

## COVER STORY

### A Once-in-a-Lifetime Milestone: Relocation to Nooriabad Successfully Completed



## FIRST WORD

Dear Readers,

This editorial celebrates a pivotal achievement: the successful relocation and establishment of our new manufacturing facility in Nooriabad, Sindh - a feat unprecedented in our industry, accomplished without disrupting existing operations.

This monumental undertaking not only showcases our collective capability but also highlights our strategic foresight in enhancing operational flexibility within a distributed network. This endeavour necessitated meticulous planning and synchronized execution over a period of time.

This transformation is a testament of our commitment to continuous improvement and lean manufacturing principles, which are critical for optimizing cycle time and moving towards greater factory automation. Challenging economic climate, highlights our exceptional resilience and adaptability towards business process redesigning and organizational development.

Today, the relocation to our new factory at Nooriabad, also fortifies our market position by expanding production capacity with operational agility, critical for combating increasing competition and meeting customer expectations.

Looking back, the project holds valuable lessons for the organization. It represents **the power of teamwork and passion** to overcome the typical impediments of personnel, infrastructure, and supply chain limitations encountered in such large-scale changes.

We can all look back with tremendous pride and be grateful to the leadership, collaborative spirit and coming together of everyone to achieve the ONE GOAL as ONE TEAM. Congratulations everyone, buckle up for the beginning of exciting times ahead!

Happy Reading

**Mariam Durrani**

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In the journey of any organization, some milestones go beyond progress—they define legacy. For Pakistan Cables, the successful relocation from our SITE factory to the state-of-the-art Nooriabad facility is one such defining moment.

Relocations of this scale are rare and complex, often occurring once in a generation. This move demanded meticulous planning, seamless coordination, and the unwavering commitment of a unified team. What we have achieved over the past couple of years sets a new benchmark—not just for Pakistan Cables, but for the entire industry.

The shift from a 12-acre legacy site to a 42-acre purpose-built factory is more than just added space—it symbolizes transformation. Nooriabad unlocks potential in advanced manufacturing, sustainability, and future growth.

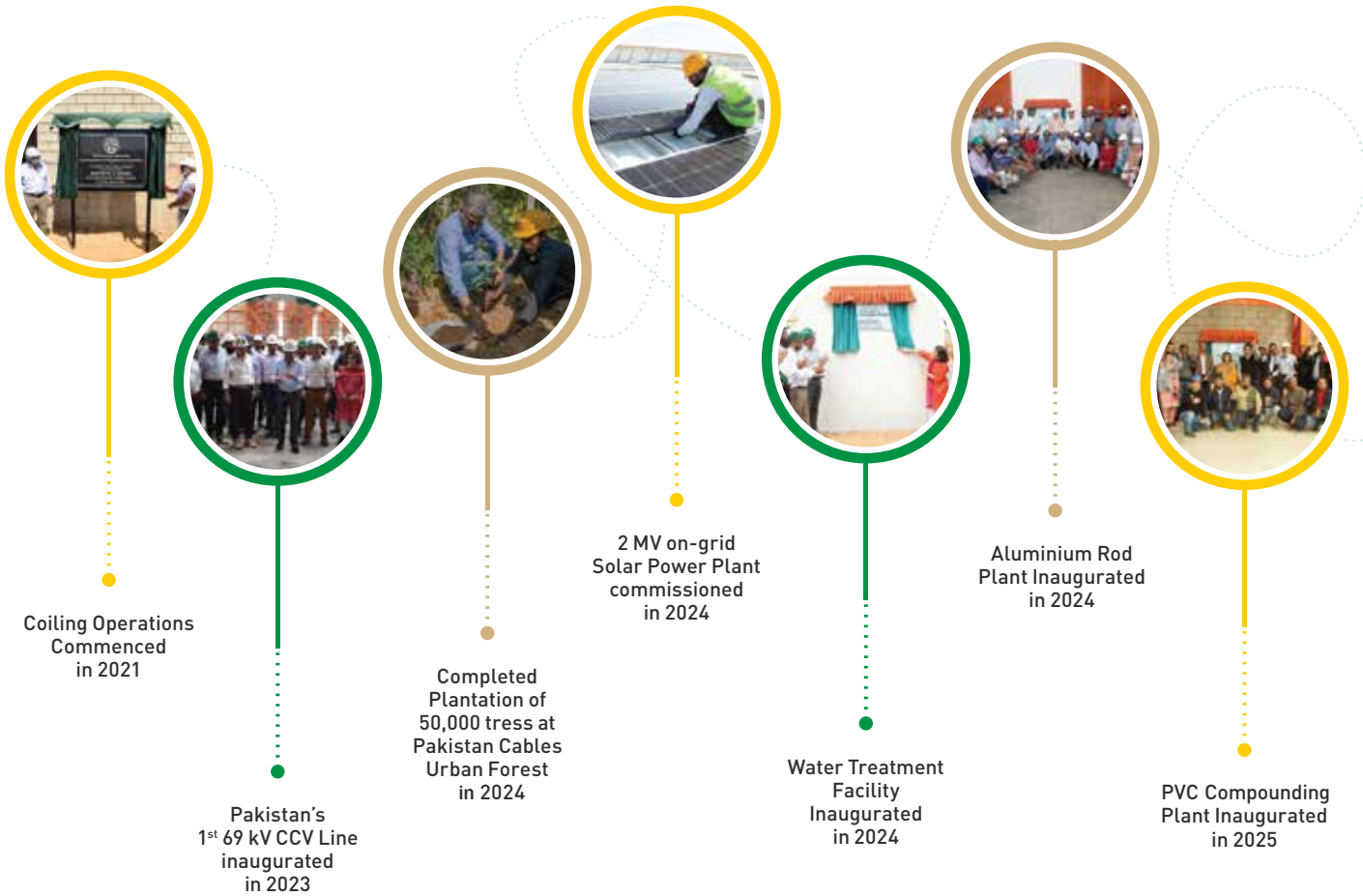
From dismantling legacy operations to installing cutting-edge systems, every phase showcased the power of teamwork. Engineers, project managers, technicians, IT, quality assurance, supply chain, HR, and admin—all came together to turn vision into reality.

To every team member who went the extra mile—working late, adapting quickly, and overcoming challenges—this achievement belongs to you. It reflects your resilience, dedication, and belief in our shared future.

As we begin this new chapter, we carry forward more than machines—we carry values, memories, and a collective spirit that defines who we are.

**Here's to new beginnings, greater possibilities, and the people who made it all happen.**

# MILESTONES ACHIEVED



## Leadership Reflections on the New Factory at Nooriabad: A Landmark Transformation



### Fahd K. Chinoy, Chief Executive Officer

It is really exciting to see a dream become a reality. I still remember the Sunday that Mr. Kamal Chinoy, Mr. Aslam Sadruddin and myself visited the plot of land on which the new Nooriabad factory stands today. At the time, the entire area was desolate and barren but we were able to visualize then, our reality today. Many of our colleagues dedicated their heart and soul into the new unit that has been planned to optimize material flow, efficiencies and output.

Another major feat accomplished, besides constructing a world class new factory was shifting over 50 machines from S.I.T.E Factory, Karachi to Nooriabad with minimal disruption and ahead of deadlines.

I am grateful to all those involved internally and all project related stakeholders including contractors, partners and vendors. With this new plant, we have added new technology, backward integration and capacity. We have set ourselves up for a bright and exciting future InshAllah (Ameen).

### Arshad Shafiq, Director Operations & Supply Chain

The relocation project started in end 2023 and was completed in May 2025. The priority during execution was to complete the project safely and timely, while continuing to serve our customers. This would not have been possible without complete dedication of our team involved and our local and international contractors. It took months of planning for a project of this size to execute and finish smoothly. Over 50 machines were moved and many were refurbished or upgraded during the process.

We would now be able to realize many efficiencies due to better reliability, material and people movement.



### Waqas Mahmood, Chief Financial Officer

Our new factory at Nooriabad holds immense promise for the future. With unwavering commitment, we are ready to move ahead stronger than before. The key now is to act with purpose i.e. operate at peak efficiency and embrace a cost-conscious approach, every step of the way to add value in everything we do. Together we can do miracles.

### Aadil Riaz, Director Human Resources

Our relocation to the Nooriabad facility stands as strategic milestone for Pakistan Cables. The move to Nooriabad is not merely a change in location; it reflects our long-term vision to build a more agile, future-focused organization.

The transition encompassed a wide range of complexities: precise movement of critical machinery, managing a dynamic workforce, addressing ongoing challenges to attract and retain skilled talent in a new industrial landscape and so on. Despite the challenges, our collective resilience, adaptability and commitment has enabled us to navigate this journey successfully.

This effort has laid the foundation for enhanced operational efficiency, sustainable growth, through people, product and processes.



# MAIN FEATURE

## World Environment Day Competition - Trash to Treasure

In celebration of World Environment Day 2025, Pakistan Cables launched a creative sustainability challenge, “Trash to Treasure”, inviting employees to transform recyclable waste into purposeful creations.

The competition saw an enthusiastic response with 14 creative entries, each showcasing how everyday waste can be repurposed into art, utility, and innovation. After internal jury review, three winners were announced for their outstanding creativity and impact:



**1st Prize:**  
**Arfa Mughal**  
Marketing & Brands



**2nd Prize:**  
**Ahtisham Baig**  
GCF B



**3rd Prize:**  
**Faisal Saeed**  
GCF B



**Special Prize:**  
**Arsalan Hussain**  
QHSE

Prior to the challenge, Earth Day 2025 Quiz Competition was held in which 75 entries were received, out of which 59 were correct, and three lucky winners were selected through a draw:

1. **Mubeen Haroon** - Admin
2. **Noman Khan** - IT
3. **Waqas Siddiqui** - Supply Chain

This reflects our commitment to embedding sustainability into our culture through creative employee engagement.

## NEWSBITES

### Team Building activity at factory

A team-building activity was conducted at the Production Hall, in factory where employees from various departments came together to paint walls. The collaborative effort aimed to foster unity, ownership, and pride in the workplace. This colorful initiative brightened up the space and also strengthened interdepartmental bonds.





# NEWSBITES



## PVC Plant Inaugurated

Our state-of-the-art PVC Compounding Plant at Nooriabad, was inaugurated by CEO, Fahd K. Chinoy.

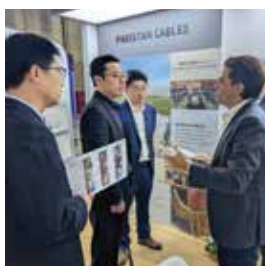
The new facility boosts production capacity by 12,000 tons, taking the total to 22,000 tons per annum, and will enable Pakistan Cables to serve a wide range of industries with greater flexibility and precision. Equipped with advanced features, the plant marks a major step forward in delivering high-quality, customized PVC solutions to meet evolving market needs.

## HR Townhalls kicked off during FY 2025

To foster open communication and employee engagement, the HR Townhall initiative has been rolled out across the organization with a bi-annual frequency. This platform provides employees with a safe space to voice concerns, share feedback and raise any widespread issues that deserve attention. It reflects our commitment to create a transparent and inclusive, workplace culture.



# #IGNITEPOSSIBILITIES



## Pakistan Cables exhibited its product portfolio at MEE 2025

Pakistan Cables showcased its product portfolio at Middle East Energy Exhibition 2025, held from April 7-9, 2025 in Dubai. The exhibition served as a platform to highlight company's product range and strengthen presence globally.

## Pakistan Cables participated in BIG5 South Africa Exhibition 2025

Pakistan Cables participated in the BIG5 South Africa Exhibition 2025, held at Gallagher Convention Centre, Johannesburg from June 18-20, 2025. The event provided a valuable opportunity to engage with the African construction and infrastructure market while showcasing Pakistan Cables premium product range.



# #IGNITEPOSSIBILITIES



## Kickoff: Second edition of ASCEND the Company's flagship initiative to promote STEM among women

ASCEND 2.0 launched welcoming students from Mehran University, Jamshoro alongside NED University, Karachi. This expansion marks a broader commitment to empowering female engineering talent.

9 students were selected as ASCEND Ambassadors and 10 need based scholarships announced for female students till their graduation.

# #TRANSFORMLIVES

## Employee Volunteers trained women at Panah Shelter Home

Pakistan Cables volunteers conducted 16 training sessions on the basic Computer Literacy for residents of the Panah Shelter for Women. This initiative reflects our commitment to education and women empowerment through skill-building and support.



## Book Donation Drive to support Government school library at Korangi

Pakistan Cables organized an internal Book Donation Drive to support the library of a Government School in Korangi, collecting over 140 STEM based books. The initiative aimed to foster a culture of reading and contribute to better learning resources for young students.

## Toy Donation Drive for a day care facility at Panah Shelter Home

Pakistan Cables conducted a Toy Donation Drive for the daycare facility at Panah Shelter Home, collecting 100+ toys for children.

The initiative was aimed to bring joy to the children and supporting a nurturing environment for the shelter's young kids.

# #INSTILPRIDE

## Pakistan Cables wins the Disability Inclusion Award 2025

Pakistan Cables won the Disability Inclusion Award 2025 organized by Employers' Federation of Pakistan for the second time in a row, reaffirming our commitment to an inclusive workplace.





# MINUTE WITH

## Qasim uz Zaman Bajwa Senior Manager Sales - Central

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

I'm currently serving as Senior Sales Manager at Pakistan Cables Limited (PCL), based out of Lahore, where I lead the Central Region's project Sales Team under the supervision of my senior, Mr. Azmat Ullah Bhalli. My journey in sales spans over two decades plus, with experience across a range of industries including electronics, ceramics, and construction materials. I joined PCL in December 2016 to lead the Multan branch and was proud to lead it to twice being the best-performing branch in both trade and project segments. One of the highlights during that time was my involvement in the Multan-Sukkur Motorway project.

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

I chose sales right from the beginning of my career, even from the start of my professional education. It was a deliberate and confident decision, not something I fell into by chance. I was drawn to the energy of the work, the clear sense of accountability, and the opportunity to make a visible impact. Early on, during my time at Pak Elektron Limited (PEL), one of Pakistan's leading engineering companies known for its electrical appliances and power equipment, I was promoted three times in just a few years and history repeated when I got three promotions just in a few years in Pakistan Cables Ltd based on my performance recognitions by the management. That recognition reinforced my belief in the value of consistent effort and disciplined execution. It also shaped how I approach sales today: I focus on building strong relationships, making decisions based on clear performance data and market insights, and always delivering on the commitments I make.

### What are you currently reading?

While I'd love to say I'm deep into a good book right now, the reality is that between professional responsibilities and personal life, it's tough to find time to read these days. That said, I've always enjoyed travelogues, what we call "safarnama" in Urdu. There's something really refreshing about following someone's journey through different places and cultures, even if just through their words.

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

My favorite author has long been Mustansar Hussain Tarrar. I admire him not just for his storytelling, but for the way he captures the spirit of travel, culture, and human emotion in such an effortless and relatable style. His "safarnama" writing, in particular, blends vivid description with humor, introspection, and a deep appreciation for the people and places he visits. Reading his work feels like traveling alongside him, seeing the world through his eyes, with all its beauty, complexity, and charm. He has a way of making distant places feel familiar and meaningful.

### 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 weren't in sales, I'd be well suited to the legal profession. If I could switch places for a day, I'd choose to be a courtroom lawyer; someone who builds a case, reads people effectively, and argues with conviction. There's a strong parallel with sales: both require careful listening, earning trust, and presenting persuasive, well-structured arguments. It's a role I admire deeply, and one that my father also excelled at, which makes the connection even more meaningful to me.

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

Success, for me, means fulfilling commitments to both the company and the customer. It is about keeping promises, maintaining consistency, and achieving measurable results. I have been fortunate to meet or exceed targets across various roles and regions, and I have worked to build teams that uphold those same values. Even so, I see success not as a fixed destination but as a continuous pursuit, renewed with every challenge we take on.



*"My career has consistently centered on building high-performing sales teams, cultivating client trust, and delivering on challenging sales and recovery targets."*





## MINUTE WITH

### Syed Asad Ahmed Bukhari

Wiring Accessories & Lighting  
BU Head - Head Office

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

I completed my MBA in the last century. Its 30 years now and when I recall my initial days at Philips Lighting Div., later with Continental Biscuits (LU) and Future Technologies (IBL group) and in the midst also had an entrepreneurial stint of running my own business, it has been an exciting roller coaster ride. Enjoyed every moment of it.

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

My career's first assignment at Philips Lighting Div was product management of niche products for both consumers and industries. My dept. head, my first mentor, also had the same career path. It all start from there and never looked back. It's a passion and a challenge for me to understand my customer, present him the right solution and make a successful execution.

#### What are you currently reading?

I have two books at my bedside at present. "Aalam Mein Intikhab" a compilation of Mushtaq Yousufi's writing and "The Startup Way" by Eric Ries. Its about integration of a small scale start up business in to an already big conglomerate.

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

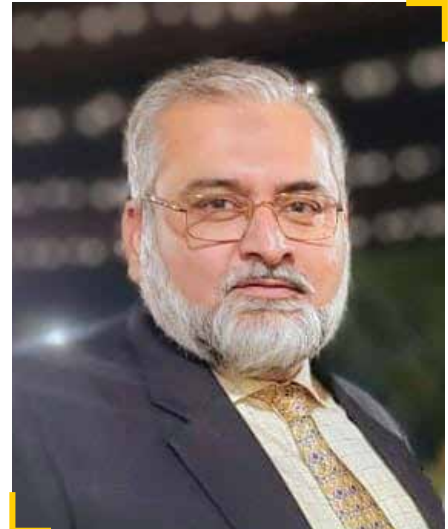
Mark McCormick has written many books on management, selling and marketing. He started his career as sports agent to Golf legend Arnold Palmer way back in 1959, laying the foundation of sportsmen management business. His famous books which I still re-read are "What they don't teach you at Harvard Business School" and its sequel "What they STILL don't teach you at Harvard Business School" are an augmentation to ones learning and experience.

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

A day in the life of a "Trauma Surgeon" is filled with difficult decision making with limited information available. The patient (business problem) has to be treated on the OT table (market place) where immediate X-ray or MRI or lab tests (business info) are not available and he has to use his experience and experience of his team to come out a winner.

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

Each time bouncing back with a renewed inspiration to do better. Each time I get myself together to perform better than the last time is success for me. What ever achieved is history, it's the next step I am looking forward to. As Roger Federer says, the last point won is on the scoreboard, I am now fighting for the next point.



*Fought many battles.  
Won many, lost a few as well.*





**Sajjad Hussain**  
(SMO – Electrical  
Engineering Department)

## WRITERS' WALL Information



# Five Future Trends in Cable Technology

## 1. Intensified Networking and Miniaturization

The increasing demand for faster data transmission and compact technology is reshaping industrial cabling.

“As devices become smaller and more efficient, hybrid cables—combining power, data, and even pneumatic or hydraulic functions in a single sheath—are becoming standard. High-speed cables like Cat.7 Industrial Ethernet and fiberglass options are replacing traditional copper alternatives.”

Connectors are shrinking too, with compact circular connectors and modular systems gaining popularity. Meanwhile, cables in industrial environments must withstand demanding conditions such as oil exposure, abrasion, and constant motion, requiring specialized materials and optimized designs.

## 2. Connectors Replacing Direct Wiring

Industry 4.0 has led to more flexible and modular production setups, where machinery components can be swapped or upgraded quickly. This shift favors connectors over fixed, soldered wiring. Modern connectors are designed for thousands of plug cycles without compromising connection reliability. Modular connectors now combine power, Gigabit data, and even pneumatic/hydraulic lines in one unit, simplifying machine configuration and improving uptime. This trend supports rapid upgrades and maintenance in increasingly dynamic production environments.

## 3. Shift Toward System Solutions

With the growing complexity brought by Industry 4.0 and the Internet of Things (IoT), many machine builders are focusing on their core expertise and outsourcing cable assembly and connector installation. This has led to rising demand for ready-to-use system solutions—preassembled cable and connector sets that can be quickly integrated into machines. These assemblies not only save time and reduce installation errors but also ensure consistent quality. Suppliers provide technical expertise, but the challenge lies in delivering customized solutions rapidly while balancing quality, cost, and efficiency.

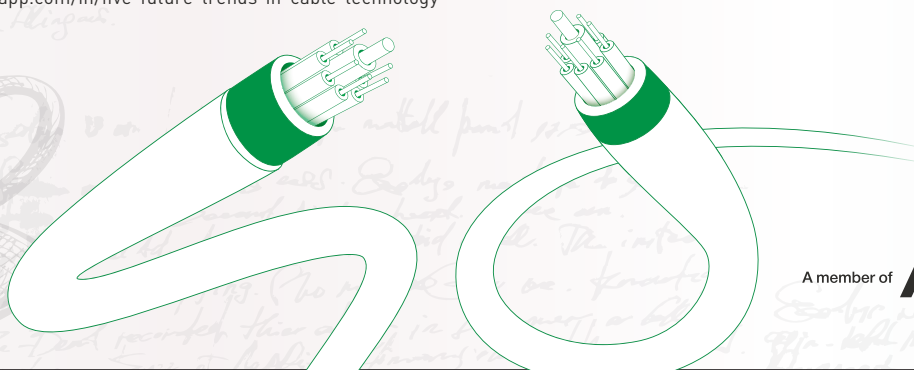
## 4. Rise of Direct Current (DC)

The increased use of photovoltaic systems and DC-powered devices is driving a gradual shift from alternating current (AC) to direct current (DC). Converting AC to DC causes energy losses, prompting a re-evaluation of AC's necessity. However, DC introduces technical challenges. Unlike AC, DC cannot naturally extinguish arcs when disconnecting circuits, requiring new types of switches and safety features. Cable manufacturers must also address how DC affects insulation aging, prompting ongoing research in this area.

## 5. Cable and Wireless Coexistence

Wireless communication is growing rapidly in both homes and industrial settings due to its flexibility and low installation cost. However, it cannot fully replace cables. Wired connections are essential for high data rates, minimal latency, and reliability—especially in environments that demand precision and synchronization. While wireless systems are ideal for certain applications, they can face interference, dropouts, and security vulnerabilities. As a result, the future will see both technologies coexisting, complementing each other depending on application needs.

Source: <https://e.lapp.com/in/five-future-trends-in-cable-technology>





**Amjad Mustafa**  
Project Sales – Abbottabad

## WRITERS' WALL Opinion



### سوشل میڈیا اور نوجوان نسل

انسان ایک معاشرتی جانور ہونے کے باعث مختلف ادوار میں ایک دوسرے سے تیز ترین روابط کے لئے کوشاں رہا ہے اور ان روابط کو بحال رکھنے کے لئے مختلف ذرائع کا استعمال کیا جاتا رہا ہے۔ قدیم زمانے میں انسانی قاصد کے ساتھ ساتھ پرندوں کے ذریعے پیغام رسانی کا کام لیا جاتا تھا۔ ترقی کی منازل طے کرتے ہی ڈاک خانہ، ٹیلی فون، ٹیلی گرام استعمال ہونے لگے۔ انیسویں صدی کے آخر اور بیسویں صدی کے اوائل میں دنیا نے نئی نئی کڑوٹلی اور انٹرنیٹ کے ذریعے ہزاروں میل کا فاصلہ سیکنڈوں میں طے ہونے لگا۔ مزید برآں سوشل میڈیا کے مختلف پلیٹ فارمز مثلاً واٹس ایپ، فیس بک، انسٹاگرام، ٹک ٹاک، زوم، لنکڈ ان، یوٹیوب، جی میل اور ٹویٹر (جو کہ اب X کہلاتا ہے) کے بے تحاشہ استعمال نے ہمیں بے شمار فوائد کے ساتھ ساتھ ان گنت نقصانات کی دلدل میں دھکیل دیا۔

جہاں ایک طرف آج کا ذہین نوجوان ان ذرائع کو مزید بہتر بناتے ہوئے ان سے بھرپور فائدہ اٹھانے کی کوشش کر رہا ہے وہاں ایک طبقہ اس کے غلط استعمال سے دنیا و مافیہا سے بے خبر شدا کی جنت میں مصروف عمل ہے۔ کرونا وائرس کے پھیلنے ہی دنیا میں تمام انسان ایک دوسرے سے کٹ کر رہ گئے تھے تب سوشل میڈیا کے وائرس نے لوگوں کو روابط اور معمولات زندگی کو بحال کرنے میں آسانی پیدا کرنے کے ساتھ ساتھ بہت سی مشکلات سے دوچار کر دیا۔ سوشل میڈیا نے ہمارے خاندانی نظام کو تباہ کر کے رکھ دیا ہے۔ اپنی فرسٹریشن کو ختم کرنے کیلئے اقبال کے شاہین اپنا زیادہ تر وقت انٹرنیٹ پر گزارتے ہوئے سوشل میڈیا پر لڑکیوں کے نام سے آئی ڈی بنا کر چیٹ کرتے ہیں اور اپنے والدین اور گھر کے حالات سے بے خبر ٹک ٹاک اور انسٹاگرام پر ویڈیوز اپلوڈ کرتے ہیں لیکن اپنے والدین، بہن بھائیوں اور خود سے جڑے رشتوں کے ساتھ ساتھ حقیقی زندگی کے مقاصد سے بے خبر رہتے ہیں۔

آج کل کی نوجوان نسل اپنی پسندیدہ سلیسرٹیز اور ٹک ٹاکرز کو فالو کرتے ہوئے دکھاوے کی زندگی گزارنے کی خواہشاں ہیں۔ مصنوعی زندگی کی چمک دکھانے کے لئے اٹھتے بیٹھتے، سوتے جاگتے، کھاتے پیتے، ہنستے اوڑھتے حتیٰ کہ بیمار ہوتے ہوئے بھی تصویر کلک کر کے سوشل میڈیا اکاؤنٹس پر اپڈیٹ کی جاتی ہے جس کے بعد لائکس، ویوز، ری ایکٹ اور کمنٹس کا لامتناہی سلسلہ چلتا رہتا ہے۔ سوشل میڈیا کے استعمال سے نوجوانان میں ڈپریشن اور فرسٹریشن میں اضافہ ہو رہا ہے۔ محنت کی بجائے شارٹ کٹ اور دھوکہ سے سوشل میڈیا کے ذریعے لوگوں کی معلومات چرا ان سے بلیک میلنگ کے ذریعے کثیر رقم ہتھیائی جا رہی ہے۔

تصویر کا دوسرا رخ دیکھتے ہوئے ہمیں ایسے نوجوان بھی دکھائی دیتے ہیں جو سوشل میڈیا کے مثبت استعمال سے تعمیری اور فلاحی منصوبوں سے دنیا میں جدت کا باعث ہیں۔ سوشل میڈیا نے نوجوان نسل کو تخلیقی اور تعمیری صلاحیتوں کے لئے ایک پلیٹ فارم مہیا کرنے کے ساتھ ساتھ آزادی اظہار رائے بھی دی ہے۔



# MY 95 TO

# A DAY IN THE LIFE



**Misbah Ul Hassan**  
OPM Officer - GCF B  
Nooriabad

My workday usually starts at 8:30 AM—with a quiet desk, a fresh spreadsheet, and a to-do list ready to go. As a Data Entry Operator, my role revolves around accuracy and organization. I spend most of my day entering, updating, and managing data—often in Excel—ensuring every detail is precise and error-free. Over time, I've developed a habit of breaking down tasks into smaller goals and double-checking my work to maintain high standards. Clean, reliable data is the backbone of many processes, and I take pride in doing my part to keep everything running smoothly.

No two days are ever the same—and that's both the challenge and the charm of the job.

What makes my role fulfilling are the small wins: solving a tricky formatting issue, spotting an error before it escalates, or organizing data in a way that helps someone else work more efficiently. It may happen behind the scenes, but it plays a vital part in the bigger picture—and that's what makes it truly rewarding.



**Muhammad Awais Shaikh**  
Executive Production - GCF A  
Nooriabad

As a Production Material Planner in the NCFA Department at Pakistan Cables, my workday is a dynamic mix of planning, coordination, and problem-solving. I begin each day by reviewing production schedules and material requirements to ensure we have the necessary components and raw materials to meet our targets.

One of the key challenges in my role is managing inventory levels and ensuring material availability at the right time. To address this, I collaborate closely with the supply chain team to source materials efficiently and ensure timely deliveries.

A particularly fulfilling part of my day is working alongside the production team—understanding their material needs and ensuring alignment with our production goals. I also enjoy identifying opportunities for process improvements and cost optimization on the production floor.

What makes my role truly unique is the ability to operate at the intersection of production planning and operational excellence. It's rewarding to see how my efforts directly contribute to the company's overall efficiency and productivity.



# MY 95 TO

# A DAY IN THE LIFE

صبح کی شروعات بچوں کو اسکول چھوڑنے سے ہوتی ہے اور یہ شروعات ہمیشہ وقت پر ہونے کا بس ارادہ ہی رہتا ہے! کبھی اسکول بیک کہیں چھپا ہوتا ہے، کبھی لچ بکس میں پانی بھول جاتے ہیں، کبھی جوتے ایک کمرے میں تو برابر دوسرے کمرے میں۔ روزہیں پڑ بونگ، روزانہ وہی لیٹ ہونے کی فکر، اور پھر خود سے یہی وعدہ کہ ”کل تو وقت پر نکلیں گے“ خیر، ان جھبیوں کے بعد جب بندہ گاڑی میں بیٹھتا ہے تو اگر اللہ کی خاص رحمت ہو تو کراچی کی سڑکیں ایسی لگتی ہیں جیسے مکھن پر سلائڈ۔ نہ رش، نہ باران، نہ کوئی کیڑا بس۔ بندہ خوش ہو کر کہتا ہے: ”واہ بھائی! آج تو قسمت چمک اٹھی ہے“ پندرہ منٹ میں دفتر پہنچ کر دل بھی سوچتا ہے کہ واہی بھی ایسی ہی ہوگی۔ پر کراچی ہے، خواب دیکھنے پر ابھی تک کوئی ٹیکس نہیں لگا۔

دفتر میں داخل ہوتے ہی معلوم ہوتا ہے کہ بس میں اور دو چار بندے باقی سب ابھی نیند پوری کر رہے ہیں۔ یہی وقت میرا اصل خزانہ ہے۔ سکون سے اسی میلز، رپورٹس اور وہ سارے کام جو شور میں نہیں ہوتے سب یہیں ختم ہوتے ہیں۔

پھر جیسے ہی گھڑی دس بجادیتی ہے، پورا پلان دھرا رہ جاتا ہے، میٹنگ کا جن حاضر ابھی میٹنگز جن کا صل دو لائون کی اسی میل میں تھا، پر ہمیں کمرہ آن کر کے ”ہم“ اور ”ہم“ بہت اچھا پوائنٹ ہے ”بولنا بھی فرض ہے۔

اس کے بعد روٹین کی سپورٹ، پینڈنگ ٹاسک، کالز، سب چلتے ہیں۔ گیارہ بجتے ہی دماغ جیسے بریک مانگتا ہے تو چائے والا انجن اسٹارٹ ہوتا ہے۔ دفتری چائے بھی اپنی جگہ منفرد، کبھی میٹھا زیادہ، کبھی دودھ کم، مگر اس ایک کپ سے دماغ کو وہ سکون ملتا ہے جو پورا دینی فانی نہیں دیتا۔

پھر دوبارہ کرسی، دوبارہ اسی میلز، اور ساتھ ساتھ کالز، کبھی سپورٹ کا، کبھی باس کی یاد دہانی، کبھی ٹیم میمبر کی شکایت۔ ایک بجے نماز اور لچ کا وقت۔ دل چاہتا ہے قبول مارس، لیکن دفتر میں نیند کا کوئی بندوبست نہیں۔ نیند آتی ضرور ہے، مگر کالز اور میٹنگز اسے ایسے بھگا دیتی ہیں جیسے کراچی والے ایسویلیس کو راستہ دیتے ہیں یعنی کبھی بھکاری۔

ڈھائی تین کے بیچ پھر کوئی میٹنگ حالانکہ دماغ کہہ رہا ہوتا ہے ”بھائی تھوڑا سانس لینے دو“ لیکن ہمارے ہاں میٹنگز کو ہی اصل کام سمجھا جاتا ہے۔ پھر ٹیم کی سپورٹ، سوال جواب، چھوٹے موٹے جگاز، سب کچھ ساتھ ساتھ چلتا ہے۔ اچھی ٹیم ہو تو سیکھنے کو بھی ملتا ہے، کام بھی بندھتا رہتا ہے۔

ساڑھے تین چار کے بیچ چائے کا دوسرا دور، اب کی بار چائے کم، گپ شپ زیادہ۔ کبھی سیاست، کبھی کرکٹ، کبھی کراچی کے روڈ کار و نامہ دماغ کو چند منٹ کی چھٹی مل جاتی ہے۔

ساڑھے چار بجتے ہی دل خود سے کہتا ہے: ”بس بھائی! اب سب سمینو، ورنہ کراچی کا ٹریفک تمہیں وہ سبق پڑھائے گا جو اسکول کی اسمبلی میں بھی نہیں پڑھا“ مگر کمال یہ ہے کہ آخری وقت پر سب کو آپ کی یاد آتی ہے اسی میل، کالز! بندہ ایک طرف پروجیکٹ مینیجر بنتا ہے، دوسری طرف ذہن میں ٹریفک وارڈن لگا کر سگنل سے بچنے کی پلاننگ۔

ساڑھے پانچ بجتے ہی دل میں چھوٹا سا غم لگتا ہے: ”چلو بھائی! آج تو جلدی گھر پہنچیں گے“ سامان سمیٹتے ہوئے زبان پر دعا: ”یا اللہ! آج کوئی کیڑا بس بچکر نہ ہو، کوئی انڈر اسٹریچ سڑک نہ رکے، کوئی دن ویل والا موٹر سائیکل سامنے نہ کودے بس سیدھا گھر پہنچا دے“ لیکن یہ کراچی ہے یہاں سیدھا پہنچنا بھی خواب ہے، اور خواب دیکھنے کی کوئی فیس نہیں۔

یوں ختم ہوتا ہے میرا نوے پانچ، بچوں کی ڈیوٹی، دفتر کی میٹنگز، چائے کے دور، اوٹنڈ، کالز، ٹیم اور کراچی کا ٹریفک۔

الحمد للہ! ایک دن اور بچ گیا۔ اگلے دن پھر یہی کہانی، یہی خواب، یہی جنگ۔



**Hunain Arbani**  
Manager ICT  
Head Office



## TASTE THE TRADITION

# Chatti Pathiri A Taste of Kerala



**Misbah Ul Hassan**  
OPM Officer - GCF B  
Nooriabad

### Ingredients

#### For the dough:

- 2 cups all-purpose flour
- Water, as needed
- A pinch of salt

#### For the filling:

- 2 cups shredded chicken (boiled)
- 1 onion, finely sliced
- 1 tsp ginger-garlic paste
- ½ tsp turmeric powder
- ½ tsp garam masala
- Salt to taste
- 1-2 green chilies (optional)
- Curry leaves
- Oil for cooking

#### Others:

- 2-3 eggs (beaten, for dipping)
- Ghee or oil (for layering and frying)



### Instructions

1. Prepare a soft dough using flour, salt, and water. Roll into thin chapati-style sheets and cook lightly on a tawa (griddle).
2. For the filling, sauté onions in oil with ginger-garlic paste, turmeric, garam masala, green chilies, and curry leaves. Add shredded chicken and mix until well combined.
3. In a deep non-stick pan, place one cooked chapati, brush with beaten egg, and add a layer of the chicken filling. Repeat the process, layering chapati, egg, and filling. Top with the final chapati layer and brush with egg.
4. Cover and cook on low heat, flipping carefully to ensure both sides are golden and cooked through.
5. Slice and serve hot—perfect for festive occasions or family dinners.

Soft, spiced, and full of flavor, **Chatti Pathiri** is sure to impress anyone with a love for layered delicacies.



# TASTE THE TRADITION

## Achari Beh A Taste of Sindhi Tradition



**Muhammad Awais Shaikh**

Executive Production – GCF A  
Nooriabad

Here's my **mother's**  
**cherished recipe:**

### Ingredients

- 2–3 lotus roots, peeled and sliced
- ½ cup mustard oil
- ¼ cup vinegar
- 1 tbsp ginger paste
- 1 tbsp garlic paste
- 1 tsp cumin powder
- 1 tsp coriander powder
- ½ tsp turmeric powder
- ¼ tsp red chili powder
- Salt to taste



### Instructions

1. Heat mustard oil in a pan and fry the lotus roots until tender.
2. In a bowl, mix ginger paste, garlic paste, cumin, coriander, turmeric, chili powder, and salt.
3. Add this spice mixture to the lotus roots and stir to coat evenly.
4. Pour in the vinegar and mix well.
5. Let the dish rest for a few hours to allow the flavors to pickle and deepen.
6. Serve as a side dish with your meal.

This dish holds a special place in my heart—it takes me back to childhood memories and the warmth of home-cooked meals shared with loved ones. For us, **Achari Beh** isn't just food; it's a flavorful reminder of family, culture, and togetherness.



# ASC GROUP UPDATES

## ASC Group participated in Pakistan Minerals Investment Forum 2025

ASC Group participated in the Pakistan Minerals Investment Forum 2025, a premier platform showcasing the country's potential in the minerals and mining sector. Among the Group's highlights was CECL (Chinoy Engineering and Construction (Pvt) Limited), which drew significant attention for its growing role in Pakistan's resource development landscape.



The event offered a valuable opportunity to present the Group's vision, explore strategic partnerships, and reinforce our commitment to contributing to the nation's industrial and energy advancement.

## ASCF sports collaboration

Under a multi-year sponsorship agreement by the Amir S. Chinoy Foundation, the member companies of ASC Group are proud to support Sana and Saif Bahader—two exceptionally talented squash athletes who continue to break barriers.

Despite being classified as Persons with Disabilities, their unwavering determination and remarkable skill embody the spirit of Pakistan's resilient youth. This collaboration reflects our commitment to inclusivity and aims to elevate their talent—and Pakistan's squash legacy—onto the global stage.



## ASCF supports installation of Water Filtration Plant

ASCF in support with Zaman Foundation installed a water filtration plant in Dharasar village, Umar Koth, to provide clean drinking water access to the local community. Dharasar is a remote desert village located 65km from Umar Kot, home to over 600 residents across 350+ households. The predominantly Hindu community faces limited infrastructure and essential services access.



## Emerge incubation centre completed Cohort III

ASCF in collaboration with The Hunar Foundation completed its COHORT III pitch deck round in which 30 highly promising incubates were meticulously selected, setting the stage for a dynamic and competitive cohort.

## 19<sup>th</sup> Super Challenger Premier League

ASC is proud to participate in the 19<sup>th</sup> Edition Super Challenger Premier League tournament. The team has achieved an excellent start with six consecutive wins.



# NEW TO THE GRID

## (JAN – MAY 2025)



**Mr. Asad Ahmed Khan**  
Assistant Manager  
Quality Control



**Mr. Danish Siddiqui**  
Company Medical Officer



**Mr. Faseeh Uddin Siddiqui**  
Technical Developer



**Mr. Khurshid Anwar**  
Assistant Manager  
Maintenance



**Mr. Khurram Shehzad**  
Executive Production



**Mr. Mansoor Qadir**  
Deputy Manager  
Production



**Mr. Mudassar Hayat**  
Senior Deputy Manager  
Production



**Mr. Muhammad Maaz Junaid**  
Senior Executive Production



**Mr. Naveed Muhammad**  
Senior Executive Production



**Mr. Muhammad Sarfaraz**  
Senior Manager Finance



**Mr. Muhammad Sufyan**  
Senior Executive  
Production



**Mr. Muhammad Suleman**  
Executive Production



**Mr. Muhammad Umaid Tayyab**  
Deputy Manager Production



**Mr. Muhammad Umer**  
Assistant Manager Sales



**Ms. Nabail Rizvi**  
Human Resource  
Business Partner



**Mr. Omer Saleem**  
Assistant Manager  
Production (PVC)



**Mr. Shamsheer ul Wahab**  
Production Engineer



**Mr. Syed Muhammad Danish**  
Executive Quality Control



**Ms. Tahreem Ghouri**  
Executive Business  
Reporting



**Mr. Umer Farooq Bin Aziz**  
Executive Production MRP

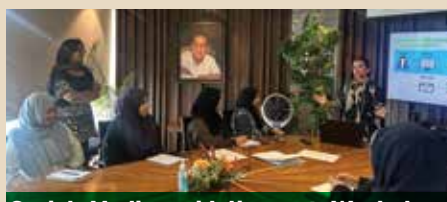


**Mr. Waseem Ahmed**  
Executive Production

## TRAINING SESSIONS



**Anti Harassment Session for New Joiners**



**Social Media guidelines at Workplace for MTOs**



**General ERP And OPM Process Training for MTOs**



**Compliance and Ethics Training for MTOs**



**Business Communication Training for MTOs**



**Training on Email Etiquettes & Guidelines**

# T A P I T VALUE IN ACTION



## TEAMWORK

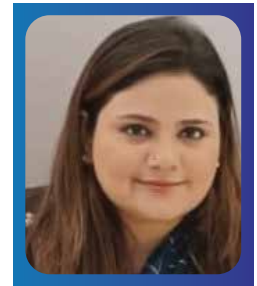
For me, teamwork is what keeps things moving—everyone brings something to the table, and together we make it happen. It's that team energy that turns challenges into wins. I'm proud to be a part of it every day.

**Osama arif**  
AM Technical  
(Nooriabad)

## AGILITY

In project sales, no two days are the same—and that's where agility comes in. I adapt quickly to shifting customer needs and delivery timelines. Staying flexible helps me keep things on track and deliver results without missing my leads."

**Rameesha Aziz**  
Assistant Manager Project Sales  
(Head Office)



## PASSION

I incorporate passion in my daily work by taking ownership of my tasks and striving for excellence, no matter how big or small. It keeps me motivated to go beyond what's expected and deliver my best every day.

**Muhammad Ahad**  
Dy Manager Trade Marketing  
(Head Office)

## INNOVATION

I continuously explore and implement new technologies and automation tools to streamline IT operations. By proactively identifying areas for improvement, I help enhance efficiency and ensure smooth system performance at Pakistan Cables.

**Misbah Hussain Khan**  
Senior Executive IT Support  
(Head Office)



## TRANSPARENCY

I ensure transparency by clearly communicating hiring processes, timelines, and feedback with candidates and stakeholders. I also maintain accurate documentation and share updates proactively to build trust and accountability.

**Yumna Hassan**  
Senior Officer Human Resources  
(Head Office)



# CONGRATULATIONS!

## SPOT RECOGNITION (JAN-JUN 2025)

### TEAMWORK

**Uzair Shoaib** - Supply Chain

### AGILITY

**Waqas Jaffery** - Supply Chain  
**Yumna Hassan** - HR

### PASSION

**Atif Kazmi** - Finance  
**Hunain Arbani** - IT  
**Muhammad Kamran Rasool** - Engineering  
**Salman Ansari** - Procurement  
**Saniya Perveen** - Audit

### INNOVATION

**Suhera Sultan** - IT

## SEMI-ANNUAL REWARD & RECOGNITION (JUL - DEC 2024)

### TEAMWORK

#### TEAM AWARD

**Inayat ullah Khan** - Sales  
**Natasha Jan Mohammad** - Legal  
**Syed Fuzail Ahmed** - Sales  
**Usman Manzoor** - Sales

### AGILITY

#### TEAM AWARD

**Muhammad Wasim Ali** - Sales  
**Shakeel Ahmed** - Sales

#### INDIVIDUAL AWARD

**Inayat Ullah** - Sales  
**Shaista Naseer** - Finance

### PASSION

#### TEAM AWARD

**Faizan Aslam** - Marketing  
**Muhammad Ahad** - Marketing  
**Muhammad Ahmad Raza** - Marketing

#### INDIVIDUAL AWARD

**Muhammad Irfan** - Technical  
**Munazza Zaheer Shaikh** - HR  
**Sadia Mehmood** - Technical  
**Syed Muhammad Imran Wasti** - Finance

### INNOVATION

#### TEAM AWARD

**Muhammad Naeem** - Production  
**Muhammad Saleem Khan** - Production  
**Muhammad Shamim** - Production  
**Syed Iqtidar Hussain Kazmi** - Production

#### INDIVIDUAL AWARD

**Atif Kazmi** - Finance  
**Sajjad Khan** - Engineering

# NEWS BITES

## New Shopboards Installation in Lahore and Multan



## نوری آباد میں نئی فیکٹری پر قیادت کے تاثرات: ایک تاریخی تبدیلی کا سنگ میل

### فہد کے۔ چنائے، چیف ایگزیکٹو آفیسر

جب کوئی خواب حقیقت میں بدلتا ہے تو اس سے بڑی خوشی کی بات کوئی نہیں ہوتی۔ مجھے آج بھی وہ اتوار یاد ہے جب جناب کمال چنائے، جناب اسلم صدر الدین اور میں اس زمین پر گئے تھے جہاں آج نوری آباد میں ہماری نئی فیکٹری کھڑی ہے۔ اس وقت یہ جگہ بالکل سناں تھی، لیکن ہمیں یقین تھا کہ ایک دن یہاں کچھ بڑا ہوگا۔ اور آج وہ خواب سچ ثابت ہوا۔

ہماری ٹیم کے بہت سے لوگوں نے دل و جان سے محنت کی تاکہ ہم ایک ایسی فیکٹری بنا سکیں جو کام کو زیادہ بہتر اور آسان بنا سکے۔

ہم نے کراچی S.I.T.E فیکٹری سے 50 سے زائد مشینیں بروقت اور بغیر کسی نمایاں رکاوٹ کے نئی فیکٹری میں منتقل کرنے میں کامیابی حاصل کی۔

میں ان تمام ساتھیوں، کنٹریکٹرز، پارٹنرز اور سپلائرز کا شکریہ ادا کرتا ہوں جنہوں نے اس کامیابی میں ہمارا ساتھ دیا۔

اب ہمارے پاس جدید ٹیکنالوجی، بہتر پروڈکشن اور ترقی کے نئے مواقع ہیں۔ ان شاء اللہ ہم ایک روشن مستقبل کی طرف بڑھ رہے ہیں۔ (آمین)



### ارشاد شفیق، ڈائریکٹر آپریشنز اور سپلائی چین

نوری آباد منتقلی کا کام 2023 کے آخر میں شروع ہوا اور مئی 2025 میں مکمل ہو گیا۔ ہماری سب سے بڑی ترجیح یہ تھی کہ کام وقت پر مکمل ہو اور کسٹمرز کو سروس بھی ملتی رہے۔

یہ سب ہماری ٹیم، مقامی اور غیر ملکی کنٹریکٹرز کی محنت کے بغیر ممکن نہیں تھا۔

اس بڑے منصوبے کے لیے کئی مہینے پہلے سے پلاننگ کی گئی۔ ہم نے 50 سے زائد مشینیں منتقل کیں اور کئی کو بہتر بھی بنایا۔

اب ہمیں کام میں زیادہ آسانی، رفتار اور کارکردگی کا فائدہ ہوگا۔



### وقاص محمود، چیف فنانشل آفیسر

نوری آباد کی نئی فیکٹری ہمارے لیے نئی امیدیں لے کر آئی ہے۔

ہم مکمل تیاری کے ساتھ آگے بڑھنے کے لیے تیار ہیں۔ کامیابی کا راز یہ ہے کہ ہم ہر کام میں دھیان، سمجھ داری اور لاگت کی بچت کو ترجیح دیں تاکہ ہر چیز میں بہتری آ سکے۔

اگر ہم سب مل کر چلیں تو کچھ بھی ناممکن نہیں۔



### عادل ریاض، ڈائریکٹر ہیومن ریسورسز

نوری آباد میں ہماری فیکٹری کی منتقلی صرف جگہ کی تبدیلی نہیں، بلکہ یہ ایک اہم فیصلہ ہے جو ہماری سوچ اور مستقبل کی تیاری کو ظاہر کرتا ہے۔

ہم چاہتے ہیں کہ ہمارا ادارہ زیادہ یکجہاں، تیز اور آگے بڑھنے والا ہو۔

اس منتقلی میں کئی مشکلات آئیں: مشینوں کو درست انداز میں منتقل کرنا، ورک فورس کا مؤثر انتظام کرنا، اور نئے صنعتی علاقے میں اچھے لوگ ڈھونڈ کر انہیں ساتھ جوڑے رکھنا۔

لیکن ہماری ٹیم نے حوصلے، سمجھ داری اور محنت سے ہر مسئلہ حل کیا۔

یہ قدم ہمیں مزید بہتر کام، پائیدار ترقی اور اپنی ٹیم، مصنوعات اور نظام میں بہتری کی راہ پر لے جائے گا۔





دراشتی نظام کو ختم کرنے سے لے کر جدید ترین سسٹمز کی تنصیب تک، ہر مرحلے میں ٹیم ورک کی طاقت نمایاں رہی۔ انجینئرز، پروجیکٹ مینیجرز، ٹیکنیشنز، آئی ٹی، کوالٹی اشورنس، سپلائی چین، ایچ آر اور ایڈمن، سب نے مل کر ایک خواب کو حقیقت کا روپ دیا۔

ان تمام ٹیم ممبرز کو سلام جنہوں نے دیر تک کام کیا، فوری طور پر حالات کے مطابق خود کو ڈھالا، اور چیلنجز کا سامنا جرات سے کیا، یہ کامیابی آپ سب کی ہے۔ یہ آپ کے عزم، لگن اور ہمارے مشترکہ مستقبل پر یقین کی آئینہ دار ہے۔

جب ہم اس نئے باب کا آغاز کرتے ہیں، تو ہم صرف مشینری نہیں، بلکہ اقدار، یادیں اور وہ اجتماعی جذبہ ساتھ لے کر چلتے ہیں جو ہماری پہچان ہے۔

**نئے آغاز، وسیع امکانات، اور اُن لوگوں کو سلام جنہوں نے یہ سب ممکن بنایا۔**

کسی بھی ادارے کے سفر میں کچھ سنگ میل ایسے ہوتے ہیں جو صرف ترقی کی نمائندگی نہیں کرتے بلکہ ایک ورثے کی بنیاد رکھتے ہیں۔ پاکستان کیبلز کے لیے سائنٹ فیکٹری سے جدید ترین فوری آباد سہولت میں کامیاب منتقلی ایک ایسا ہی تاریخی لمحہ ہے۔

اتنی بڑی سطح پر منتقلی ایک نایاب اور پیچیدہ عمل ہوتا ہے جو اکثر نسلوں میں ایک بار ہوتا ہے۔ اس اقدام میں تفصیلی منصوبہ بندی، ہم آہنگی، اور ایک متحد ٹیم کی غیر متزلزل وابستگی درکار تھی۔ گزشتہ چند سالوں میں جو کچھ حاصل کیا گیا ہے، وہ نہ صرف پاکستان کیبلز بلکہ پوری صنعت کے لیے ایک نیا معیار قائم کرتا ہے۔

12 ایکڑ پر محیط ایک دراشتی سائنٹ سے 42 ایکڑ پر مشتمل خصوصی طور پر تعمیر کردہ فیکٹری میں منتقلی محض رقبے میں اضافہ نہیں، بلکہ ایک انقلابی تبدیلی کی علامت ہے۔ فوری آباد میں جدید مینوفیکچرنگ، پائیداری اور مستقبل کی ترقی کے نئے امکانات کھلتے ہیں۔

## MILESTONES ACHIEVED



Coiling Operations  
Commenced  
in 2021



Pakistan's  
1<sup>st</sup> 69 kV CCV Line  
inaugurated  
in 2023



Completed  
Plantation of  
50,000 tress at  
Pakistan Cables  
Urban Forest  
in 2024



2 MV on-grid  
Solar Power Plant  
commissioned  
in 2024



Water Treatment  
Facility  
Inaugurated  
in 2024



Aluminium Rod  
Plant Inaugurated  
in 2024



PVC Compounding  
Plant Inaugurated  
in 2025

## COVER STORY

ایک یادگار سنگِ میل:  
نوری آباد منتقلی کی کامیاب تکمیل



## FIRST WORD

جب ہم اس پروجیکٹ پر نظر ڈالتے ہیں، تو ہمیں بہت کچھ سیکھنے کو ملتا ہے۔ یہ ہماری ٹیم ورک اور جذبے کی طاقت کو ظاہر کرتا ہے، جنہوں نے اسٹاف، انفراسٹرکچر، اور سپلائی چین جیسے چیلنجز کو کامیابی سے عبور کیا۔

ہم سب کو اس بات پر فخر ہے کہ ہم نے ایک ٹیم بن کر ایک بڑا مقصد حاصل کیا۔ قیادت کی رہنمائی، ٹیم کی باہمی ہم آہنگی، اور کوششوں کا تہہ دل سے شکریہ۔

یقیناً اب وقت ہے آگے بڑھنے کا، کیونکہ ایک نیا اور پرجوش سفر ہمارا منتظر ہے۔

پڑھنے کا لطف اٹھائیں

نیک خواہشات  
مریم ڈرانی

محترم قارئین،

ہماری نئی فیکٹری کی نوری آباد، سندھ میں کامیاب منتقلی اور قیام بخیر و خوبی مکمل ہوا۔ یہ کامیابی ہماری صنعت میں ایک نایاب مثال ہے، جو بغیر کسی خلل کے جاری کاموں کے ساتھ بخوبی انجام دی گئی۔

یہ بڑا منصوبہ ہماری اجتماعی صلاحیت اور مستقبل کی منصوبہ بندی کا ثبوت ہے، جس سے ہماری فیکٹری کی جدید اور متحرک کام کرنے کی صلاحیت مزید بہتر ہوگی۔

یہ تبدیلی ہماری لگاتار بہتری کے عزم اور لیسن مینوفیکچرنگ کے اصولوں سے وابستگی کا واضح ثبوت ہے، جو کہ پیداواری وقت کو بہتر بنانے اور فیکٹری میں خود کار نظام کی جانب بڑھنے کے لیے نہایت اہم ہیں۔ مشکل معاشی حالات کے باوجود، یہ کامیابی اس بات کو اجاگر کرتی ہے کہ ہم کاروباری طریقہ کار میں جدت اور ادارہ جاتی ترقی کے حوالے سے غیر معمولی لچک اور صلاحیت رکھتے ہیں۔

نوری آباد میں نئی فیکٹری کا قیام نہ صرف ہماری پیداواری صلاحیت کو بڑھاتا ہے بلکہ مارکیٹ میں ہماری پوزیشن کو بھی مزید مضبوط کرتا ہے، تاکہ ہم اپنے صارفین کی توقعات کو بہتر طریقے سے پورا کر سکیں۔

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