

FIRST WORD

Dear Colleagues,

2025 has been a defining period for Pakistan Cables. From completing our **new factory** to consolidating our infrastructure and support systems, we've successfully built a massive new engine. But let's be honest: a shiny new engine is just a costly paperweight without the right spirit to fuel it.

Our challenges are significant in the second half of the year. But they say challenges are only given to those who can actually handle them so take it as a compliment that our plates are this full! It's time to tap into our inner "Version 2.0". Let's choose to be a version of ourselves that is even more resilient, innovative, and dedicated to outshining who we were last year.

The cover story in this latest edition explores the brand's **latest ad campaign** and emphasized on why we never compromise on quality or safety. Our brand has always been a champion for raising industry standards, proving that we must compete on the **merit of our quality**, not just the price. This dedication has not gone unnoticed. Our **fourth consecutive win** at the **40th MAP Corporate Excellence Awards** says it all. Whether you're on the factory floor or in a support role, this victory belongs to you.

In this edition, you'll also find stories that prove we are more than just a company. **NewsWire** is the heartbeat of **our community**, a place where your personal contributions and conversations bridge the distance between us. We remain united by the stories that define us.

As we stand at this midpoint, we must look forward. We have the tools, we have the infrastructure, and we have the recognition. Now, we need the personal drive.

What will the rest of 2026 look like for you? What is that one thing you can improve within yourself today to create a lasting, positive change for everyone around you?

Let's make the next six months our most impactful yet.

HAPPY NEW YEAR!

Regards

Mariam Durrani

COVER STORY

SAFETY JIS KI Timeless, QUALITY JIS KI PRICELESS

Campaign alert

As Pakistan Cables continues to strengthen its legacy of trust, its new "Priceless Campaign" took center stage with one timeless truth: when you invest in safety and quality, you make a long-term investment and prefer to choose Pakistan Cables.

The campaign was rolled out on all major social media platforms and received a tremendous response from the target audiences. Once again, Pakistan Cables was appreciated for its authenticity and relevant messaging among all its stakeholders.



Know more about Pakistan Cables:

 /pakistan cables

 /pakistanablesofficial/

 /pakistan_cables

 /company/pakistan-cables-limited

MAIN FEATURE

Solar Capacity Expanded to 2.3MW

Pakistan Cables has successfully expanded its on-grid solar power plant at the Nooriabad facility to 2.3MW, with an additional 300 kW recently installed. This milestone strengthens our long-term commitment to cleaner energy and responsible manufacturing.

With this expansion, the Company now achieves an annual reduction of 1,956 tons of CO₂ emissions — equivalent to planting 100,000 trees every year. This achievement reflects our dedication to sustainability, lower emissions, and building a greener future for generations to come.



NEWS BITES

Independence Day Celebrations

Like every year, the Company marked Independence Day with much enthusiasm across all locations, reflecting patriotism. At the Nooriabad Factory, the HR and Admin teams organized a vibrant celebration filled with fun-filled activities and employee engagement. All Karachi based employees were invited to join the celebrations at the factory to mark Pakistan's 78th Independence Day with great zeal. The event embodied teamwork, joy, and the shared commitment that defines Pakistan Cables.

At the regional and branch offices, celebrations came into full force with decorated workspaces and a splash of patriotic colors—showcasing the creativity of our teams across the country.

Together, these celebrations highlighted not just the significance of the day, but the strong culture and unity that bind Pakistan Cables.



Operational Transparency: Wiring trust through Customer Connect

Pakistan Cables hosted its factory visits Connect by welcoming valued customers to its new manufacturing facility at Nooriabad, Sindh. The visit guided factory tour reaffirmed our commitment to meeting customer expectations around quality, reliability, and service assurance.



Emergency Response Training

An Emergency Response & Life-Saving Skills Training was conducted at Head office in collaboration with Rescue 1122. Led by the QHSE Team, the session equipped employees with practical knowledge on Fire Safety, First Aid, and CPR techniques. The initiative reinforced workplace safety standards and strengthened on-ground emergency readiness among employees.



#IGNITEPOSSIBILITIES

ASCEND 2.0: Female Engineers completed Module 1

Module 1 of the second ASCEND batch was successfully completed by students from NED University, Karachi and Mehran University, Jamshoro. 10 students from both the Universities also availed the need based academic scholarship as part of the initiative. Through the flagship program "ASCEND", Pakistan Cables continue its commitment to empowering future female engineers and strengthening the talent pipeline.



#INSTILPRIDE



Pakistan Cables wins the 12th FPCCI Achievement Award 2025



Winners of the International Solar Power Technology Excellence Award 2025

Pakistan Cables Sponsored 19th International Symposium on Advance Materials and exhibited its product portfolio



Pakistan Cables received the 3rd EFP Skills Development Employers' Recognition Award 2025



Proud Recipient of 40th MAP Corporate Excellence Award 2025





1 MINUTE WITH

Atta Ul Hai Khan

General Manager Technical

Tell us a bit about yourself and your work?

I'm a family person with three grown-up children, and I'm a graduate engineer by qualification. Professionally, I've spent almost four decades building my expertise in cable technology. For the past 10 years, I have been leading the technical function at Pakistan Cables, where my responsibilities cover Technical Operations, Quality Control, R&D, and Process Engineering. My role is a mix of problem-solving and long-term capability building—ensuring product performance and compliance, strengthening quality systems, supporting innovation through R&D, and continuously improving processes to make our operations more efficient, consistent, and reliable.

How did you build your career in Technical? Was there a defining moment or case that shaped you as a technical professional?

My career grew through steady learning, hands-on experience, and working in environments where technology and quality were non-negotiable. A key defining phase for me was when I joined Riyadh Cables Group in Saudi Arabia as a Technical Engineer. That experience truly shaped my direction and ambition in this field.

I spent around 12 years there, where I was exposed to modern cable technologies, structured technical systems, and high standards of testing, process control, and product development. Working in that environment strengthened my fundamentals, broadened my perspective, and gave me the confidence to take on bigger technical leadership responsibilities later in my career.

What are you currently reading?

I usually read across three areas: politics, economic developments, and technology. I like staying aware of what's happening in the world—because policy and economics shape markets, industries, and business decisions.

If, in some Freaky Friday-like situation, you could live the life of another career?

If I had to switch careers for a day, I would choose Production. Technical and Production are closely connected—technical develops and standardizes, while production executes at scale with real-time challenges.

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

For me, success means earning respect and credibility—both professionally and within society. It's not just a title; it's the trust people place in you for your knowledge, integrity, and contribution. Alhamdulillah, over the years I feel I have achieved that reputation through consistent work and commitment, and I'm grateful that today I can enjoy the results of that journey—personally, professionally, and socially.



“I like staying aware of what's happening in the world—because policy and economics shape markets, industries, and business decisions.”

1 MINUTE WITH

Natasha Jan Mohammad

General Manager Legal & Corporate Affairs

Tell us a bit about yourself and your work?

I serve as General Manager Legal and Corporate Affairs, overseeing legal strategy, corporate governance, regulatory compliance, and board processes. My role focuses on enabling sound decision making and supporting the business with practical, solutions-oriented legal advice.

How did you build your career in legal and corporate affairs? Was there a defining point in your career, and if so, how did it shape you a legal and corporate governance professional?

My career was largely shaped through public sector and government work, where I developed a strong foundation in regulatory frameworks, policy, and institutional decision making. Moving in-house at a listed company was almost accidental, but it proved transformative, allowing me to apply that grounding to commercial realities and corporate governance at scale.

What are you currently reading?

I am currently reading *The First Muslim* by Lesley Hazleton. It presents a deeply human portrait of faith, leadership, and conviction. I appreciate how history is explored through empathy rather than distance. A must read!

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?

I once dreamt of becoming a pilot, though my father, having lived that life himself, steered me toward a different journey. I would still be curious to experience that world shaped by discipline and responsibility. It stays with me as curiosity, not regret.

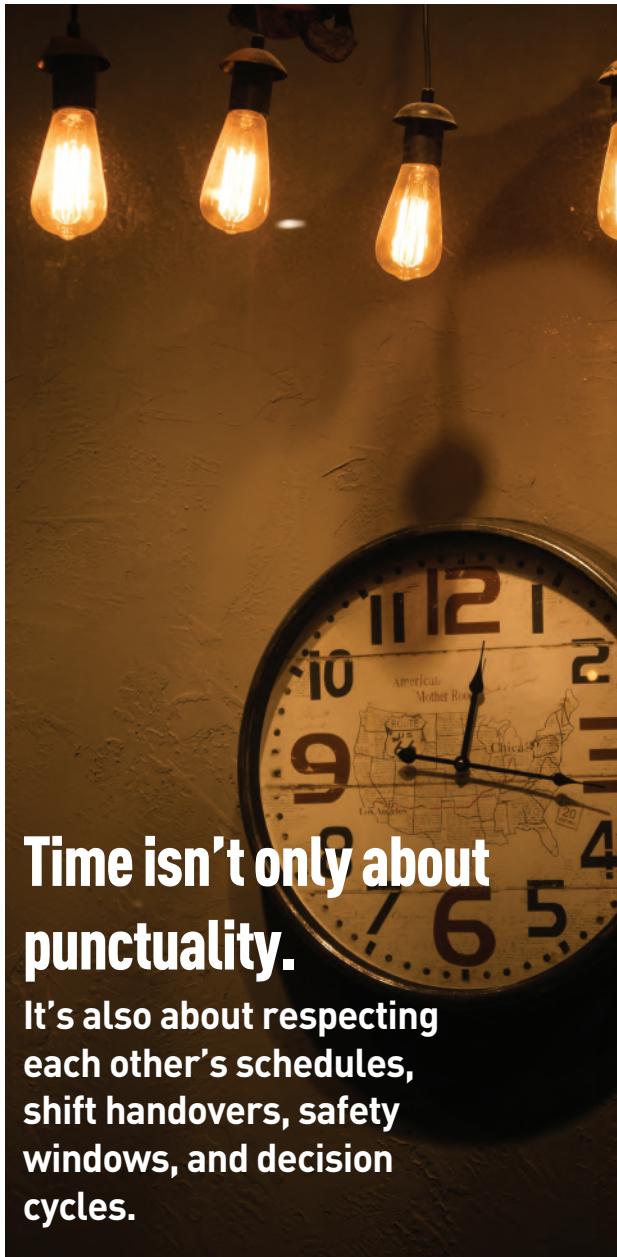
How would you define success? Do you think you've found it yet?

Success is contributing meaningfully while acting with integrity, balance, and purpose. It is an evolving journey rather than a destination. While I have reached important milestones, I believe there is always more to learn and achieve.



“Success is contributing meaningfully while acting with integrity, balance, and purpose.”

SMALL HABITS, BIG IMPACT



What good looks like?

- ✓ Meetings start and end on time (agenda shared, outcomes captured).
- ✓ Shift handovers are structured (no missing information, no surprises).
- ✓ Deadlines are met or flagged early with clarity.
- ✓ No one is left waiting on responses, approvals, or coordination.

Practical habits

- ✓ If you're running late, share ETA (Estimated Time of Arrival) + reason + next action.
- ✓ If a deadline is at risk, flag it early using: what's delayed, why, the impact, and what support you need.
- ✓ Keep meetings purpose-driven: Decision / Update / Alignment.

Why it matters

A little time discipline goes a long way it reduces rework, prevents avoidable disruptions, improves service, and strengthens reliability across teams.

Small Lesson, Big Value “What I Learned This Year”

Aadil Riaz - Director HR & Admin

I tried to handle too many tasks myself to save time. Last year, I learnt that delegation is not a weakness. Trusting the team improves outcomes and allows me to focus on higher-value work for efficiencies.

Abdul Wassey Qureshi - Senior Manager QHSE

I always assumed safety instructions shared once were clearly understood by everyone. 2025 taught me that repetition and visual communication improve compliance—now I reinforce key messages through toolbox talks and on-site reminders.

Adeel Shaikh - Executive Trade Sales

I used to rely on verbal confirmations during coordination. In 2025, I learned that written alignment avoids confusion—now I document key approvals before execution.

Ahsan Ahmed Khan - Senior Deputy Manager Maintenance - Engineering

During a machine relocation project, I initially approached the task from a purely technical perspective and underestimated the importance of early cross-functional alignment with operations and utilities. This experience reinforced that successful relocation depends as much on teamwork and communication as on engineering execution. In 2025, I learned that early coordination, clear role alignment, and re-orientation of all team members significantly improve commissioning efficiency. Moving forward, I will prioritize structured collaboration and alignment to ensure smoother transitions and sustained performance.

Atif Kazmi - Manager Cost & Budgeting

Earlier, my focus was primarily on cost analysis results, at times without sufficient upfront validation of assumptions with operational teams. In 2025, I learned that early cross functional alignment improves accuracy and ownership. Now I ensure assumptions are discussed and agreed before finalizing reports.

Mariam Durrani - Director Marketing & Brands

2025 taught me that growth is never a straight line; it's a series of ups and downs where "bad days" are just part of the journey. I learned to meet them with a bit of "healthy delusion"—believing so deeply in my success that the stress simply loses its power. Ultimately, I've realised that while I can't control the challenges, I am the only one in charge of my energy, my mood, and my narrative.

Mohammad Ahad - Deputy Manager Trade Marketing

I tended to overthink tasks by deeply analyzing every detail and possible outcome. While this helped me identify risks and ensure accuracy. It often led to delays, slower decision-making and missed opportunities to move forward quickly. In 2025, I have learned that while careful thinking has its advantages, balance is essential. Going forward I aim to trust my judgment, act sooner when enough information is available, and fine-tune my work along the way instead of waiting for perfection.

Natasha Mehmood - General Manager Legal Affairs

2025 taught me that silence often creates more risk than difficult conversations. Clear communication at the right time prevented unnecessary escalation. Transparency proved far more efficient.

Tehreem Ghouri - Executive Business Reporting - Sales

Last year, I sometimes focused more on completing tasks quickly rather than fully understanding expectations and priorities. Last year, I learned that clarity and communication are just as important as speed, now I take time to align requirements upfront to deliver better and more effective results.

Uzair Shoailb - Deputy Manager Imports

I underestimated how small gaps in customs documentation could delay clearance. In 2025, I learned that early verification of HS codes, certificates, and regulatory requirements prevents last-minute issues—now I validate compliance before shipment dispatch.

WRITERS' WALL

Information



Hunain Arbani
Manager ICT
حنین اربانی
مینیجر آئی سی ٹی

یہ بات یاد رکھنی چاہیے
کہ واٹس میج بولنے والے کے لیے سہولت ہے،
سنے والے کے لیے نہیں۔
یہ اپنے وقت کی آسانی
اور دوسرے کے وقت کی قربانی ہے۔
تحریر میں ایک شاکنگی ہوتی ہے،
ایک ترتیب، ایک وقار۔
وہ مختصر بھی ہوتی ہے
اور واضح بھی۔
جکہ بے جا واٹس میج
نہ مختصر ہوتا ہے
نہ واضح۔
بس موجود ہوتا ہے۔
عرض صرف اتنی ہے:
جہاں دو سطھیں کافی ہوں،
وہاں دو منٹ کی آواز ظلم ہے۔
کیونکہ واٹس ایپ
مکالے کے لیے ہے،
خطابات کے لیے نہیں۔
اور ہر سننے والا
ہر وقت سامنے نہیں ہوتا۔
تحریر کو زندہ رکھیے،
اور آواز کو ضرورت تک محدود۔

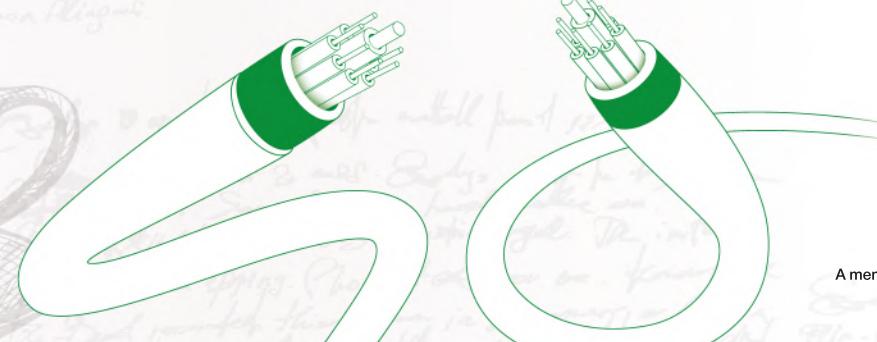
واٹس ایپ، واٹس میج اور وقت کی بے قدری

واٹس ایپ نے انسان کو سہولت عطا کی تھی،
اگر ہم نے اس سہولت کو آزمائش نہادیا۔
تحریر جو کبھی تبدیل کی علامت تھی،
آج ایک بیٹن کے نیچے دب پکھی ہے،
اور اس کی جگہ بے وقت بولتی آوازوں نے لے لی ہے۔

اب گفتگو یوں ہوتی ہے کہ
دولظی لکھنے کی زحمت گوارانٹی،
گمراہیک منٹ کی آواز ریکارڈ کرنا
یا عوٹ فخر سمجھا جاتا ہے۔

گویا خاموشی جرم ہے
اور بولتے رہنا فرض۔
واٹس میج سننے ہوئے سامنے کی کیفیت دیکھیے:

فون کان سے لگا ہے،
ماحول خاموش کرنے کی کوشش جاری ہے،
اور ذہن اس سوال میں الجھا ہے کہ
آخر بات کہاں شروع ہوگی
اور کہاں ختم۔
کبھی آواز میں ہوا کا شور،
کبھی دور کی ٹیک،
کبھی گا صاف کرنے کی رسم،
اور کبھی پیچ میں آنے والی خاموشی۔
یہ سب تو شامل گفتگو ہیں،
اصل بات اگر آجائے تو غیمت۔





Rida Fatima
Senior Executive Technical

Slipping Through

Time is running, fast and free,
Slipping like waves away from me.
Grains of sand I couldn't hold,
Moments lost, too quick, too cold.

Each tick echoes in the air,
A silent weight I cannot bear.
The things undone, the words unsaid,
The dreams; still sleeping in my head.

I ask myself, what have I made?
Where is the mark that will not fade?
What have I left on life's wide shore,
Except regrets and wanting more?

I try to calm the storm inside,
To sit where fleeting thoughts, subside.
A leaf that dances, skies that glow,
The peace I find in nature's flow.

The sunlight filters through the trees,
I breathe it in; I feel the breeze.
A bird sings softly, skies turn gold,
The present whispers, calm and bold;

"You're here," it says, "don't look ahead.
Live this moment, not the dread."
And for a time, I feel it too,
Like everything is clear and true.

WRITERS' WALL

Information



But still, some days, the ache is loud,
The beauty hides behind a cloud.
The flowers bloom, but out of reach,
And joy feels like a distant beach.

Yet here I sit, and still I try,
To hold the present before goodbye.
Perhaps that's all I need to do;
To show up, breathe, and make it
through.





WAQAR AHMED

Sales Executive - Trade - North Region

As a Sales Executive-Trade for the North region at Pakistan Cables, my day begins with solid interactions among colleagues, upon reading work.

Morning meetings with manager establish daily targets. Subsequently, I manage essential documentation, including ledger updates, invoice verification, and payment due statements, critical for operational efficiency and dealer trust.

A significant portion of my morning is dedicated to proactive contacting clients to schedule and confirm market visits.

Upon confirmation, market visits commence, prioritizing initial meet & greet with dealers and their sales staff. First step involves a comprehensive inventory audit of Pakistan Cables products, reconciling physical stock with records and payment status to ensure mutual clarity. Crucially, visits involve informing partners about pending invoices, reconciling ledger balances, and presenting the latest promotions and trade offers. This continuous communication is vital for driving sales and strengthening strategic partnerships.

Informal discussions over tea facilitate understanding dealer requirements, in a friendly and trust worthy environment.

Beyond sales, I focus closely on enhancing brand visibility by guiding dealers on optimal product display and ensuring prominent indoor and outdoor branding, reinforcing the Pakistan Cables presence in the market.

Navigating the complexities of sales calls demands a dynamic and adaptable approach. Key challenges frequently encountered include securing optimal client engagement, busy schedules, effectively managing and reconciling inventory discrepancies, and skillfully addressing payment collection hurdles. Furthermore, success hinges on effectively countering aggressive competitive strategies and thoroughly understanding evolving market demands.

My role is uniquely rewarding due to its direct impact on both our company's success and our dealer network's prosperity. It's not merely about transactions it's about building enduring relationships, acting as a trusted advisor, and being the frontline ambassador for Pakistan Cables' quality and brand. The satisfaction comes from successfully navigating market complexities, transforming challenges into solutions, and ultimately seeing our products efficiently reach consumers. Contributing to the growth of our partners while securing vital market intelligence makes every interaction a significant step in our collective journey, making this role genuinely fulfilling.



MOHAMMAD ASAD BHATTI

Senior Officer Quality Control – Technical Department

My workday starts every morning at 9:00 am sharp when I head over for a review of production plans, quality reports, and any pending issues from the previous shift. This helps me set priorities and plan the day efficiently. In the early half of the day, I inspect raw materials—especially Aluminium rods—by checking their chemical composition, surface condition, and dimensions to ensure they meet the required specifications. Early inspection helps prevent problems later in production.

As the day progresses, I monitor conductor drawing, stranding, and insulation processes on the shop floor. I work closely with the production team to identify and

correct any deviations in real time, reducing rework, minimizing waste, and maintaining smooth operations with a quick break for tea in between. It fuels me for the afternoon where I focus on testing finished products. High-voltage tests confirm insulation integrity and overall cable reliability. Any issues detected are analyzed, and corrective actions are implemented immediately.

Before finishing at 5:00 PM, I ensure all inspections, test results, and observations are properly documented. This structured routine allows me to maintain consistent quality and contribute to delivering safe, reliable products every day.

One small highlight of my day is the evening tea—it's a welcome pause to relax, clear my mind, and recharge during busy hours. It also gives me a moment to step back, connect with colleagues, and return to work with renewed focus. Fridays are even more enjoyable, as biryani is served during lunch—a simple yet much-anticipated tradition that boosts morale, brings everyone together, and adds a positive note to the workweek.

Chakwali Halwa



FAHIM AKHTAR
Deputy Manager Warehouse and Logistics
Supply Chain

What's cooking? "Taste the Tradition"

Ingredients

- Wheat flour (Atta) – 1 cup
- Desi ghee – $\frac{3}{4}$ cup
- Sugar – 1 cup
- Water – 2 cups
- Green cardamom powder – $\frac{1}{2}$ tsp
- Chopped almonds or pistachios – 2 tbsp (optional)

Step-by-Step Instructions

1 Prepare sugar syrup
In a pan, add water and sugar. Cook on medium heat until the sugar dissolves completely. Add cardamom powder and keep aside.

3 Combine syrup and flour
Slowly pour the prepared sugar syrup into the roasted flour. Stir continuously to avoid lumps. Cook on low heat until the halwa thickens and the ghee separates. Add nuts if desired.

2 Roast the flour
Heat desi ghee in a heavy pan. Add wheat flour and roast on low heat, stirring constantly. Roast until it turns golden brown and gives a nutty aroma.

4 Serve
Serve hot—preferably with a little extra ghee on top.

Chakwal Halwa comes from the Potohar region of Punjab—especially Chakwal—an area known for its simplicity, hospitality, and generous use of pure desi ghee. This halwa isn't seen as a commercial sweet; it's a homemade symbol of warmth and generosity. In many homes, making and serving Chakwal Halwa is a quiet way of saying "you're welcome here," and it holds a special place in winter routines and cultural gatherings.

Traditionally, it is prepared:

- To welcome guests
- During winter mornings
- At religious gatherings and village celebrations

In Chakwal's rural culture, serving halwa reflects love and respect—made with simple ingredients but rich flavor. Elders often believe it provides strength and comfort, especially during colder seasons. It's the kind of food that feels familiar and meaningful: prepared slowly, served warmly, and remembered for the feeling it creates as much as the taste.



ASC GROUP UPDATES

Pinktober Celebrated

In October, ASC Group Companies marked Pinktober with dedicated breast cancer awareness initiatives, including an online session led by SKMCH and a "Padel for Pink" event bringing together management and female employees from all three ASC companies. The activities focused on early detection, myth-busting, and solidarity, reinforcing the Group's commitment to women's health, empowerment, and wellbeing.



ASC Group Cricket Team Clinches Title at Super Challengers Premier League (19th Edition)

ASC Group's cricket team emerged as the champion of Super Challengers' Premier League (19th Edition) after a thrilling Grand Final against Smasher CC at TMC Cricket Ground on 4th January 2026.

Both teams delivered a strong performance, making the final an exciting contest filled with energy, teamwork, and standout moments that kept the crowd engaged throughout. Mr. Akhtar Hussain (International Industries Limited) was named "Man of the Match", while Mr. Kazim Kanani (International Industries Limited) received the "Man of the Series" award".

Empowering the Next generation

Employees from ASC Group companies – International Industries Ltd., Pakistan Cables Ltd., and International Steels Ltd. – volunteered to conduct speaker sessions at The Citizens Foundation's IIL and Chinoy campuses, reaching over 300 primary school students and inspiring them towards learning, confidence, and a brighter future. The volunteers included Mr. Muhammad Asif Jamil and Mr. Syed Aftab Kamal from International Industries Limited (IIL); Mr. Umair Khan and Mr. Salman Baig from Pakistan Cables Limited (PCL); and Mr. Mahfooz from International Steels Limited (ISL).



The activity was organized by the Amir Sultan Chinoy Foundation (ASCF)

NEW TO GRID



Mr. Abbas Khan
Senior Officer Maintenance



Mr. M Abdullah Khan
Executive Production



Mr. Ahsan Riaz
Executive Maintenance



Mr. Ali Muhammad
Deputy Manager Accounts



Mr. Arsalan A. Majid
Senior Officer Quality Control



Mr. Asim Masood
Senior Executive Maintenance



Mr. Hamza Haider
Executive Warehouse



Mr. Joel Strugess
Senior Officer Recovery



Mr. Kamran Ejaz
Executive Production



Mr. M Fawad Hasan
Senior Executive Production PVC



Mr. M Haris Aslam
Senior Executive Import



Mr. M Hasan
Executive Production



Mr. M Rafay Khan
Senior Officer Quality Control



Mr. M Saad uz Zaman
Senior Deputy Manager Project Sales



Mr. M Umair
Lead HSE Awareness & Fire Safety



Ms. Pushpa Babu
Senior Executive Human Resources



Mr. Qazi M Talha
Senior Officer Production PVC



Mr. Qandeel Ahmed
Senior Officer Quality Control



Mr. Raza Bilal
Senior Executive Maintenance



Ms. Saima Naveed
Head of Information Communication & Technology



Mr. Sharjeel Ahmed
Senior Executive Quality Control



Mr. Syed Ahmed Ali
Deputy Manager Accounts



Mr. S Haider Hussain
Unit Leader General Wiring



Mr. Syed M. Faiz
Senior Officer Marketing Services



Mr. Tanveer Ashraf
Assistant Manager Quality Control

Training & Awareness Sessions



In-house Training on Basic Extrusion



In-house Safety Training for Sales Team conducted by QSHS department



In-house AI Training Sessions led by Ms. Saima Naveed



Awareness Session on Disciplinary Action Policy HR



Awareness Session on Anti Harrasment Policy by HR



Awareness Session on New Expense Module for OPD & Maternity Reimbursement by HR

Training & Awareness Sessions



Level Up - Connect, Collaborate and Lead in Collaboration with Carnelian



Training on TIA Portal, in Collaboration with Siemens



Power BI Workshop organized by Management Association of Pakistan



3-Day Training Program on Environment, Social, and Governance (ESG) and Sustainable by WWF



Master Class on IFRS S1 & S2 to Sustainability Reporting conducted by OICCI



Training on Conditioning Monitoring and Strategies for Engineering organized by NED

TEAM WORK		
TEAM AWARD		
Abdul Wassey Qureshi Asad Ali Khan Asim Ali Khan Ashir Khurshid Hareem ul Hasnain Imran ul Ghani Mirza Jehanzaib Gul Abrejo Mehmood Sultan	Mohammad Asif Khan Muhammad Ammar Hanif Muhammad Saleem Muhammad Shoaib Muhammad Mohtashim Khan Muhammad Mohtashim Khan M. Qasim Khan Zeeshan Ahmed	Muhammad Kaleem Muhammad Salman Baig Muhammad Umaid Tayyab Nabeela Shehzadi Norman Ahmed Khan Rana Sajjad Ahmed Rija Farooqi Sehrish Omair
AGILITY		
TEAM AWARD		
Imran ul Ghani Mirza	Syed Muhammad Ahsan	
INDIVIDUAL AWARD		
Athar Zaheer	Muhammad Kamran Rasool	
PASSION		
TEAM AWARD		
Adeel Ahmed Babar Ali Hussain Iqbal Hussain Iqbal Huzoor Buksh Fahim Akhtar Feroz Ullah Khan	Mansoor Ahmed Mughal Mudassar Hayat Mohsin Juneja Muhammad Bilal Muhammad Faizan Muhammad Shahbaz Raja Muhammad Shoaib Sheikh	Muhammad Waseem Naveed Gul Qasim Ali Shaikh Abdul Rehman Ansari Shoaib Ahmed Khan Talha Amjad Waqas Ahmed Jafery
INDIVIDUAL AWARD		
Abdul Samad Khan Aqsa Mehmood	Misbah Hussain Khan Muhammad Asad Ali	Ramesha Aziz
INNOVATION		
TEAM AWARD		
Ayaz Ahmed Ghulam Jahangir Khan Huzoor Buksh Irfan Ahmad Muhammad Noman Khan Muhammad Saud Akhter	Muhammad Suleman Muhammad Mehtab Alam Muhammad Mohtashim Khan Shoaib Hashim Syed Aslam Perwaiz Syed Iqtidar Hussain Kazmi	Syed Iqtidar Hussain Kazmi Khursheed Anwer Usmani Zeeshan Ahmed
INNOVATION		
INDIVIDUAL AWARD		
Asadullah Naseer Ahmed	Syed Muhammad Faizan Syed Reham Ali Zaidi	Uzair M. Shoaib
TRANSPARENCY		
INDIVIDUAL AWARD		
Faizan Aslam		

Market Activation for Pakistan Cables Loyalty Club's Bari Azadi Offer



KARACHI



LAHORE



BAHAWALPUR



FAISALABAD



HYDERABAD



MULTAN



PESHAWAR



RAWALPINDI

سیفی جس کی ٹائم لیس، کوالٹی جس کی پرائیس لیس

کمپین ارت

جیسے جیسے پاکستان کیبلز اپنی فرست کی میراث کو مزید مضبوط کر رہا ہے، اس کی نئی "پرائیس لیس کمپین" ایک ٹائم لیس حقیقت کے ساتھ نمایاں ہوئی: جب آپ سیفی اور کوالٹی کو ترجیح دیتے ہیں تو آپ دراصل طویل مدت کی سرمایہ کاری کرتے ہیں اور اسی کی صفات پاکستان کیبلز بھی دیتا ہے۔

یہ کمپین تمام بڑی سوچ میڈیا پلیٹ فارم پر رول آؤٹ کی گئی اور تارگٹ آئی ٹیکسٹ کی جانب سے اسے زبردست پیزیر ائی بھی ملی۔ ایک بار پھر پاکستان کیبلز کو ایک آئینہ نیٹ اور ریلوونٹ میجگ کی وجہ سے اپنے تمام اسٹیک ہولڈرز میں سراہا گیا۔



COVER STORY

FIRST WORD

عزیز ساقی

۲۰۲۵ءا کستان کیبلز کے لیے ایک نہایت اہم اور فصلہ کن سال ثابت ہوا ہے۔ غنی فیبری ایکٹ بھیں سے لے کر اپنے انفارا سٹر کپر اور سپورٹ سٹر کو مضبوط اور بیکار نے تک، ہم نے ایک بڑی کامیابی حاصل کی ہے۔ تاہم حقیقت یہ ہے کہ صرف ایک نئے نظام کو چلانے کے لیے درست اپرٹ اور جنپہ موجود ہو۔ توہہ مخفی ایک مہکا و جیکٹ بن کر رہ جاتا ہے۔

سال کے دوسرے حصے میں ہمارے لیے پہلی جگہ خاصے نمایاں رہیں گے۔ لیکن یہ بھی کہا جاتا ہے کہ چیلنجر انہی لوگوں کو دیے جاتے ہیں جو انہیں پیدا کرنے کی صلاحیت رکھتے ہوں۔ اس ناظر میں دیکھا جائے تو ہمارے منسوبے اس بات کی علامت ہیں کہ ہم اپنے امداد کیا ہے۔ اب وقت ہے کہ ہم اپنے اندر کے "ورٹن 2.0" کو فعال کریں۔ یعنی اپنے آپ کو مزید resilient، innovative، dedicated، بناکیں، اور پھر سال کے مقابلے میں بہتر کر دی کھائیں۔

اس تاریخی ترین ایڈیشن کی کو اسٹوری میں ہماری تاریخی اشتہاری کمپین کو تفصیل سے پیش کیا گیا ہے اور اس بات پر زور دیا گیا ہے کہ ہم معیار یا ہدایات پر بھی سمجھوتے کیوں نہیں کرتے۔ ہمارا بڑھنے والی ایڈیشن ایٹھری اسٹری اسٹنڈرڈز کو یہ کرنے میں پیش پیش ہے اور یہ ثابت کر تارہا ہے کہ ہمیں مقابلہ کرنے والی کے میٹ پر کریں، پا اس پر ٹھیک، 40th، ایم اے پی کا پوری ایڈیشن ایوارڈ میں ہماری ملکی چوخی جیت اس حقیقت کی واضح مثال ہے۔ چاہے آپ فیکٹری فلور پر اپنے فرانچیز انجام دے رہے ہوں یا کسی سپورٹ روڈ میں، یہ فتح آپ سب کی مشترکہ کامیابی ہے۔

اس ایڈیشن میں آپ کو اسٹوریز بھی ملیں گی جو اس بات کی تصدیق کرتی ہیں کہ ہم مخفی ایک پتی نہیں ہیں۔ یہ دوسرے ہماری کمیونٹی کی ہدایت ہے۔ ایک ایسا پلیٹ فارم جہاں آپ کی پر سل ستری یو شنز اور کافور سیشنز ہمارے درمیان موجود فاصلے کو کم کرتی ہیں۔ ہم اجنبی کہانیوں کے ذریعے متمدد ہیں جو ہمیں ڈینا چاہتے ہیں۔

اب جب ہم اس مہ پاٹھ پر کھڑے ہیں، تو ہمیں آگے کی سمت دیکھتا ہے۔ ہمارے پاس ٹو اڑ بیس، انفارا سٹر کچھ موجود ہے، اور یہ کمپین بھی حاصل ہو چکی ہے۔ اب ضرورت ہے تو صرف پر سل ڈرامیو اور لگن کی۔

۲۰۲۶ءا کا باتی حصہ آپ کے لیے کیا ہو گا؟ وہ کون سی ایک چیز ہے جسے آپ آج اپنے اندر بھر بناتے ہیں تاکہ آپ کے ارد گرد سب کے لیے ایک دیر پا اور شہت تبدیلی ممکن ہو؟ آئیے، اگلے چھ ماہ کو اب تک کامب سے موثر در بناکیں۔

مریم درانی