

LAMHAY!

APRIL 2024

P A C K A G E S

Rose Garden

FROM SEED TO STORY: THE ORIGIN TALE



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**WORK WITH
PURPOSE,
CELEBRATE
PEOPLE.**

MESSAGE FROM THE CEO



LET'S FOSTER **OPEN COMMUNICATION** WHERE EVERY VOICE CONTRIBUTES TOWARDS ACHIEVING OUR GOALS.

Dear Colleagues,

As we embark into a new quarter together, I commend your unwavering dedication.

Our ambitious targets demand a focus on collaboration and innovation. Together, our diverse talent creates a powerful force. Let's foster open communication where every voice contributes towards achieving our goals.

Exciting opportunities and challenges lie ahead. Embrace them with confidence. Together, we will not just reach our targets, but surpass them.

Thank you for your commitment. Let's conquer every challenge and propel ourselves towards **creating a better tomorrow**, fueled by innovation and sustainability.



SYED HYDER ALI

CEO and Managing Director
Packages Group

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P A C K A G E S

Rose Garden

FROM SEED TO STORY: THE ORIGIN TALE

At Packages Group, we take pride in providing our employees with more than just a workspace and our Rose Garden is one of the embodiments of this effort. Packages Group's Rose Garden has exotic varieties of different shades of roses.

This love affair dates back to the late 1950s when **Syed Babar Ali** went on a visit to a factory in South Sweden. On the way, he saw beautiful fields of blooming roses. He was awe-struck by the captivating colors and decided to have a Rose Garden in Packages Limited's main office in Pakistan. He asked his escort to stop the car and met the manager of the nursery and sought her help in establishing a rose garden in Pakistan. She suggested that the first 20 varieties of Swedish roses could be planted in the Pakistani weather conditions but the rest could not tolerate the heat and temperature. The Swedes then introduced the company to Kordes, a rose nursing company in Germany, which is among the leading rose growers in Northern Europe. Since then, Kordes has been a source of regular addition to the rose varieties at Packages Limited.

Later, Packages Limited established a fair-sized nursery from which almost 500 rose cuttings were provided for free to institutions and people interested in horticulture. Apart from this, Packages Limited also took interest in the activities of the Horticulture Society of Pakistan. Interestingly, Packages Group's leading consumer Brand, Rose Petal is named after these beautiful roses.

Today, Packages Rose Garden is the most beautiful site at the Packages Limited's Head Office, Lahore. Such a beautiful and inspiring setting not only enhances productivity but also promotes a sense of tranquility and creativity among our team members.

PACKAGES group



ENHANCED MOBILE PHONE ALLOWANCES

with effect from **22 March 2024.**



	Old Mobile Phone Allowances	Enhanced Mobile Phone Allowances
E-II / T-IV & T-V	Rs. 14,000	Rs. 55,000
E-I / T-VI & T-VII	Rs. 20,000	Rs. 60,000
E, S1, S2 and S3	Rs. 26,000	Rs. 75,000
M and M1	Rs. 40,000	Rs. 173,000
M-II / M-III	Rs. 50,000	Rs. 185,000
M-IV and above	Rs. 60,000	Rs. 270,000

LEARNING & ORGANIZATIONAL DEVELOPMENT

INTERNATIONAL WOMEN'S DAY CELEBRATED AT PACKAGES GROUP

Packages Group celebrated the remarkable achievements of women across its Group companies, marking the significance of International Women's Day with heartfelt recognition. A series of engaging activities were meticulously curated to empower and uplift the female workforce within Packages Group, each thoughtfully designed to resonate with this year's poignant theme of **#InspiringInclusion**. From invigorating panel discussions to motivational talks, every initiative was geared towards fostering a sense of empowerment and inspiration among our female employees. These activities served as a catalyst for meaningful dialogue and reflection, encouraging women to embrace their unique talents and contributions within the workplace. Through shared stories, candid discussions, and meditation sessions, attendees were not only enlightened but also emboldened to champion diversity and inclusion in their respective roles. In honouring the spirit of International Women's Day, Packages Group reaffirmed its commitment to nurturing a workplace culture that celebrates and amplifies the voices of women, recognizing their invaluable contributions as catalysts for positive change and progress.



COFFEE WITH THE CEO – BREWING BRILLIANCE!

Our fresh recruits embarked on a delightful coffee rendezvous with our CEO, setting the stage for a dynamic exchange of ideas and fostering a spirit of creativity and collaboration. The gathering served as a prime opportunity for them to forge a direct connection with our CEO, exchange thoughts, and glean insights into our collective vision for the future. Participants voiced their aspirations for personal development and organizational advancement. The session culminated in a casual Q&A with the CEO, during which he attentively addressed employee feedback and suggestions while also imparting valuable personal insights.



ADVANCED EXCEL TRAININGS

In our ongoing commitment to fostering professional growth and proficiency within the Packages Group, comprehensive training sessions were organized on mastering advanced Excel techniques. Through hands-on instruction and interactive learning modules, participants delved into advanced functions, formulas, and data visualization methods, equipping them with the tools necessary to streamline workflows and unlock new levels of productivity.



JIRA IT Ticketing Solution Trainings

Embracing innovation and the digital frontier, the dynamic collaboration between the IT and OD Team heralded a series of training sessions held across Lahore and Kasur. These sessions were dedicated to mastering the intricacies of JIRA IT Ticketing Solution, an integral tool for expediting and refining our response to IT-related inquiries. Through immersive hands-on demonstrations, participants gained invaluable practical insights, empowering them to navigate the system with finesse and precision. This initiative marks a significant stride towards enhancing efficiency and staying at the forefront of technological advancement within our organization.

SIMPLEXITY THINKING TRAINING OF TOP MANAGEMENT FROM IGI, TRIPACK, DIC PAKISTAN AND HOECHST PAKISTAN

Recognizing the pivotal role that leadership plays in our success, we have recently made a strategic investment in the training and development of our top management. In our unwavering pursuit of excellence, we understand that the strength of our leadership directly impacts the success of group of companies. The training workshop builds skills in proactively seeking out problems and opportunities and implementing creative solutions on the job. This includes understanding the nature of problems and using a process to creatively deal with them for positive change. It emphasizes working with others in harmony to discover important opportunities for improvement in both products and procedures and creating and implementing new practical ideas. Participants learn by applying the simple thinking system individually and in teams to their work-related problems. By providing our leaders with the tools and knowledge they need to navigate complex business landscapes, we are fortifying our Business Unit for sustained success. This investment is not just a financial commitment; it reflects our dedication to fostering a culture of learning and growth at Packages Group. We believe that an empowered, and knowledgeable leadership team will inspire and guide our entire workforce to reach new heights. By empowering our top management with enhanced skills and strategic insights, we are paving the way for a more robust, visionary, and adaptable leadership team.



FTO PROGRAM: EMPOWERING GROWTH AND RECOGNITION

Advancing our FTO Program to new heights, we recently conducted bi-annual evaluations, providing FTOs with a platform to showcase their learnings and accomplishments to the senior management. This initiative not only strengthened the bond between FTOs and senior leaders but also fostered a reciprocal exchange of feedback vital for program refinement. Following the evaluations, standout candidates demonstrating exceptional performances were offered permanent roles, serving as a testament to our commitment to recognizing and rewarding excellence. This initiative not only incentivizes FTOs to strive for continuous personal and organizational growth, but also reinforces our dedication to nurturing talent and driving innovation within our organization.

INTERNAL TRAINER PROGRAM: EMPOWERING EXCELLENCE!

In a proactive move to bolster learning and development initiatives, Packages Group's OD & Learning team inaugurated the Internal Trainers Program. This strategic initiative aims to tap into the rich pool of talent within our organization, providing a structured platform for subject matter experts to impart their knowledge and expertise to their peers. The overwhelming interest demonstrated by candidates prompted an extensive selection process, involving numerous interviews to ensure the program's integrity and effectiveness. Following this, the program entered its second phase, dubbed 'Train the Trainer,' further refining participants' abilities to effectively disseminate knowledge. Beyond its primary goal of fostering a culture of continuous learning and development, this program also delivers cost-effective solutions and fosters interdepartmental collaboration, underscoring Packages' commitment to maximizing talent potential and organizational excellence.

EMPLOYEE HANDBOOK: NAVIGATING A NEW BEGINNING

Embarking on a new role often feels like stepping into the unknown. In recognition of this, Team OD has meticulously curated a comprehensive Employee Handbook designed to guide and empower our newest recruits. Tailored to immerse them in our culture and equip them with the essential tools and knowledge, this handbook serves as a beacon to help newcomers hit the ground running. From comprehensive lists of online tools to essential contacts, meticulously compiled to facilitate a seamless transition into our dynamic environment. As our newest recruits embark on this transformative voyage, armed with the knowledge and support provided by the Employee Handbook, they are poised to conquer challenges and chart their course towards success from the very first day.



PACKAGES GROUP PARTICIPATED IN WIBCON - WOMEN IN BUSINESS AND LEADERSHIP CONFERENCE

To foster our focus on inclusivity and gender diversity, Packages participated in WIBCON, organized by PSTD. Our delegate got an opportunity to acknowledge the notable achievements of iconic female leaders, entrepreneurs, and professionals in Pakistan. The participants further got to connect with industry leaders, experts, and fellow participants, expanding their professional network and creating valuable connections. By incorporating the concept of synchronicity, the conference aimed to deepen the understanding of the interconnectedness of personal journeys and the potential for collective empowerment for the participants.



GROUP TALENT CAREER FAIRS 2024

The HR Team participated in career fairs held in seven prestigious universities in Lahore, Karachi, and Islamabad, showcasing their commitment to talent acquisition and fostering meaningful connections with aspiring professionals. With a fresh and stylish stall display, the company captured the attention of students, offering them an immersive glimpse into the diverse career opportunities available within the organization.



At each career fair, students were invited to participate in interactive games and informational conversations. From exciting giveaways to interactive challenges, the team went an extra mile to leave a lasting impression on students and make its presence felt at the events. With its innovative approach and dedication to talent engagement, Packages Group stood out as a standout exhibitor at the career fairs, leaving a mark on students and reinforcing its position as an employer of choice. As the Group continues to invest in talent acquisition and development, it remains committed to nurturing the next generation of leaders.



PACKAGES GROUP CONDUCTED RECRUITMENT DRIVES AT VARIOUS UNIVERSITIES ACROSS P

Packages Group conducted recruitment drives at 9 prestigious universities, setting a new standard for talent acquisition and engagement. The events showcased the Group's commitment to identifying and nurturing top-tier talent. The HR Team and alumni from each university commenced with an engaging orientation session, providing students with valuable insights into the organization's culture, values, and career opportunities. The alumni provided testimonials about their career journey at Packages Group, allowing the students to envision their own potential future here, and further ignite their enthusiasm to pursue opportunities within the company. The company's representatives engaged in insightful panel discussions with students as well, providing mentorship and guidance to help them navigate their career journeys.



Following the orientation, candidates participated in an online assessment, designed to evaluate their skills, competencies, and fit for various roles within Packages Group. The recruitment drives witnessed an overwhelming response, with a turnout of over 100 enthusiastic students at universities like LUMS, LSE, IBA, GIKI, and NUST. The high attendance underscored the appeal of Packages Group as an employer of choice among the student community, reflecting the company's reputation for excellence and innovation in the industry. Overall, Packages Group's participation in the recruitment drives was met with resounding success, reinforcing its position as a preferred employer among top-tier universities. By investing in talent acquisition initiatives and engagement strategies, the company continues to shape the future of Pakistan's workforce while driving innovation and growth in the industry.



INDUSTRIAL RELATIONS

FREE HEALTH AND WELLNESS CAMP WAS ORGANIZED AT PACKAGES Limited

Focusing on one of the core values of "Care", the IR-Welfare department organized a free health & wellness camp, by providing medical screening and typhoid vaccination for PCL employees in collaboration with Hameed Latif Hospital.



CHRISTMAS CELEBRATIONS

Keeping up the traditions alive, the IR-Welfare department celebrated the annual Christmas cake cutting with a sumptuous lunch for all the Christian employees. Head of Packaging graced the occasion for the joy of sharing and spreading the love this Christmas.



HAJJ AND UMRAH BALLOTING

Hajj and Umrah balloting was conducted for selection of employees' executives and workers through lucky draw. Congratulations to all those who were selected for the Hajj and Umrah pilgrimage.



FAREWELL PARTIES

Organizing a farewell party for the retired employees and workers of Packages Group is a thoughtful way to show appreciation and acknowledge them for their contributions to the team and to bid them farewell for the services they have rendered over the years.



ANNUAL FAMILY FESTIVAL 2024

One of the best day out was spent at the Annual Family Festival, celebrating and bringing together the families of non-management staff, arranged by the IR-Welfare department. The families enjoyed the atmosphere and children were excited about fun games, rides, and lucky draw prizes. Snacks and sweets were distributed to all celebrating the fun and joy.



SUSTAINABILITY

PACKAGES GROUP ORGANIZED FIRST ENERGY CONFERENCE

Packages Group organized its first annual Energy Conference at Irshad Hall Packages Limited with the theme “Tackling the Energy Trilemma: Sustainability, Security and Affordability”. The Group’s Energy Team presented the Energy Management journey and improvement initiatives they have taken. Participants from PL, PCL, BSP, TPFL, DIC, OmyaPack and PREPL presented valuable insights and learnings along with the Group-wide initiatives. The conference was attended by participants from across the Group including senior leadership, who gave their valuable suggestions on Energy Efficiency, benchmarking best practices and areas of improvement. Participants also contributed in the ongoing dialogue on shaping a more resilient and sustainable Energy and Carbon landscape.



INTERNAL FOOD WASTE AUDIT:

The Packages Group teminitiated proactive measures to pinpoint areas of waste, undertaking a thorough food waste audit in collaboration with RIZQ. Subsequently, an internal audit was conducted at the PCL mess/kitchen area to gauge progress post the external audit by the RIZQ team. Timely corrective actions were implemented in response to each recommendation. Additionally, a pre-audit was carried out at BSP mess, accompanied by recommendations to reduce food waste. Looking ahead, an upcoming external audit by RIZQ is scheduled for both BSP and Tri-pack facilities.

AN AWARENESS SESSION ON INTERNATIONAL DAY OF CLEAN ENERGY WAS CONDUCTED AT PACKAGES GROUP

This day was observed at Packages with an insightful and informative session conducted by Dr. Tauqeer Abbas, the Associate Dean of SBA School of Science and Engineering LUMS, at Irshad Hall Packages Limited. More than 20 employees from across Packages Group. We also conducted several internal trainings for clean energy across the Group companies including Packages Convertors Limited, Bulleh Shah Packaging, OmyaPack, Tripack, DIC, and StarchPack with more than 260 employees participating in the session.



GLOBAL RECYCLING DAY AT PACKAGES GROUP

Global Recycling Day serves as a powerful reminder that each of us has a responsibility to minimize waste and highlight the benefits of recycling in conserving natural resources, reducing pollution, and combating climate change. At Packages Group, we encourage and promote responsible consumption and production through circular economy initiatives. Through these initiatives, we have reached to achieve remarkable rate of internal recycling, which is more than 80% of our total waste and we are still aiming to progress towards a more circular economy where resources are used more efficiently and sustainably. Awareness session were also conducted at Group level stressing on the importance of segregation of waste at source and 3R. More than 75 employees were engaged during the trainings.



IN COLLABORATION WITH WWF, PACKAGES GROUP CELEBRATED WORLD WETLANDS DAY

On World Wetlands Day, in collaboration with WWF, an awareness session was conducted by Mr. Sohail Ali Naqvi - Director Freshwater Program. Highlighting the significance of Wetlands in biodiversity and some restoration practices. Taking up the responsibility to raise awareness, Packages Group planted 50,000+ trees including a significant number of mangroves, and is planning to plant more. This shows our commitment to SDG: 13, 15 as a step towards Climate Action and Life on Land. More than 20 employees participated in the session. World Wetlands Day is observed annually on February 2nd. It marks the date of the adoption of the Ramsar Convention on Wetlands, which took place in Ramsar, Iran, on February 2, 1971. The convention is an international treaty aimed at conserving and sustainably managing wetlands around the world.



WORLD ENERGY EFFICIENCY DAY

Improving Energy Efficiency reduces the demand for energy production, which can lead to lower greenhouse gas emissions and mitigates environmental impacts associated with energy extraction, production, and consumption. This day is celebrated to raise awareness about the importance of using energy wisely and minimizing our consumption. Packages Group played its role by creating awareness regarding this crucial issue and conducted various Energy Efficiency and Resources Conservation trainings on floor and office area all across Packages Group including PCL, BSP, PREPL, Omya-Pack and DIC. A total of 250 employees were engaged in the training.



WATER AND SOLID WASTE MANAGEMENT IN CONTEXT WITH CIRCULAR ECONOMY

The Climate 2 Equal Project, is a call to businesses for a gender-responsive climate action. A 3rd session for C2E was organized at LUMS on the topic of Water and Solid Waste Management in context with Circular Economy. The training session focused on optimizing the resources and minimizing the losses. Ways to reduce our consumption, change in thinking and designing were discussed to highlight the significance of reducing our impacts. A full-day training was conducted by Dr. Tauqeer Abbas Associate Dean (Innovation and Enterprise) at Lahore University of Management Sciences – SBA School of Science and Engineering. A group of 24 female across the Group participated in this session.



TRAINING SESSIONS ON THE ACCOUNT OF WORLD WATER DAY

The United Nations General Assembly designated March 22nd as World Water Day in 1993. This day aims to promote awareness and address water-related challenges facing communities worldwide. Packages Group conducts awareness training on account of this day every year. As a responsible organization, we integrate water conservation into our manufacturing processes. In addition to all the other efforts, we have one of the largest effluent treatment plants in the country that treats up to 19000 m3 of waste water every day. The treated water is being used by the farmers nearby Bulleh Shah Kasur, for their fields. This year groupwide sessions were held to raise concern on this crucial issue among people. More than 30 employees were engaged throughout.



GROUP'S ENERGY TEAM VISIT TO PROCTER & GAMBLE COMPANY

Packages Group's Energy Team recently visited P&G Karachi's Korangi Plant. It provided a hands-on opportunity to learn about maximizing energy consumption, minimizing environmental impact, and ensuring sustainable practices. Our team also received significant insights into the company's energy-efficient operations. This visit laid the groundwork for future collaboration and our commitment to promote sustainability and energy efficiency.



MIDAS SUSTAINABILITY WEEK 2024

Packages Group Energy Team participated in the Midas Sustainability Week held in Karachi. During this event, the Midas team displayed their eco-friendly products and technology projects. These included Recycled Solvent, Recycled PET Bottle Yarn, solvent-free technology, and the Green Forest Model. They also led sessions and activities aligned with each day's theme. We have also received an award as Sustainable packaging suppliers due to our FSC and FSC recycled 100% claim. The aim of this interactive and engaging event was to promote a sustainable lifestyle for sustainable future.



PACKAGES GROUP CELEBRATED THE INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE WITH GIRLS AT GOVERNMENT GIRLS SCHOOL

Packages Group celebrated the International Day of Women and Girls in Science with an uplifting and instructive campaign at Government Girls Schools, demonstrating their unwavering dedication to gender equality in the fields of science, technology, engineering, and mathematics (STEM). A number of captivating activities marked the beginning of the day, such as essay writing competitions, interactive demos, and speech contests. The girls engaged fully, posing intriguing questions and taking away valuable advice for their next pursuits. The campaign concluded with a renewed sense of purpose and determination among the students.



CARBON MARKETS WORKSHOP

Carbon markets offer a promising tool to combat climate change. By creating a financial incentive for reducing emissions, they can drive innovation and promote sustainability practices. Our team from Karachi participated in an informative and interesting workshop on carbon markets, carbon credits and carbon offset organized by SDPI. It aimed at creating awareness on the importance of carbon markets in the private sector to combat climate change, recent trends and developments in carbon markets, and private sector engagement in carbon trends were also discussed. The content mainly focused on national policy-making, carbon trading platforms and VERRA for integrating carbon markets for net zero roadmap.



WORLD DAY OF SOCIAL JUSTICE

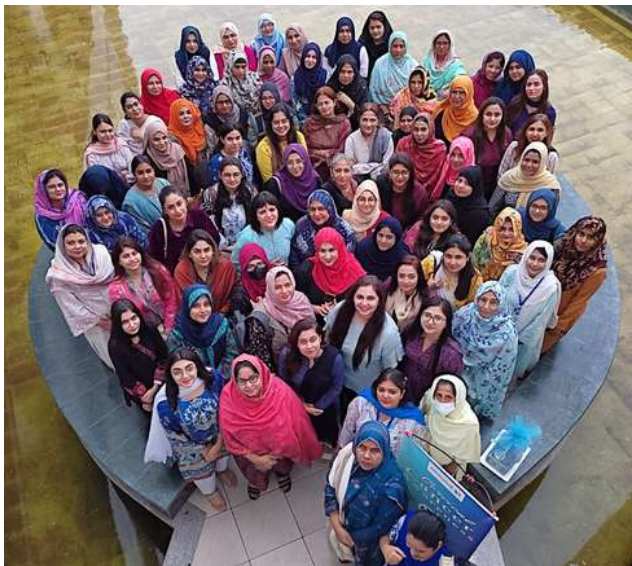
On account of this day, Packages Group organized a Supplier Sustainability Engagement Session with over 65 suppliers from PCL, BSP, DIC Pakistan Ltd, Omya Pack, and Starch Pack. Key individuals from the Supply Chain actively participated in addressing the suppliers alongside the Group Sustainability team. The importance of collaboration and transparency between Packages Group and our valued suppliers to achieve sustainability goals together was highlighted. The session showcased best practices for ethical sourcing, promoting fair Labour practices, and maintaining high standards in all our supply chain operations.

RESPONSIBLE SUPPLY CHAIN AUDITS AND TRAININGS

At Packages Group we are committed to protecting the environment and combat climate change. For this purpose, assessments are also carried out to evaluate the social, environmental, and ethical performance of our suppliers and business partners. These audits are essential for ensuring compliance with relevant laws and regulations, as well as for upholding corporate social responsibility (CSR) standards and commitments. Training sessions for the suppliers are also conducted on site for awareness. A total of 17 supplier covered during first quarter and nearly 115 people were trained during the audits.

CERVICAL CANCER AWARENESS SESSION

WHO emphasizes the importance of vaccination against HPV, screening programs, and access to treatment as key components of cervical cancer control efforts. Two internationally approved HPV vaccinations have been released in Pakistan: the quadrivalent Gardasil and the bivalent Cervarix. It is preventable and treatable. As a responsible company, Packages Group is contributing to awareness-raising efforts. Three successful Cervical Cancer awareness workshops were held in Karachi on January 22nd, Sri Lanka on January 26th, and Lahore on February 1st, 2024. Over 110 female employees were engaged from all over Packages Group. It is in line with our ongoing commitment to SDG 3: Good Health for All.



13TH ANNUAL RESPONSIBLE SUPPLY CHAIN AWARD

Packages Group have been actively involved in due diligence and capacity building of our suppliers through the RSC program and have been awarded 13th Annual Responsible Supply Chain Award for its remarkable services and overall performance in Responsible Supply Chain category. It's worth noting that this award holds special significance as it is the first and only registered CSR Award in Pakistan, officially acknowledged by the IPO Government of Pakistan. Representatives from Packages Group joined the award ceremony in Movenpick Hotel, Karachi. The ceremony was attended by distinguished individuals from the Corporate Sector, Government Organizations, NGOs, Academia, and the Media.



NFEH'S 16TH ANNUAL CSR SUMMIT & AWARDS

Packages Group was honored to receive the 16th CSR award for its Green Energy Initiatives among all other companies. Our company has been actively playing its role in the Energy and Climate change sector to bring positive change to this world. The former prime minister, Shahid Khaqan Abbasi addressed as the chief guest and inaugurated the session of the 16th CSR Summit and Awards-2024 organized by the National Forum for Environment and Health (NFEH). 77 companies were given awards on this occasion for their outstanding philanthropic work in the last year for the welfare of the deprived communities in the country.

ENVIRONMENT, HEALTH AND SAFETY

TEAM EHS WENT ON A RELAXED & ENERGIZED AWAY DAY

EHS team recently took a well-deserved break to recharge and refocus for the year ahead. The EHS team went on an 'away day' at Syedan Wala Farmhouse for two days of relaxation and rejuvenation. This retreat provided them with the opportunity to bond as a team, reflect on past achievements, and strategize for the challenges and opportunities that lie ahead in 2024.



PAKISTAN'S 1ST MALL HAVING ETP – A STEP TOWARDS SUSTAINABLE DEVELOPMENT

Packages Mall has achieved a remarkable milestone as Pakistan's first mall to implement an Effluent Treatment Plant (ETP). This accomplishment marks a significant step forward in our commitment to environmental sustainability and responsible waste management. By integrating cutting-edge technology into our operations, we're leading the way towards a greener and cleaner future **BSP - Best EHS Performance Company 2023**.



MANAGEMENT WALKABOUTS - PCL

Our commitment to safety never wavers, and to reinforce this, EHS has implemented weekly management walkarounds in our factory. These walkarounds are dedicated to ensuring a safe working environment for all. Led by our management team, these sessions allow us to observe, engage, and address any safety concerns firsthand. By actively participating in these walkarounds, we demonstrate our unwavering dedication to prioritizing safety above all else.



INTEGRATED MANAGEMENT SYSTEM-AWARENESS SESSION

Goup EHS recently conducted an IMS (Integrated Management System) awareness session facilitated by SGS, a renowned authority in quality and safety. This session was an invaluable opportunity for us to deepen our understanding of IMS principles and their importance in our daily operations. Through interactive discussions and expert guidance, we gained insights into optimizing our processes to uphold the highest standards of quality, safety, and environmental responsibility.



DENGUE PREVENTION MEASURES APPRECIATED

Dengue team senior Entomologist visited PCL along with the team members to identify possible dengue larvae breeding places, they appreciated the Group's dengue team's efforts to control dengue larvae breeding places.



SUCCESSFUL AUDITS-IMS RECERTIFICATION, BRC & ENGLISH BISCUITS

Team's professionalism, attention to detail, and adherence to industry standards were evident throughout the audit process. The constructive feedback provided during the review has been invaluable in helping us identify areas for improvement and further enhance our processes. Audits are very important part to validate management system implementation. IMS recertification with Zero Non Conformance and BRC with AA+ grade (recommended) were conducted and completed successfully.



GROUP EHS TRAININGS – ERP, FIRE SAFETY, RISK ASSESSMENT, PTW, RESCUE, FIRST AID, FOOD SAFETY AND HACCP CERTIFICATION

Management and shop floor training is a pivotal element in enhancing the skills, knowledge, and morale of all employees working in manufacturing or production environments. A positive and effective training program not only contributes to increased productivity but also fosters a safer and collaborative workplace. Workers were trained on key strategies to maximize the positive effectiveness of fire safety, ERP, first Aid, CPR, Risk assessment, PTW, social compliance, food safety and HACCP.



MOCK DRILLS WERE CONDUCTED IN THE FACTORY AREA

In a dedicated effort to fortify our commitment to employee safety, we have conducted comprehensive mock drills across the factory. From firefighting to snake and spillage mock drills, these simulations tested the mettle of our emergency response teams and showcased the collective preparedness of our workforce. The active engagement of every team member, coupled with realistic scenarios and thorough debriefings, has not only strengthened our safety protocols but also boosted confidence in our ability to navigate unforeseen challenges. These mock drills underscore our utmost dedication to maintaining a secure and resilient workplace for all.



BEHAVIOUR BASED SAFETY TRAININGS WERE CONDUCTED ACROSS THE GROUP

EHS conducted Behavior-Based Safety (BBS) sessions across the Group. This session was an enlightening experience, offering valuable insights into the behavioral aspects of safety within the workplace. Through engaging discussions and practical strategies, we learned how individual behaviors influence safety outcomes and discovered effective ways to promote a safer work environment.



DR. BENTE ALONG WITH LUMS FACULTY VISITED PCL & BSP

A delegation comprising of Dr. Bente (University of Bergen, Norway), Dr. Tehmina (University of Bergen, Norway), Dr. Shaper Mirza (LUMS) & Dr. Safee Ullah (LUMS) visited Packages Convertors Limited & Bullehshah Packaging on March 5th & 6th, 2024, respectively. Engagement included site visits, and sharing PCL and BSP practices on occupational health. Overall, the Group's EHS Safety Program was appreciated by the visitors.



PACKAGES CONVERTORS



FOSTERING INNOVATION TOGETHER

BUSINESS UNIT ROLL COVERS

Partnership with Sauer

Packages Convertors Limited (PCL)'s Business Unit Roll Covers is pleased to announce a groundbreaking collaboration with Sauer, a renowned German Original Equipment Manufacturer (OEM) for printing rubber rollers.

This strategic licensing partnership will redefine standards in the offset printing industry within Pakistan. PCL will leverage Sauer's expertise and cutting-edge technology to develop and manufacture top-tier OEM quality offset rubber roll covers domestically. This collaboration aims to:

- Reduce reliance on imported printing roller supplies
- Elevate local manufacturing capabilities
- Deliver superior quality printing solutions
- Drive innovation and breakthroughs in the offset printing industry

This partnership signifies PCL and Sauer's commitment to propelling Pakistan's printing industry forward. Stay tuned for further updates as we embark on this exciting journey together.

BUCP

SALES DEVELOPMENT EXECUTIVE OF THE YEAR 2023

It gives us immense pleasure to announce that our best Sales Development Executive of the Year 2023 is "Mr. Naveed Abbas" who had performed consistently throughout the year. In order to recognize his outstanding performance Mr. Naveed Abbas was invited to Annual Sales Conference and presented him the trophy, appreciation certificate and gold pin by SHBA. Well done Naveed! Wishing all other Sales Development Executives best of luck for next Year!



CELEBRATING OUR AMAZING TEAM MEMBERS!

At BUCP, we always take a moment to recognize and celebrate the birthdays of our incredible employees! Birthdays are not just about cakes and candles; they're about acknowledging the wonderful individuals who bring their unique talents and energy to our team each day. We want to extend our warmest wishes to our employees. Your contributions to our team do not go unnoticed, and we are truly grateful to have you as part of our Packages family. May this year be filled with success, growth, and countless memorable moments!



ORIENTATION SESSION FOR NEW EMPLOYEES

An orientation session for new employees was organized by HR Business Partner – Mehwish Mahmood. It was a two-day detailed planned session so whether an employee is stepping into first role or bringing years of experience, this orientation was designed to set them up for success and ensure that they feel right at home from day one. Mr. M. Nasir Zaman Khan – Head of Consumer Division also addressed to the new hires and briefed them about the company's goal in 2024. This two-day program covered Insightful introductions from key team members, in-depth overview of our company's vision and goals, a walkthrough of our culture, values, and expectations, and opportunities to connect with fellow new hires and build relationships.



BUCP'S ANNUAL SALES CONFERENCE 2024

The Annual Sales Conference was conducted to review the performance made by BUCP in the year 2023 and to set goals for the year 2024. Nation-wide sales team gathered together to attend this conference.



BUCP'S AWARDS NIGHT 2024

BUCP's Awards Night was an evening of glitz and glamour, dedicated to honoring the outstanding performance of its star performers throughout the dynamic year of 2023. From exceptional sales figures to innovative contributions, each award recipient exemplified the core values of dedication, excellence, and perseverance.



PACKAGES LIMITED BECAME THE FIRST COMPANY IN PAKISTAN TO INTRODUCE PAPER STRAWS

Following the footsteps of Global Sustainability trend, Packages Limited became the first company in Pakistan to introduce paper straws replacing plastic straws. So, we are proud to present our new paper straw solution as a positive step towards sustainability and eliminating plastic straws for bringing a significant change in reducing plastic waste that impacts the environment as well as the marine life. 100% natural and plant-based materials go into the making of our paper straws. Regardless of where the used paper straw ends up, they will disintegrate and assimilate back into our land whereas Plastic straws take around 200 years to decompose leaving its adverse effect on our land and ocean.



EXPANSION THROUGH INNOVATION AND COLLABORATION

Innovation is at the core of Rose Petal Professional's ethos, driving us to constantly evolve and adapt to meet the dynamic needs of our customers. From pioneering new packaging solutions that blend functionality with aesthetic appeal to embracing sustainable practices through our Recycled Range and Virgin Pulp Range, innovation is ingrained in every aspect of our operations.



TRANSFORMING OUR PORTFOLIO

Rose Petal Professional has embarked on a journey of transformation, moving from simple logo-generated packaging to introducing new and improved packaging solutions. Rose Petal Professional is evolving with new packaging solutions, divided into Recycled Range and Virgin Pulp Range, reflecting our commitment to sustainability while maintaining quality hygiene solutions.



COLLABORATING FOR BETTER RESULTS WITH EMBRACE

In a strategic partnership with EMBRACE, ROSE PETAL Professional has targeted existing and potential B2B customers through focused Embrace giveaways. This collaboration extends beyond product offerings to empower women through a one-hour hygiene awareness session, addressing taboo topics such as women's menstruation hygiene. Conducted in Faisalabad, Islamabad, and Lahore, this initiative has reached over 3000 women, enhancing well-being and comfort while promoting health and hygiene awareness among working ladies.



ACHIEVING MILESTONES THROUGH DEDICATION AND INNOVATION

Rose Petal Professional Center Team has been awarded the prestigious Region of the Year Trophy, a testament to our team's outstanding performance and commitment to excellence.



AREA SALES MANAGER OF THE YEAR AWARD

Ms. Sobia Rafiq has been honored with the Area Sales Manager of the Year Award, recognizing her exceptional contributions and leadership within our organization.



REGIONAL SALES MANAGER AWARD

Madiha Younas has been honored with Regional Sales Manager Award. Despite economic pressures, our Lahore team achieved double-digit volume growth and received accolades such as 'Best Region - AFH 2023,' 'Best ASM - National 2023,' and 'Best Distributor Nationally 2023'. These achievements reflect our commitment to excellence and highlight the strength of our empowered and collaborative model at Rose Petal Professional.



AN EXCITING START TO THE YEAR!

EMBRACE MAKES A MARK IN UNIVERSITIES

Menstruation is still a heavily tabooed topic where information is passed down in whispers from mothers to daughters, between sisters and friends. Often times the person relaying the information lacks understanding of what constitutes a normal cycle and where intervention may be required from a doctor. Even worse, girls do not even visit gynecologists until they get to the stage of family planning.

Adding on to that, conditions like PCOS, endometriosis go undiagnosed for years, with girls suffering in silence and accepting them as part of life. Statistics show over **70%** women do not manage their periods hygienically making it a national health issue. Embrace realized that there was this immense need of awareness amongst young women. If women were not going to gynecologists, we could bring the gynecologists to them and this is what we did in our campus drives. Creating safer spaces and allowing women to comfortably ask questions about their own bodies directly from a gynecologist. This was a step to encourage women to ask questions, understand their bodies and equip them with the knowledge to manage their cycles better.



THE RESULT?

125,000

Samples Distributed

40

Campuses Visited

1600+

Free Consultations

Offered across Karachi, Lahore & Islamabad

EMBRACE AT HUM MASALA FEST & SOUL FEST!

Awareness is step one of understanding women bodies in order to make the best decisions for it. However as a country, we shy away from talking about menstrual hygiene and women's health.

Understanding this challenge, Embrace makes it a priority to reach women in masses & as a result we set up booths Embrace set booths in Pakistan's top Fests, Hum Masala Fest & Soul Fest where a large number of women showed up.

At these events our BA's interacted with thousands of women over the topic of menstrual hygiene and distributed a total of 10,000 samples.



EMBRACE AT WIBCON



Another exciting opportunity to connect with women from corporate sector. As a brand that champions womanhood & the success of women, this platform allowed us to connect with working women from different organizations brought together by Pakistan Society for Training and Development for their annual WOMEN IN BUSINESS CONFERENCE, in Lahore. We connected with 500+ women while our photobooth garnered a lot of interest & attention.

embrace LAUNCHED ALL-NEW TRIO PACKS!

Attention grabbing with an exciting price proposition, our trio packs were a huge hit in the market! Amongst competition, Embrace Trio Packs offered the best price & with that, comfort unlike any other!



SPANNING OUT TO THE CORPORATE SECTOR

With an objective to increase awareness & generate trial, Embrace has made it a point to reach women everywhere. As a result, we have ventured into the corporate sector & have been holding important conversations about women reproductive systems, period health and hygiene. So far, Embrace has successfully conducted these sessions in Telenor, JAZZ, Interloop, Systems, Ranchers, IGI, & KE, where a total of 16,000 samples were distributed.



STARTING THE YEAR OFF WITH COLLABORATIONS!

Zzoop x Masala Family Festival

Hum's Masala Family Festival is a much awaited event in Karachi. This year, Zzoop didn't want to miss out on the fun!

We set up a massive booth in the festival with one goal – teach the audience about Zzoop's incredible absorption capabilities. Through a variety of activities, the audience got to learn about how Zzoop can absorb up to 260 kcal from fried foods.

Our energetic BAs got them involved in exciting activities like spin the wheel and dart games, resulting in a large number of people taking home a pack of Zzoop!



Maxob x Soul Fest

Think public event. Now think of the bathroom situation. Not a pretty picture, right?

This year, Maxob set out to change that perception – starting with the Soul Fest event in Lahore and Karachi. We had branded portable toilets across the event, ensuring that people had a clean and hygienic place.

The portable toilets had more than just our branding on them – we went all out to ensure that our message

**WASH KE BAAD
DRY ZAROORI!**

was prominently displayed!

Rose Petal launched an all-new campaign **#GoSoft!**



A campaign where we focused on turning softness into a platform highlighting life's various moments worth cherishing with a simple message: even in life's quirky moments, remember to always #GoSoft in order to not let the magic of these moments fade away. Through this campaign we also introduced our new packs into the market, Rose Petal Essential, Rose Petal Occasion, and the revamped Rose Petal Perfumed Pack. The campaign aired from January to March. We believe that softness should be reflected in our day-to-day relationships and is a key platform for our brand. So no matter what happens, #GoSoft & cherish each moment!



ROSE PETAL & MAXOB x KARACHI KINGS

Yes, you read that right – this year we were a PSL sponsor! Karachi King Players proudly displayed our logos on their uniforms as they smashed through the tournament. But that wasn't all! From regular scroll placements on TV to social media giveaways, we left no stone unturned in ensuring that people knew that Rose Petal & Maxob were on Karachi King's side!

REGIONAL OFFICE - KARACHI

PACKAGES GROUP WON EFP WOMEN EMPOWERMENT AND GENDER EQUALITY RECOGNITION AWARD 2024

Packages Group was a Diamond Category award winner this year for the Women Empowerment and Gender Equality Recognition Award. The award distribution ceremony was held at Movenpick Hotel in Karachi and the award was received by Iqra Sajjad - Company Secretary & Legal Counsel from PL, along with Tahira Sadiq - HRBP Karachi from PCL and Nimrah Asif - Manager HR, Talent & OD from TriPack Films Ltd.



MANAGEMENT AND FUNCTIONAL TRAINEES HAD A SESSION WITH GHHR

Group Head of HR, Mr. Jawad Gilani along with Group Manager OD and Talent Farwa Zaidi visited Karachi Regional Sales Office and had a chit chat session with Group MTs and FTs to talk about their experiences so far and take their feedback. CEO Bullehshah - Asghar Abbas, was also present during the session and gave valuable insights by sharing his experiences throughout his long service in the Group which served to be very motivational and inspirational for everyone.



KARACHI REGIONAL SALES OFFICE FEMALE EMPLOYEES ATTENDED THE CERVICAL CANCER AWARENESS SESSION IN HOECHST

Karachi regional sales office's female employees attended the Cervical Cancer Awareness Session in Hoechst Head office, Karachi, where Dr. Samina Saleem Dhojki (Consultant Obstetrician and Laparoscopic Gynecologist) delivered a compelling lecture on cervical cancer, its causes, symptoms, and prevention.



“

As a woman in business, I am proud to be a part of such an organization that is committed to diversity and supporting working women. Our success is a team effort with talented and diverse professionals, both women and men, who contribute to our growth and success everyday.

We are proud to be an organization where gender diversity is one of the key focuses, from curating special products for females, to providing multiple options for flexibility within the organization to female employees, Packages Convertors has been waving the way for gender diversity. At Packages Convertors, we believe that a diverse and inclusive workplace not only creates a better and more supportive environment for employees but also leads to better business outcome. Our team of talented and passionate women has been a major driving force behind our success, and we are constantly inspired by their hard work and dedication.



Fatima Shahid
Brand Manager Rose Petal

GENDER DIVERSITY



Zunair
Area Sales
Manager - BUCP



Fatima Shahid
Brand Manager
Rose Petal



Owais Haider
AM Sales BUFC



Muhammad Zeeshan
Manager FemCare
Plant - BUCP



Tania Kiran
Area Sales
Manager - BUCP



Mian Hammad Razaq
AM Production

“

Exploring the Company's culture has proven to be profoundly rewarding, anchored in a foundation of respect. Collaboration is found in every facet of the organization, fostering an inclusive and empowering environment. Immersing ourselves in this culture has been truly fulfilling, where encouragement and teamwork thrive throughout. It's a testament to the company's remarkable ethos, creating an environment conducive to both professional and personal growth. Moreover, the leadership's commitment to fostering a culture of continuous learning and development resonates deeply with us. From mentorship programs to ample opportunities for skill enhancement, we feel supported in our journey to reach new heights professionally. We consider ourselves exceptionally fortunate to be a part of this extraordinary company, and eagerly anticipate our journey towards mutual growth and success.

A FRESH PERSPECTIVE

BULLEH SHAH PACKAGING

1. Focus on Improvement Pillar

2. Autonomous Maintenance Pillar

3. Planned Maintenance Pillar

4. Skills Development Pillar

5. Early Management Pillar

6. Quality Maintenance Pillar

7. Office Management Pillar

8. Safety & Environment Pillar

TOTAL PRODUCTIVE
MAINTENANCE



RESPONSIBLE
Packaging

PIONEERING INNOVATION FOR A PROMISING FUTURE

In the constantly changing world of business, innovation serves as a fundamental pillar for expansion and flexibility. Reflecting on our company's journey towards excellence, it becomes clear that the essence of innovation has been a critical factor steering our path. This section takes a closer look at the vibrant realm of innovation within our enterprise, examining the latest initiatives and cooperative efforts that have accelerated our progress. Redefining excellence in corrugated industry in the domain of packaging and production, the corrugated sector is a beacon of innovation. Our company has wholeheartedly adopted this ethos of advancement, launching groundbreaking developments that set new standards in corrugated solutions. Embracing eco-friendly materials and improving production techniques, we aim to not just meet the existing benchmarks but to expand them, charting new territories in quality and sustainability.

BSP has inaugurated a state-of-the-art corrugated plant in Port Qasim, Karachi, heralding a new era of innovation and excellence in packaging solutions. As part of our commitment to transparency and partnership, we have been actively involving our customers in exploring the capabilities of this facility. Recently, Mr. Sohail Rizvi, GM of Colgate Pakistan, visited the plant as we conducted a supplier capability roadshow tailored to their specific needs. Encouraged by this success, we are now planning similar engagements for our other esteemed business partners, including National Foods, Lipton, and Coca-Cola, aiming to foster stronger collaborations and mutual growth.



EMPOWERING PARTNERSHIPS: OUR COLLABORATIVE EFFORTS WITH CUSTOMERS NATIONWIDE

We are proud to share our ongoing efforts and collaborations with numerous customers across the country. Our commitment to delivering exceptional service and tailored solutions has enabled us to build strong partnerships with a diverse range of clients nationwide. From major corporations to local businesses, we strive to understand every customer's unique needs and provide them with high-quality products and unparalleled support. Through open communication and a customer-centric approach, we continuously work to exceed expectations and drive mutual success. Our dedicated team remains focused on delivering value and innovation to all our customers, no matter their size or industry. We are grateful for the trust and confidence our clients place in us, and we look forward to continuing to serve and support them in their endeavors.

TRANSFORMATIVE PARTNERSHIP WITH ISMAIL INDUSTRIES: POWERING THE WORLD FOOD PROGRAMME

Our collaboration with Ismail Industries marks a transformative partnership, particularly our joint efforts to support the World Food Programme (WFP). Within this program, we've successfully provided specialized solutions across various initiatives, including Ready-to-Use Therapeutic Food (RUTF), Benazir Support, Achamum, and Wawamum.



SIGNIFICANT ADVANCEMENTS IN THE TEXTILE SECTOR

Within the dynamic and rich landscape of the textile sector, BSP has distinguished itself as a lighthouse of innovation and strategic collaboration.

Currently, we are embarking on a significant quest to achieve an IKEA nomination via Alkaram, marking a potential watershed moment in our evolution. Our partnership with Style Textile, the leading home textile exporter in Pakistan, epitomizes our dedication to surpassing benchmarks of excellence. This alliance with an industry titan is aimed at merging our collective strengths, thereby enriching the global home textile panorama with our contributions.

Furthermore, BSP is in active discussions to form a partnership with Yunus Textile, a leading name in Pakistan's textile manufacturing scene. This potential alliance is poised to considerably enhance our footprint in the textile industry, opening up new pathways for growth and prominence. As we forge ahead with these bold endeavors within the textile realm, each step forward not only underscores BSP's zeal for innovation and expansion but also reflects our resilience and dynamic spirit. The horizon is filled with opportunities for BSP to etch a lasting impact on the textile world, crafting narratives of success that echo well beyond our immediate surroundings. In addition to our ambitious initiatives, we are diligently working towards securing a collaboration with TESCO, a renowned global retail leader known for its commitment to quality and sustainability in textiles. This venture represents an opportunity to align with TESCO's high standards and expansive market reach, further embedding our footprint in the international textile landscape.

Simultaneously, we are in the process of seeking a nomination from Inditex, a milestone that promises to be transformative for the textile sector. Inditex, a prestigious fashion retail giant, is the powerhouse behind iconic brands such as Zara, Massimo Dutti, Pull&Bear, Bershka, Oysho, Uterqüe, and Stradivarius. This nomination could significantly elevate our status within the industry, granting us the opportunity to contribute to the supply chain of some of the most influential and trend-setting fashion labels globally.

Engaging with Inditex not only opens doors to unparalleled growth prospects but also aligns us with a group that is at the forefront of fashion innovation and sustainability.

This collaboration could redefine our market position, showcasing our capabilities and commitment to excellence on a global stage, and marking a pivotal chapter in the narrative of **the textile region's evolution**.

READY-TO-USE THERAPEUTIC FOOD (RUTF)

RUTF is a vital component of nutritional interventions, especially in addressing severe acute malnutrition among children. Through our collaboration with Ismail Industries, we've developed and supplied high-quality RUTF products, contributing significantly to WFP's efforts to combat malnutrition and improve child health outcomes.

DELIVERANCE OF FOOD PRODUCTS TO VULNERABLE POPULATIONS

Under the Benazir Support initiative, we've worked closely with Ismail Industries to deliver nutritious food products to vulnerable populations, including pregnant and lactating women, infants, and young children. By providing essential dietary support, this program aims to enhance maternal and child health and promote overall well-being.

FROM THE BACKSEAT TO THE SPOTLIGHT: CORRUGATED PACKAGING TAKES CENTER STAGE IN THE FOOD INDUSTRY

Certainly! It's a significant shift in the packaging paradigm when corrugated packaging, traditionally considered tertiary, ascends to primary status. Our partnership with Dominos Pizza and Papa John's marks a pivotal moment in this transformation. By providing corrugated boxes directly to these renowned pizza chains, we've effectively elevated the role of corrugated packaging from mere shipping and protection to a vital component of product presentation and branding. The collaboration with Dominos Pizza and Papa John's signifies a strategic alignment with leaders in the food industry. Our packaging solutions not only safeguard the integrity of their products during transit but also serve as a prominent part of the customer experience. This transition underscores the versatility and adaptability of corrugated packaging, showcasing its capacity to meet diverse needs beyond traditional applications. Moreover, our expansion into the Middle East region signals a new frontier for our corrugated packaging solutions. With plans to export pizza boxes to this lucrative market, we aim to capitalize on the growing demand for high-quality packaging solutions in the food service industry. This move not only enhances our global presence but also reinforces our commitment to innovation and excellence in packaging. In essence, our venture into primary packaging with Dominos Pizza and Papa John's, coupled with our aspirations for international expansion, represents a significant milestone in the evolution of corrugated packaging. It reflects our proactive approach in meeting evolving market demands and underscores our position as a trailblazer in the packaging industry.



ACHAMUM AND WAWAMUM

Achamum and Wawamum are additional components of the World Food Programme focused on providing nutritious food supplements to specific demographics, such as school-age children and adolescent girls. Through our collaboration with Ismail Industries, we've contributed to the production and distribution of these supplements, ensuring access to essential nutrients for those in need.



PREMIUM PACKAGING PARTNERSHIP WITH FAUJI FRESH N FREEZE

Our enduring partnership with Fauji Fresh n Freeze has proven instrumental, particularly in their role as the premium fries supplier for renowned fast-food chains. BSP's packaging solutions have been designated as the qualified choice for both multinational giants, solidifying our position as a trusted partner in delivering premium-quality packaging solutions. This collaboration underscores BSP's commitment to upholding the highest standards of quality and reliability, ensuring that our packaging solutions align seamlessly with Fauji Fresh n Freeze's stringent requirements and contribute to their success in serving leading global brands.

TECH PARTNERSHIPS: BSP'S DYNAMIC PRESENCE IN ELECTRONICS

Our step into the tech sector, BSP has forged impactful partnerships beyond Coastal Jade Technologies (Vivo Pakistan) and Samsung. Notably, we've been designated as a qualified supplier for Xiaomi and Techno Pakistan, further expanding our footprint in the electronics industry. These collaborations underscore our commitment to delivering top-tier packaging solutions tailored to the unique specifications of leading tech brands. By continuously adapting to industry trends and customer needs, we remain steadfast in our pursuit of mutual success and sustainable growth in the dynamic tech landscape.

BSP WON BEST EHS BEST PERFORMANCE AWARD

Bulleh Shah Packaging has won best EHS Performance Award among all Packages Group Companies on its remarkable EHS statistics and initiatives for Y-2023. Mr. Syed Sarosh Tariq (Head of HSE - BSP) received this prestigious award from Mr. Syed Hyder Ali (MD & CEO Packages Limited) at the annual dinner. This award is dedicated to each and every employee of BSP to acknowledge their efforts for improving safety culture within the organization.



GLOBAL RECYCLING DAY

On Global Recycling Day, BSP workers and contractual staff was given awareness about the recycling concept and they were encouraged to ensure waste recycling at their workplace.

Total Man hours: 42.5 man hours



WATER FOR PEACE

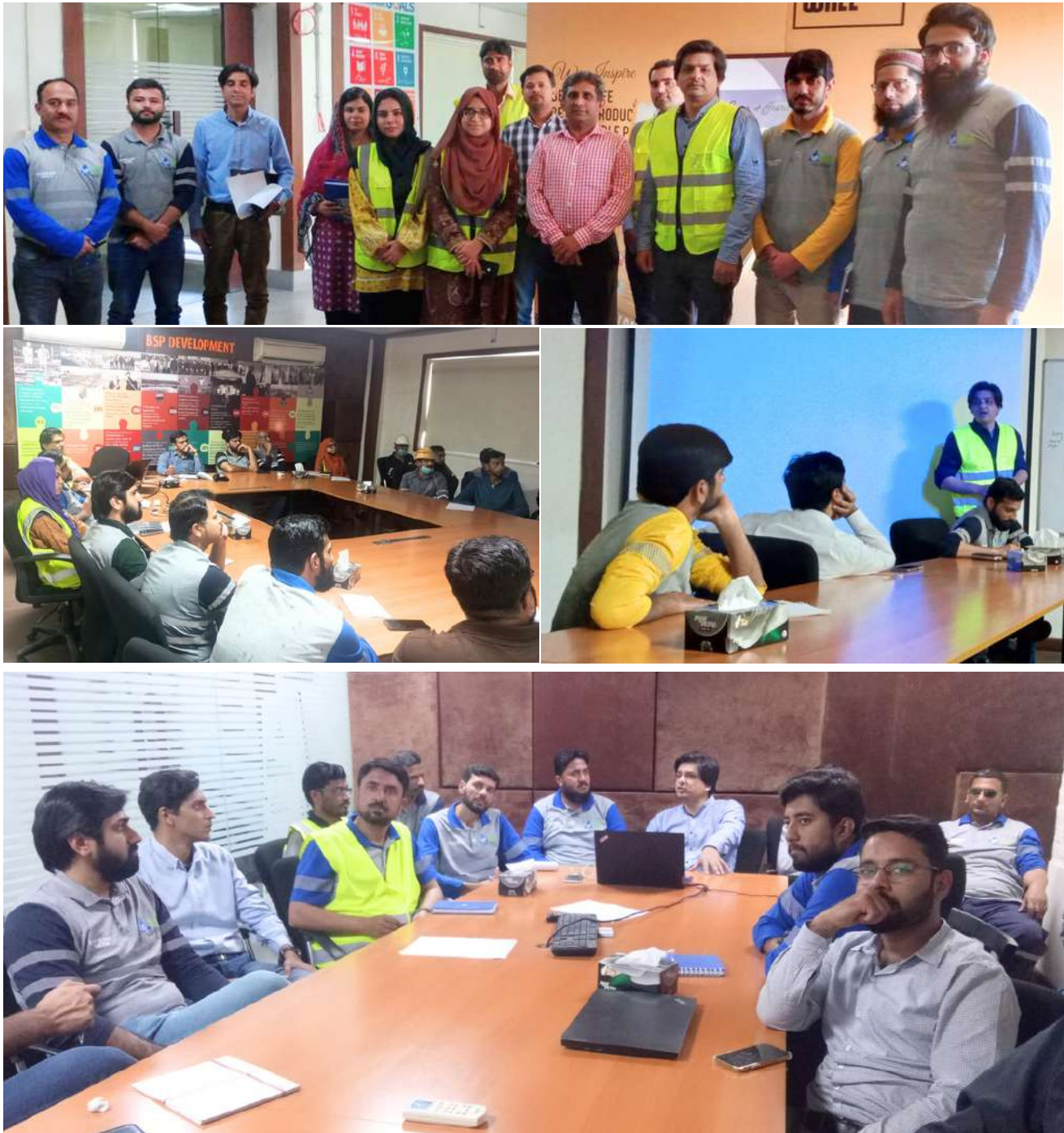
On World's Water Day 2024 BSP & contractual staff were being provided the awareness about the importance of water conservation in their day to day activities.

Total Man hours: 68.25 man hours



TRAININGS OVERVIEW

BSP is committed to fostering a safe and healthy work environment for all employees. To achieve this goal, we recently conducted various training programs dedicated to crucial safety practices. **Risk Assessment:** Employees learned to identify and evaluate potential hazards in the workplace, allowing them to take proactive measures to mitigate risks. **Safe Handling of Chemicals:** Comprehensive training covered the safe handling, storage, and disposal of chemicals commonly used at BSP. This ensures the well-being of our staff and protects the environment. **Safety-Conscious Behaviors:** The program emphasized the importance of integrating safe practices into everyday work routines. This promotes a culture of safety where everyone prioritizes their well-being and that of their colleagues. Through these comprehensive trainings, BSP empowers its staff to actively participate in creating a safer and healthier work environment for all.





Ahmed Farooqi
AM Sales



Maroof
Maintenance
Engineer E&I



Husnain Rasool
AM Sales



Joining BSP has been nothing short of professional transformation. From day one, we've been welcomed with open arms into a team that values collaboration, innovation, and growth. The support and guidance we've received from our colleagues and supervisors have been invaluable, allowing us to quickly integrate and contribute meaningfully. The organizational culture fosters a sense of belonging and encourages every employee to bring their unique talents to the table. It's refreshing to be part of a company that prioritizes employee development and well-being, offering ample opportunities for learning and advancement. We're truly grateful for the chance to be a part of such an inspiring community that not only excels in its industry but also makes a positive impact in the world. Here, we've found not just a job, but a fulfilling career path where we can thrive and make a difference.

A FRESH PERSPECTIVE

DIC PAKISTAN

 **d!c**
Color & Comfort

SIMPLEXITY THINKING SESSION AT DIC PAKISTAN

DIC leadership team attended a two day 'Simplexity thinking' training session with Nausherwan Akram. The theme on which the team deliberated over the two days was "How might we work together to grow together". The training was insightful and engaging and the participants were encouraged to adopt fresh perspectives and innovative thinking.



DIC ANNOUNCES BREAKTHROUGH IN WATER-BASED EMULSION PRODUCTION

DIC Pakistan Limited, a leading name in inks and coatings for the printing and packaging industry, proudly announces a significant milestone in its R&D efforts with the successful synthesis of a new water-based (WB) emulsion. After rigorous experimentation and testing at both laboratory and pilot scales, our dedicated R&D team has successfully produced the first batch of WB emulsion at the bulk level. This achievement signifies a crucial step forward in our mission to enhance local manufacturing capabilities and reduce dependency on imported raw materials for ink production. *"This success demonstrates our commitment to innovation and sustainability, as we aim to offer high-quality, locally sourced solutions to our loyal consumers,"* said Mr. Syed Muhammad Ismail Hussain Naqvi, CEO of DIC Pakistan Limited. As we continue to develop improvements in chemical synthesis technology and industrial production, DIC Pakistan Limited is committed to delivering excellence in all aspects of our operations.



TRAINING AT LUMS

A member from the DIC Supply Chain team attended a four-day long intensive training at Rausing Executive Development Centre – LUMS. Armed with new strategies, we are ready to drive efficiency and innovation within the supply chain operations.



AUDIT ON RESPONSIBLE SUPPLY CHAIN PRACTICES

In collaboration with the Group's Sustainability Team, Mr. Sajid – AM Supply Chain, conducted audits on Responsible Supply Chain practices. Trained by Packages & Intertek Pakistan, we ensure our suppliers uphold ethical, environmental, and social standards. Driving positive change and fostering transparency across the Supply Chain.

DIC COLLABORATED WITH PURECHEM

DIC Pakistan and Purechem collaborated in the creation of a cost-effective solvent, underscoring the power of partnership in fostering innovation and advancing industry standards. This successful venture demonstrates the effectiveness of combining expertise and resources to drive impactful solutions and meet evolving market demands.

DIC PAKISTAN LIMITED ORGANIZED A WOMEN CRICKET TOURNAMENT ON IWD

To celebrate Women's Day, DIC Pakistan Ltd empowered women by organizing an inclusive cricket tournament led by female employees and enthusiastically supported by all staff. This event underscores our commitment to gender equality and unity while highlighting the vital contributions of women to our shared achievements. Initiatives like this strengthen inclusivity within our organization.



TYPHOID VACCINATION OF SHOP FLOOR STAFF

In quarter 1, all shop floor staff at DIC Pakistan Limited was vaccinated against typhoid. This shows the commitment of the organization towards employee welfare. By investing in such preventive measures, we align with our corporate social responsibility initiatives.



WORKSHOP ON THE SIGNIFICANCE OF INK PACKAGING

DIC Pakistan Ltd held an awareness session in Karachi to enhance their clients' understanding of packaging technology. The workshop, organized in association with Trace Pakistan, covered topics like packaging inks, offset and liquid ink chemistry, troubleshooting, food packaging, and regulations. Key packaging companies like Fazaleesons, Ethesham Packages, Print Tech Packages, Time Press, Hilton Printers, Pearl Packages, Star Enterprises, Al-Rahim Packages, Prince Art Packages, and Paradise Press participated to make the workshop productive. DIC remains dedicated to furthering technical knowledge of packaging in Pakistan through such initiatives.



SPILLAGE AWARENESS CAMPAIGN AND SPILL DRILLS

Spillage awareness campaign was run in 1st quarter in DIC Pakistan Limited. The main theme of the campaign was to raise awareness among shop floor staff to take proactive measures to prevent spillages. Key takeaways of the campaign were the root cause of the previous spillage incidents and preventive actions to avoid the spillages. Emergency spill response procedures can help to focus employees on the actions needed to respond to a spill. The purpose of these drills is to improve our emergency spill response procedures. DIC believes that it is essential to ensure that each employee can recognize and avoid hazards in their routine duties. In 1st quarter, these drills were conducted at both Lahore & Karachi plants. Areas of improvement were identified and communicated accordingly.



CEREMONY FOR SIGNING THE MOU BETWEEN PAPGAI AND NPO

DIC Pakistan Ltd is an active member of the PAPGAI association. The main objective of this association is to provide technical education to packaging industry members in Pakistan. This association signed a very important memorandum of understanding (MOU) with the National Productivity Organization (NPO) at the Lahore Chamber of Commerce and Industry. DIC Pakistan Ltd participated in this ceremony and took the opportunity to congratulate all PAPGAI members. Through this MOU, they will offer productivity improvement training by foreign experts, energy audits, and many other services to PAPGAI members. This will help decrease production costs, electricity bills, increase quality, and boost outputs.

FPCCI-ROUND TABLE DISCUSSION

The FPCCI Regional Office in Lahore hosted a meeting to discuss the packaging sector, including its challenges and possibilities. The session was chaired by Mr. Zaki Aijaz, Regional Chairman and VP of FPCCI. Attendees included Syed Hyder Ali, Managing Director and CEO of Packages Limited; Mr. Aftab Ahmed, Director and CEO of Century Paper & Board Mills Limited; Mr. Adnan Khalid Butt, Vice President of the Lahore Chamber of Commerce and Industry (LCCI); Mr. Saad Haleem Khan, Chairman of PAPGAI; Mr. Mujahid Ali Shaikh, Chairman of FlexPack; Mr. Tayyab Aijaz Qureshi, CEO of Roshan Packages Limited; and representatives from Packages Convertors, First Treet Corrugation, IPAK, and DIC Pakistan Ltd. The attendees provided suggestions on marketing, exports, and import replacements for the packaging industry. They collectively expressed a desire for the government to grant industry status to the packaging sector.

SAFETY INITIATIVES

At DIC Pakistan Limited, we believe in taking proactive measures for the safety of our employees. To promote a culture of safety and adhere to safety protocols different safety initiatives were taken during quarter 1. These initiatives include the replacement of plastic fans to eliminate fire hazards, provision of standardized imported personal protective equipment, installation of fire doors and access control machines in panel rooms as well as installation of acrylic sheets in MCC. Taking such initiatives demonstrates the commitment of DIC towards safety of its employees.



LTA FREE & FIRE FREE DAYS

DIC Pakistan Limited reinforces a culture of safety, fostering a positive and secure workplace for all. The company has achieved a milestone of 2066 LTA and 882 Fire-free days in its operations. This shows the commitment and efforts being put in by the team DIC towards workplace safety, mitigation of risks and ensuring employee well-being along with safe operations.

EHS E-LEARNING PROGRAM

DIC Asia Pacific launched e-trainings module named as "SAFETY HUB" to provide all employees of DIC with safety trainings. Employees including higher management of DIC Asia Pacific entities are included in the program. The report of the training is presented before top management. Different training topics including Understanding Hazards and Risks, Unsafe acts and behavioural safety were covered in 1st quarter.

IMS RECERTIFICATION AUDIT

DIC Pakistan Limited has successfully completed IMS recertification audit at both Lahore and Karachi plants. Verification was done against standards ISO 9001:2015, ISO 14001:2015 & ISO 45001:2018. No major deviation from standard was observed. It has been a result of intense interdepartmental collaboration and support that enabled us to achieve this success.



SAFETY HUB



FIRE HYDRANT LINE INSTALLATION

The successful establishment of DIC's functional fire hydrant line is a pivotal achievement, underscoring the paramount importance of safety in our operations, particularly in handling flammable materials. The integration of a robust 500 GPM Diesel pump, coupled with a reliable jockey pump maintaining a consistent 7 bar pressure, ensures swift and effective response capabilities in the event of fire emergencies. This infrastructure is not merely a precautionary measure but a necessity, given the inherent risks associated with our industry. As we prioritize safety above all else, the imminent installation of a powerful 1000 GPM electric pump further solidifies our commitment to enhancing our fire suppression capabilities, reinforcing our ability to safeguard both personnel and assets. Through these proactive measures, DIC continues to set the standard for safety excellence, fostering a workplace environment that prioritizes the well-being of all stakeholders.



WEEKLY SAFETY MEETINGS

During the Q1 of the year 2024, at DIC PK, 8 weekly EHS meetings were conducted with each departmental head participating in it. These meetings were chaired by the MD/CEO. It is a true depiction of DIC's motto of SAFETY FIRST, aims to keep the sharp monitoring of environment, health and safety issues and the timely controls implementation on the reported risks.





Muhammad Tayyab Niaz
Research Executive



Hassaan Misbah
FTO-Technical



Husnain Ali
Assistant Manager R&D LAB

“

We've had such a rewarding experience here, especially with all the chances to learn and grow. The workplace culture is top-notch. At DIC, we've gained so much knowledge that's helped us to feel more confident and skilled. One of the best parts of our job is seeing how we can grow with hard work and dedication, and getting to deliver great results. We're really proud to be part of such a dedicated and effective team in Pakistan. They really appreciate what we do and listen to our ideas, which keeps us motivated every day. It's amazing how their support pushes me to do our best. We would like to thank DIC for always encouraging us, and appreciating our efforts.

A FRESH PERSPECTIVE

ОМПАРАСК



OMYAPACK SUCCESSFULLY PARTICIPATED IN PAKISTAN COATING SHOW IN LAHORE

OmyaPack successfully participated in Pakistan Coating Show 2024 in Lahore. The exciting exhibition ran for 3 days where our booth attracted quite a good crowd. It was wonderful to see our collaborative efforts come to life and the team had many interactive sessions with customers. It was a bustling hub throughout the event, and we proudly showcased products of Omya and different Principals of construction segment (CON). The participation was further boosted with the presence of Sales Expert from one of our Principals, M/s. TS Cellulose from China. Their presence greatly benefitted the team and customers through their expertise and engagement. This journey of interactive sessions was not bound to these 3 days as they travelled to different cities and met customers post exhibition and finally concluded their visit after sightseeing in Lahore on Sunday.



TEAM BLITZ (PROJECTS & INFRASTRUCTURE DEPARTMENT) CELEBRATES THE SUCCESSFUL DELIVERY OF PROJECT STARCHPACK

The project, after achieving commissioning of industrial plant, commenced its commercial operations and made its first sale on October 19, 2023. During this journey, a vast supply chain network was set up. A dedicated team of professionals ensured cost, quality, and timeline according to the mandate. In parallel, Team Blitz is also working on Project IRIS (DIC). The team is integrating multiple stakeholders working simultaneously to ensure commercial start up-date of September 2024. Team Blitz is also proud to announce the successful handover of Syedawala Girls High School in March of 2024. The team is also supporting BUFC and BUCP in their expansion initiatives besides other group companies.



STARCH PACK

STARCHPACK SUCESSFULLY ACHIEVED HALAL & KOSHER CERTIFICATIONS

We are thrilled to share that StarchPack (Pvt) Ltd. has successfully achieved the highly coveted Kosher and Halal certifications for our products. These certifications symbolize our unwavering commitment to meeting the highest standards of quality and complying with religious dietary requirements. With this significant achievement, we can now confidently assure our customers that our products are crafted in accordance with the strict guidelines of both Kosher and Halal standards. With these certifications, StarchPack is well-positioned to serve global markets, strengthen partnerships, and continue to be a trusted provider of high-quality and religiously compliant products to its cutsumers.





Ali Khan
AM Sales BUCP



Muqadas Mumtaz
AM Warehouse &
Finished Goods
Logistics



Umar Nazir
Cost Controller



Umar Wasim
Supply Chain Cost
Controller



Maj Tanveer Farooq (Rtd)
Security & Administration

“

We chose to work at Packages Group because we really believed in it. It's one of the top companies in Pakistan, and we knew we could learn a lot and show what we're capable of. At Packages, it feels like everyone is a part of a big family. We met people who've been working here for ages, which shows how much the Company cares about people. The atmosphere at Packages is amazing—no stress, everyone's friendly and helpful. Now that we're on this journey with Packages Group, we want to use what we know to help the company grow even more. We will keep the tradition of doing great work alive and try to make things even better. As we embark on this journey with Packages Group, we are committed to leveraging our skills and knowledge to contribute meaningfully to the organization's objectives. We aim to uphold and build upon its legacy of excellence, striving to make impactful contributions while embracing the ethos of innovation and continuous improvement.

A FRESH PERSPECTIVE

PACKAGES LANKKA



ANNUAL INTER-DEPARTMENTAL CRICKET TOURNAMENT

The PLL Annual Inter-departmental Cricket Tournament for the 'PLL Trophy' happened on February 12, 2024, at Boys Town, Ragama Grounds. The Marketing Section won the tournament, and the Ink Section was the runner-up. All departments took part in the event to compete for the championship Trophy. It was a fun and competitive day for everyone involved.



NEW YEAR CELEBRATIONS

On January 1st, 2024, PLL employees came together early in the morning at the Company to participate in the religious blessings for the New Year. The event began with raising flags, followed by activities like sermons, lighting traditional oil lamps, boiling milk, giving out awards, and sharing traditional sweets with all the employees. It was a special way to start the year, filled with blessings and camaraderie.



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I started working at Packages Lanka on 1 July, 1998, as a Steno cum Clerk in the Human Resources Department. Over the years, I worked hard and was promoted to better positions like Secretary to Executive - HRD, and then finally becoming a Senior Executive – HR. This journey shows that dedication and hard work lead to success. Serving for 26 years at Packages Lanka, I not only excelled in my job but also took advantage of the Company's benefits to create a fulfilling life. I made use of every opportunity for personal and professional growth. The Company's support for my well-being allowed me to focus on my work without worries. As I retire in November 2024, I believe I leave behind a legacy of excellence and teamwork. My contribution to the company's success is significant and cannot be measured.



Jayanthi Liyanage
Senior HR Executive

OLDEST EMPLOYEE

IGI GENERAL

IGI HOLDINGS SPONSORED THE TRI-CLUB DOG SHOW

IGI Holdings continued its commitment to the four-legged community by sponsoring the Tri-Club Dog Show in Karachi. Our support extended to The Kennel Club of Pakistan (KCP) All Breed Championship Show, offering a platform for pure breeds and thorough breeds to showcase their excellence. This event brought together passionate dog owners, creating a vibrant and enjoyable day for all amidst the sunny Sunday backdrop. It's more than a sponsorship, it's our dedication to fostering a community that celebrates the love and companionship of our furry friends.



IGI GENERAL INSURANCE PROUDLY SPONSORED THE ISLAMABAD RUN

Our vibrant kiosks adorned the event, attracting runners eager to learn more about our diverse range of insurance products. From comprehensive auto insurance to reliable travel coverage, our representatives were on hand to provide valuable insights and information. It was a fantastic opportunity for participants to engage with our team, explore our offerings, and discover how IGI General Insurance can protect and secure what matters most in their lives.



IGI HOLDINGS PROUDLY SPONSORED THE 9TH ANNUAL DEAF REACH GOLF TOURNAMENT

Once again, IGI Holdings proudly sponsored the 9th Annual Deaf Reach Golf Tournament, a testament to our dedication to supporting deaf education and making a positive impact in the community. The event, held at the DHA Country and Golf Club, was a success, bringing together golf enthusiasts and advocates for a noble cause. Through our sponsorship, IGI General Insurance reaffirms its commitment to partnering with organizations like Deaf Reach to create a brighter future for the Deaf Community.



71ST ANNUAL SALES CONFERENCE OF IGI GENERAL INSURANCE

Reflecting on an extraordinary weekend at the 71st Annual Sales Conference of IGI General Insurance, held at Ramada by Wyndham, Lahore. Our enthusiastic sales team gathered to celebrate an exceptional year of achievements and set the stage for even greater success ahead. We also celebrated the milestone of achieving a gross premium of PKR 14 billion, a testament to our commitment to excellence and customer satisfaction. Our dedicated sales team is charged and ready to elevate customer service and conquer new milestones in the upcoming year. Here's to a year of excellence and success!



IGI LAHORE MARATHON – POWERED BY IGI LIFE VITALITY AND IGI GENERAL INSURANCE

The IGI Lahore Marathon was an exciting occasion that brought together runners from all walks of life to celebrate health, fitness, and community spirit. IGI General Insurance set up interactive booths along the marathon route, connecting with participants and highlighting the protective advantages of our insurance solutions. We're proud to have contributed to this remarkable event and are eager to continue encouraging individuals to safeguard their journeys with IGI General Insurance.



IGI LIFE VITALITY



IGI LIFE AND MAHAANA WEALTH REVOLUTIONIZING RETIREMENT IN PAKISTAN

IGI Life and Mahaana Wealth unite to introduce a groundbreaking Pension Fund. The signing ceremony on January 9th marks the beginning of a strategic partnership aimed at revolutionizing the retirement landscape in Pakistan. CEOs Shamoon Tariq and Ali Nadim, along with company representatives, formalize this commitment to ensuring a secure financial future post-retirement.



TRAINING ON SIMPLEXITY THINKING

The senior management of IGI Life Insurance Limited embarked on a two-day training program on Simplicity Thinking facilitated by Mr. Nausherwan Akram Malik. This training aimed to transform their approach to strategic thinking, problem-solving, and innovation, ultimately fostering their leadership development. The program laid the foundation for cultivating a culture of innovation, adaptability, and empowered employees. Participants explored Simplicity Thinking Systems, a human-centric methodology championed by Kelak Consultancy Pakistan and Mr. Nausherwan Akram Malik. This approach to problem-solving and strategic planning, grounded in collaboration, equips teams to achieve tangible results. At the end of the program, participants were able to craft action plans to guide IGI Life Insurance toward a more customer-centric, collaborative, and adaptive future.



IGI LIFE VITALITY STRATEGY SESSION, 2024 - نئی راہ

An impactful 3-day strategy session was held in Lahore, where the dedicated employees of IGI Life engaged in discussions, insightful planning, and received appreciation awards from the distinguished CEO and Managing Director of Packages Group, Syed Hyder Ali, and CEO of IGI Life, Ali Nadim. Setting the tone for a year of success and shared accomplishments, we are set for a successful year ahead!



IGI FINNEX SECURITIES

IGI

IGI
Securities

IGI FINEX SECURITIES CONDUCTED ITS FIRST SALES CONFERENCE IN KARACHI

Amidst a busy and action-packed quarter, IGI Finex Securities conducted its first sales conference in Karachi from 16th-18th February. The weekend started with company-wide employees gathering in Karachi and a cruise dinner on the first day. This was followed up with the next full day at the sales conference at Ramada Creek, post which the team enjoyed a relaxing away day and musical evening at Turtle Beach. This provided an incredible opportunity for all teams to interact, relax, and synergize for 2024. A special shout-out to the organization team for executing a seamless event, and to all the guests and participants for making the conference a roaring success.



PACKAGES MALL



Packages Mall

RAMAZAN GRAND LUCKY DRAW

Packages Mall organized Ramazan Festival from 11 March to 6 April in which shoppers got a chance to win exciting prizes in the Grand Lucky Draw by shopping for Rs. 10,000 only. We give our heartfelt congratulations to all the winners who participated in the Ramzan Lucky Draw and won amazing gifts and prizes. Their luck has truly shone bright this season. We feel proud to spread happiness on this special occasion. Here's to spreading joy and happiness during this festive time!



RAMAZAN GRAND LUCKY DRAW



MALL ACTIVATIONS

Casual Mall Leasing Department hosted over 15+ activations in the first quarter of the year 2024. The activities ranged from small scale to large scale campaigns which attracted a lot of footfall in the mall and created memorable experiences for the visitors. The activities took place at our prime activation spots and the largest indoor space curated for activations at Packages Mall; Grand Event Space – L2 and Mega Activity Spot – L1.



RAFI PEER PUPPET FIESTA

The Rafi Peer Puppet Fiesta, held from February 23rd to March 8th, 2024, at Packages Mall, was a vibrant celebration of puppetry and entertainment. Organized by Rafi Peer Theatre Workshop, the event transformed the mall into a lively arena of cultural delights. Throughout the festival, visitors were treated to a spectacular puppet parade that traversed the mall, showcasing the artistry and creativity of puppetry. Additionally, a variety of engaging activities delighted attendees, including puppet-making workshops, interactive storytelling sessions, folk music and dance performances, puppet songs on SMD screens, a mini puppet museum, photo booths, face painting, and games. The event provided a unique opportunity for families and individuals to immerse themselves in the enchanting world of puppetry while enjoying a range of cultural experiences.



HOECHST CHISTAN PAKISTAN

Hoechst 
PAKISTAN

BASAL SUMMIT WAS ORGANIZED BY HOECHST PAKISTAN LIMITED

The Basal Summit 2024 took place on the 8th and 9th of January, respectively in Lahore and Karachi. It was organized by Hoechst Pakistan Limited in collaboration with Diabetes Association of Pakistan (DAP). The summit shone a spotlight on the critical role of basal insulin in diabetes management, and successfully drew approximately 250 healthcare professionals (HCPs) from all over Pakistan. The event emphasized the effective use and safety profile of basal insulin, particularly during fasting in Ramadan. The summit's reach extended beyond the physical venues, with live broadcasts to HCPs in remote locations including Multan, Gujranwala, Peshawar, and Islamabad. Dr. Peter Schwarz, the President-Elect of the International Diabetes Federation (IDF), delivered insights on the simplicity and effectiveness of basal insulin. The event also featured a lineup of distinguished speakers, including Prof. Dr. Abdul Basit, Prof. Dr. Zaman Sheikh, Prof. Dr. Shabeen Naz, Prof. Dr. Yusuf Kamal, Dr. Imtiaz Hassan, and Dr. Atif Muneer, who enriched the program with their expertise and perspectives. The Basal Summit 2024 served as a platform for sharing knowledge and advancing discussions on diabetes management, focusing on the critical role of basal insulin in treatment regimes.



CERVICAL CANCER AWARENESS AT HOECHST PAKISTAN

1.To spread awareness about Cervical Cancer, Hoechst Pakistan Limited organized an internal awareness session on January 22, 2024. Female employees from Hoechst Pakistan, Packages Convertors, Tri-Pack Films, IGI, and Bulleh Shah Packaging attended this session. Dr. Samina Saleem Dhojki (Consultant Obstetrician and Laparoscopic Gynecologist) delivered a compelling lecture on cervical cancer, its causes, symptoms, and prevention. Also known as cervix cancer, cervical cancer is a prevalent yet preventable condition, affecting females globally. Only 2.2% of the Pakistani female population is aware of cervical cancer. In the Q&A session, the audience posed candid questions, clarifying misconceptions and myths about cervical cancer.



OFFERING STUDENTS A SNEAK PEEK OF THE PHARMA WORLD

The Basal Summit 2024 took place on the 8th and 9th of January, in Lahore and Karachi respectively. It was organized by Hoechst Pakistan Limited in collaboration with Diabetes Association of Pakistan (DAP). The summit shone a spotlight on the critical role of basal insulin in diabetes management, and successfully drew approximately 250 healthcare professionals (HCPs) from all over Pakistan. The event emphasized the effective use and safety profile of basal insulin, particularly during fasting in Ramadan. The summit's reach extended beyond the physical venues, with live broadcasts to HCPs in remote locations including Multan, Gujranwala, Peshawar, and Islamabad. Dr. Peter Schwarz, the President-Elect of the International Diabetes Federation (IDF), delivered insights on the simplicity and effectiveness of basal insulin. The event also featured a lineup of distinguished speakers, including Prof. Dr. Abdul Basit, Prof. Dr. Zaman Sheikh, Prof. Dr. Shabeen Naz, Prof. Dr. Yusuf Kamal, Dr. Imtiaz Hassan, and Dr. Atif Muneer, who enriched the program with their expertise and perspectives. The Basal Summit 2024 served as a platform for sharing knowledge and advancing discussions on diabetes management, focusing on the critical role of basal insulin in treatment regimes.



EMBRACING OUR OWN BRANDS

HPL employees were engaged in an exciting activity where they embraced the Group's newly launched brand "Embrace" on January 26th, 2024. The initiative aimed to increase awareness and extend the brand's reach. Orchestrated by Roma Pajua (Assistant to CFO & HR Head), the event received a positive response. Promoting inclusivity, the campaign included all sales offices across Pakistan and to the male employees as well. The positive response from female employees generated buzz around Embrace, sparked conversations and interest in the product. The collaboration between Hoechst Pakistan Limited and the Embrace team proved successful, showcasing the company's commitment to promoting and elevating our own locally manufactured products by the Packages Group.



EMPLOYEE APPRECIATION DAY

The first Friday of March is commemorated as Employee Appreciation Day. On March 1, HPL employees were greeted with a note of appreciation from Sajjad Iftikhar (CEO), along with a colorful appreciation card inscribed with a thoughtful message from the leadership team. Shakeel Mapara (Head of HR) personally presented appreciation cards to employees on the floor, boosting their morale, and thanking them for their daily contribution. Managers, HoDs and supervisors disseminated digital thank-you notes to team members to express gratitude for their dedication and commitment to the Company. Posters and banners dotted prime locations on the company premises, reminding employees that every individual associated with Hoechst Pakistan is valued by the management. Over the years, we have cultivated a culture of year-around recognition and appreciation at Hoechst Pakistan, because we believe appreciation is integral to building a winning team.



EMERGENCY EVACUATION DRIVE

Emergency drills are not merely a tick-box exercise for Health & Safety departments, but a crucial activity that serves as a reminder to employees about their safety in the office premises. Occupational safety is one of our top priorities. On Feb 2, 2024, Hoechst Pakistan conducted a successful emergency evacuation drill with the help of EHS coordinators and supervisors. The activity was conducted unannounced, with the average response time for all departments recorded at 78 seconds, which is excellent as it depicts awareness, adherence, preparedness & collective commitment of employees to safety.



INTERNATIONAL DIABETES & RAMADAN CONFERENCE 2024

At the recent International Diabetes & Ramadan Conference 2024, Hoechst Pakistan Limited sponsored a speaker session aimed at sharing insights from the ORION trial - a study focusing on the real-world safety and effectiveness of insulin Glargine U300 during Ramadan. Prof. Dr. Arshad Hussain (Consultant Endocrinologist) who is one of the investigators of the study, led the session wherein he highlighted the crucial role of basal insulin for patients fasting during Ramadan.



ISYNERGIZE SESSION

On January 2nd, 2024, Shakeel Mapara (Head of HR, HPL) conducted an iSynergize session aimed at engaging with the newest employees. These sessions, held every three months, provide a valuable opportunity for interaction and insight sharing within the organization. Through iSynergize, we foster a culture of collaboration and understanding, ensuring that every employee's voice is heard and valued.



WORKPLACE HARASSMENT SESSION AT HOECHST PAKISTAN

At Hoechst Pakistan, we prioritize creating a safe, respectful, and inclusive environment for all employees with our zero-tolerance policy on harassment. On February 12, Syed Faizan Ahmed (Executive Coach & Corporate trainer) engaged with our employees for an insightful session aimed at enhancing awareness about harassment and its nuances in the workplace. The session enlightened the audience on the prevalent forms of harassment in professional settings and its impact on workplace productivity. The interactive nature of the session encouraged dialogue, shared experiences, and evaluation of scenarios, further enhancing understanding and empowering individuals to contribute to a respectful workplace environment.



STANDING OUT AS MAJORITY WHILE BEING IN MINORITY

HPL organized an exclusive workshop on Women's Career Development for the Group's Karachi based female staff. Shakeel Mapara (Head of HR, HPL) led the 2-hour workshop, focusing on "how to stand out as Majority while being in Minority". In the 2-hour workshop, Mapara covered three important areas: Self-Assessment & Awareness, Building Self Confidence, and Encountering Challenges through real life examples. He touched upon the traits of high performing women, and talked at length on "female leadership" VS "horizontal leadership", emphasizing that just like men, not every woman will rise to a leadership position in her career YET every working woman must consider and conduct herself as a role model irrespective of the designation because society considers her as the benchmark of a multitasking woman juggling work, personal and social life. In order to be even more effective than her male counterparts, a woman should look beyond her area of expertise to develop diverse skills which are generally said to be innately possessed by men, such as, problem solving, deductive reasoning, cognitive, analytical, and spatial abilities. Women remained actively involved throughout the session, posing thought-provoking questions and sharing unique experiences with fellow participants. The overwhelming response of the attendees spoke volumes about the impact and relevance of the workshop.



THE CARDIO TEAM OF HPL CONDUCTED ITS FLAGSHIP PRECEPTORSHIP PROGRAM HELPING HEARTS

Helping Hearts was successfully executed from February 26 to 28, 2024. Held in collaboration with the University of Twente, Netherlands, 17 cardiologists from Pakistan were trained on complex interventional cardiology procedures at the TechMed Simulation Center. The TechMed Simulation Center is recognized as a center of excellence for enhancing interventional skills in Europe. Healthcare professionals (supported by Hoechst Pakistan) had the unique opportunity to gain expertise and learnings in innovative procedures, particularly in TAVI, carotid, and stroke interventions. Through the group of trained participants, HPL will facilitate in establishing these expertise in Pakistan, ultimately fostering cardiac patient care in the country.



COMPLILAUNCH - HOECHST PAKISTAN'S DISCIPLINARY ACTIONS POLICY AND COMPLIANCE HELPLINE (ALERT MANAGEMENT POLICY)

Compliance and Business Integrity function launched the HPL Disciplinary Actions Policy along with the Compliance Helpline (Alert Management policy) from March 11- 19, 2024. Launch sessions were held pan Pakistan and it was mandatory for all HPL employees to attend the session. Most policies were governance related in nature and it was thus important for every employee to learn about them due to their implications on the conduct and sanctions awarded thereafter, in case of an issue. The sessions were conducted to a full house, depicting employees' interest in knowing the HPL compliance program and its importance. The programs included a video on employee rights, fair usage of compliance helpline as well as an interactive quiz session, covering the important topics. Led by Dr. Tariq Khan (Head of Ethics & Business Integrity), these sessions were organized by the HPL Compliance champions in their respective cities and offices. The champions showcased their talent in the communication and execution of the session and created interest for the employees.



INTERNATIONAL WOMEN'S DAY WAS CELEBRATED AT HOECHST PAKISTAN

International Women's Day (IWD) was observed on March 8 with great enthusiasm and inclusivity at Hoechst Pakistan Limited (HPL). The event was attended not only by the remarkable women of Hoechst but also by our esteemed female colleagues from Group companies, including IGI Life, Bulleshah, Tetra Pak, and Packages. The celebrations commenced with an opening address by Shakeel Mapara (Head of HR, HPL) followed by an uplifting speech from Sajjad Iftikhar (CEO, HPL) and heartfelt video messages from Syeda Henna Baber Ali and Syeda Zehra Hyder Ali. Accomplished female leaders of HPL, including Laila Mughal (Head of Regulatory), Maha Khan (Strategic Project Lead), and Bushra Khaliq (Head of Business Development,) shared their experiences and insights with the participants. Saira Hilal (HR consultant) was the guest speaker at the event, whose words resonated deeply and encouraged all present to embody the spirit of inspiring inclusion. Roma Pahuja who was hosting the show also shared her personal experience with the audience when she had to make tough career choices upon embracing motherhood. Led by Berishna Bashir, a lively panel discussion featuring Laila Mughal; Head of Regulatory, Nimrah; HR Manager at Tetra Pak, and Sajida Rao Sr.Manager Planning Plant Chain at Hoechst brought out interesting personal anecdotes and insights from the panelists on fostering inclusion. The day concluded with a fun-filled activity where women were invited to share their thoughts on various topics. The celebration ended on a sweet note with cake cutting and refreshments, along with giveaways to honor the remarkable women of our organization. The event would not have been possible without the participation of passionate females of our Group companies, HPL's HR department, and Group Communications team (including Zaheer Asghar, Maria Khalil and Hassan) who worked diligently to create an impactful and integrated internal and external/social media IWD campaign for HPL and Group companies.



HPL CONDUCTED NATIONWIDE F2F SELLING SKILLS WORKSHOPS FOR SALES FORCE

HPL's Training Team conducted a series of face-to-face selling skills workshops in March 2024, for the sales force. These workshops were designed to address the unique challenges and requirements faced by sales representatives in the pharmaceutical sector. The objective of these workshops was to enhance the sales capabilities and effectiveness of Sales professionals in the current competitive and dynamic environment of the pharmaceutical industry. Ultimately the goal of these workshops was to equip pharma sales professionals with the essential skills and knowledge necessary to excel in their roles, ultimately driving sales growth and fostering better relationships with healthcare providers. The workshops covered the following topics relevant to pharmaceutical sales:

Value Proposition & Product Differentiation: Strategies for articulating the unique value proposition of our brands, highlighting their efficacy, safety profile, and cost-effectiveness compared to competitors.

Building Trust and Long-Term Relationships: Emphasis on building trust, credibility, and long-term relationships with healthcare providers through consistent engagement, follow-up, and providing value-added services.

Selling Skills workshops for Pharma Sales Professionals have proven to be instrumental in equipping our sales force with the necessary skills, knowledge, and confidence to navigate the complex landscape of pharmaceutical sales successfully. These workshops will make a significant impact on enhancing sales effectiveness, professionalism, and customer satisfaction competencies of our sales force.



HOECHST PAKISTAN LIMITED RE-LAUNCHED FLAGYL PLUS SUSPENSION

Hoechst Pakistan Limited re-launched Flagyl Plus Suspension in March 2024. The Antibiotic & Trade teams attended the launch events in Karachi, Lahore, and Islamabad where brand and trade strategies were rolled out. Training department conducted a session to equip the team with product knowledge while the medical team supported in imparting the clinical data. In another event held on the manufacturing site, Mr. Sajjad Iftikhar (CEO, Hoechst Pakistan) inaugurated the production of the first batch of Flagyl Plus Suspension, with the country & Site leadership also in attendance. Flagyl Plus suspension has been launched in a new Strawberry Flavor making it fun and easy for children to consume the product. A big thanks to our Industrial Affairs team for developing and making the product available in a timely manner. The entire team was excited to launch Flagyl Plus and is committed to turn the launch into a resounding success!



DIABUDDY-SUGAR SCREENING PROJECT

Diabetes is a condition that affects millions worldwide, and early detection is crucial for effective management and prevention of complications. At Hoechst Pakistan Limited, we are committed to supporting people living with diabetes and that's why we have commenced Free Diabetes Screening Camps to support the health and well-being of our community. Through this project, our Diabetes team will conduct sugar screening camps across the country throughout 2024. In Q-1, 2024, the team conducted 663 screening camps at different locations, screening around 6,000 patients.



DIABETES & RAMZAN ACTIVITY

Our Diabetes Educators conducted nationwide awareness sessions to educate patients on proper diabetes management in the month of Ramzan. During the session, attendees gained a deeper understanding of the interplay between diabetes management and fasting during Ramadan, practical tips for maintaining stable blood sugar levels while observing fasts, and importance of hydration and meal planning. It is commendable that our Diabetes Educators are sharing their expertise and guidance on a large scale, empowering society with valuable knowledge and tools for managing diabetes during Ramazan.



FASTEST GROWING BRAND OF 2023



SELSUN BLUE proudly wears the crown
of the **Fastest Growing Brand of 2023**,
awarded by Brands Foundation Pakistan!

With CHC Marketing Maestros, Faiq Mehfooz & Ahsen Zeshan,
alongside the astute expertise of Sharif Hussain, Usman-ul-Haq
& Salar Ali from Trade, we've not only set but risen beyond the
bar for innovation and growth.

Brace yourselves for an even more dazzling journey ahead!
Kudos to the CHC team!



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