڈ کے تعاون سے اپنی نئی نوری آباد فیکٹری میں 2MW آن گرڈ سولر پاور پلانٹ کی تنصیب کامیابی سے مکمل کر لی ہے۔ یہ تاریخی منصوبہ 23 اپریل 2024 کو مکمل ہوا جو کہ پاکستان کیبلز کیلئے پائیدار کاروباری طریقوں کو اپنانے کی طرف ایک اہم قدم ہے۔ پاکستان کیبلز، پاکستان کے تعمیراتی شعبے کی وہ پہلی اور واحد کمپنی ہے جس کے سائنس پر مبنی اخراج میں کمی کے اہداف کی توثیق SBTi نے کی ہے۔ نوری آباد فیکٹری پاکستان کیبلز کی جدید ٹیکنالوجی سے آراستہ فیکٹری ہے اور اس نئی فیکٹری میں پاکستان کی پہلی جرمن ٹیکنالوجی پر مبنی 69kV CCV لائن کی تنصیب اس بات کی ضمانت ہے کہ پاکستان کیبلز اس صنعت کی قیادت کرنے والی وہ کمپنی ہے جو کہ جدت اور پائیداری کو ہمیشہ صف اول رکھتی ہے۔

## COVER STORY



## FIRST WORD

مالی سال 2023-24 کے دوران، ہم نے پاکستان کیبلز کا 70 واں سال مکمل کیا۔ ہم نے کمپنی کی جانب سے ہمارے ملازمین کے ماضی اور حال، ہمارے صارفین، ڈیلرز اور ایکٹو شئرز، کمیونٹی پر اور پاکستان کی مجموعی صنعتی ترقی پر مرتب ہونے والے اثرات کا جشن منایا۔

نوری آباد میں نئی مینوفیکچرنگ سہولت میں ایم وی کیبلز اور 2 میگاواٹ آن گرڈ سولر پاور پلانٹ کے لئے پاکستان کی پہلی 69KV CCV Line نقاب کشائی۔

سماجی ترقی کے لیے ہمارے اہم اقدامات یعنی PurAzm اور ASCEND نے پسماندہ کمیونٹیز کو باختیار بنایا۔ ان رضا کارانہ سرگرمیوں سے 3,000 سے زیادہ بچے متاثر ہوئے۔

اپنی سا لگہ کے سال کے دوران، ہم نے مستقبل کی طرف بھی دیکھا۔ نوری آباد میں مینوفیکچرنگ کی نئی سہولیات نے اپنے ترقی کے سفر میں کامیابی کے ساتھ مختلف سنگ میل حاصل کیے۔ پاکستان کے تعمیراتی شعبے میں واحد کمپنی کے طور پر جس کے کاربن کے اخراج کے اہداف کو SBTi نے توثیق کیا ہے، پائیدار کاروباری طریقوں کو لاگو کرنے اور ان کو برقرار رکھنے کا ہمارا عزم مضبوط ہے۔

اس سال کی تقریبات اور سنگ میل کی کامیابیاں ہمارے وعدے کو عملی جامہ پہنانے میں بالواسطہ اور بالادستہ طور پر شامل ٹیموں کے تعاون کے بغیر ممکن نہیں تھیں، اور ہم اس کے لیے آپ کا شکریہ ادا کرتے ہیں۔ آپ کی مسلسل کوششوں سے، آج 7 دہائیوں سے بھی زیادہ عرصے سے ہم پر اعتماد کیا جاتا ہے کہ ہم سمجھوتہ نہیں کریں گے۔

ہم 75 ویں تقریبات کے منتظر ہیں ...

نیٹ خواہشات  
مریم ڈرانی