

NewsWire

January - June 2026

PAKISTAN CABLES QUARTERLY NEWS BULLETIN

Har Connection Ke Peechay, **Aapki Mehnat**

International Electricians' Day | 10 June

Inside:

- Solar DC Cables - New Campaign
- New Website with Accessibility Enabled Features - First Among Few in Pakistan
- Company's Alumni Employees Visit Nooriabad Factory
- Launch of TAPIT Reward & Recognition Program for Workers

& Much More



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



Pakistan Cables Celebrates International Electricians' Day

On June 10, Pakistan Cables celebrated International Electricians' Day with much fervour and rolled out a campaign paying tribute to the electrician community across Pakistan. Electricians work behind the scenes, but their skill, care, and responsibility make a real difference everywhere.

The campaign included a heartfelt video message to the electricians across Pakistan as well as print and outdoor advertisement to ensure the message reaches millions. Pakistan Cables takes the lead in establishing and commemorating the day in Pakistan, lending its voice to recognize the unsung heroes of our industry.

The celebration also reflected Pakistan Cables' long-standing relationship with the electrician community. For the past two decades, the Pakistan Cables Loyalty Club is the leader in rewarding, training, and supporting electricians through their valuable contributions. Through the Loyalty Club, electricians earn reward points based on which they can redeem accumulated points and get a variety of rewards and benefits. This continued commitment reflects the Company's belief that electricians are not just service providers, but important partners in building safer electrical environments across the country.

FIRST WORD

Real Velocity: Choose Impact Over "Busyness"

As another financial year concludes this June 30, it is natural to reflect on the last twelve months. We often measure our days by the weight of our calendars—the back-to-back meetings and unread emails. But as we close the books, we must ask ourselves: **Are we truly making progress, or are we just staying busy?**

Busyness is an easy trap. It looks productive, but doing things just to look occupied is a quiet drain on our collective energy. True velocity isn't about running in place; it's about moving the needle. Our success is measured by real, undeniable impact.

We see it clearly when:

- Our initiatives directly fortify the corporate **bottom line**.
- Customers consciously choose our brand because they trust our safety, quality, and legacy, driving **market share gains**.
- Ad campaigns hit genuine milestones in **conversion and brand equity**, not just superficial clicks.

When we look back at the biggest hits of this past year, every single one was rooted in deliberate, high-impact execution:

- **Unveiling Nooriabad Factory:** Welcomed over 250 visitors to witness our advanced manufacturing commitment.
- **Raising the Flag Higher:** We continued to reign as Pakistan's No. 1 Exporter of wires and cables.
- **Digital Transformation:** Launched a new website that streamlined our ecosystem and drove digital inclusivity.
- **Empowering the Frontlines:** Introduced the TAPIT initiative for factory workers and rewarded qualifying Loyalty Club members with Umrah trips.

True impact is unsustainable if it comes at the cost of our well-being. A culture that suffocates under pressure is a culture that burns out. We must intentionally design working habits that are as healthy as they are productive—respecting

boundaries, encouraging psychological safety, and ensuring our collaborative spaces are constructive.

What is Your Daily Impact?

Ultimately, impact is built in the micro-moments of everyday life. It's in how you support a colleague facing a challenge, the safety standards you refuse to compromise on, and the positive energy you bring home to your family.

As we step into the new financial year, let's leave the noise of performative busyness and internal politics behind. Let's focus our brilliance on what truly matters, protect our well-being, and continue to build a culture where every action leaves a lasting mark.

Wishing you all a healthy, balanced, and high-impact year ahead!

Regards,
Mariam Durrani

Know more about Pakistan Cables:

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

MAIN FEATURE

Pakistan Cables reigns as the No. 1 Exporter of Pakistan

Pakistan Cables marked its category leadership in Exports through a digital campaign highlighting its position as Pakistan's export leader of wires and cables. The campaign reached 3M+ people and generated 5M+ impressions successfully showcasing the brand that's now globally trusted with its proven world-class quality, reliability, and manufacturing excellence.

Proudly exporting to 45 countries globally, Pakistan Cables continues to carry the strength of local manufacturing to customers beyond borders with pride.



Pakistan Cables Solar DC Cables: Solar Investment Jo Saalon Chalay

As more homes and businesses across Pakistan move towards solar energy, Pakistan Cables continued to highlight an important message this year through the, "Solar Investment Jo Saalon Chalay!" ad campaign. It reinforced the key message for consumers that a solar system is only as reliable as the cables that connect it.

To build awareness around this, two Solar DC Cable DVCs were shared, each designed around a different setting — one rural and one urban, to connect with different consumer groups and show how solar energy is becoming part of everyday life across Pakistan. Through these DVCs, Pakistan Cables emphasized that a solar investment should not be compromised by substandard wiring, as the right cable helps safeguard homes, systems, and long-term financial investment.



Pakistan Cables unveils New Website with accessibility features – an Industry 1st once again!

Pakistan Cables revamped its website, designed to offer customers, partners, and stakeholders a smoother, more accessible, and user-friendly digital experience. With improved navigation, better structured content, and easier access to key information, the new platform makes it more convenient for visitors across the globe to explore the Company's products, solutions, and services.

A key highlight of the revamped website is the addition of accessibility features, making Pakistan Cables one of the first few companies in Pakistan and the first in the industry, stepping into a more inclusive digital experience. The features are designed to support a wider range of users, including Persons with Disabilities (PwDs), to ensure that more people can access information with ease and confidence.

Through this upgrade, Pakistan Cables continues to strengthen its digital presence while reaffirming its commitment to, innovation, equality and inclusion.

NEWS BITES

Company's Alumni Employees Visit Nooriabad Factory

In March 2026, Pakistan Cables hosted a group of its alumni, former colleagues, at its new manufacturing facility in Nooriabad, giving them the opportunity to witness the Company's next chapter firsthand. The visit was a meaningful moment of connection, celebrating the people whose contributions helped build the formative years of the Company. It was a warm reminder that while facilities may evolve, the values, memories, and relationships that shaped the Company remain an important part of its journey.



LUMS EMBA Students Visit Pakistan Cables Nooriabad Factory

A group of LUMS EMBA students visited Nooriabad factory, offering them a first-hand look at how manufacturing excellence, safety practices, and quality discipline come together on ground. The visit provided exposure to real-time industrial operations. Through such engagements, Pakistan Cables continues to support industry-academia collaboration and inspire future business leaders through meaningful learning experiences.



Loyalty Club electricians visit to Nooriabad

Pakistan Cables hosted two guided factory tours for Loyalty Club electricians at its Nooriabad facility, welcoming participants from the Karachi region, including Karachi, Hyderabad, and Mirpur Khas. The visits gave electricians a closer look at the Company's manufacturing capabilities and quality processes, while also creating an opportunity for technical and safety awareness. Sessions conducted by the QC and QHSE departments focused on safe installation practices, product quality, and the importance of following proper electrical safety standards. Over 100 electricians benefitted from the visit.



Pakistan Cables Partners with Legal Aid Society

Pakistan Cables signed a collaborative agreement with the Legal Aid Society (LAS) to conduct a legal awareness and capacity-building session for the Company's female staff. As part of the agreement a series of trainings will be conducted by LAS on legal rights, especially for women. First session was conducted in May that focused on important areas including family law, domestic security, digital rights, and workplace wellness, helping participants better understand their rights and navigate personal and professional spaces with greater confidence. As part of the collaboration, the training fees were channeled as a corporate donation to support LAS's community legal clinics for marginalized women, extending the impact of the initiative beyond the workplace. Through this partnership, Pakistan Cables reaffirmed its commitment to inclusion, wellbeing, women's empowerment, and responsible corporate citizenship.



Zest Fest '26 Refreshing Break for Staff at Nooriabad Factory

Zest Fest '26 was organized at the Nooriabad Factory on January 30, 2026, bringing employees together for a refreshing winter activity filled with citrus, lighthearted conversations, and team bonding. The activity offered employees a much-needed break to recharge, enjoy the season, and connect with colleagues in a relaxed setting. With the theme "Sardi, Citrus aur Fun," Zest Fest '26 focused on creating moments that bring positivity to the workplace.



#IGNITEPOSSIBILITIES



Pakistan Cables Supports the Winning Team Envision at Shell Eco-marathon 2026

Pakistan Cables proudly supported Team Envision from PNEC-NUST at the Shell Eco-marathon 2026, by providing special cables used in the racing vehicles being developed by the students. The NUST platform encourages young innovators to design energy-efficient vehicles and explore practical solutions for a more sustainable future. Team Envision's entry in the Urban Category with focus on best Electric fuel car won the "Spirit of Shell Award" at the Shell Eco-marathon held in Qatar. Pakistan Cables is proud to support winning innovative endeavours that encourage youth in STEM.

ASCEND 2.0 Continues Its Journey of Empowering Women in STEM

The second module of ASCEND 2.0, Pakistan Cables' flagship initiative to promote STEM among women, continued this summer with students from Mehran University, Jamshoro and NED University, Karachi. The MUET module was conducted from May 25 to June 17, 2026, while the NED module will commence in July. The program is helping young female engineering talent apply classroom knowledge in a practical workplace environment.



Pakistan Cables Signs MoU with Pakistan Engineering Council

Pakistan Cables signed a strategic MoU with the Pakistan Engineering Council (PEC) to support youth empowerment and provide fresh engineering graduates with hands-on industry exposure. Through this collaboration, the Company aims to help young engineers bridge the gap between academic learning and practical workplace experience, while contributing to the development of future-ready engineering talent in Pakistan. As part of this initiative, Pakistan Cables has onboarded eight candidates for a six-month training program across the Engineering, Production, and ICT departments.



#INSTILPRIDE



Proud recipient of the Diamond Award
at the 11th Employer of the Year Awards
by the Employers' Federation of Pakistan.



MINUTE WITH

Ms. Saima Naveed

Head of Information & Communication Technology

Tell us a bit about yourself and your role as Head of Information & Communication Technology. What does a typical day in your work look like?

I am a technology professional with over 22 years of experience across ERP, Digital Transformation, Cybersecurity, and IT Governance. Throughout my career, I have worked across manufacturing, banking, and FMCG sectors, helping organizations leverage technology to improve efficiency, resilience, and business performance.

For the past year, I have been leading the ICT function at Pakistan Cables. My responsibilities span technology strategy, enterprise applications, cybersecurity, infrastructure, and digital transformation initiatives. The role is a combination of business engagement and technology leadership—ensuring that our systems are reliable, secure, and aligned with the company's growth objectives.

On the personal side, I am a mother of three—two daughters preparing for exciting new academic milestones and a young son who keeps our home full of energy and surprises. They all remind me that adaptability and continuous learning are just as important at home as they are at work.

How did you build your career in ICT? Was there a defining project, challenge, or turning point that shaped you as a technology leader?

My career started in technology consulting, where I had the opportunity to work on diverse projects across different industries. Those years provided a strong foundation in understanding both technology and business processes.

A defining phase in my career was leading and supporting large-scale digital transformation programs. Some of the most valuable lessons came from managing stakeholder expectations and organizational change during transformation initiatives at MCB Bank, the transition of Del Monte Foods (GmbH) from SuccessFactors to SAP, and the launch of a centralized self-service portal at Amreli Steels.

If, in a Freaky Friday-like situation, you could experience another career for a day, which profession would you choose and why?

I would choose to be a teacher or professor for a day. Knowledge sharing has always been something I enjoy, whether mentoring team members, conducting workshops, or speaking at industry forums. Throughout my career, I have enjoyed mentoring teams, conducting training sessions, and sharing knowledge. Teaching is one profession that creates a lasting impact, and I believe helping others learn and grow is one of the most rewarding experiences anyone can have.

Technology is constantly evolving. What are you currently reading, learning, or exploring to stay ahead in the ICT field?

I enjoy reading across technology, business, and economic topics. Currently, I spend a lot of time exploring developments in Artificial Intelligence, Cybersecurity, Data Analytics, and digital manufacturing technologies. I regularly follow CIO Magazine, Pakistan's Economic Survey, and industry discussions through forums such as the CXO Global Forum and CIO Executive Forum. Staying informed about technology trends is important, but understanding the business and economic environment around them is equally valuable.

As a woman in technology leadership, what has been your most valuable learning or achievement so far?

One of my most valuable learnings has been that credibility is built through competence, consistency, and results. Over the years, I have had the opportunity to work with diverse teams, lead complex transformation programs, and contribute to business outcomes in challenging environments.

If there is one achievement I value most, it is helping challenge the perception that technology leadership has any gender boundaries. The industry has evolved significantly,



"Alhamdulillah, I am grateful for the journey so far. However, I believe success is not a destination but a continuous journey of learning, growth, and creating meaningful impact for the people around us. Every new challenge brings new learning."

and it is encouraging to see more women stepping confidently into leadership roles across technology and business.

How would you define success? Do you feel you have found it yet, or is it still evolving for you?

For me, success is about creating a positive impact while maintaining balance between professional and personal responsibilities. Career achievements are important, but so are family, relationships, and personal growth.



Sidra Mujahid
Deputy Manager ICT

WRITERS' WALL Information



Empathy in Action : The Real Challenge of Understanding

We often hear about how much our world has changed - lifestyles, priorities, our ideas about relationships and success! . Today, words like empathy, emotional intelligence, and understanding frequently appear in everyday conversation. This is a positive shift, showing a desire for deeper human connection.

But here's the question: Have we truly become more empathetic, or have we just become better at talking about it? Is there a real difference? Let's see how...

Talking vs. Acting the Part

In both spheres of life - be it personal or professional sometimes people do know the right things to say. They offer comforting words, show the expected expressions, and are generally empathetic. However, when it comes to consistency of action, just like patience, support, and understanding—these often fade away. And that is where empathy starts to lose its true meaning. Real empathy is not just saying, "I understand." It is making someone feel understood through meaningful actions over a period of time.

Empathy in Personal Life

Imagine a friend who shares their life struggles. You listen politely, nodding in all the right places, but the next day you don't remember much about what they said. However, if you check on them unexpectedly, remember the little things they mentioned, and show patience when they are down, you are practicing empathy. True empathy here means being present, respecting emotions without turning the focus to ourselves, and showing care through small acts of kindness.

Empathy at Work

Workplaces talk a lot about empathy—leaders promote openness, and teams are encouraged to communicate thoughtfully. But genuine empathy in the workplace means more than just words. It means offering flexibility when someone is overwhelmed, guiding rather than judging when mistakes happen, and supporting colleagues through challenges—not just celebrating successes.

However, empathy is not about removing responsibility. For instance, understanding does not mean excusing repeated mistakes without effort to improve. It means balancing support with accountability.

Empathy vs. Sympathy

Sometimes, empathy is confused with sympathy. Expecting others to carry or conceal their emotions creates an imbalance. Sharing feelings is healthy, but consistently centering interactions around one's struggles can strain relationships. Similarly, in professional environments, while challenges should be openly discussed, relying excessively on others' sympathy is manipulative and unhealthy. There is a fine line between seeking support and always playing the "victim card" to seek sympathy from others.

When Empathy Becomes a Barrier

Some people unknowingly use empathy to avoid accountability, expecting lowered expectations or constant reassurance. But kindness should not be treated as an unlimited resource. Being gentle does not mean accepting everything, and caring does not mean taking on all responsibilities for someone else.

Healthy empathy creates strength, not dependence. It supports others while encouraging growth—whether in life or at work.

I once witnessed a team leader notice one of his team members struggling silently. Instead of asking in a formal setting, he dropped by the person's workspace casually, offering a genuine, "Hey, how are you doing? Need any help?" When the employee opened up, the leader didn't just listen, he adjusted deadlines and shared resources to reduce pressure. That simple action made the employee feel truly seen and supported, not just heard.

On the other hand, I've seen managers who say, "I understand your issues," but push employees to meet deadlines regardless, creating a gap between words and actions. This difference is where empathy either lives or dies.

Before we embrace empathy as a core value, we need to ask ourselves:

- Do we expect understanding without giving it back?
- Do we seek empathy but forget responsibility?
- Do we appear emotionally aware but fail to act kindly?

So, you may have learned how to speak about empathy but the real test is are you practicing it right? All it takes are small and real actions consistently. Start by a self-assessment with utmost honesty, and strive to be better versions of yourselves by being a more an empathetic team member or parent or sibling or spouse or child - it helps your grow every day.



Rida Fatima
Senior Executive Technical

WRITERS' WALL Information



Pakistan Cables, Nooriabad – From Vision to Living Reality

Transitioning to a facility nearly four times the size of the existing one was never going to be an easy task - especially while ensuring uninterrupted operations. But every remarkable achievement begins with a vision, and every vision demands courage, persistence, and the determination to turn it into reality.

When I first joined Pakistan Cables as an intern in 2021, I still remember my orientation session, where I was introduced to the company's ambitious transition from SITE, Karachi to Nooriabad, Jamshoro. The moment I heard that the new facility would span approximately 44 acres, my immediate reaction was, "That big?" It was exciting to imagine what such a transformation would look like.

My first visit to Nooriabad revealed little more than a vast piece of land filled with construction activity and signs of progress. In many ways, I have had the privilege of witnessing this facility grow from the ground up. Watching it evolve from a construction site into a state-of-the-art manufacturing plant has been both fascinating and inspiring. Every visit reflected months of dedication, careful planning, and a relentless effort.

What impressed me the most, was the commitment of the people behind this transition. It often felt as though everyone had one foot in Karachi and the other in Nooriabad - managing ongoing operations while simultaneously building the future. Relocating more than 60 manufacturing machines and ensuring their seamless installation was nothing short of extraordinary.

Today, Pakistan Cables Nooriabad stands as a state-of-the-art manufacturing facility, setting new benchmarks in operational excellence and performance. Beyond providing a larger workspace, it has enabled us to think differently, innovate more freely, and prepare for future growth with a broader perspective.

Every milestone in this journey came with its own set of challenges. Yet, each challenge was met with the determination to achieve a common goal while embodying our core values; Teamwork, Agility, Passion, Innovation, and Transparency. These values were not merely words as they were reflected in every decision, every obstacle overcome, and every step taken towards making this vision a reality.

For me, this journey has been much more than witnessing the construction of a new factory. It has been a firsthand lesson in how a bold vision, backed by dedicated people and unwavering commitment, can transform into reality. Looking back at where it all began and seeing where we stand today is both inspiring and humbling.

After all, the Nooriabad transition is not just the story of a new facility - it is the story of a vision brought to life.

PAKISTAN CABLES CERTIFIED 5S CHAMPIONS

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Ms. Aiman Mehmood

Senior Executive -GCF A Nooriabad

In your own words, how would you explain 5S to other employees?

For me, 5S is a safety pre-condition. When we start noticing, highlighting, and addressing the issues around us, we make our workplace safer, better, and more productive. 5S is not just an activity; it is a mindset. During my course, I heard a quote that truly reflects the essence of 5S:

"You can't reach for anything new if your hands are still full of yesterday's junk." — Louise Smith, Former Race Car Driver

This quote beautifully defines 5S.

What was the biggest learning for you during the program?

The biggest learning for me was that 5S is truly a team-driven activity. It cannot be achieved by one person alone; it requires involvement, ownership, and commitment from everyone. I realized that starting and executing a 5S activity is important, but the real success lies in sustaining it. Maintaining the same standard every day requires discipline, consistency, and continuous follow-up. For me, the program reinforced that when a team works together with the same mindset, 5S becomes more than just an activity. It becomes a culture of ownership, improvement, and workplace discipline.

How does 5S support safety, efficiency, and workplace discipline?

5S supports safety by helping us identify unsafe conditions before they turn into incidents. When the workplace is clean, organized, and free from unnecessary items, the chances of accidents, slips, trips, and confusion are reduced. It improves efficiency because employees do not waste time searching for tools, materials, or documents. A well-managed area also reduces stress and frustration because people can focus more on their actual work instead of dealing with clutter. Over time, this discipline becomes part of our daily routine and helps create a 09of continuous improvement.

PAKISTAN CABLES CERTIFIED 5S CHAMPIONS

Newswire January - June 2026



Ms. Nabeela Shehzadi

Assistant Manager Operational Excellence - PCF Nooriabad

In your own words, what is 5S and why is it important?

To me, 5S is much more than a housekeeping tool—it is a systematic approach to creating an organized, safe, and efficient workplace.

As Taiichi Ohno said, "Where there is no standard, there can be no improvement."

This quote perfectly reflects the essence of 5S. By establishing clear standards for organizing, cleaning, and maintaining the workplace, 5S helps eliminate waste, improve productivity, and create an environment where employees can work safely and efficiently. More importantly, it fosters a culture of discipline, ownership, and continuous improvement that benefits both individuals and the organization.

How do you think 5S can help employees in their everyday work?

I believe 5S is not limited to the production floor—it is a way of thinking that can improve how we work and live every day. Whether in a factory, an office, or even at home, the principles of organizing, standardizing, and maintaining our surroundings help save time, reduce waste, minimize stress, and improve efficiency. When everything has a designated place and simple standards are followed, daily tasks become easier, safer, and more productive. To me, 5S is not just a workplace initiative; it is a habit that simplifies life and encourages continuous improvement wherever it is applied.

Sarson Ka Saag with Mutton



Imtiaz Ali

Senior Executive
Maintenance – Engineering

What's cooking? “Taste the Tradition”

Ingredients

- 500 g mutton, washed and cut into pieces
- 1 kg mustard greens/sarson, cleaned and chopped
- 2 medium onions, finely chopped
- 2 tomatoes, chopped
- 2 tbsp cooking oil or makhan/butter
- 1 tbsp ginger-garlic paste
- 2 green chilies, chopped
- 1 tsp red chili powder
- ½ tsp turmeric powder
- 1 tsp coriander powder
- Salt to taste
- 2–3 cups water
- Fresh coriander for garnish

Method

Begin by heating oil or makhan in a pot. Add the chopped onions and sauté until they turn golden brown. Stir in the ginger-garlic paste and cook for about a minute until fragrant.

Add the mutton pieces and cook them on medium heat until they change colour and are lightly browned. Now add the chopped tomatoes, red chili powder, turmeric powder, coriander powder, green chilies, and salt. Cook the mixture well until the tomatoes soften and the oil begins to separate from the masala.

Pour in 2–3 cups of water, cover the pot, and allow the mutton to cook until it becomes tender.

In a separate pot, boil the chopped mustard greens until soft. Once cooked, mash or blend the saag to achieve a smooth, thick consistency.

Add the prepared saag to the cooked mutton and mix thoroughly. Let the dish simmer on low heat for 15–20 minutes so the flavours of the mutton, saag, and spices blend together beautifully.

Garnish with fresh coriander and serve hot with makki ki roti, chawal ki roti, or chapati.



Cultural Significance

In many families, Sarson Ka Saag with Mutton is more than just a seasonal dish; it is a recipe associated with winter gatherings, family meals, and cherished traditions. Passed down through generations, it combines comfort and heritage in one pot. Sharing this dish around the dining table keeps family memories alive and celebrates the flavours that connect us to our roots.

SMALL HABITS, BIG IMPACT



Keep Communication Simple.

Clear communication is a small habit with a big return.
The easier your message is to understand; the faster work moves.



What good looks like

- ✓ Messages are short, clear, and action-oriented.
- ✓ Emails mention the required action, deadline, and owner.
- ✓ Subject lines reflect the purpose of the message.
- ✓ Important information is not hidden in long paragraphs.



Practical habits

- ✓ Start with the main point.
- ✓ Use bullets for actions, timelines, and responsibilities.
- ✓ Mention whether the email is for information, approval, or action.
- ✓ Avoid vague phrases like "please look into this" without context.



Why it matters

Simple communication reduces confusion, speeds up approvals, improves teamwork, and helps everyone respond more effectively.

Small habit. Big impact. Communicate clearly. Get things done.

GROUP UPDATES

ASC Group Marks International Women's Day 2026

ASC Group marked International Women's Day 2026 with a special engagement session titled "Celebrating Strength, Wellness & Empowerment" on March 31, 2026, at PC Hotel, Karachi. Designed as a holistic experience for women across group companies, the session brought together learning, wellbeing, and creativity through activities focused on legal awareness, yoga and meditation, and pottery making. Conducted in collaboration with Legal Aid Society and Pencil Shavings, the program created a meaningful space for women to reflect, connect, and feel empowered in both their personal and professional lives.



PCL Spartans Win the 11th Amir S. Chinoy Memorial Tape Ball Tournament

The final of 11th Amir S. Chinoy Memorial Tape Ball Tournament for Men – 2026 played on January 25, 2026, at UBL Sports Complex between International Industries Limited – Royals and Pakistan Cables Limited – Spartans, with PCL Spartans emerging as the tournament champions. Their victory reflected the team's dedication, energy, and strong competitive spirit, making it a proud moment for Pakistan Cables and its supporters.

Steel Strikers lifts the Winner's Trophy at 3rd ASC Women's Cricket Tournament 2026

The ASC Women's Cricket Tournament 2026 brought together women from across ASC Group companies for an energetic celebration of teamwork, confidence, and sportsmanship. Steel Strikers from International Steels Limited (ISL) emerged as the winners, while Electric Eagles from Pakistan Cables Limited (PCL) secured the runners-up position, making it a proud and memorable sporting event for the Group. The tournament also recognized outstanding individual performances, with Sana Razzak Bari from ISL named Player of the Tournament and Best Batter. Sadia Mushtaq from PCL was awarded Best Fielder, while Maria Jamal from ISL received the Best Bowler award.



ASCF Partners with STEAM Pakistan

ASCF signed an MoU with STEAM Pakistan for the STEAM Safer Program, aimed at creating meaningful learning experiences for students across Pakistan. Through this collaboration, volunteers from ASC member companies will lead and support STEAM sessions nationwide, helping young learners explore science, technology, engineering, arts, and mathematics in an engaging and practical way. To date, seven sessions have been conducted, reaching over 200 students, reflecting ASCF's commitment to education, volunteerism, and empowering future generations through knowledge and hands-on learning.

ASCF and ChildLife Foundation Spread Joy at Children's Emergency Wards

During Ramzan, Amir Sultan Chinoy Foundation (ASCF), in collaboration with ChildLife Foundation, recently conducted volunteering activities at the child emergency wards of Civil Hospital and Lyari General & Teaching Hospital, Karachi. Volunteers from ASC member companies, including International Industries Limited, Pakistan Cables Limited, and International Steels Limited, distributed toys among children admitted in the emergency wards. The initiative brought moments of comfort, care, and joy to young patients and reflected ASCF's continued commitment to supporting communities through meaningful volunteer engagement.





LAUNCH OF TAPIT REWARD & RECOGNITION PROGRAM FOR WORKERS





WINNERS OF THE TAPIT SEMI-ANNUAL AWARD (Jul-Dec 2025)

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TEAM WORK

TEAM AWARD

Ahmed Raza
Aiman Mahmood
Asim Mukhtiar
Fahim Akhtar
Farhan Moin
Khurram Shehzad
Manzoor Ahmed
Muhammad Awais
Muhammad Azeem Qureshi
Muhammad Imran

Muhammad Iqbal
Muhammad Mehtab Alam
Muhammad Naseer Ahmed
Muhammad Rizwan
Muhammad Shahzad
Muhammad Taha Khan
Muhammad Waseem
Noman Ahmed Khan
Noor-Ul-Hasnain Malik
Osama

Rizwan Ahmed
Shakeel Khan
Shoaib Hashim
Syed Ammar Hassan Zaidi
Syed Muhammad Faizan
Tauqeer Hussain
Waqas Ahmed Jafery
Zahoor Khan

AGILITY

TEAM AWARD

Abdul Waleed
Aniq
Faizan Iftikhar
Haider Ameer
Hunain Arbani
M Anwar Khan
Manzoor Ahmed

Muhammad Saeed
Muhammad Yamin
Mukhtiar M Khan
Nadeem
Nasir Khan
Rizwan Ahmed
Salman Ansari

Shafi Ullah
Shahid Ahmed
Sidra Mujahid
Syed Muhammad Owais
Touseef Elahi
Waqas Ahmed Jafery

INDIVIDUAL AWARD

Hammad Rafiq
Muhammad Hamza
Muhammad Qaisar

Muhammad Yamin
Sadia Mehmood
Salman Ansari

Usman Manzoor

PASSION

TEAM AWARD

Aamir Riaz
Aena Malik
Babar Ali
Harisan
Hussain
Imran Khan
Mohammad Salim Ismail
Mudassar Hayat
Muhammad Akram
Muhammad Asif
Muhammad Iqbal
Muhammad Mehtab Alam
Muhammad Naseer Ahmed
Muhammad Nawaz

Muhammad Noman Khan
Muhammad Saleem Khan
Muhammad Shahbaz Raja
Muhammad Shoaib Sheikh
Muhammad Sufyan
Muhammad Suleman
Muhammad Zahid
Mustafa Raza
Mustafa Raza
Naqqash Arshad
Naveed Muhammad
Nazia Bashir
Rehana Mahboob
Rida Fatima

Rizwan Ahmed
Saeed Ur Rehman
Salman Ansari
Shahbaz Ali
Shakeel Khan
Syed Iqtidar Hussain Kazmi
Syed Muhammad Faizan
Syed Muhammad Imran Wasti
Syed Muhammad Talha
Syed Reham Ali Zaidi
Umair Samad
Waseem Ahmed
Zahoor Khan
Zeeshan Ahmed

INDIVIDUAL AWARD

Akhlaq Ahmed

Misbah Hussain Khan
Naveed Gul

Osama



WINNERS OF THE TAPIT SEMI-ANNUAL AWARD (Jul-Dec 2025)

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INNOVATION		
TEAM AWARD		
Ali Raza Feroz Ullah Khan Hunain Arbani Huzoor Buksh Mohammad Naeem Mohammad Salim Ismail	Muhammad Sabir Muhammad Saeed Muhammad Shamim Muhammad Shoaib Syed Ammar Hassan Zaidi Syed Aslam Perwaiz	Syed Haider Ali Rizvi Syed Iqtidar Hussain Kazmi Syed Muhammad Faizan Syed Muhammad Imran Wasti Umer Farooq Bin Aziz
INDIVIDUAL AWARD		
Abdul Moeed Areesha Zafar Faseeh Uddin Siddiqui Hareem ul Hasnain Hunain Arbani Khurram Shehzad Mudassar Hayat Muhammad Awais Muhammad Azeem Qureshi	Muhammad Imran Muhammad Kaleem Muhammad Mehtab Alam Muhammad Mohtashim Khan Muhammad Naseer Ahmed Muhammad Naseer Ahmed Muhammad Shahzaib Muhammad Shahzaib	Muhammad Umaid Tayyab Noman Ahmed Khan Osama Shoaib Hashim Syed Muhammad Faizan Zahoor Khan Zahoor Khan Zia Wahid

TRANSPARENCY		
INDIVIDUAL AWARD		
Adeel Ahmed Aiman Mahmood Fahim Akhtar	Muhammad Shahbaz Raja Nabeela Shahzadi Syed Ammar Hassan Zaidi	Syed Haider Hussain Naqvi Wishma Nafees Hafiza Zia Wahid



WINNERS OF THE TAPIT SPOT AWARD (Jul-Dec 2025)

TEAM WORK	AGILITY	PASSION	INNOVATION
Imran	Misbah Hussain Khan	Faseeh Uddin Siddiqui Mehmood Sultan Nasir Nawaz Sajid Shehzad	Tahir

NEW TO GRID

Newsire January - June 2026



Mr. Abdul Ahad
Executive
Production



Mr. Abdul Basit Akhtar
Senior Executive
Production



Mr. Abid Hussain
Deputy Manager
Administration



Mr. Arsalan Asad
Executive
Production



Mr. Asad Ali
Senior Executive
Production



Mr. Azan
Executive Applications
Development



Mr. Emmanuel Brian Gill
Executive
Quality Control



Mr. Huzaifa Mukhtar
Executive
Production



Mr. Jawwad A. Husaini
Executive
Production



Mr. M. Anees
Company
Medical Officer



Mr. M. Arsalan
Senior Officer
Production



Mr. M. Ather
Deputy Manager
Sales Project



Mr. M. Faisal Khan
Senior Deputy Manager
Product Development



Mr. M. Faraz Siddiqui
Assistant Manager
Customer Engagement



Mr. M. Mohsin
Officer
Production



Mr. M. Nadeem Abbas
Assistant Manager
Human Resources



Mr. M. Talha
Assistant Manager
Procurement



Mr. M. Taha Naseem
Assistant Manager
Procurement



Mr. M. Umair
Senior Officer
Maintenance



Mr. M. Umair
Senior Officer
Accounts



Mr. M. Waqas
Senior Officer
Maintenance



Mr. M. Yasir
Executive
Production



Mr. M. Zubair
Executive
Production



Mr. Nabeel Ahmad
Senior Officer
Quality Control



Mr. Nadeem Maqbool
Senior Officer
Maintenance



Mr. Rana H. Raza
Lead Network
& Communication



Mr. Sohail Shabbir
Senior Executive
Production



S. Hasan Ahmed
Senior Deputy Manager
Human Resources



S.M. Hamza Naqvi
Senior Executive
IT Support



S. M. Numair Ali
Senior Officer
Production



Mr. Talha Bin Mansoor
Executive
Administration



Mr. Talha Raees Ahmed
Senior Officer
Quality Control



Mr. Zeeshan
Senior Deputy Manager
Internal Audit



Mr. Zeeshan Ali Shah
Executive
Production



Mr. Zulfikar Ali
Deputy Manager
Administration

Training & Awareness Sessions

Internal Trainings



**Sharpening your Interviewing Skills
Session by Mr. Aadil Riaz**



**HR & IT Connect at Regional Offices
by Mr. Aadil Riaz and Ms. Saima Naveed**



**IT Awareness & Collaboration Tools
Sessions by Ms. Saima Naveed**

External Trainings



**Excel Training Session conducted
by Mr. Shoaib Jamal for all locations**



**Technical Lubrication Training
by Mr. Abdul Rafay Maqbool
from Shell Intermark**



**IOSH Training
by Mr. Tariq Nisar
from ZETCON**



**Stress Management & Mental Well-being
Session by Ms. Afshan Saeed**



ہر سفر میں ساتھ

فیول سہولت آفر

مہنگائی کے اس دور میں روزمرہ کا سفر آسان بنانے کے لیے پاکستان کیبلز لایا اپنے معزز لائلٹی کلب ممبران کے لیے عارضی فیول سہولت

کیٹیگری	فیول
پلاٹینم	Rs. 8,000
گولڈ	Rs. 6,500
سلور	Rs. 5,000
برانز	Rs. 3,500
بیسک	Rs. 3,000

یہ آفر ایکٹو لائلٹی کلب ممبران کے لیے ہے جسٹھوں نے گزشتہ 10 ماہ میں کم از کم 3,000 پوائنٹس جمع کروائے ہیں۔



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• یہ آفر صرف لائلٹی کلب میں رجسٹرڈ انکلیئرٹز کے لیے ہے۔

فیول سہولت آفر

پاکستان کیبلز لائلٹی کلب اپنے معزز اراکین کی حوصلہ افزائی اور معاونت کے لیے مسلسل نئی اور با مقصد سہولیات متعارف کروا رہا ہے۔ بڑھتی ہوئی مہنگائی اور ایندھن کی قیمتوں میں اضافے کے پیش نظر، ہم اپنے لائلٹی کلب سے وابستہ الیکٹریشن ممبران کے ساتھ بھرپور تعاون کے لیے پُر عزم ہیں۔ اسی عزم کے تحت فیول سہولت آفر متعارف کروائی گئی، جس کا مقصد سفری اخراجات میں کمی لانا اور بڑھتی ہوئی ایندھن کی قیمتوں کے اثرات کو کم کرنا تھا۔ اس اقدام کے ذریعے لائلٹی کلب ممبران کو ان کی ممبر شپ کیٹیگری کے مطابق فیول سپورٹ فراہم کی گئی۔ یہ آفر پاکستان کیبلز کے اس عزم کی عکاسی کرتی ہے کہ وہ اپنی الیکٹریشن کمیونٹی کے ساتھ مضبوط اور دیرپا تعلقات قائم رکھتے ہوئے ان کی روزمرہ ضروریات، فلاح و بہبود اور مالی استحکام میں معاونت جاری رکھے۔

حرف اول

حقیقی رفتار: مصروفیت نہیں، نتیجہ اہم ہے

30 جون کو ایک اور مالی سال مکمل ہوا۔ یہ وقت ہے کہ ہم گزشتہ سال پر نظر ڈالیں۔ اکثر ہم مصروفیت کو کامیابی سمجھ لیتے ہیں، جیسے مسلسل میٹنگز، ای میلز اور کاموں کی لمبی فہرست۔ لیکن اصل سوال یہ ہے کہ کیا ہم واقعی آگے بڑھے ہیں یا صرف مصروف رہے ہیں؟

صرف مصروف رہنا کافی نہیں۔ اصل کامیابی اس کام میں ہے جو مثبت اور واضح نتائج دے۔ ہماری رفتار کا اندازہ اس بات سے ہونا چاہیے کہ ہم نے کتنا موثر کام کیا، نہ کہ ہم کتنے مصروف رہے۔

یہ اثر اس وقت نظر آتا ہے جب:

- ہمارے کام سے کمپنی کی ترقی میں حقیقی اضافہ ہو۔
- صارفین ہمارے معیار، حفاظت اور اعتماد کی وجہ سے ہمارے برانڈ کا انتخاب کریں۔
- ہماری تشہیری مہمات صرف زیادہ کلکس نہ لائیں بلکہ برانڈ کی پہچان اور کاروبار میں بھی اضافہ کریں۔

گزشتہ سال ہماری چند اہم کامیابیاں یہ رہیں:

- نوری آباد فیکٹری کا افتتاح: 250 سے زیادہ مہمانوں نے ہماری جدید فیکٹری کا دورہ کیا۔
- برآمدات میں کامیابی: پاکستان کی نمبر 1 وائرز اور کیبلز ایکسپورٹر کی حیثیت پر قرار رکھی۔
- ڈیجیٹل تبدیلی: ایک نئی ویب سائٹ متعارف کرائی گئی، جس سے ہمارا ڈیجیٹل ایکو سسٹم مزید منظم، مضبوط اور موثر ہوا، اور صارفین کے ڈیجیٹل تجربے میں نمایاں بہتری آئی۔
- اپنی ٹیم کی حوصلہ افزائی: فیکٹری ورکرز کے لیے TAPIT پروگرام شروع کیا اور اہل لائسنس کلب ممبران کو عمرہ کے سفر سے نوازا۔

لیکن یہ بھی ضروری ہے کہ کامیابی ہماری صحت اور ذہنی سکون کی قیمت پر نہ ہو۔ ایک اچھا کام کا ماحول وہ ہے جہاں ایک دوسرے کا احترام ہو، نیم ورک کو فروغ ملے اور ہر شخص خود کو محفوظ اور اہم محسوس کرے۔

آپ روزانہ کیا مثبت تبدیلی لاتے ہیں؟

ہر روز کے چھوٹے چھوٹے کام بھی بڑا فرق پیدا کرتے ہیں۔ کسی ساتھی کی مدد کرنا، حفاظتی اصولوں پر عمل کرنا، یا اپنے رویے سے مثبت ماحول پیدا کرنا۔ یہ سب ایک اہم اثر رکھتے ہیں۔

نئے مالی سال میں آئیے صرف مصروف رہنے کے بجائے ایسے کام کریں جو واقعی فرق پیدا کریں۔ اپنی صحت کا خیال رکھیں، ایک دوسرے کا ساتھ دیں، اور ایسی ثقافت کو فروغ دیں جہاں ہر کام ایک مثبت اور دیرپا اثر چھوڑے۔

آپ سب کے لیے ایک صحت مند، متوازن اور با معنی کامیابیوں سے بھرپور سال کی نیک تمناؤں!

مریم درانی

پاکستان کیبلز کی جانب سے بین الاقوامی الیکٹریٹیشنرز ڈے پر خصوصی مہم

10 جون کو پاکستان کیبلز نے بھرپور جوش و خروش کے ساتھ بین الاقوامی الیکٹریٹیشنرز ڈے منایا اور ملک بھر کے الیکٹریٹیشن برادری کو خراج تحسین پیش کرنے کے لیے ایک خصوصی مہم کا آغاز کیا۔ الیکٹریٹیشنز نظر پر پس منظر میں کام کرتے ہیں، لیکن ان کی مہارت، احتیاط اور ذمہ داری ہماری روزمرہ زندگی میں ہر جگہ نمایاں فرق پیدا کرتی ہے۔

اس مہم کے تحت پاکستان بھر کے الیکٹریٹیشنز کے لیے ایک پُر خلوص ویڈیو پیغام جاری کیا گیا، جبکہ پرنٹ اور آڈیو ڈورا اشتہارات کے ذریعے بھی اس پیغام کو لاکھوں افراد تک پہنچایا گیا۔ پاکستان کیبلز نے پاکستان میں اس دن کو متعارف کروانے اور باقاعدگی سے منانے میں پیش پیش رہتے ہوئے اپنی آواز ان گنم بہرہ ور کی خدمات کے اعتراف کے لیے بلند کی ہے، جو ہماری صنعت کا ایک اہم حصہ ہیں۔

یہ مہم پاکستان کیبلز اور الیکٹریٹیشن برادری کے درمیان قائم دیرینہ تعلق کی بھی عکاسی کرتی ہے۔ گزشتہ دو دہائیوں سے پاکستان کیبلز لائسنس کلب الیکٹریٹیشنز کو ان کی قیمتی خدمات کے اعتراف میں انعامات، تربیت اور مختلف سہولیات فراہم کرنے میں ایک نمایاں کردار ادا کر رہا ہے۔ لائسنس کلب کے ذریعے الیکٹریٹیشنز اپنی خریداری اور شمولیت کی بنیاد پر پورا انٹنس حاصل کرتے ہیں، جنہیں وہ بعد ازاں مختلف انعامات اور مراعات کے حصول کے لیے استعمال کر سکتے ہیں۔

یہ مسلسل عزم اس بات کی عکاسی کرتا ہے کہ کمپنی کے نزدیک الیکٹریٹیشنز صرف خدمات فراہم کرنے والے افراد نہیں، بلکہ ملک بھر میں محفوظ اور معیاری برقی ماحول کی تعمیر میں اہم شراکت دار ہیں۔



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