

ARMY WELFARE TRUST



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AWT Plaza, The Mall, Rawalpindi

+92 51 9272400-4

www.awt.com.pk



**Privileged
to Serve the
Nation**

CORPORATE INSIGHT



Our Pride

*Unwavering Trust Faith In
Pakistan*

Resilience & Perseverance

*Setting Ethical Business
Role-model*

Contribution To Army Welfare

Paying Back To The Nation

From a modest beginning over four decades ago, today the Army Welfare Trust has a diverse business spectrum spread all over Pakistan, where its 18 business units have become a shining example of good practices and setting a role model of honest business that can thrive in any environment.

The story of AWT is that of resilience and commitment. It is a story of achievements and of having complete faith in the abilities of those manning it with devotion, integrity and passion.

The journey it has treaded has not been without challenges and has given it resilience and the resolve never to submit in the face of adversity. It has also strengthened our belief that our employees are our most precious asset that are second to none.

The values and business ethics we espouse are to compete, to excel and to contribute. Our greatest satisfaction, however, is the raison d'être for establishment of AWT - to play a noble role in the welfare and rehabilitation of the families of Shuhada' & the NOK's of those who lay their lives in the defence of the motherland. In the recent past, AWT has broken all previous records of its contribution for the welfare of Pakistan Army by contributing several times more.

AWT also takes pride in playing a leading role in the national social and economic fabric by providing jobs to a large number of people and contributing a sizeable amount to the National Exchequer.

Presently, AWT has undergone a transformational process and chartered a new course to attain newer heights by steering purposefully. AWT is now all set to venture into new projects by collaborating with leading domestic as well as international partners. With the commitment of our entire team and with Allah's blessings, AWT looks forward to bracing additional milestones of success in the near as well as distant future.

43 years

of Investments in Diverse
Segments of Pakistan's Economy

To be one of the successful business houses
employing best business practices.

Vision

To undertake profitable commercial activities in a
manner that portrays AWT's image as a respected
market player while generating maximum funds
for contributing towards the welfare requirements
of the Army.

Mission

We have an unwavering commitment of being a
good partner, focused on building productive,
collaborative, trusting and beneficial relationships
with all co-partners.

Core Values

A word from the Managing Director



Lt Gen Khalid Rabbani, HI(M) (Retd)
Managing Director AWT/ Vice Chairman

AWT has increased its contributions five times to what was being contributed in the past

Q: How AWT contributes for the welfare of army personnel?

A: AWT is mandated to generate funds by undertaking profitable commercial activities, with a view to contributing towards Army's welfare projects/programs for NOKs of shuhada/deceased and disabled, retired and serving soldiers. Being a diversified conglomerate of business units, the business group earns profit and substantial part of that, is made available to Pakistan Army for the purpose. Recently, AWT has increased its contributions five times to what was being contributed in the past. Additionally, AWT is providing employment to over fifteen thousand retired personnel of the Army on rotation basis, thus increasing the number of beneficiaries manifold.

Q: What is AWT's vision for future?

A: AWT aims at maximizing its profits 100% in next five years through efficiency of existing businesses, expansion of selected businesses and by adding new businesses so as to enhance its contributions towards the welfare efforts of the Army. In order to achieve the

Board of Directors

▶ Lt Gen Zamir Ul Hassan Shah, HI (M) Chairman Adjutant General, Pakistan Army	▶ Lt Gen Khalid Rabbani, HI(M) (Retd) Managing Director AWT/ Vice Chairman
▶ Maj Gen Asif Akhtar, HI(M) (Retd) Chief Operating Officer	▶ Maj Gen Humayun Aziz Director General Welfare & Rehabilitation
▶ Maj Gen Noor Hussain, HI (M) (Retd) Executive Director (S)	▶ Maj Gen Muhammad Farooq, HI (M), S Bt (Retd) Executive Director (IF&T)
▶ Maj Gen Mukhtar Ahmed, HI (M) (Retd) Executive Director (A&F)	▶ Malik Riffat Mahmood Director Finance
▶ Brig Masuood Ahmed, SI (M) (Retd) Director Monitoring & Audit	▶ Brig Shahid Ahmed, SI (M) (Retd) Director Research & Investment
▶ Brig Irfan Azam, SI (M) (Retd) Director HR	▶ Brig Muhammad Ibrahim Khan, SI (M) (Retd) Secretary AWT

Milestones Achieved

Year of Operation	Company / Business Unit	Year	Company / Business Unit
1971	Army Welfare Trust.	1995	Askari General Insurance Company Ltd.
1972	Stud Farm Probyanabad.	1996	Askari Guards Pvt Ltd.
1984	Army Welfare Sugar Mills Badin.	1996	Mobil Askari Lubricants Pakistan Ltd.
1984	Stud Farm Boylegunj.	1996	Askari Leasing Limited (Divested in 2009).
1990	Askari Real Estate Unit.	1996	Askari Cement Wah (Divested in 2013).
1990	Askari Woollen Mills and Askari Shoes.	1996	Askari Cement Nizampur (Divested in 2013).
1990	Blue Lagoon and Army Welfare Mess.	2002	Askari Compressed Natural Gas Project.
1991	Askari Bank Limited (Divested in 2013).	2004	Askari Seeds.
1992	Fish Farm.	2009	Askari Enterprises Pvt Ltd.
1995	Askari Aviation Pvt Ltd.	2011	Lahore Lagoon
1995	Askari Pharma (Divested in 2013).	2014	Fauji Security Services Pvt Ltd.
		2014	Askari Apparel

AWT at a Glance

43 years

of Investments in Diverse Segments of Pakistan's Economy



Well above
30 Billion
rupees worth company



30,000
providing direct & indirect employments



Runs
18 Companies
and still growing



1-4 Billion
rupees paid to National Exchequer

AWT's Business Units



Askari Aviation Services

Askari Aviation Services is a dynamic aviation organization that is dedicated to the core principles of people and values. With almost 20 years in the aviation industry, Askari Aviation Services continues to be a leader in the industry with an enduring commitment to the quality, safety and respect of our people and our services. Brigadier Nadeem Aslam Khan (Retd), CEO is an experienced aviator and professional, leading a passionate team of over 150 employees including Professionals and Technocrats. An unwavering commitment to exceptional service, an unparalleled level of safety and security and an experienced, highly skilled team has earned Askari Aviation Services country wide reputation.



Askari Travels & Tours

AT&T has two outlets. One is located in Blue Area, Islamabad and the Second is at Mall Road, Saddar Rawalpindi, with state of the art setup and reservation systems of Galileo and Abacus. The offices are manned by professionally qualified and highly experienced staff, to provide domestic and international travel services.

AT&T Islamabad is an International Air Transport Association (IATA) approved Travel Agency and AT&T Rawalpindi is Pakistan International Airline (PIA) Passenger Sales Agent (PSA).



Services Travels

Askari Airport Services (AAPS) is established as a project of Army Welfare Trust (AWT) under the Companies Ordinance, 1984. AAPS is mandated to carry on business of Ground Handling Services. It commenced its operations in January, 2007 offering quality services with a better cost effective structure, at Benazir Bhutto International Airport Islamabad.

AAPS is also a member of IATA Ground Handling Council (IGHC).



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Askari Flying Academy

Ask Flying Academy (AFA) is committed to achieve highest quality standards in training of aviation related personnel for issuance of licenses, certificates and ratings of the Civil Aviation Authority (CAA) of the approved courses. Syllabi and training curriculum of the following flying and ground training courses have been approved by the CAA.

FLYING TRAINING COURSES

Private Pilot/commercial Pilot License Course

Flight Radio Telephony Operator License Course

Instrument Rating Course (Ir)



Askari General Insurance

Askari general insurance company limited (Agico) was incorporated in 1995 as a public limited company and is quoted on all the three stock exchanges of Pakistan. It commenced its business in the same year and since then has by the grace of Allah maintained a steady growth with a network of 19 branches in different areas of the country and its head office based in Rawalpindi. With a team of professionals, Agico has achieved a higher ranking each year and has been able to rise up to A+ credit rating.

Agico's business mix comprises of fire, marine, engineering, bond, crop and travel insurance dominated by motor and health insurance segments. The company has evolved as a consistent player in the field of non-life insurance segment in yesteryears and has managed to post underwriting profits over the past many years.

AWT's Business Units



Army Welfare Sugar Mills

Army Welfare Sugar Mills Badin commenced its journey with modest equity of Rs 10 Million and started its operation in February 1984 with meagre crushing capacity of 2000 TCD which later on increased to 4000 TCD since 1995. Though still pretty small in terms of crushing capacity, by the grace of Allah, it can be termed as one of the leading projects of sugar industry in Sindh Province when measured through its performance. The project is being run on modern technique and is known for its transparent functioning viz a viz quick payment to growers, timely clearance of taxes and abiding by government rules. Besides providing jobs to ex-army personnel and their wards, the establishment has been assisting over 5,000 persons directly or indirectly to earn their livelihood in an exemplary environment.



Askari Projects

Established since 1990, Askari Shoes Project (ASP) is leading manufacturing unit of DMS boots in Pakistan. With best machinery from "BUSM, PFAFF, CIC RALPH & others, operated by highly skilled human resources, the factory is producing all types of quality military boots, safety shoes, jungle boots, desert boots and a variety of dress shoes.

ASP is also manufacturing and marketing a variety of dress shoes (CLASSICS), casuals (STALLIN), slippers/sandals (BATS) and children shoes (MARLIN). ASP has the maiden honour of introducing leather school shoes both for girls and boys.



MAL Pakistan Ltd

Established in December 1996 as a joint venture Company of Exxon Mobil Corporation; the largest Oil Company in the world. AWT acquired 100% shares of the company from Exxon Mobil in 2007. The company operates a modern Lube Oil Blending Plant, markets Exxon Mobil products and has successfully developed and launched a wide range of other Brand Lube Oil products.

'As the exclusive marketer of Mobil and ExxonMobil branded lubricants in Pakistan, the company has enjoyed unprecedented growth over the past decade and has developed an extensive sales network covering all major cities and lubricant business segments.



Askari Farms & Seeds

Farms and Seeds (F&S) have the distinction of being the first economic enterprise of the Army Welfare Trust (AWT) which started in 1972 when the management of Pakistan Army's farmlands at Probynabad, Boylegunj, Sukkur and Lahore was entrusted to the then newly established AWT. F&S now comprise 3x large Agriculture Farms at Dipalpur and Khuski beside a seed industry i.e. Askari Seeds which has three factories located at Lahore, Okara and Sangi (District Sukkur). The enterprise is mainly engaged in extensive conventional as well as modern agriculture to include crops ranging from wheat, cotton, maize, sugarcane, sunflower etc to vegetables and fruits of all sorts which are being grown regularly on the farm lands. Our seed industry too, is now one of the most reputed seed suppliers of the country who are helping the farmers of Punjab, Khyber Pukhtunkhwa and Sind, to enhance the yield and quality of their crops.



Askari Enterprises Pvt Ltd

Army Welfare Trust (AWT) has established a dedicated wing for the supply of weapons, ammunition, vehicles, spare parts of chinese tanks & Armoured Personal Carrier, all wheeled vehicles spares, medical equipment for hospitals including high precision machines, laboratory equipment and other equipment/ stores to Pakistan Army, other services of the Armed Forces and civil Government Organizations along with trading of coal to cement factories, chromite and nephrite export to China, rice and commodities. The purpose of this wing is to ensure smooth and speedy supply of defense equipment/stores to meet the demand of defense organizations and to have business activities with other departments in the civil sector.



Askari Apparel

Askari Apparel is envisioned to be a fully compliant and state of the art manufacturing unit and export house based at Sunder Industrial Estate, Lahore. The excellence is strengthened by its strong financial base, latest machines and a committed team of professionals. Our corporate mission is to be identified as a leading provider of the top quality garments for retail business globally. In our drive to provide a total solution and satisfaction to our clients, production lines are designed to accommodate variety of styles that run at a time.

AWT's Business Units



Askari Guards Pvt Ltd

Askari Guards (Pvt) Limited (AGL), a subsidiary of Army Welfare Trust, commenced its operations in 1996. It has No Objection Certificates (NOC) to operate in all provinces and Azad Jammu and Kashmir territory. AGL was also certified to operate with security companies of foreign countries. Right from its inception, the Company concentrated on providing quality guarding system to its clients and soon emerged as a recognized and trusted provider of guarding service to the well recognized national and multi-national companies.



Fauji Security Services

Fauji Security Services (Pvt) Limited is providing the Human Guarding Security Services to the Clients spread all over Pakistan since 1993. Initially, it started the Security Business by providing security services to the outfits of the Fauji Foundation only. The provision of security services was extended to the clients other than the Fauji Foundation when FSS obtained the status of a Private Company in 2005. From 2005 onwards, FSS is providing the security services to the Individuals, Banking Sector, Government institutions, Oil & Gas Energy Sector, Educational Institutions, Hospitals and Corporate sector.



Askari Real Estate

AWT RE (HO) is a leading market player in real estate industry of Pakistan. Credibility, Trust and Commitment to deliver affordable housing are core strength of our organization making us unique from rest of the players operating in the industry. Real Estate Business Unit was established in 1990. The idea for the establishment of RE (BU) was to develop housing schemes, acquire commercial properties and manage these as profitable concerns.

Brigadier Tariq Mehmood Malik (Retd) is a veteran professional engineer leading this business unit. His problem solving techniques and vast experience in industry has revitalized the housing schemes and organization. RE (BU) has performance oriented, results-driven teams focused on ensuring peace of mind to our valued customers.



Askari Fuels

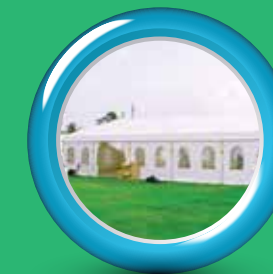
Askari Fuels (AWT) Project was launched in July 2002. In a span of 12 years it has developed into the largest CNG network in the country with 29 CNG stations. Our CNG network is spread in four provinces of Pakistan and AJ&K. We have diversified our business through joint venture with Attock Petroleum Limited. Our 12 CNG stations have been multi-fueled and one station is under construction. Although we are relatively new entrant in the field of multi-fuel but have managed to establish our reputation as a progressive and dynamic organization, focused on providing quality petroleum products and services on our stations.



Blue Lagoon

Blue Lagoon Restaurant is functioning since 1950s, its prime location off the beautiful and serene mall, next to Pearl Continental makes it one of the most attractive places to visit in Rawalpindi Cantt area. Blue Lagoon Restaurant is famous in Rawalpindi for Pakistani dishes, sizzling BBQ and for continental and Chinese dishes. Also houses four banquet facilities, most popular amongst the community.

Blue Lagoon swimming pool, the oldest in Rawalpindi Cantt has a state of the art swimming pool filtration system with gushing fresh water. It has ideal arrangements to provide swimming training and coaching to children.



Lahore Lagoon

The twelve Kanal plot lying vacant, was converted into banquet facilities in 2011. Initially, the functions were held in tent for a limited time prior to import of marquee. Lahore Lagoon is an elegant banquet facility created by AWT in 2011 in the heart of Gulberg business district on Main Boulevard of Lahore. It caters for large banquets up till 800 - 1000 guests in a most comfortable and sumptuous environment in very affordable budget. The venue has huge parking facility besides being centrally located. An imported marquee installed recently has added advantage for arranging corporate functions.

This business unit has self sustained in revenue after paying back investment on the project. Based on this experience, similar banquet facilities are coming up at Faisalabad and Kharian cities. Askari Lagoon (Faisalabad) is going to be operational shortly, followed by Kharian next year.

The AWT Group

Army Welfare Trust, Ph: 92-51-9272400-4, Email: infoawt@awt.com.pk, AWT Plaza, The Mall Rawalpindi.

- **Askari Aviation Services**
Ph: 92-51-5505760-62
Email: info@askariaviation.com
H.NO. 21, Lane 2, Chaklala Scheme-I
Rawalpindi.

► **Askari Farms & Seeds**
Ph: 92-44-4776119
Email: fmfns@awt.com.pk
C/O Army Stud Farm Probynabad
Tehsil Depalpur Distt: Okara

► **Askari Enterprises Pvt Ltd**
Ph: 92-51-9270561
Email: info@askaritravels.com.pk
Ground Floor, State Life Building No. 9,
33-E Blue Area, Jinnah Avenue, Islamabad.

► **Askari Enterprises Pvt Ltd**
Ph: 92-51-9271745
Email: amjadsaleem@awt.com.pk
AWT Plaza, 6th Floor, Shahra-e-Quaid-e-Azam,
Rawalpindi Cantt.

► **Services Travels**
Ph: 92-51-9270219-229,5513334
Email: managerrwp@askaritravels.com
Office # 3 & 4,Garrison Officer Mess
Mall Road, Rawalpindi

► **Askari Apparel**
Ph: 92-42-35297354
Email: azizmalik@awt.com.pk
253-A, Sundar Industrial Estate Lahore.

► **Askari Airport Services**
Ph: 92-51-8356833-5591834
E-mail: gmaatf@aatf.com.pk
Benazir Bhutto International Airport Islamabad.

► **Askari Guards Pvt Ltd**
Ph: 92-51-5517131
Email: info@askariguards.com
283-C, Akram Raja Road, Rawalpindi Cantt.

► **Askari Flying Academy**
Ph: 92-51-5405161-64
E-mail: info@askflyingacademy.com
Benazir Bhutto International Airport Islamabad.

► **Fauji Security Services Pvt Ltd**
Ph: 051-5951229
Email: ziaul.qamar@faujisecurities.com
H.No. 592, Street No. 10,
Chaklala Scheme-III, Rawalpindi

► **Askari General Insurance Co Ltd**
Ph: 92-51-9272425-7
Email: agicoho@agico.com.pk
3rd Floor, AWT Plaza, The Mall Rawalpindi.

► **Askari Real Estate**
Ph: 92-51-9272400-4
Email: re@awt.com.pk
Head Office, 6th Floor, AWT Plaza, The Mall,
Rawalpindi Cantt.

► **Army Welfare Sugar Mills**
Ph: 92-297-861205
Email: awsm@awt.com.pk
Badin, Sindh

► **Askari Fuels**
Ph: 92-51-5599457-8
Email: anadeem@awt.com.pk
H.No. 592, Street-10, Chaklala Scheme-III
Rawalpindi.

► **Askari Projects (Woollen & Shoes)**
Ph: 92-42-35121258
Email: asp@awt.com.pk
Plot # 41, Main Peco Road.
Industrial Area, Kot Lakhpat, Lahore.

► **Blue Lagoon & Army Welfare Mess**
Ph: 92-51-5519377, 5519388
Email: blhr@awt.com.pk
Masood Akhtar Road, off the Mall Rawalpindi.

► **MAL Pakistan Ltd**
Ph: 92-21-111-840-840
Email: Masroor.yamin@mal.com.pk
D-46, Block 5 KDA Scheme 5, Clifton Karachi.

► **Lahore Lagoon**
Ph: 92-42-35782645
Email: lhrlagoon@awt.com.pk
75-D/1 Main Boulevard Gulberg III, Lahore.