



# RISING HIGHER

## with Resilience

Complete faith in Pakistan drives us

Serving our nation gives us pride

Ethical business is our hallmark

ARMY WELFARE TRUST • CORPORATE PROFILE • 2012-14



**Privileged  
to Serve the  
Nation**

ARMY WELFARE TRUST



ARMY WELFARE TRUST

CORPORATE PROFILE

2012 - 14

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## 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  
HNO: 21, Lane-2, Chaklala Scheme-I,  
Rawalpindi.

#### Askari Travels & Tours

Ph: 92-51-2270561  
Email: info@askaritravels.com.pk  
Ground Floor, State Life Building No: 9,  
33-E Blue Area, Jinnah Avenue, Islamabad

#### Services Travels

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

#### Askari Airport Services

Ph: 92-51-8356833-5591834  
Email: gmaati@aaf.com.pk  
Benazir Bhutto International Airport Islamabad

#### Askari Flying Academy

Ph: 92-51-5405161-64  
Email: info@askarflyingacademy.com  
Benazir Bhutto International Airport Islamabad

#### Askari General Insurance Co Ltd

Ph: 92-51-9272425-7  
Email: agiclico@agico.com.pk  
3rd Floor, AWT Plaza, The Mall Rawalpindi

#### Army Welfare Sugar Mills

Ph: 92-297-861205  
Email: awsm@awt.com.pk  
Badin, Sindh

#### Askari Projects (Woollen & Shoes)

Ph: 92-42-35121258  
Email: aspe@awt.com.pk  
Plot # 41, Main Peco Road,  
Industrial Area, Kor Lakhpat, Lahore

#### MAL Pakistan Ltd

Ph: 92-21-111-840-840  
Email: Masood.yamin@mal.com.pk  
D-46, Block 5 KDA Scheme 5, Clifton Karachi

#### Askari Farms & Seeds

Ph: 92-44-4776119  
Email: fmfn@awt.com.pk  
C/O Army Stud Farm Probynabad  
Tehsil Depalpur Distt: Okara

#### Askari Enterprises Pvt Ltd

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

#### Askari Apparel

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

#### Askari Guards Pvt Ltd

Ph: 92-51-5517131  
Email: info@askarguards.com  
283-C, Akram Raja Road, Rawalpindi Cantt

#### Fauji Security Services Pvt Ltd

Ph: 051-5951229  
Email: ziaul.gamar@faujisecurities.com  
H.No: 592, Street No: 10,  
Chaklala Scheme-III, Rawalpindi

#### Askari Real Estate

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

#### Askari Fuels

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

#### Blue Lagoon & Army Welfare Mess

Ph: 92-51-5519377, 5519388  
Email: blhr@awt.com.pk  
Masood Akhtar Road, off the Mall Rawalpindi.

#### Lahore Lagoon

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



CORPORATE PROFILE

# Welcome





**Gen Raheel Sharif NI(M), HI(M)**  
Chief of Army Staff  
Chairman, Committee of Administration AWT



CORPORATE PROFILE



# 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.

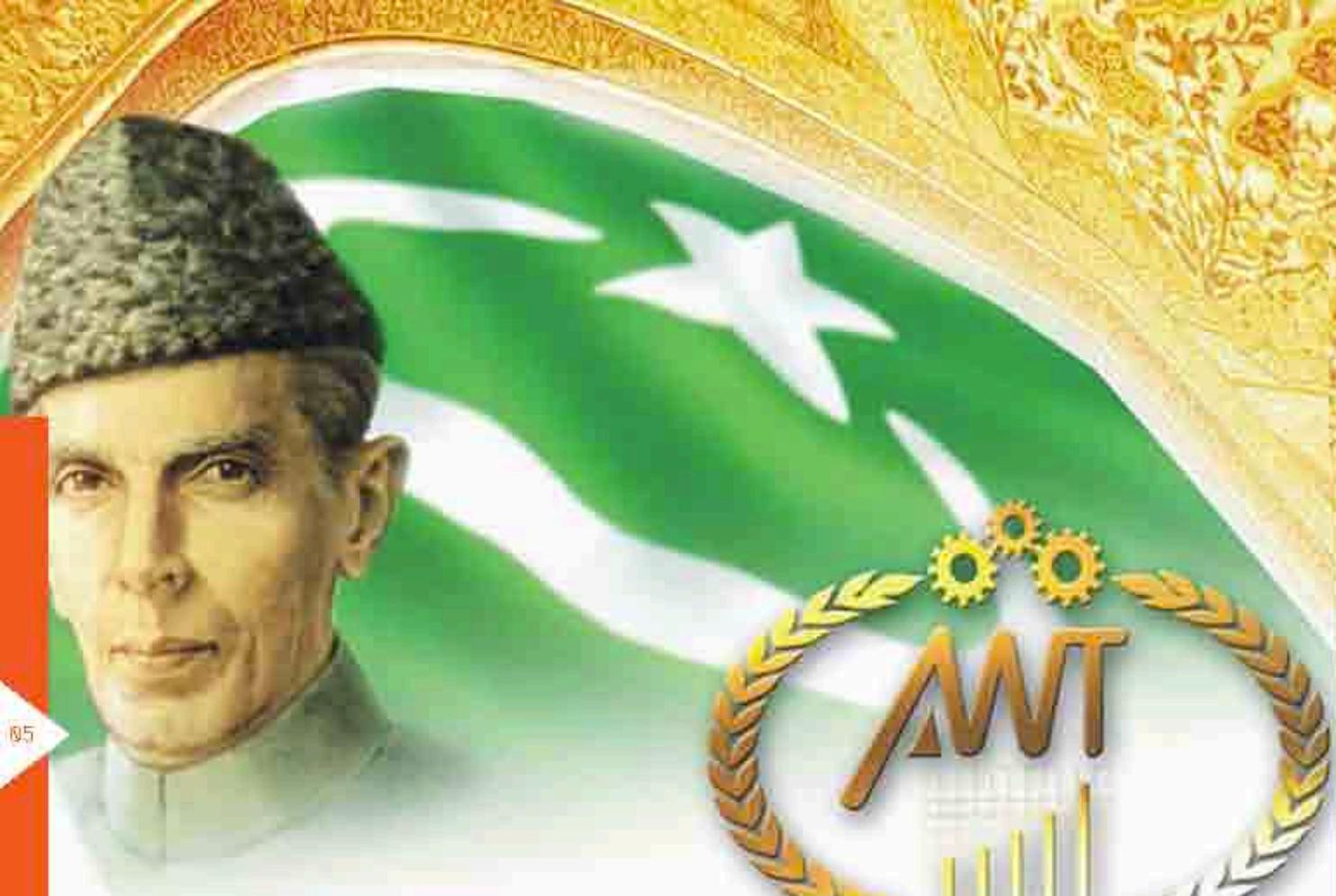
The story of AWT is that of resilience and commitment. It is a story of achievements and of having complete faith in the abilities of those manning it with devotion, integrity and passion.

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.



## UNITY

Our collective harmony adds to our strength

## FAITH

Our belief & devotion lead to our success

## DISCIPLINE

Our guidelines & principles add value to our service



Dedicated to Progress



Mobil



Askari Enterprises AE  
(Pvt) LIMITED  
(A Subsidiary of Army Welfare Trust)



CORPORATE PROFILE

# Vision, Mission & Core Values

## Vision

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

## Mission

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.

## Core Values

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

# AWT's Leadership

## Inspiring - Dedicated - Upright

I am pleased to congratulate the management and the entire team of Army Welfare Trust for making the historic turn around and coming up to the expectations of the army. AWT after transactions, divestments, acquisition and development, is fully stabilized to move on the road of growth in real business sense.

With Allah's blessings, undeterred by challenges on the domestic front, AWT is all set to take new initiatives of expansion and growth by collaborating with local and International groups to further increase its role for the welfare of the Pakistan Army. Already some of the vital initiatives taken by the management in the recent past have helped AWT to move ahead with a new vision of improvement in business activity. I also take this opportunity to congratulate the AWT for increasing its contributions for welfare purposes on regular basis despite facing daunting challenges in its most recent history. It is heartening to note that the management has set high goals for the days to come. Learning from the past, it is gearing up to rise to the occasion and to achieve new milestones of success and achievement in the near as well as distant future. I wish AWT every success in its endeavors and assure unflinching support to its initiatives as the chairman of BOD.



► Lt Gen Zamir ul Hassan Shah, HI(M)  
Adjutant General / Chairman BOD



CORPORATE PROFILE



► Lt Gen Tahir Mahmood, HI(M),  
SBt & Bar (Rtd) – MD AWT

### Q&A with MD, AWT

## AWT Setting Standards of Growth & Welfare

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 goals, AWT has a well-deliberated strategy to concentrate on the businesses of Real Estate, Aviation,

## **Q&A with MD, AWT**

Fuel/Lubricants, Insurance and Security Services. With short/medium and long term goals set for the group, Alhamdo Lillah AWT is well on course to go on as per its vision.

**Q:** As MD how have you been able to contribute for the AWT so far?

**A:** After a bad patch of about five years since 2007, AWT has turned around from 2012 onwards, making profit by the Grace of Allah Almighty. In order to reverse the tide, the top management of AWT asserted to control costs and manage profit-inflicting liabilities while bringing in the efficiency in operations for enhancement in sales. AWT focused on stabilization, expansion and development by undertaking divestments, acquisitions and re-acquisitions, balancing and modernization, value addition, including en-living the dormant assets and initiation of new projects. We are also regularly engaged with other domestic/foreign business groups for possible/prospective joint ventures.

**Q:** What are the challenges and the opportunities for AWT in today's environment?

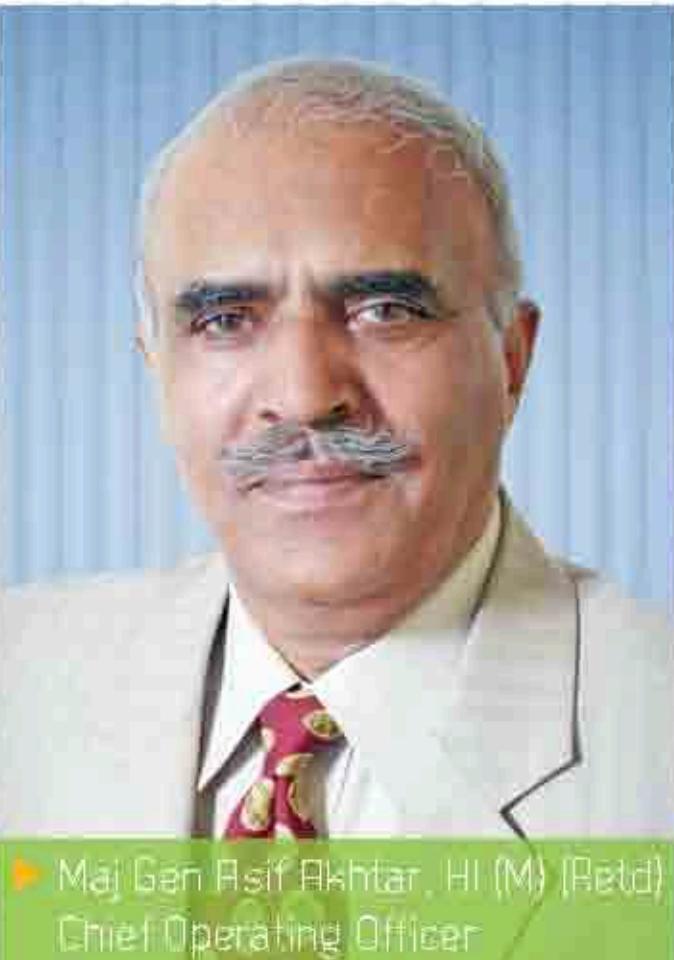
**A:** Talking of opportunities first; AWT at this point in time, Alhamdo Lillah, is stabilized and poised for medium to mega size projects. There are meaningful opportunities in Real Estate, Aviation, Fuel/Lubricants, Insurance and Security Services. In order to multiply these businesses, headway is being made for high rise buildings, joint venture airline, diversification of lubricants brand, acquisition of general insurance

company with planned entry into life insurance business and expansion of both the security companies with addition of international security service. There are various challenges in materializing these opportunities, but AWT is quite geared up to tackle them comfortably.

**Q:** How AWT contributes to the National efforts?

**A:** AWT as a well established business group, contributes towards National efforts by:

- a. Financial contributions in national crises like managing of flood/earthquake affectees and internally displaced persons,
- b. Providing a relief to the Government in provision of welfare to the Army which otherwise should be coming from the state,
- c. Sharing the load of Government for provision of employment to civilians/retired army personnel,
- d. Providing essential services for public use in an ethical manner,
- e. Undertaking developmental works to facilitate the public,
- f. Remittance of sizeable taxes into the National ex-chequer.



► Maj Gen Asif Akhtar HI (M) (Retd)  
Chief Operating Officer

## Serving the Nation with Innovative Aspirations

Our mission is to generate maximum funds to contribute towards welfare & rehabilitation requirements of the Army through profitable commercial activities. Lot has changed in AWT during the last two and a half years. The strategic transaction involving transfer of Askari Bank and Askari Cement Wah & Nizampur to Fauji Foundation has been completed. Smooth & trouble free financial restructuring has provided us the resilience to build for the future despite economic headwinds.

Following the strategic transaction, AWT has almost completed the consolidation phase and is steadily moving on its carefully chalked "Way Forward", evolved through extensive discussions and brainstorming with the Business Units, Professionals and the Board of Directors. The future vision is aimed at balancing growth opportunities and investment returns while continuously seeking to improve operational standards, competitiveness and innovation. AWT continues to invest in and maintain a dynamic Human Resource.

It is highly satisfying that besides radical reduction and balancing of long term liabilities, AWT has injected hundreds of millions into the business. While Fauji Security Services (FSS) acquired and "Askari Apparel" has been raised, AWT has also successfully completed the repurchase of the Plaza at Rawalpindi, our home. Activation of businesses in Faisalabad and Kharian is in full swing. Foreign and domestic JVs are blooming.

AWT is in the process of consolidating its insurance holdings and revitalizing the Real Estate Sector. We are about to launch AWT Plaza Lahore, a state of the art mega project on the Main Boulevard at Gulberg Lahore.

Remaining focused on our primary objective of maximizing profit and to contribute to the welfare of troops in general and Shuhada's families in particular; during the last two years AWT has enhanced its contribution 5 times in addition to contributions made for National Calamity. The management is fully determined to expand the business while ensuring complete regulatory compliance & best business practices. AWT contributes more than a Billion to the National Exchequer by way of taxes and generates 17,500 jobs for its employees. All credit goes to our excellent human resource, team work and focused leadership which has created such an impact. GOD SPEED

# From the Managing Director

FOCUS ON:

PROFIT

INVENTORY

RATE OF RETURN

# PROFIT

RECEIVABLES

OTHER INCOME





CORPORATE PROFILE

Privileged  
to Serve the  
**Nation**

INTEREST/MARKUP

INTERNAL CONTROL

EFFICIENCY/EFFECTIVENESS

# RISKS

TURNOVER

SAFETY/ SECURITY/SAVINGS



## Important Dates AWT Plaza Rawalpindi

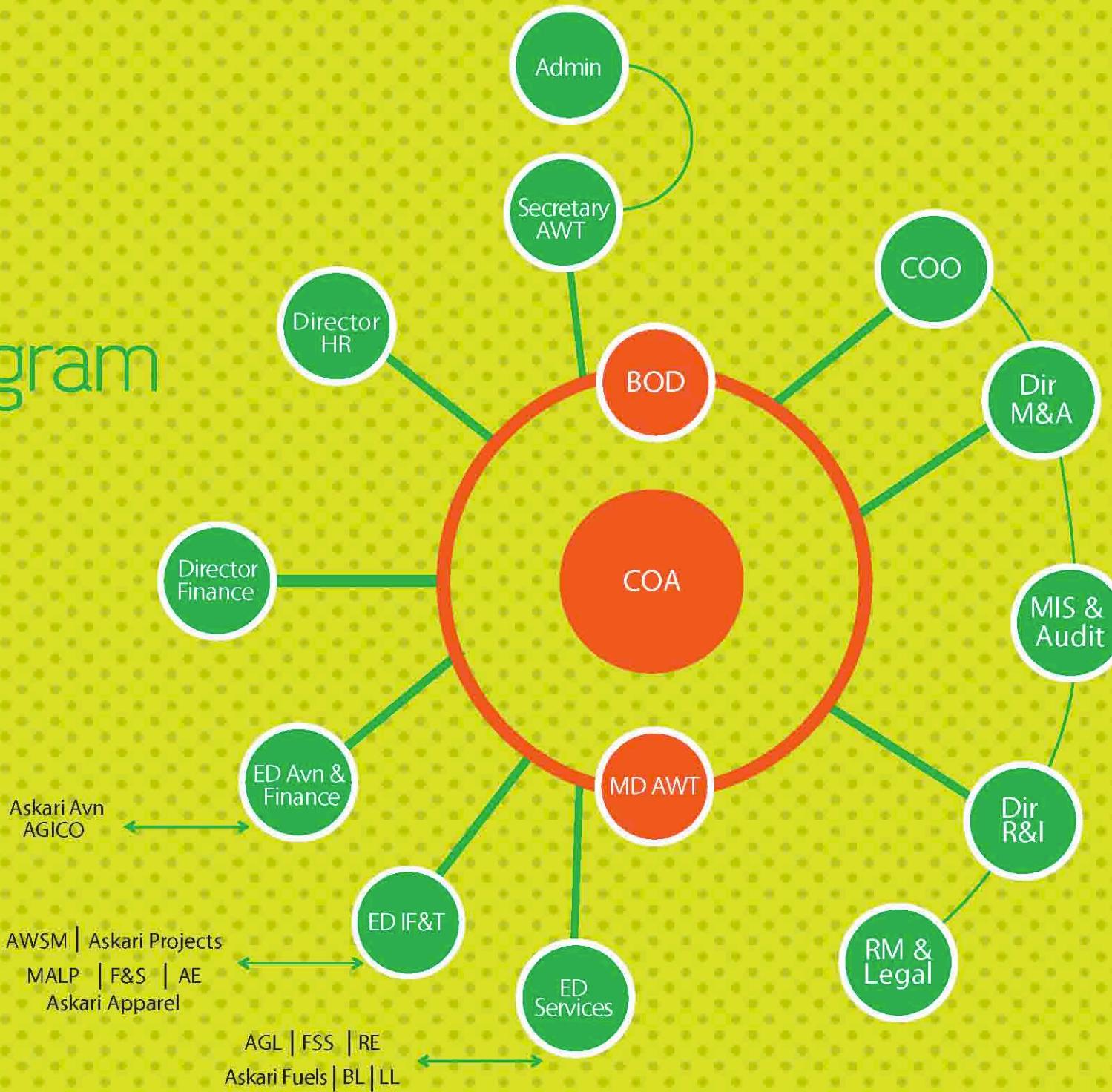
- Plaza completed / occupied | 1992
- Inaugurated officially | 1993
- Plaza sold to AKBL | 2003
- Plaza purchased back | 2014

# Milestones Achieved

## Milestones in the History of AWT

Year of Operation	Company / Business Unit
1921	Army Welfare Trust
1972	Stud Farm Probynabad
1984	Army Welfare Sugar Mills Badin
1984	Stud Farm Boylegunj
1990	Askari Real Estate Unit
1990	Askari Woollen Mills and Askari Shoes
1990	Blue Lagwan and Army Welfare Mills
1991	Askari Bank Limited (Divested in 2013)
1992	Fish Farm
1995	Askari Aviation Pvt. Ltd.
1995	Askari Pharma (Divested in 2013)
1995	Askari General Insurance Company Ltd.
1996	Askari Guards Pvt. Ltd
1996	Mobil Askari Lubricants Pakistan Ltd
1996	Askari Leasing Limited (Divested in 2009)
1996	Askari Cement Wah (Divested in 2013)
1996	Askari Cement Nizampur (Divested in 2013)
2002	Askari Compressed Natural Gas Project
2004	Askari Seeds
2009	Askari Enterprises Pvt. Ltd
2011	Lahore Lagoon
2014	Fauji Security Services Pvt. Ltd
2014	Askari Apparel

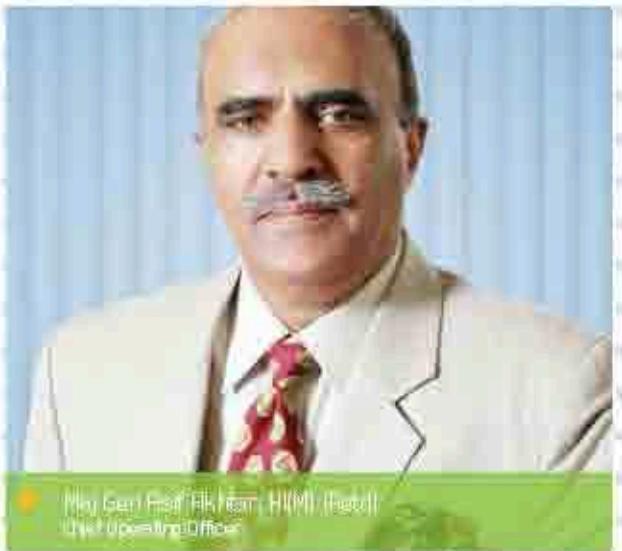
# Organogram



# AWT's Committee of Administration

- Chief of Army Staff
- Adjutant General
- Chief of General Staff
- Quarter Master General
- Chief of Logistics Staff
- Managing Director AWT
- Secretary AWT

# Board of Directors



► Maj Gen Riaz Akbar Khan (HJM) (Retd)  
Chief Executive Officer



► Maj Gen Humayun Reza  
Director General Welfare & Rehabilitation



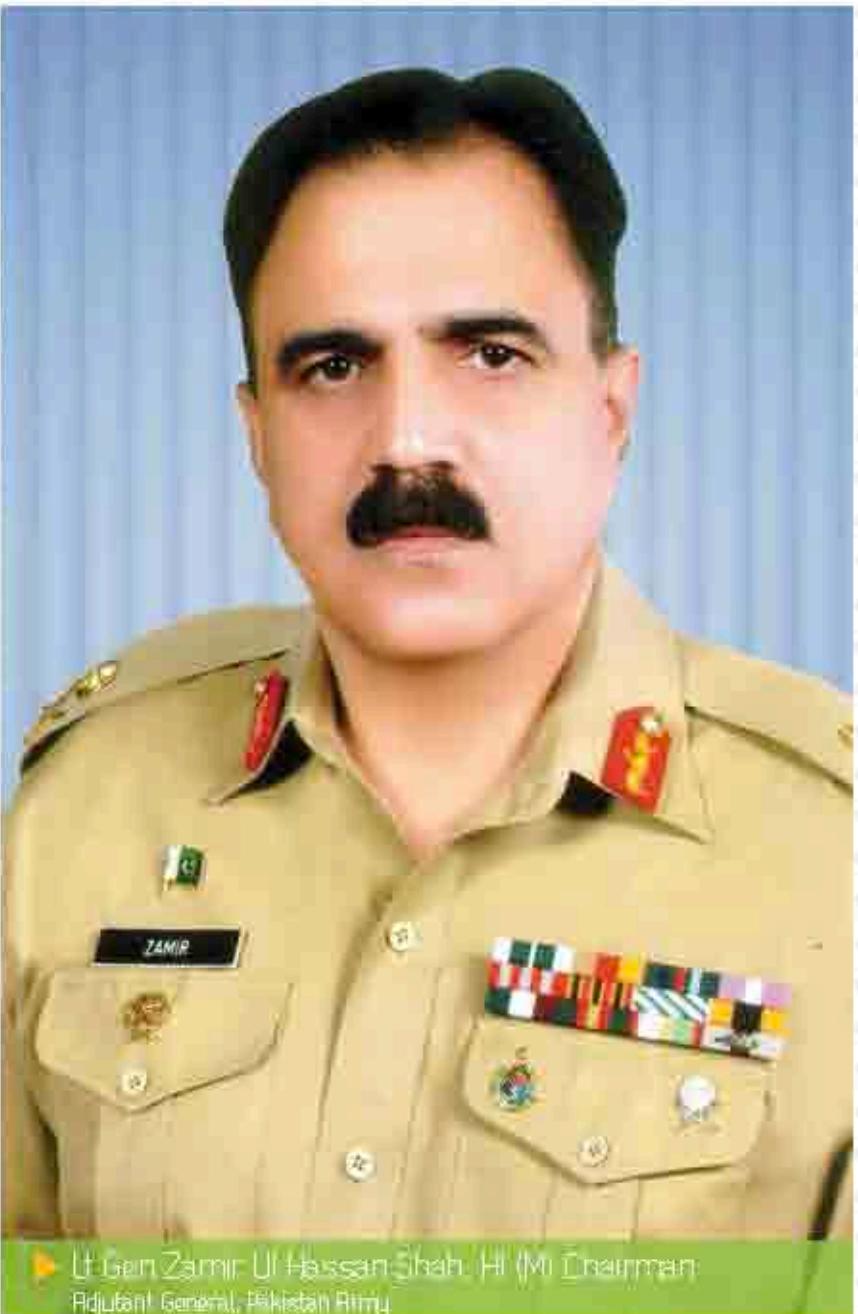
► Maj Gen Naseer Hussain, HI (M) Retd  
Executive Director (E)



► Maj Gen Muhammad Farooq, HI (M), S.B. (Retd)  
Executive Director, IFRAN



► Maj Gen Muhammed Ahmed, HI (M) Retd  
Executive Director (PSA)



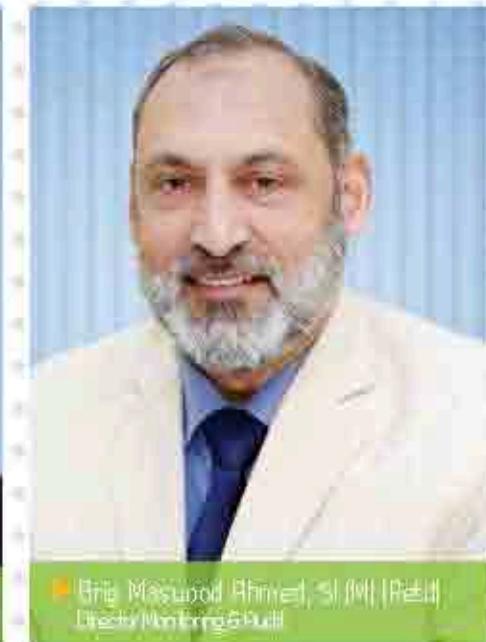
► Lt Gen Zamir Ul Hassan Shah, HI (M) Chairman  
Adjutant General, Pakistan Army



► U. Gen. Tariq Mahmood, HI (M), & Bt (Retd)  
Vice Chairman / Managing Director POUT



► Malik Riffat Mahmood  
Director Finance



► Brig Masood Ahmed, SI (M) (Retd)  
Director Monitoring & Audit



► Brig Shahid Ahmed, SI (M) (Retd)  
Director Research & Investment

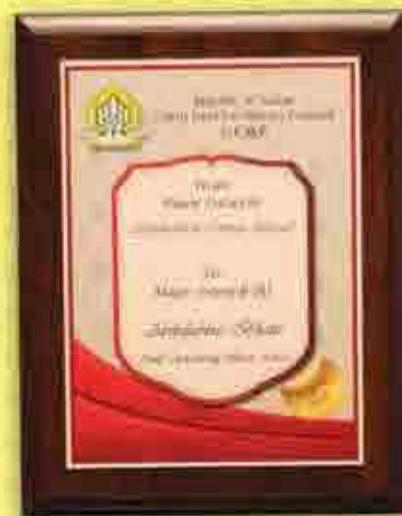


► Brig Irfan Azam, SI (M) (Retd)  
Director PR



► Brig Muhammad Ibrahim Khan,  
SI (M) (Retd) - Secretary POUT

# Honour & Distinction



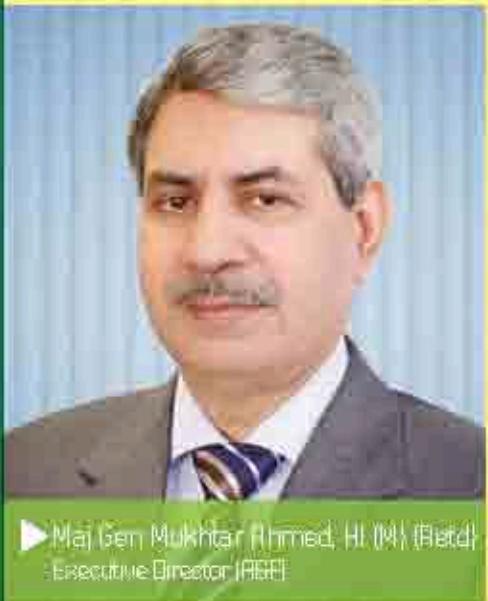


# Aviation & Finance

Askari Aviation  
Services



Askari General  
Insurance Co. Ltd

A portrait photograph of a man with grey hair and a mustache, wearing a dark suit, white shirt, and patterned tie. He is looking directly at the camera against a light blue background.

► Maj Gen Mukhtar Ahmed HI (M) (Retd)  
Executive Director (AGICO)

## Askari Aviation Services

Askari Aviation Services (AAS) activities include domestic and international travel / transportation by Askari Charter Services (ACS), aircraft / helicopter maintenance and operation services at Benazir International Airport Islamabad by Askari Airport Services (AAPS), domestic and international air travel ticketing by Askari Travel & Tour (AT&T), and finally ground, cabin and flying training of fixed wing and rotary wing aircraft by Askari Flying Academy (AFA).

## Askari General Insurance Co. Ltd

### Vision

To be amongst the leading insurance companies of the country with the clear perception of upholding the principles of corporate governance and making AGICO a profitable and growth oriented insurance company while creating insurance awareness and culture.

### Mission

To become a leading insurance company by providing client friendly services through highly motivated and dedicated team of professionals and ensuring progressive return to the shareholders.

### Values

- Integrity & Professionalism • Quality Leadership • Communicate Effectively
- Be Creative • Assist in Employee Growth

Askari Aviation Services

# Unfolding your wings to fly

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.



# Privileged to Serve the Nation

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.

For the most part our operations consist of contracted air services using Helicopters and Fixed Wing aircraft, specifically designed to meet the specific needs of each customer. In early 1995, we pioneered the introduction of helicopters into commercial charter operations in Pakistan. Historically our customers have included Pakistan Army, FWO, Govt of KPK, Foreign Expeditions, Politicians, Dignitaries plus a number of Public as well as Private Sector Customers.

Our strength lies in our vast experience of operating aircraft in the harshest and often remotest locations in the world and doing it safely and economically. AAS is in the unique position of being able to introduce, operate and manage practically any aircraft or combination of aircraft/helicopter operations. We specialize in providing tailor made aviation solutions using both Helicopters and Fixed Wing Aircraft for both Passenger and Cargo.

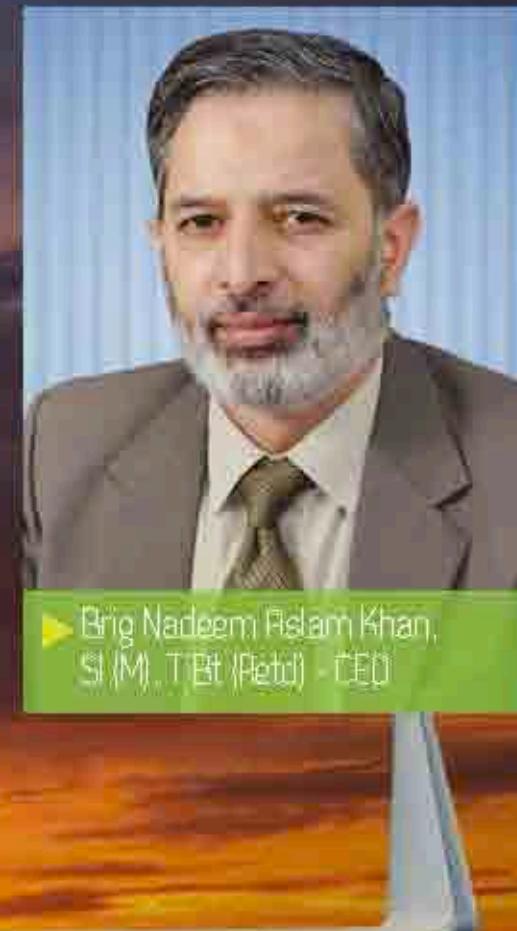
usually in the remote and often war torn places in the world. From 1995 to date, Askari

Aviation has grown into a group of Aviation BUS and operates Askari Charter Service, Askari Aviation Ltd, Askari Travel & Tours, Askari Airport Services and Askari Flying Academy organized under Askari Aviation Services (AAS).

We are a somewhat unusual company in that we tend to be a little "old fashioned" and approach life and business differently than most. Like all "for profit" companies we are in business to make money, but, we believe that business and indeed all of life is about people and we strongly believe in honesty, honour and integrity.

Aviation is a demanding occupation and the environment in the places we operate, by their very nature, tends to make it even more demanding. We at AAS unashamedly take great pride in our safety record and our reputation for providing exceptional service.

With the recent restructuring, AAS is aimed to be a market leader in near future, venturing in JV for new airline in Pakistan and procuring helicopters for domestic chartering. Similarly, expansion of Airport Services to major cities of Pakistan, starting Umrah / Hajj Services and extending scope of Flying Academy is also on the cards.



► Brig Nadeem Aslam Khan,  
S.I.M., T.Bt (Retd) - CEO

Askari Aviation (Pvt) Ltd

# Aiming to be market leader

Established in July 1995, Askari Aviation (Pvt) Limited is engaged in national and international charter business. It has vast experience in transportation of troops to UN missions and providing quality aviation services of helicopters for adventure trips, safaris, rescue operations and executive transfers. It has established the first ever flying academy in the country provides helicopter operations and maintenance services to different organizations and owns a vibrant Travels & Tours Wing.

Askari Aviation Services is today engaged in providing quality aviation services of helicopter and aircrafts for adventure, safaris, rescue, crop dusting, cargo transportation and policing. In addition to its integral fleet of helicopter and aircraft, Askari Aviation Services enjoys the backing of Pakistan Army Aviation and is providing International charter services to Pakistan Army, for its peace keeping troops with United Nation deployed around the world. Its services include air ticketing, ground handling services and aviation training courses for traffic, cargo, cabin and flying.

## SERVICES:

For vacation and adventure, Askari Aviation Services opens wonderland of four most exciting ranges in the world, the Karakorams, the Himalayas, the Hindukush and the Pamirs, through Helicopter safaris i.e. "FLY", "Fly and Hike", "Fly, Drive and Trek" or can be even tailor made to your requirements. Of the fourteen peaks that rise above 8000 meters, five nestle in these



ranges in Pakistan. Four of these surround Concordia i.e. K-2, Broad Peak and Gasherbrums. Couple this with 800 wonders of modern world the Karakoram Highway, traversing along mighty River Indus and crossing at Khunjerab above 16000 feet on Pakistan China Border, presents a lifetime opportunity to visit on holidays. That is not all, some most spectacular canyons, lakes, and land locked civilization like Kalash are unique tourist products.

These sights were so far only open to professional mountaineers and trekkers, which are now being offered for visit by Askari Aviation Services. And if you aren't convinced yet, then hear this: "when the father of one of world's leading wilderness photographers died, he desired in his will that his body be cremated and his ashes be strewn over the most beautiful place on earth. The choice of such a place he left to his son knowing that of all people he was the best qualified to decide. And of all the breath taking places in the world, would you believe that he chose CONCORDIA to sprinkle his father's ashes."

- CHARTER SERVICES
- HELICOPTER SAFARI
- RESCUE SERVICES
- RESCUE RESERVATION

# Askari Travel & 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).

The company has extensive experience in Group Traveling. We have handled a group of 600 students of HEC from Pakistan to Cuba in the year 2008 and in 2009 further 330 students were provided traveling services from Cuba to Pakistan and back. Transit visa of UK and transport service in Cuba was also provided to these students. Similar service is also being provided to Pakistan Army contingents.

We offer following travel services to our valued clients:

- Domestic and International reservations & ticketing
- Umrah visa and package
- UAE visit and transit visa
- Domestic and international travel insurance
- International hotels and transport reservation



Askari Airport Services

# Offering best quality with cost effectiveness

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).

## Ground Operations

- Cargo and Mail Services
- Ramp handling services to Aircraft
- Flight Operations
- Support Services (Catering, Fueling, Parking of Helicopter's etc)
- Security (Cargo and Mail screening, X-ray and reconciliation )

## Cargo & Warehousing Services

- Warehousing space at 30000 Sqft along with parking area at 15000 Sqft
- Racking of pallets
- Storage space for ULD's
- Cold Room

- Storage areas for Dangerous goods
- Strong Room facility
- Material handling equipment

## Safety & Security

- Efficient monitoring, surveillance and recording of goods, cargo and staff through CCTV
- Specially designed rooms for hazardous goods
- Assessment, regulation and preservation of the environmental conditions within the facilities
- Secured customized internet CCTV with online access
- Dedicated valuable storage safe – strong room
- Fire Fighting Equipment



# 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)

## GROUND TRAINING COURSES

- FLIGHT OPERATIONS OFFICER COURSE
- HANDLING OF DANGEROUS GOODS COURSE
- FLIGHT SIMULATOR TRAINING

Askari General Insurance  
Company Limited

Properties  
Investments

Insurance Misc.

Insurance Home

Insurance

Insurance



► Abdul Waheed  
President & CEO



## CORPORATE PROFILE

17 Years  
of credible  
service

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.

Agico is the only insurance company which has its own tracker department offering car tracker services with 24/7 call center. In the year 2011, Agico received the Award for the Best Management Practices by MAP (Management Association of Pakistan) on the occasion of 28th Corporate Excellence awards. In the year 2012, Agico was presented the FPCCI Gold Achievement Award by the Federation of Pakistan Chambers of Commerce and Industry.

Along with these, Agico has also secured many notable Local and International Awards. With respect to being a socially responsible organization, Agico developed the front fascia for MSHI University (Women's Institute of Science and Humanities) which was highly appreciated.

Also, in the year 2013, Agico played a vital role in keeping Pakistan's environment clean by organizing a hiking trip for its employees on the Track-3 Margalla Hills Islamabad whereby the entire staff including the Chief Executive/President of the company participated in garbage collection.

Agico has introduced its health care product i.e. "askcare" and plans on covering the critical illnesses through this package for the entire family for the first time in Pakistan. The company shall strive for market penetration in the future as well through innovation, trainings and strategically driven organizational processes and practices.

# Industries, Farms & Trading

Askari Apparel

Mobil Askari  
Lubricants  
Pakistan

Askari  
Projects

Army Welfare  
Sugar Mills



Askari  
Farms & Seeds

Askari  
Enterprises

# AWT aspires to be a leading economic player



► Maj Gen Muhammad Farooq  
HJMSc (Retd) - Executive Director (FST)

## Mission

To be leading national enterprise in diverse sectors of industry, farms and trading with global aspiration, successfully availing business opportunities to achieve maximum returns, remaining socially and ethically responsible to contribute towards national economy in line with the vision of Army Welfare Trust.

## Goals

- Invest in ventures ensuring steady growth and sustained earnings for AWT through fair corporate practices;
- Maintaining our competitive position in the market, provide our customers with quality products in a safe, reliable, efficient and environmentally sound manner;
- Providing a dynamic and challenging environment for our employees to compete and excel;
- Maximizing returns through core business including its expansion and diversification;
- Employ our brand name, unique organizational culture, professional excellence and financial strength diversifying in local and multinational environments through adoption of best corporate practices;
- Aspiring to be a leading player in the economic landscape of Pakistan at its own and in partnership with credible foreign companies;

## AWT aspires to be a leading economic player

### Performance

- After Exxon Mobil's strategic exit in 2007, AWT acquired 100% shareholding as the AWT's JV with Mobil was disbanded, thereafter running and expanding the business successfully and profitably.
- Army Welfare Sugar Mills, being best paymaster to the sugarcane growers and tax payer, has improved its sugar business both in quality and quantity.
- Taking advantage of GSP+ status by EU, a new export oriented project of garment manufacturing, Askari Apparel, has been launched that will also cater for domestic market.

- Modern and model agriculture farms in Central Punjab and Sindh.
- Askari Enterprises is in general trading focusing on supply of different products / commodities to Armed Forces primarily and availing other business opportunities in private sector for local and international markets.
- Askari Woollen Mills production capacity and quality has been enhanced by inducting Fine Count Worsted Plant.
- Askari Shoe Project which was primarily for meeting the needs of Armed Forces has extended its business to local and international market by enhancing its quality production capacity.



CORPORATE PROFILE



## Army Welfare Sugar Mills A paramount in sugar industry



► Brig Ashfaq-ur-Rehman Pirzada,  
SI (M) (Retd) - CEO

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 2,000 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.

Our commitment is to provide top attention to growers and achieve quality revolution in field of our activities from procurement of sugarcane to sugar production and marketing, as well as use of modern techniques of management.



Askari Projects

- Askari Shoe Project
- Askari Woolen Mills

# The Most Credible Name

## Askari Shoe Project

Established since 1990, Askari Shoes Project (ASP) is leading manufacturing unit of DMS boots in Pakistan. With best machinery from "BUSM, PFAFF, JC 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.

ASP has developed into a credible name because of its quality standards, excellent business norms and customer satisfaction. ASP specializes in manufacturing of shoes from genuine leather with different types of soles which include Rubber, PVC, PU, TPR, Vegetable tanned leather and Theonet sheet. In the field of Fashion Shoe Industry, we have classified our products under five brand names. Classics are executive shoes for formal, informal and office wear, whereas Stallion are rugged and casual shoes for youngsters and those who want to look trendy. Bats are sandals/slippers for those who are easy-going and love comfort and still want to remain formal. Wink is to cater for the needs of those ladies who want to look unique and elegant. We have specially focused on children who have to wear school shoes for prolonged periods of time and who suffer the most if their shoes are of substandard materials and are uncomfortable. Marlin, the leather school shoes, have been very well received by the children (both boys & girls) and parents alike.



► Brig Shahid Iqbal Si (M) (Retd)  
CEO



### Products:

- Combat Boots
- Men's Dress Shoes
- Slippers / Sandals / Chappals
- Rugged Boots for youngsters
- Ladies Fashion Shoes
- Genuine Leather Children Shoes
- Safety & Security Shoes



### Capacity:

- |                             |                    |
|-----------------------------|--------------------|
| A) Boots DMS / Safety Shoes | 1000 Pairs per day |
| B) Dress Shoes              | 500 Pairs per day  |

### Up-gradation/Addition of Machinery – ASP

- Addition of 3rd Conveyor Belt (Complete Production Line) for Civil/Fashion Shoes in 2010
- Addition of Mixing Mill to produce light coloured rubber soles in 2011
- Addition of PU Sole (Polyurethane) Facility in 2012







CORPORATE PROFILE

Privileged  
to Serve the  
**Nation**

# Askari Woollen Mills

Askari Woollen Mills (AWM) was established in 1950. Since its establishment it has assumed a role of leading manufacturer of Woollen products in Pakistan. It uses finest quality of imported wool to produce yarn of different counts for different usages of defense forces and paramilitary forces of Pakistan. Its Hosiery Wing is meeting the requirements of Civil market in general and Pakistan Armed Forces in particular by producing jerseys, socks, cap liners and gloves. It is also producing quality school jerseys for boys and girls. Its dyeing facility undertakes quality dyeing of wool, acrylic, nylon, cotton, polyester etc both as loose fiber and yarn. AWM is also taking care of carpet and polyester industry by producing different types of yarn.

## Products Range

- Carpet Yarn
- Worsted Yarn
- Woollen / Polyester / Acrylic / PPE Jerseys
- Woollen Socks
- Dyeing of yarn: Wool, Polyester Fiber
- Yarn Spinning
- Hosiery Yarn
- Fine Count Yarn
- Cap Liners
- Woollen Gloves
- Cotton Bleaching

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.

## Mobilizing promising future





CORPORATE PROFILE

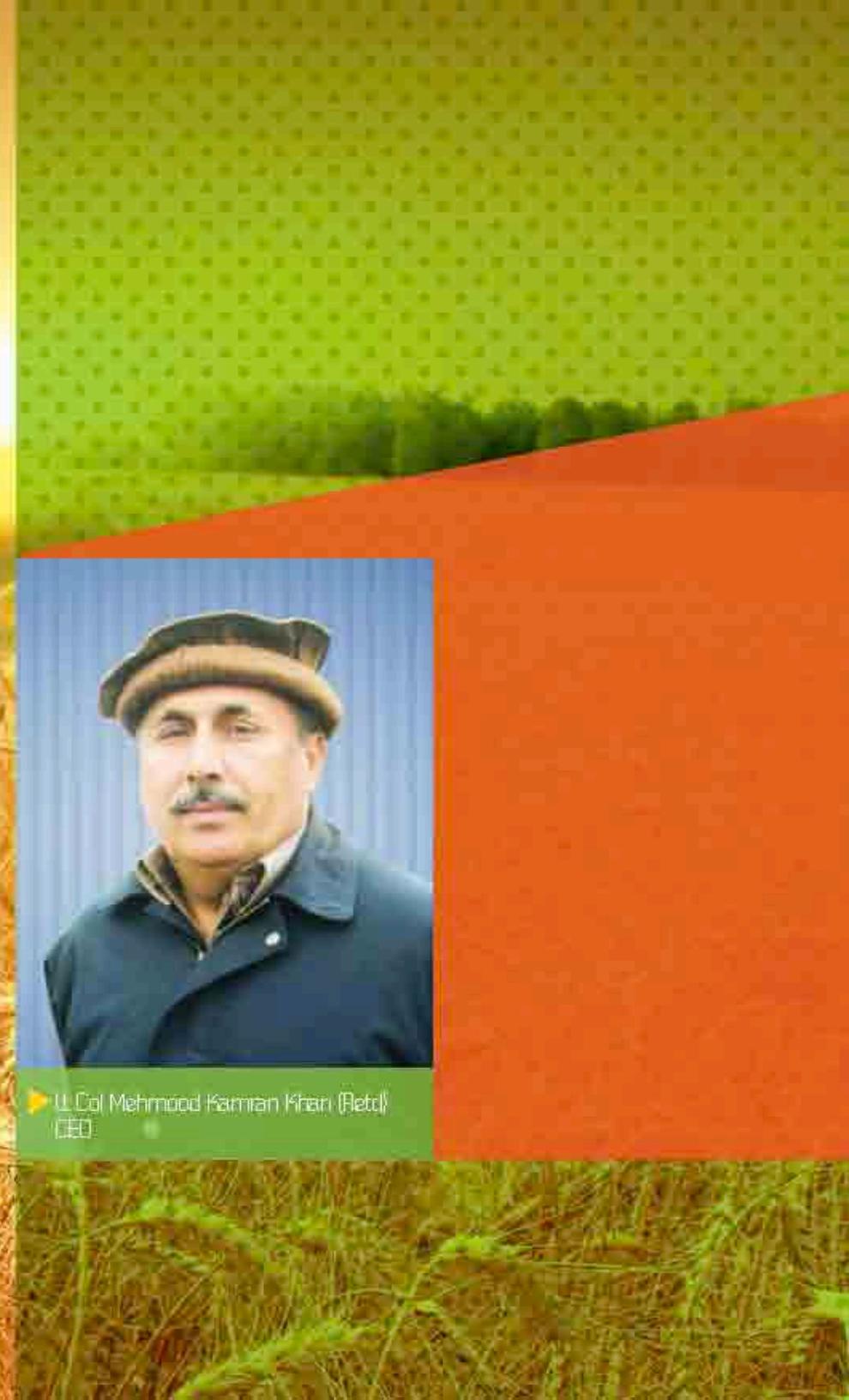
## Privileged to Serve the Nation



► Khawar Jamal  
CEO

"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. We owe our sustained success to our people, their talent, their hard work and ExxonMobil vision of shared growth. As we look forward, we see great opportunities within our challenges and we are committed to meet them with the determination and ingenuity that has delivered consistent growth for Mobil and M&T Pakistan in the focus segments. The management is committed to establishing its presence in the lubricants business by expanding its product offer and services to its diversified and ever expanding customer base. The company markets an extensive product range for Automotive Lubricants and Industrial Lubricants Segments."

# Askari Farms & Seeds



► Lt Col Mahmood Kamran Khan (Retd)  
لٹ کول مہمود کامران خاں (ریڈ)



CORPORATE PROFILE

Privileged  
to Serve the  
**Nation**

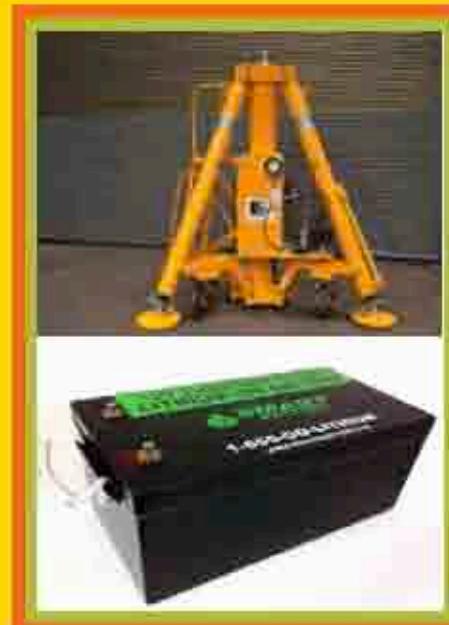
## AWT's First Business Enterprise

Farms and Seeds (F&S) has 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 Probbynabad, Boylegunj, Sukkur and Lahore was entrusted to the then newly established AWT. F&S now comprise 3x large Agriculture Farms at Dipalpur and Khuski besides 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 farmlands. Our seed industry too, is now one of the most reputed seed suppliers of the country who are helping the farmers of Punjab, Khyber Pakhtunkhwa and Sindh, to enhance the yield and quality of their crops.

The future vision of F&S is focused on enhancement of profits through value addition of products and access to export markets.



# Askari Enterprises





► Lt Col Ahmed Saleem (Retd)  
Senior Manager

Army Welfare Trust (AWT) has established a dedicated wing for the supply of weapons, ammunition, vehicles, spare parts of Chinese tanks & Armoured Personnel 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 Enterprises (Pvt) Ltd is in an excellent position to negotiate, liaise and facilitate the purchase of defense stores and other equipment required by the Armed Forces of Pakistan. In addition, it can facilitate the export of desired weapons, stores and equipment from Pakistan to other countries. The new venture is designed to ensure economical and cost effective supplies and is organized to evolve into a broad based vibrant and dynamic establishment with the ability to collaborate with renowned firms around the world.

In addition we also deal with the following items:

- Tents of various types ranging from Margala Tent to Toilet Frame Tent.

- b). Bullet Proof Jackets.
- c). Sleeping Bags/ Track Suits
- d). Trading of various items such as Cement, Steel Lubricants, Coal, Rice and other commodities.
- e). High altitude/snow line equipment.
- f). Spares of all Chinese origin Tanks.
- g). Spares of Helicopters, Armour Personnel Carrier M113 A1 and A2.
- h). Walk Through Gates.
- i). Wireless Sets and their spares
- j). Ballistic Helmets
- k). Generators
- l). A Wide Range of Medical Equipment.
- m). Lithium Based and Nicd Batteries

It is staffed by capable and experienced personnel comprising mainly of retired officers from relevant fields who can facilitate the OEM to promote their products, arrange tests & trials and have the ability to complete the processes swiftly. Askari Enterprises is a registered firm with DGP (Army), DP (Navy), DP (Air), NLC, FWO, HIT, POF, PAC Kamra, SPD, OGDCL and all Government Hospitals.



► Riaz Ghafar Malik  
General Manager Operations



CORPORATE PROFILE



# 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.

The company portfolio includes product lines that range from mass-market to luxurious, high-end style and cater for every age group from children and youth to men and women offering a unique blend of global fashion, international trends and innovative customer services through its integrated designer and sampling department. ERP system being implemented in the company will further facilitate the achievement of highly desired management and production standards.

Having in house facilities of fabric sourcing, cutting, stitching, embroidery, high tech fabric washing, dyeing and packing, Askari Apparel has the required capacity to handle large volume of orders.

Credibility being our strength, we neither over-promise nor under-deliver.

# Services



Askari Real Estate

Askari Guards

Fauji Security  
Services

Blue  
Lagoon

Lahore  
Lagoon

Askari Fuels

# Privileged to Serve the **Nation**



► Maj Gen Muar Hussain, HI(M) (Retd)  
Executive Director (S)

By the grace of Allah, Services Sector is making all-out endeavors to set new standards of success & achievements. We aspire to be the most dynamic part of AWT and help it serve Pakistan with distinction.

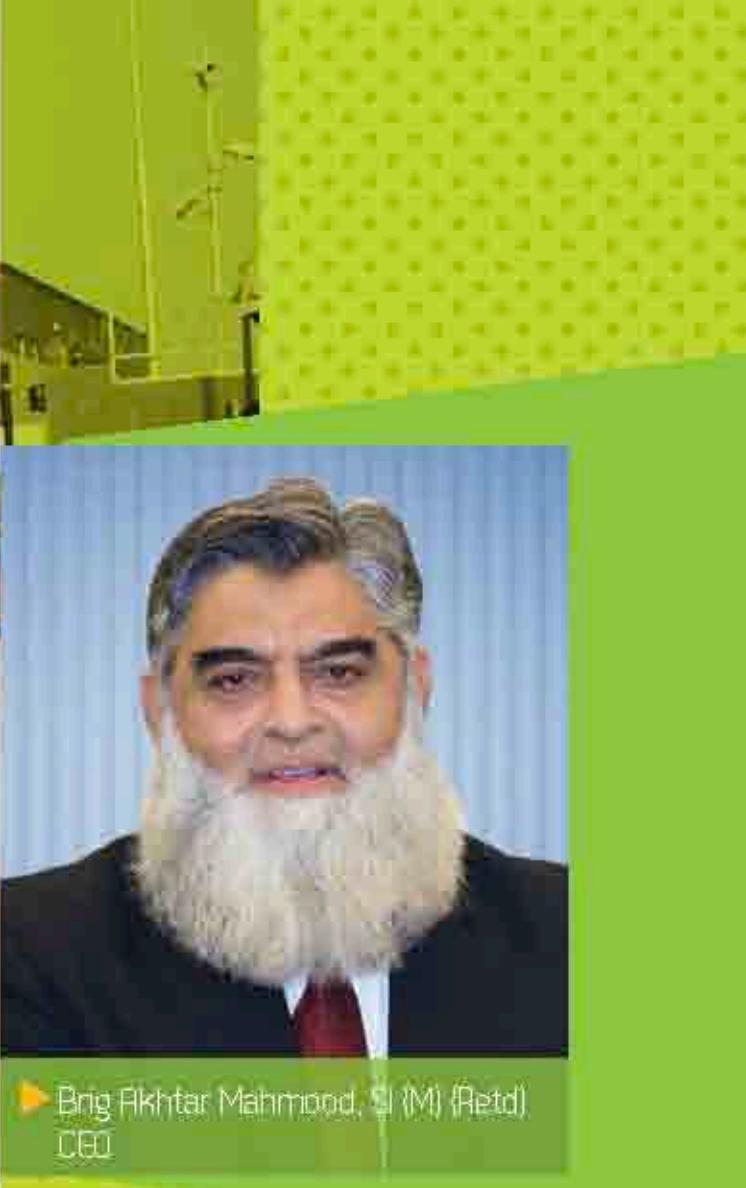
Askari Guards Limited, one of our companies, has won laurels & recognition for AWT. As the fastest growing (security) company of Pakistan it has risen to be AWT's star performer. It is recognized as the best company at the national level, and all set to conquer new frontiers in the international arena, Insha Allah. Apart from guarding services, cash-in-transit is its forte and key area of interest.

Fauji Security Services, the newest addition to the AWT fold, aspires to be second to none. It will offer total security services at the national level. In the provision of VIP security, it stands out from the rest as the most trusted name. All out efforts are afoot to make it the most sought-after security company of Pakistan.

The Real Estates Business Unit is taking new initiatives like building AWT Plaza in Lahore. The existing four Housing Schemes are being revamped to ensure better facilities for the members. The department is working day and night to surmount all hurdles to ensure Housing Schemes move forward successfully.

Blue Lagoon is undergoing a complete transformational process to ensure state of the art cuisine and banqueting facilities. Benefiting from its unique location, it is determined to establish new benchmarks in quality services & convenience.

Askari Fuels faces daunting challenges but every effort is being made to convert the challenging situation, into an opportunity.



► Brig Akhtar Mahmood, SI (M) (Retd)  
CEO





# Askari Guards Limited Pakistan's No. 1 Security Company



CORPORATE PROFILE

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. It has now a nationwide network of offices serving its valued clients and is one of the largest security companies in the country. Due to its close relationship with the defense forces, the company is able to recruit quality manpower retiring from the military. Ministry of interior has designated it as the model security company and authorized it to provide training to the personnel of other private security companies. The company has transitioned from a guarding service provider to a total security solution provider. AGL is now organized and equipped to offer comprehensive security packages to protect life and property, forestall unauthorized access, maintain order, detect explosives and bombs, to deter criminals and terrorist attacks against clients and provide static and mobile security cover to cash and valuables.

# Askari Guards

## Services

Static and mobile guarding is one of the core service being provided by the Company. More than 10,000 guards are deployed in the length and breadth of Pakistan to the satisfaction of hundreds of discerning clients which include reputed multinational and national corporations, government organization, embassies and offices.

## Cash in Transit Service

If large amounts of cash need to be banked or collected on a regular basis, then the safest method is to employ a recognized cash-carrying company. Large financial and retail institutions are increasingly seeking vendors capable of providing cash transportation and management services. Askari Guards C.I.T is favourably positioned to service the continued proliferation of ATM's and accelerating trend of major financial and retail institutions towards outsourcing cash transportation and related services. It is one of the two main cash transportation companies in Pakistan. Its C.I.T Service has acquired a fleet of brand new armoured cash vehicles conforming to international safety standards. Crew comprises of hired ex-military personnel experienced in secure





and speedy handling of large cash volumes for prompt delivery at the destination. The CIT service now covers the length and breadth of the country. The services are available at short notice round the clock including holidays. Askari Guards CIT assumes complete responsibility for the consignments through comprehensive risk coverage with leading insurance company of Pakistan.

### Training

Ministry of Interior has designated it as a model security company and authorised it to provide training to the personnel of other security companies

in the AGL Training School. Training to the AGL guards was initially provided at the time of enrolment and by the mobile training teams at the work premises. Later a proper training school was built on the premises of AGL Head office, which can train 100 guards/supervisors at one time. The purpose was to impart training not only to the AGL but also the other security companies, civilians, retired soldiers from forces and guards from semi/government organizations. Training school is being commanded by a retired Lt Col and has two retired Majors from special forces as its training officers. Mobile training staff can also impart training of various organizations in Pakistan.



# Brands Award



**Brands of the year Award™ 2013**  
IT'S ALL ABOUT CHAMPIONS

**Brands of the year Award™ 2013**  
IT'S ALL ABOUT CHAMPIONS

WINNING CONFIRMATION

This Provisional winning confirmation is given to



Quality Management

Permanent Observer



WIPO  
WORLD INTELLECTUAL PROPERTY ORGANIZATION

This provisional winning confirmation shall be valid until the expiration date mentioned, but is subject to revocation, suspension, limitation, or other sanctions for violation of the rules and regulations promulgated thereunder.

Given this: 12<sup>th</sup> day of Feb., 2013

Valid upto: 12<sup>th</sup> day of Feb., 2014



SHAH RASHID ALAM  
Chair Executive

**Brands Award**

Grown Years  
2003 - 2013



Li Cui (Reed) Syed Ali Ghaffar  
Regional Manager South Zone  
Askari Guards (Pvt) Limited

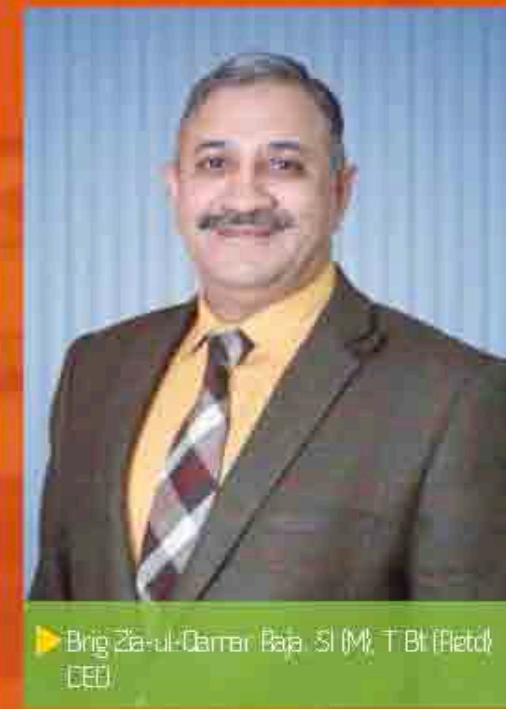
BCVA/mmp-intimation/2013  
Date: 12 February, 2014

Subject: Winning Intimation of "Brands of the Year Award" 2013

Dear Sir

The only business organization having  
Accredited Permanent

# Fauji Security Services



► Brig Zia-ul-Qamar Baig, SI (M), T.B.I (Retd)  
CEO



## CORPORATE PROFILE

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 these security services to the Individuals, Banking Sector, Government Institutions, Oil & Gas Energy Sector, Educational Institutions, Hospitals and Corporate sector.

Now FSS is operating under AWT with effect from 01 Dec 2012. It is a trusted name and a competitive player in the security business. By working under AWT, FSS has become a self-sustained profitable business unit which is now transforming from a guarding service provider to total security solution provider. Translating its vision "To be a total security solution provider, leveraging technology and professional manpower to the satisfaction and best interest of the client" into reality, FSS is moving forward breaking new grounds not only in its operations but also in financial benchmarks. FSS would target high-end clients who require advanced security services incorporating electronic and mechanical equipment.

### Future Plan

By next 5 years, FSS will be able to increase the portfolio of Guarding up to 20,000 ex-security staff and would be able to provide Total Security Solutions.

#### Short-term (Within 2 years)

- Improve service quality
- Expand guarding services
- Develop Total Security Solution

#### Mid-term (Within 5 years)

- Expand Total Security Solution

#### Long-term (After 5 years)

- Expand business

FSS would not only ensure wider / improved way of providing security services, it would also pave the way of financial growth of FSS.

A Company Redesigned to  
Provide Total Security Solutions

# Fauji Security Services





Askari Real Estate

ARMY WELFARE TRUST  
HOUSING SCHEME  
**D-18**

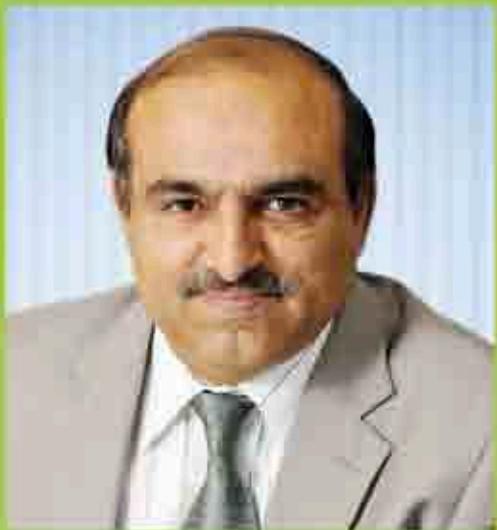




## CORPORATE PROFILE

Privileged  
to Serve the  
**Nation**

# Building Spectacular Future



► Brig Tariq Mahmood Malik, CEO (Retail)

AWT RE (BU) is a leading market player in real estate industry of Pakistan. Credibility, trust and Commitment to deliver affordable housing are core strengths of our organization making us unique from rest of the players operating in the industry. Real Estate Business Unit was established in 1997. The idea for the establishment of RE (BU) was to develop housing schemes, acquire commercial properties and manage these as profitable concerns.

Brigadier Tariq Mahmood Malik (Rtd) 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.

Our strength lies in vast experience in development of residential housing projects in major cities of the Pakistan. We adopt market oriented practices to facilitate our investors and members. Provision of reliable, convenient and cost effective solutions is our foremost duty.

Our operations relate to development of housing schemes catering for all needs for state of the art living. Continuous development and maintenance of all housing schemes make it lucrative investment opportunities for members and investors from all over the country.

Real Estate (BU) Engineering section rendered their professional services in various mega projects and acted as total solution provider. State of the art services includes tank capping, design and development of projects. Currently our team is engaged in uplift of Blue Lagoon Restaurant to make it more competitive with current hotel industry in AWT HS Lahore Phase II constructed houses project is in progress. Likewise Land section of Real Estate business is continuously engaged in acquiring land by conducting proper feasibility study and assessment.

AWT Real Estate considers profitability as foremost objective but integrity, transparency, honour and honesty are core traits for meeting this objective which makes us a unique player in the real estate industry of Pakistan.

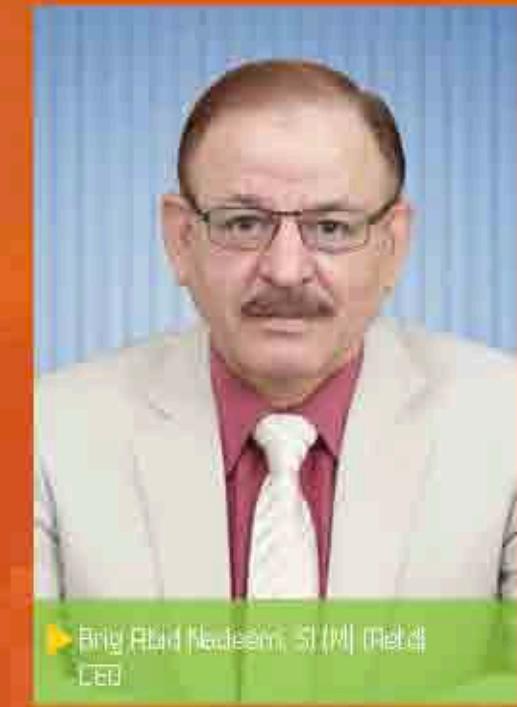
We are serving the community by meeting residential needs of dispersed segment of the society. AWT Real Estate allotted their plots to the families of shuhada of Pakistani forces which shows commitment towards welfare of wards of shuhada and society uplift initiatives. Provision of residential plots to such families is a proof of corporate social responsibility reflected in our operations. We are also managing AWT Plaza Karachi and strategic commercial plots in Karachi.

Recent developments in all spheres of business were initiated by our CEO aiming at regaining confidence of members and investors rendering positive results. The most recent construction of Motorway Interchange for AWT HS Sangjani is a milestone in this regard. We will continue our pursuits towards excellence in future. Presently the BU runs four Housing Schemes at Lahore, D-18 Islamabad (Sangjani) and Peshawar.





# Askari Fuels



► Brig Riaz Nasirwanji S (M) Patel  
CEO



CORPORATE PROFILE

## Askari Fuels

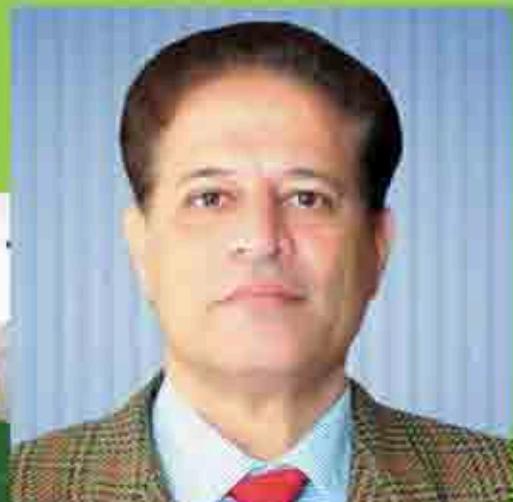
Askari Fuels (AWT) Project was launched in July 2002. In a span of 12 years it has developed into the largest CNG network in the country with 29 CNG stations. Our CNG network is spread in four provinces of Pakistan and AJ&K.

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.

Looking into future energy situation of the country and increasing requirement of auto fuel, we have entered into an agreement with Burshane LPG Pvt Ltd for establishment of LPG auto station on our existing network initially and on new sites subsequently keeping in view the market trends. Thus, we will have all three fuels for our valued customers on most of our stations in near future.

Our future short term plan includes expansion of our existing network and establishment of an oil marketing company is our long term objective.





► **Lt Col Fazlur Rehman Saeed (Retd)**  
General Manager, Blue Lagoon



► **Lt Col Muhammad Sharif (Retd)**  
General Manager, Lahore Lagoon

## 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, steaming BBQ and for continental and Chinese dishes. Also houses for banqueting 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.

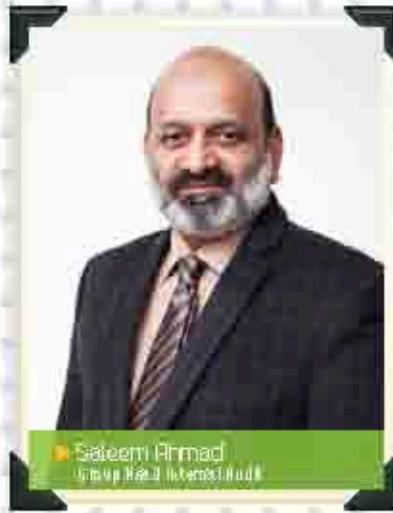
## Lahore Lagoon

The twelve Kanal plot lying vacant was converted into banqueting facilities in 2011. Initially, the functions were held in tent for a limited time prior to import of Marquee.

Lahore Lagoon is an elegant banquette facility created by AWT in 2011 in the heart of Gulberg business district on Main Boulevard of Lahore. It caters for large banquets up to 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 banqueting facilities are coming up at Faisalabad and Khanpur sites. Askari Lagoon (Faisalabad) is going to be operational shortly, followed by Khanpur next year.

# Our Team



■ Saleem Ahmad  
Group Head - HR



■ Majawad Kafeem (Ptd)  
Group Head - HR



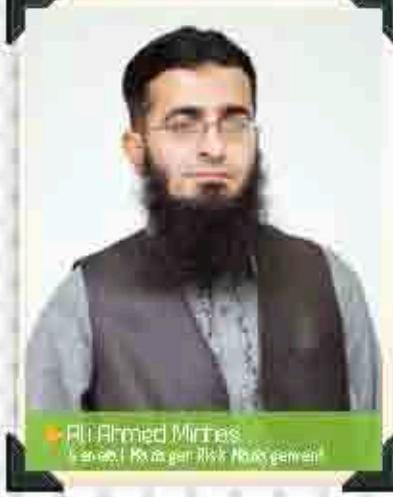
■ Syed Hamid Mehmood  
Group Head - Finance & F&R



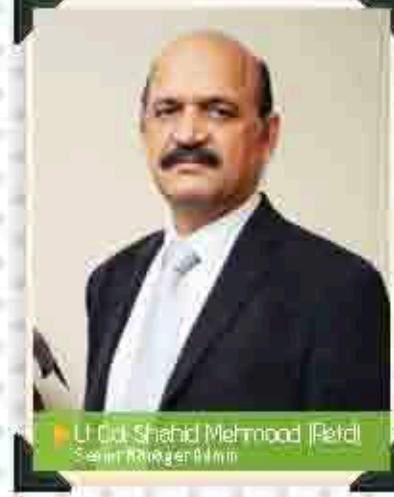
■ Haider Iqbal  
Group Head - Finance & F&R



■ Imran Siddiqui  
General Manager - HS



■ Ali Ahmed Mirza  
General Manager - Work Management



■ U. O. Shahid Mehmood (Ptd)  
Senior Manager - HRM



Internal Audit Team



Human Resource Team



Finance Team



Management Information System Team



Risk Management Team



Administration Team

# AWT's Past Leadership

## Managing Directors

	FROM	TO
1. Brig Mahmud Khan (Retd) (DWR)	30-11-71	30-06-72 (Suspended animation)
2. Maj Gen Khadim Hussain Raja (Retd)	01-07-72	01-11-76
3. Maj Gen Abdul Rehman (Retd)	02-11-76	01-06-79
4. Brig Nisar Ahmed Khan (Retd)	02-06-79	19-08-79 A/MD
5. Maj Gen Iftikhar Muhammad (Retd)	20-08-79	19-02-82
6. Maj Gen Mahmood Aslam Hayat (Retd)	20-02-82	11-03-84
7. Maj Gen Saivid Raheem Haider Rizvi (Retd)	12-03-84	31-08-94
8. Lt Gen Farrakhan Khan (Retd)	01-09-94	31-08-98
9. Lt Gen Mohammad Afsar (Retd)	01-09-98	31-08-01
10. Lt Gen Masood Ratwali (Retd)	01-09-01	31-12-05
11. Lt Gen Zahra Azra (Retd)	01-01-06	31-12-08
12. Lt Gen Iftiaz Hussain (Retd)	01-01-09	31-12-11
13. Lt Gen Tahir Mahmood (Retd)	16-01-12	15-01-15



## Secretaries

	FROM	TO
1.	H/Lt Col Maqbool A Siddiqui (Retd)	30-10-71      31-03-76
2.	Lt Col K M Kamal Khan (Retd)	22-03-76      15-04-86
3.	Lt Col Abdul Ghafour (Retd)	16-04-86      19-05-97
4.	Col Sheikh Muhammad Nasim (Retd)	31-05-97      31-05-07
5.	Lt Col Gul Rehman (Retd)	01-06-07      02-02-09
6.	Brig Shaukat Mahmood Ch (Retd)	02-02-09      15-04-09
7.	Brig Tariq Sher (Retd)	15-04-09      31-03-13
8.	Brig M Ibrahim Khan (Retd)	1-04-13

## Important Dates – AWT Plaza Rawalpindi

1.	Plaza completed / occupied	1992
2.	Inaugurated officially	1993
3.	Plaza sold to AKBL	2003
4.	Plaza purchased back	2014

# Picture Gallery





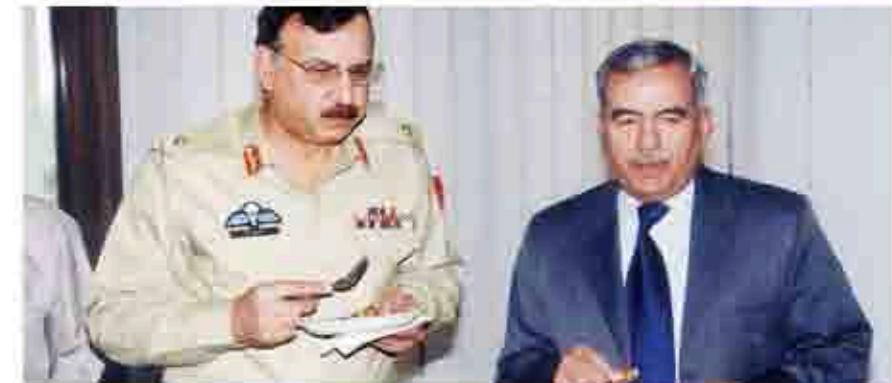
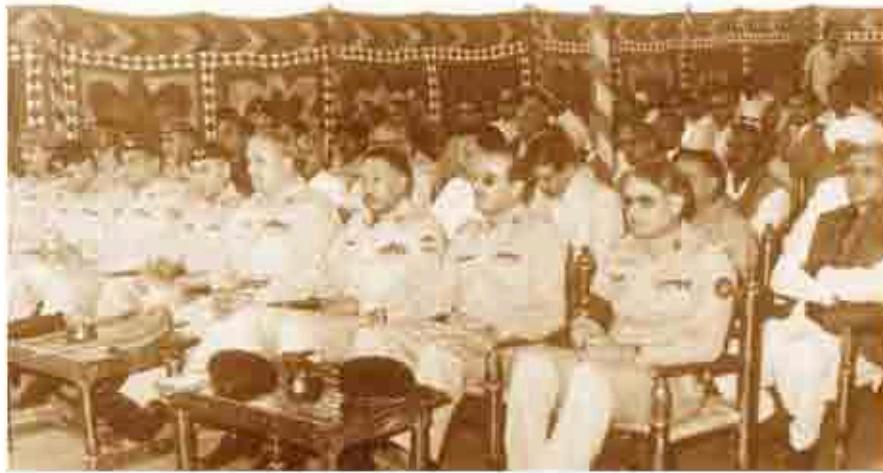
# Picture Gallery





# Picture Gallery





# میں بوڑھا ہوںا چاہتا ہوں

to cherish the pleasant memories of life. That is why I have provided askcare co



**askari  
insurance**

Rated A+ by PACRA & JCR-VIS

ver to my family.



Insurance cover for your family  
against critical illnesses

# ask care

...for the critical times in life

## Insurance cover offered against the following critical illnesses:

- Heart Bypass and Stent Operations
- Cancers (all types)
- Organ Transplants
- Renal Failure
- HIV / AIDS (post transfusion)
- Burn Cases (accidental)
- Paralysis / Stroke

Benefits include admission and related expenses\*

## Salient Features:

- Insurance cover against critical illnesses
- Reputed hospitals' panel network

### Annual Benefit

- Rs. 1,250,000
- Rs. 700,000
- Rs. 500,000
- Rs. 350,000

### Premium

- Rs. 25,000 p.a.
- Rs. 17,500 p.a.
- Rs. 12,500 p.a.
- Rs. 8,750 p.a.

# We are Specilized in Combat Shoes

**Askari Shoe Project (asp)**

"Quality is our Strength"

Askari Shoe Project (asp) was established in 1990. ASP is manufacturing variety of Combat Boots, Jungle Boots, Desert Boots, Security Shoes, Safety Shoes, Dress Shoes, Casual Shoes and Children shoes.

asp has the facility to produce Shoes with DMS Rubber sole, IMS PVC Sole, PU Sole and stuck on soles (Rubber, PU, TPR & Leather Sole).

We are the leading manufacturer of quality Military boots, Safety & Security shoes. asp has the credible honour of its quality standards, business norms and customer satisfaction. We are ISO 9001 & 14001 certified, we never fail and live with our commitment.



## Contact Information

### **Askari Shoe Project**

Plot No.41 Quaid-e-Azam Industrial Estate,  
PECO Road, Kot Lakhpat Lahore Pakistan.

Tel:+924235121258  
+924235215885

Fax:+924235150880

Cell:+923454087554

Email: askarishoes@yahoo.com  
asp@awt.com.pk

URL: www.askarishoes.com.pk

For Export Enquiries Contact:

**Mr. Shahid Iqbal**

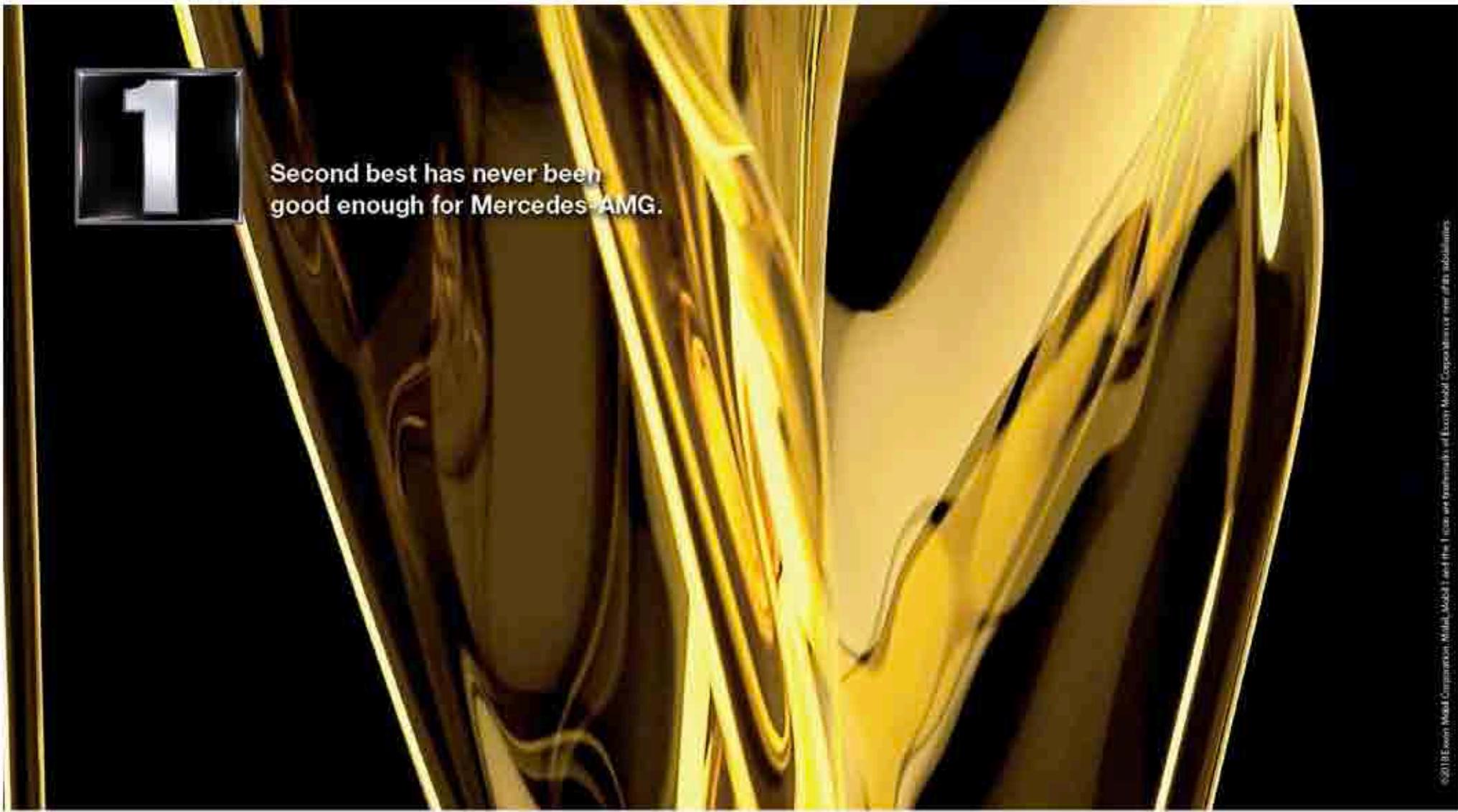
Chief Executive Officer

Cell No: 923014509889

Cell No: 92 300 0317000

Tel No: 924235213738

Email:iceoasp@awt.com.pk



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*Minimizing Risks, Preserving Operational Resources  
& Maximizing Training Dividends*



### HIGHLY CUSTOMIZED PACKAGES



ASKARI FLYING ACADEMY  
Benzar-e-Bhutto International Airport,  
Islamabad, Pakistan  
Tel: +92 51 55405161-8  
Fax: +92 51 844003  
[www.askarflyingacademy.com](http://www.askarflyingacademy.com)

## ASKARI FLYING ACADEMY



### SIMULATOR TRAINING - STANDARD PACKAGES

Private Pilot License	5 hours
Commercial Pilot License	8 hours
Instrument Rating	20 hours
Tow Tractor	as per requirement

Established in Nov 2010 Askari Flying Academy is a subsidiary of Askari Aviation Services. AFA is dedicated to provide quality training to Pakistani youths for Private Pilot License Course, Commercial Pilot License Course, Instrument Rating Course, Flight Operations Course, Cabin Crew Course and Dangerous Goods Courses.

