



— Worldwide Trusted —

PROFILE



Worldwide Cables (Pvt) Ltd.
www.worldwidetables.com.pk

TABLE OF CONTENTS



Message from CEO	01
Brief History	02
Mission / Vision Statement	03
Core Values	04
LSZH Building Wires	05
Photovoltaic Cables	06
Ethernet (LAN) Cables	07
Optical Fiber Cables	08
Worldwide Cable Plants	09
Worldwide Cable Labs	10
Materials	11
Quality Assurance	12
ISO Certificates	13
Approvals and Certifications	14
Dealers Network	15
Future Plans	16

CEO MESSAGE



It is my great pride to lead Worldwide Cables (Pvt) Limited, one of Pakistan's most diversified cable manufacturers.

First and foremost, I extend my heartfelt appreciation to our associates and employees, who represent Worldwide's most valuable asset and trusted partners. Their well-being and professional growth are top priorities for our management team. We are committed to making Worldwide an attractive workplace and a preferred employer in the region, providing equal and exciting opportunities for all. Through ongoing initiatives, we strive to attract and retain talented, qualified individuals who are essential to our continued success.



Worldwide's robust and diverse product portfolio positions us strongly for new opportunities in Pakistan. We have consistently chosen to pursue unconventional paths within our industry, embracing the challenge of competing with international brands. In doing so, we have always adhered to the highest standards in manufacturing and testing, ensuring that our products meet international benchmarks.

I would also like to express my sincere gratitude to our clients, customers, and stakeholders. Your unwavering support over the past two decades has been instrumental in establishing Worldwide as one of the market's most respected brands. Guided by a sustainability framework, we are committed to upholding the highest standards of ethics and transparency, empowering our workforce, and safeguarding the environment. As we look to the future, we remain dedicated to enhancing customer satisfaction and meeting their evolving needs.

The outlook for Worldwide is exceptionally positive, and we look forward to achieving sustainable, resilient growth for all our stakeholders. InshaAllah!

BRIEF HISTORY

Worldwide Group has been a prominent force in the cable industry for over two decades. Established in 2001 by brothers trio Mian Kashif, Mian Asim and Mian Asif, the company began its journey by manufacturing instrument leads. Recognizing Pakistan's ongoing energy crisis and the rising demand for electrical solutions, Worldwide quickly expanded its product line to include flexible cables and battery leads. Thanks to the management's vision and unwavering commitment to quality, Worldwide soon became a leading manufacturer in these categories, with its products gaining widespread recognition.

The success of its battery leads and flexible cords inspired the management to broaden its product offerings. In 2008, Worldwide added solar cables to its portfolio, addressing the growing need for renewable energy solutions. Around the same time, the company introduced conventional building wiring, distributed through a network of established dealers.

Worldwide also made strides into unconventional categories within the industry. Understanding the market's demand for Local Area Networking (LAN), it pioneered the production of Ethernet cables (CAT-5, CAT-6) in Pakistan—a product previously imported into the country. By investing in advanced machinery and high-quality materials, Worldwide ensured that its Ethernet cables met international standards, supporting the country's networking needs and conserving valuable foreign exchange.

Building on these achievements, Worldwide took another bold step into telecom by producing optical fiber cables for PTCL's telecom distribution networks. This expansion allowed the company to further strengthen its position in the market. In 2020, all of Worldwide's manufacturing facilities were formally consolidated under one entity, Worldwide Cables (Pvt) Ltd, marking a new chapter in its growth story.



VISION & MISSION STATEMENT



Vision Statement

Worldwide aspires to be a global leader in the cable industry, delivering versatile, innovative, sustainable, and environmentally friendly solutions to its valued customers.



Mission Statement

Worldwide Cables is dedicated to providing exceptional quality products by using premium raw materials, advanced manufacturing technology, skilled personnel, and outstanding craftsmanship. Adhering to international standards, Worldwide Cables strives to add value at every stage to achieve and exceed customer satisfaction.



CORE VALUES



Excellence

We are committed to delivering superior quality in every product and service, continually striving to enhance our processes and outcomes to exceed customer expectations.



Innovation

We embrace creativity and add value to our products/services by encouraging new ideas, developing forward-thinking solutions that are specifically designed to address the unique needs and challenges of our customers.



Ownership

We empower our team members to take full responsibility for their tasks and decisions, fostering a culture of accountability that drives us towards achieving the organization's goals.



Collaboration

We believe in the power of teamwork, actively fostering productive partnerships with employees, customers, suppliers, and other stakeholders to create shared success.



Integrity

We uphold the highest standards of honesty and ethical behavior in all our interactions, building trust and credibility with our customers and partners.



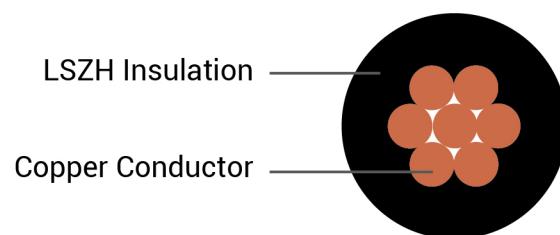
LSZH BUILDING WIRES



Worldwide Cables (Pvt) Limited offers a comprehensive range of building wires, specifically designed for the safe and efficient electrification of residential, commercial, and public spaces. Our building wire selection includes sizes from 1 mm² to 25 mm² in both single and multicore variants, while, larger sizes available upon request. All cables are manufactured in compliance with international IEC and BSS standards, ensuring quality and reliability.

We prioritize safety and environmental responsibility by utilizing Low Smoke Zero Halogen (LSZH) materials for insulation and sheathing. Our LSZH building wires provide exceptional fire resistance, emit minimal and non-toxic fumes during a fire. Conductors are made from 99.99% pure copper, and this high-purity copper ensures optimal current transmission, reduces resistance, and conserves energy.

In addition to electrical building wires, Worldwide Cables also manufactures 75 Ω RG-59 CCTV and Fire Alarm cables, specifically designed for surveillance and fire security systems in residential and commercial settings.



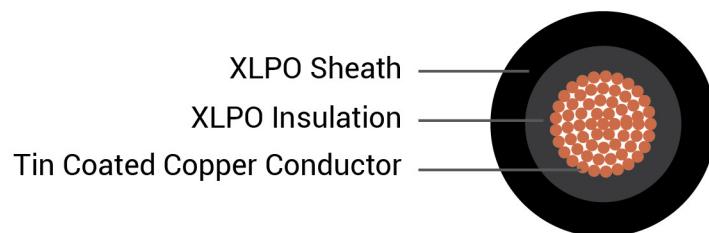
PHOTOVOLTAIC (SOLAR) CABLES



Worldwide Cables (Pvt) Limited offers high-quality solar cables, one of our most popular and widely trusted products, valued by customers for its premium quality and availability. Worldwide solar cables are constructed with tinned, flexible copper conductors and feature XLPO (cross-linked polyolefin) insulation and sheath. Using 99.99% pure copper, these cables ensure efficient current flow, while tinning provides additional protection in moist and polluted environments.

The XLPO material enables high-temperature operation (up to 125°C) and incorporates LSZH (Low Smoke Zero Halogen) properties, ensuring safety against fire and toxic fume emission. Additionally, XLPO offers resistance to ozone and UV rays, making Worldwide solar cables highly durable under intense sunlight.

Manufactured and tested according to international standards (BS EN 50618 & IEC 62930), Worldwide solar cables are available in 4 mm², 6 mm² and 10 mm² conductor sizes to meet diverse installation needs.



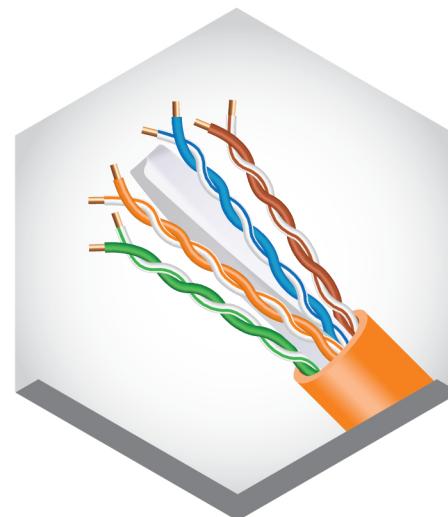
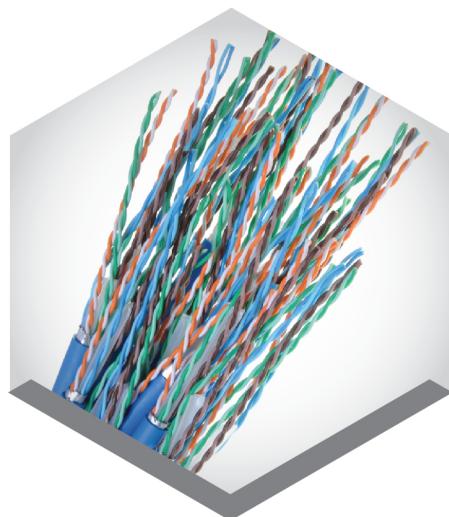
ETHERNET (LAN) CABLES



Worldwide Cables (Pvt) Limited took on the challenge of manufacturing Ethernet (LAN) cables locally in Pakistan, breaking away from the reliance on imported cables and addressing a market often saturated with counterfeit versions of popular international brands. In doing so, Worldwide has positioned itself as a reliable local alternative, producing high-quality LAN cables that meet international standards.

Worldwide manufactures CAT-5, CAT-6, CAT-6A and CAT-7 cables in both UTP (Unshielded Twisted Pair), FTP (Foiled Twisted Pair), and STP (Shielded Twisted Pair) configurations. Each cable features four twisted pairs of 23 AWG or 24 AWG conductors made with 99.99% pure copper, ensuring excellent conductivity. The cables are insulated with HDPE (High-Density Polyethylene) and protected with a durable PE (Polyethylene), PVC or LSZH outer sheath. Manufactured to ANSI/TIA-568-C.2 standards, Worldwide's LAN cables are supplied in 305 m drums for convenient installation.

Engineered for high bandwidth and faster data transmission, Worldwide LAN cables offer minimal data loss and low attenuation, meeting the demands of modern networking. Each cable undergoes Fluke testing post-production to verify performance and quality.



OPTICAL FIBER CABLES

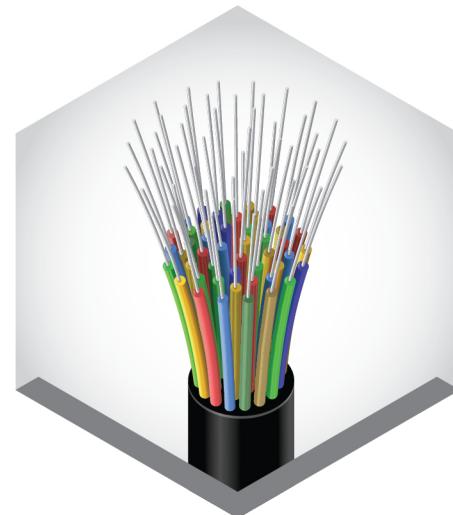


Optical Fiber Cables are latest addition in Worldwide portfolio as of today. Optical fiber cables are used for transmission and distribution of telecommunication network at broadband and high speed, and have great expansion potential in Pakistan.

Worldwide manufactures GYXTW type Single Mode (SM) and Multimode (MM) Loose Tube optical fiber cables suitable for both duct and open installation. Worldwide has manufacturing capability of manufacturing up to 144 fiber cables. Cables conform to G.652.D (PTCL TR-109) specifications.

Worldwide Optical Fiber cables offer better bandwidth, low attenuation, low electrical interference, reliable and lighter in weight which makes them ideal choice for customers.

Each cable undergoes OTDR (Optical Time Domain Reflectometer) testing post-production to verify performance and quality.



WORLDWIDE CABLE PLANTS



Worldwide Cables operates four state-of-the-art manufacturing plants located in Sundar Industrial Estate, Raiwind Road, Lahore. Each facility is dedicated to specialized functions:

- **Plant at Plot No. 272:** Focuses on the production of Solar Cables, LAN Cables, and Building Wires.
- **Plant at Plot No. 342:** Handles copper drawing and stranding for conductors used in various cables.
- **Plant at Plot No. 644:** Dedicated to the manufacturing of Optical Fiber (OF) Cables.
- **Plant at Plot No. 556:** Used for warehousing and reserved for future expansion.

All Worldwide Cable plants are equipped with advanced, modern cable machinery, which is meticulously maintained, regularly inspected, and periodically upgraded to ensure peak performance and quality standards.



WORLDWIDE CABLE LABORATORIES



Worldwide Cables operates advanced testing laboratories to ensure the highest quality across all products. The primary testing lab is located at Plot No. 272, alongside the production of solar, LAN, and building wiring cables. Optical fiber cables are tested at the lab situated at Plot No. 644, adjacent to the OF manufacturing facility.

All testing labs are equipped with state-of-the-art equipment, regularly calibrated by independent calibration authorities to ensure accuracy and reliability. Cables produced at Worldwide plants undergo rigorous testing in accordance with applicable international standards, both during production and upon completion. Comprehensive test results are meticulously recorded and maintained, and detailed test reports are readily available to customers upon request.

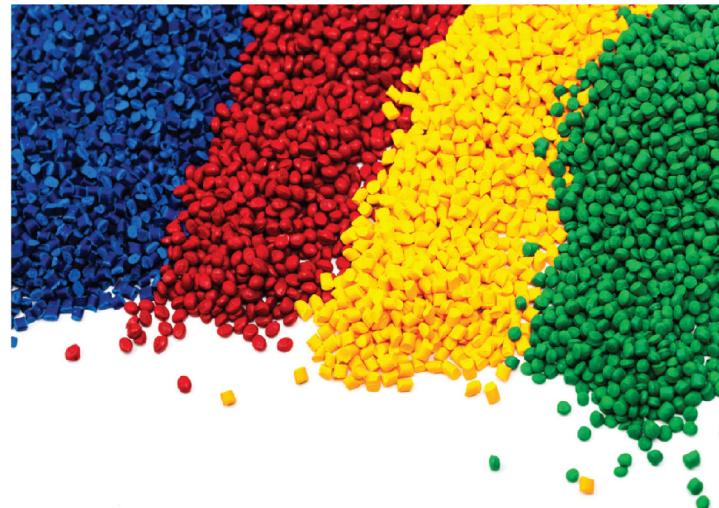


MATERIALS

At Worldwide Cables, we are committed to maintaining sustained quality and continuously enhancing our product standards. A key factor in achieving this quality is the selection of materials, and we make no compromises in this regard.

We utilize 99.99% pure copper for our conductors, ensuring optimal conductivity and performance. PVC resin is sourced from Pakistan's most reputable suppliers and is transformed into high-quality PVC compound at our in-house PVC plant, operated by qualified staff. Additionally, we import PE and Low Smoke Zero Halogen (LSZH) materials to meet international quality standards.

For the manufacturing of optical fiber cables, we also import high-quality fiber, PE, LDPE, MDPE, GEL and other essential materials, further reinforcing our commitment to delivering superior products.



QUALITY POLICY



At Worldwide Cables, our objective is to meet and exceed the needs and expectations of our customers while adhering to all technical, performance, and legal requirements, as well as international environmental standards. We are committed to delivering high-quality products that meet rigorous specifications and providing exceptional related services.

We prioritize continuous improvement in our quality management system, ensuring that we consistently enhance our processes and products. Our management team is dedicated to supporting our staff in achieving the quality objectives established within our quality framework.

Top management is actively involved in monitoring the effectiveness of our quality policy and its implementation, on a regular basis, reinforcing our commitment to quality at every level of the organization.



ISO CERTIFICATES



In line with our commitment to quality, Worldwide Cables has proudly obtained the following ISO accreditations from the reputable organization QRS:

ISO 9001:2015



ISO 14001:2015



ISO 45001:2018



These certifications reflect our dedication to maintaining high standards in quality management, environmental responsibility, and occupational health and safety.

APPROVALS AND CERTIFICATIONS



Worldwide Cables is actively pursuing formal approvals and certifications from leading organizations and institutions to validate our commitment to quality and compliance with applicable standards. We have successfully obtained the following approvals, while others are currently in progress:

- Communication & Works (C&W) Department 
- Pakistan Council of Scientific and Industrial Research (PCSIR) 
- University of Engineering & Technology, Lahore 
- TUV Austria (in-process) 
- Pakistan Engineering Council (in-process) 
- Pakistan Standards & Quality Control Authority (PSQCA) (in-process) 
- NESPAK (in-process) 
- Defense Housing Authority (DHA) Lahore (in-process) 
- Pakistan Telecommunication Company Limited (PTCL) (in-process) 

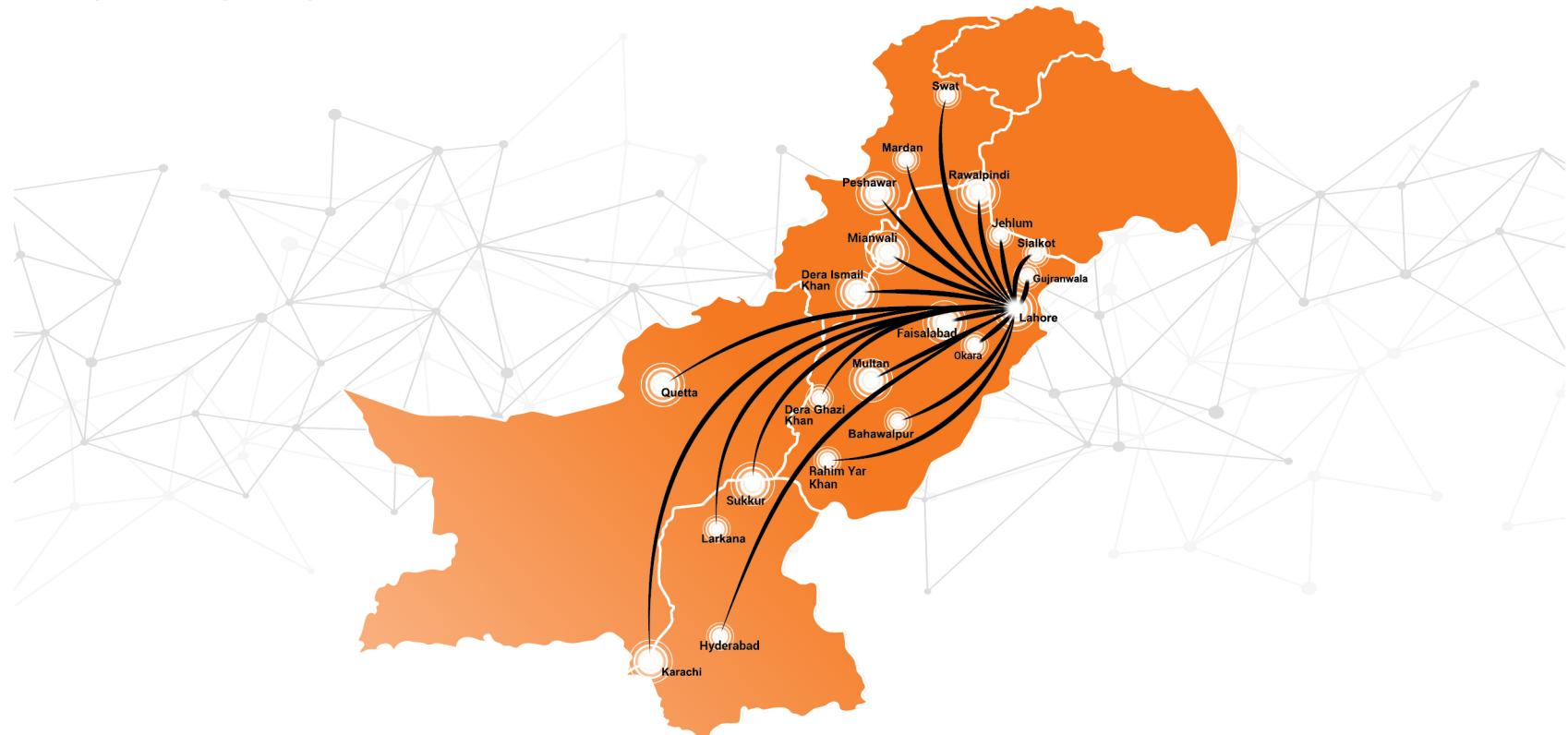
These endorsements reflect our dedication to maintaining the highest standards in our operations and products.

DEALERS NETWORK



For over two decades, Worldwide Cables has successfully operated through an extensive and effective dealer network. To support this network, we have established a dedicated office at Regal Chowk, Lahore, which is managed under the guidance of Mian Asim, Director of Worldwide Cables (Pvt) Limited.

Our dealers offer a wide range of Worldwide products which are readily available in all major cities across Pakistan. Optical Fiber Cables however, are dealt through Worldwide Corporate office only. Detailed information about our dealers and product availability can be provided upon request.



FUTURE PLANS



The management at Worldwide Cables is dedicated to continuously adding value to our products to enhance customer satisfaction. We have already introduced Low Smoke Zero Halogen (LSZH) insulation for our standard building wiring, prioritizing safety and environmental conservation. Additionally, we have upgraded the insulation and sheath material for our solar cables from standard PVC to high-quality XLPO, providing even greater benefits to our customers.

As one of the most diversified cable manufacturers, Worldwide offers a wide range of products—including Wiring Cables, Power Cables, Solar Cables, Ethernet (LAN) Cables, Surveillance Cables, and Optical Fiber Cables—all produced under one roof. With the ambition and vision of our CEO, Mian Kashif, the company is poised to explore new opportunities that will soon emerge in the market.





— Worldwide Trusted —



Corporate Office:

4th Floor, Plaza # 198, Block MB,
Phase 6C, DHA, Lahore.



Plants:

Sundar Industrial Estate, Lahore.



UAN: +92-(0)330-6666-992



www.worldwidecables.com.pk



sales@worldwidecables.com.pk



/worldwidecables

