



RISING HIGHER

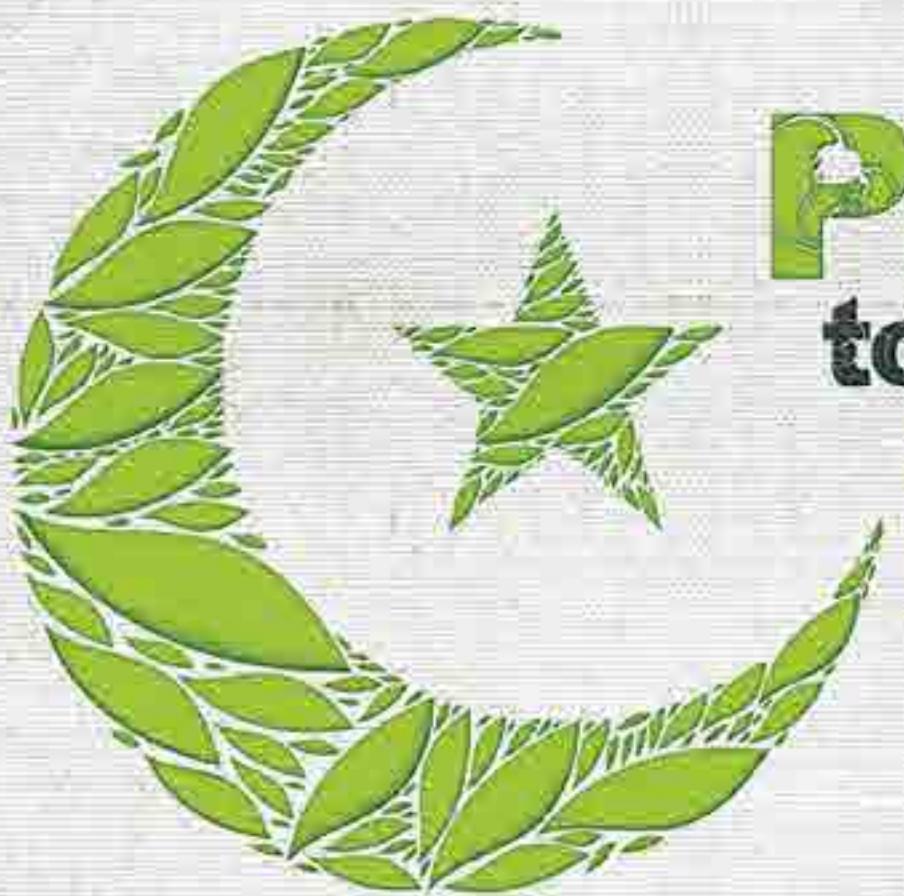
with Resilience

Complete faith in Pakistan drives us

Serving our nation gives us pride

Ethical business is our hallmark





CORPORATE PROFILE

2012 - 14

Privileged to Serve the **Nation**

ARMY WELFARE TRUST

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Editor: Mr. Imran Siddiqui, GM MIS AWT
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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
H.NO. 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: managerwpv@askaritravels.com
Office # 3 & 4, Garrison Officer Mess
Mall Road, Rawalpindi

Askari Airport Services

Ph: 92-51-8356833-5591834
E-mail: gmaatff@aaf.com.pk
Benazir Bhutto International Airport Islamabad.

Askari Flying Academy

Ph: 92-51-5405161-64
E-mail: info@askflyingacademy.com
Benazir Bhutto International Airport Islamabad.

Askari General Insurance Co Ltd

Ph: 92-51-9272425-7
Email: agicoho@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: asp@awt.com.pk
Plot # 41, Main Peco Road,
Industrial Area, Kot Lakhpat, Lahore.

MAL Pakistan Ltd

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

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: 92-51-9271745
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@askariguards.com
283-C, Akram Raja Road, Rawalpindi Cantt.

Fauji Security Services Pvt Ltd

Ph: 051-5951229
Email: ziaul.qamar@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.

Welcome





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

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' etere* 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.



05

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



(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.

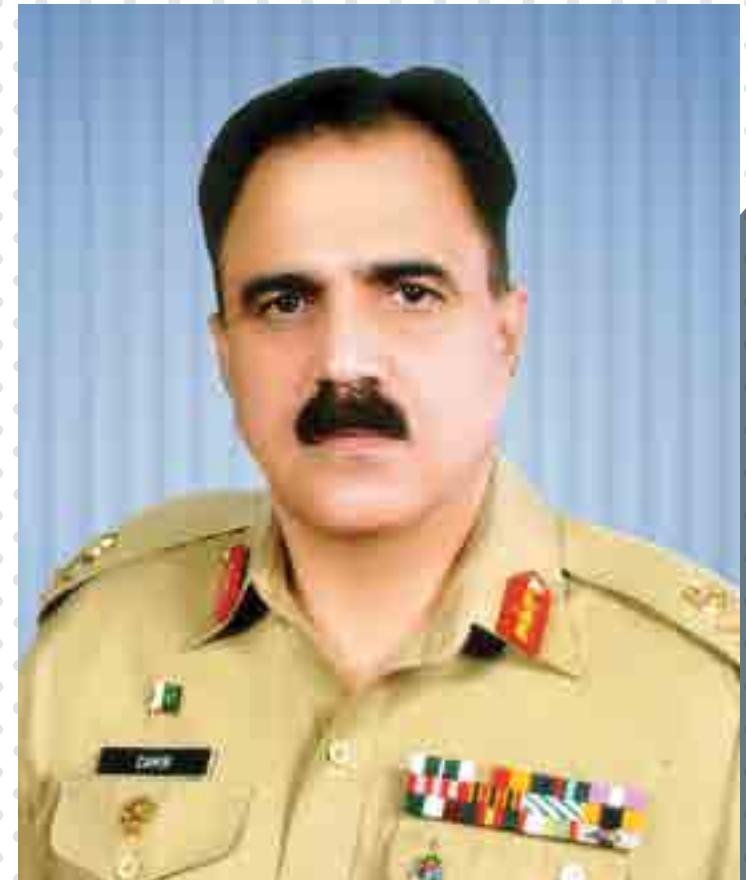
AWT's Leadership

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 it's 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 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



► Lt Gen Tahir Mahmood, HI(M),
S Bt & Bar (Retd) - 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,



► Lt Gen Tahir Mahmood, HI(M),
S Bt & Bar (Retd) - MD AWT

Q&A with MD, AWT

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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?

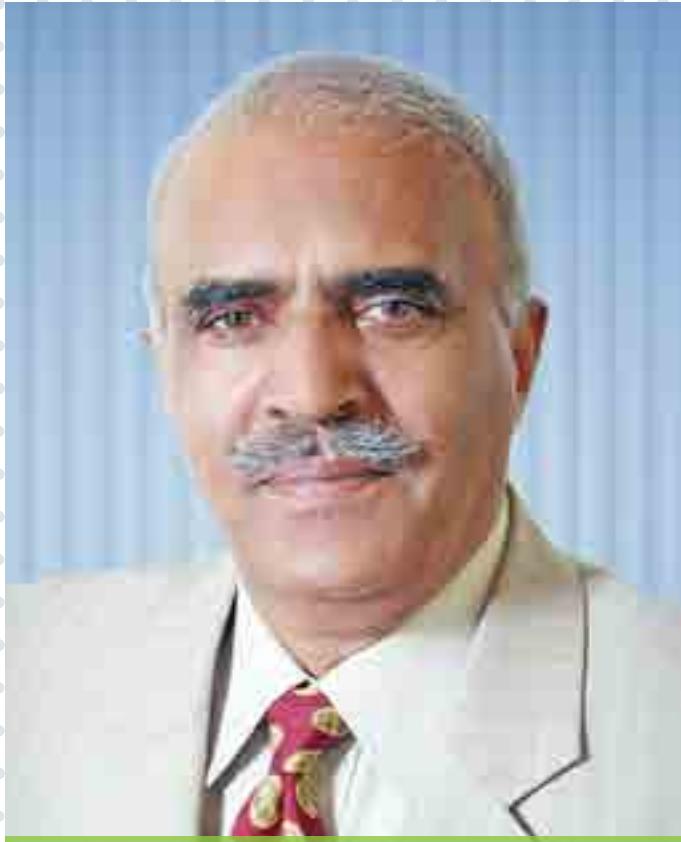
A: Talking of opportunities first; AWT at this point in time, Alhamdo Lillah, is stabilized and poised for medium to mega size projects. There are meaningful opportunities in Real Estate, Aviation, Fuel/Lubricants, Insurance and Security Services. In order to multiply these businesses, headway is being 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
INVENTORY
OTHE OTHER INCOME
FRATE OF RETURN

RECEIVABLES

OTHER INCOME



CORPORATE PROFILE

INTEREST/MARKUP

INTERNAL CONTROL

EFFICIENCY/EFFECTIVENESS

RISE

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



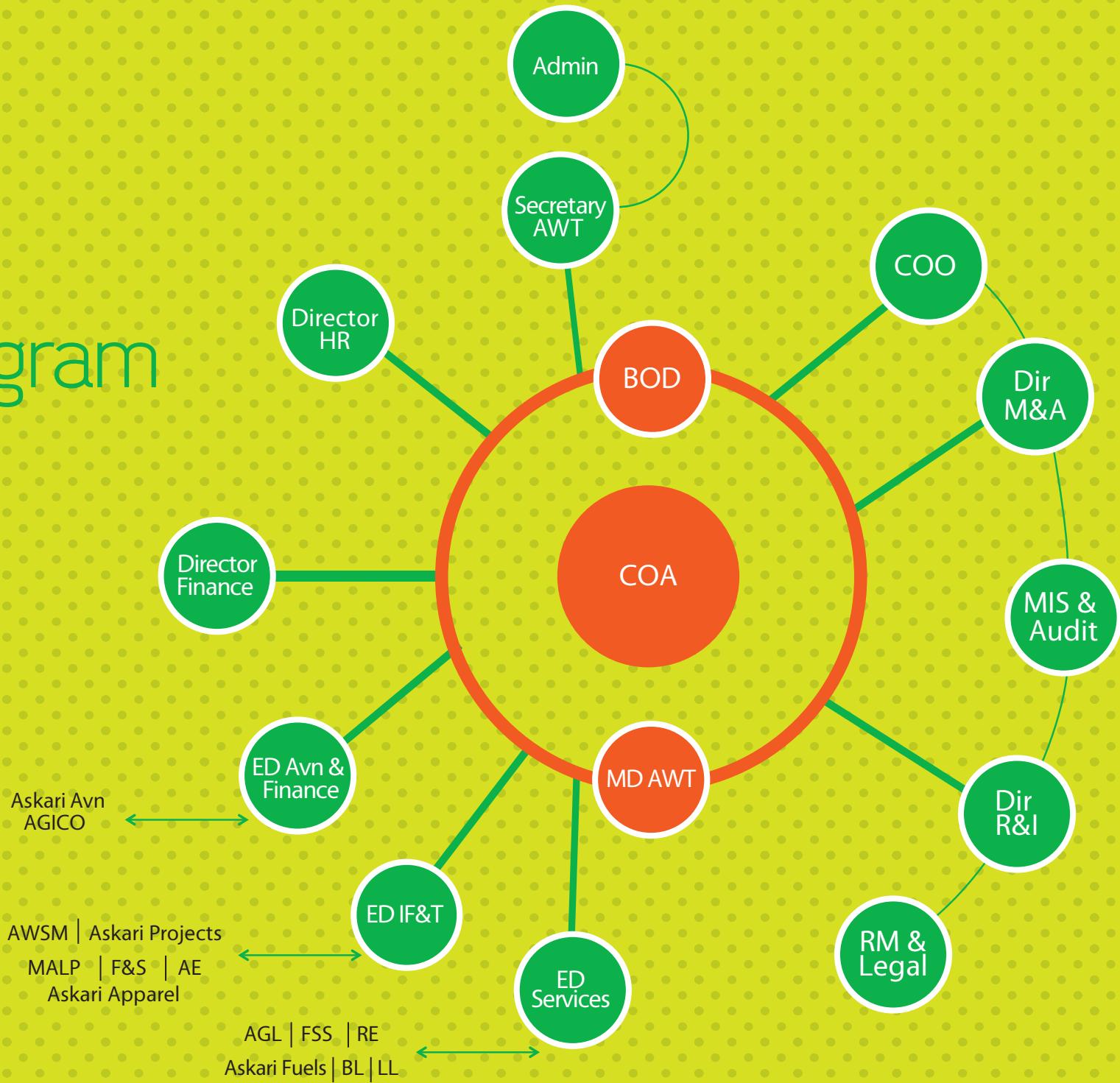
Milestones Achieved



Milestones in the History of AWT

Year of Operation	Company / Business Unit
1971	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 Lagoon and Army Welfare Mess.
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

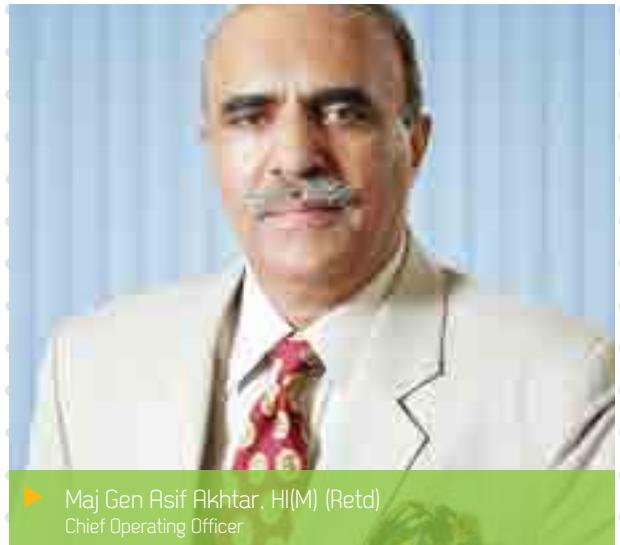


AWT's Committee of Administration



- 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 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 (AGF)



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



► Lt Gen Tahir Mahmood, HI (M), S Bt & Bar (Retd)
Vice Chairman / Managing Director AWT



► 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 HR



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

Honour Distinction





Aviation & Finance

Askari Aviation
Services



Askari General
Insurance Co. Ltd



► Maj Gen Mukhtar Ahmed, HI (M) (Retd)
Executive Director (A&F)

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 General Insurance Company Limited

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► 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 WISH 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.



Askari Aviation Services

Unfolding your wings to fly

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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.



CORPORATE PROFILE

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,
SI (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 Himalayans, 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 8th 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)

Safety & Security

- Strong Room facility
- Material handling equipment
- 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

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



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

Industries, Farms Trading

31

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,
HI (M), S Bt (Retd) - Executive Director (IFGT)

Mission

To be leading national enterprises 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.

Army Welfare Sugar Mills

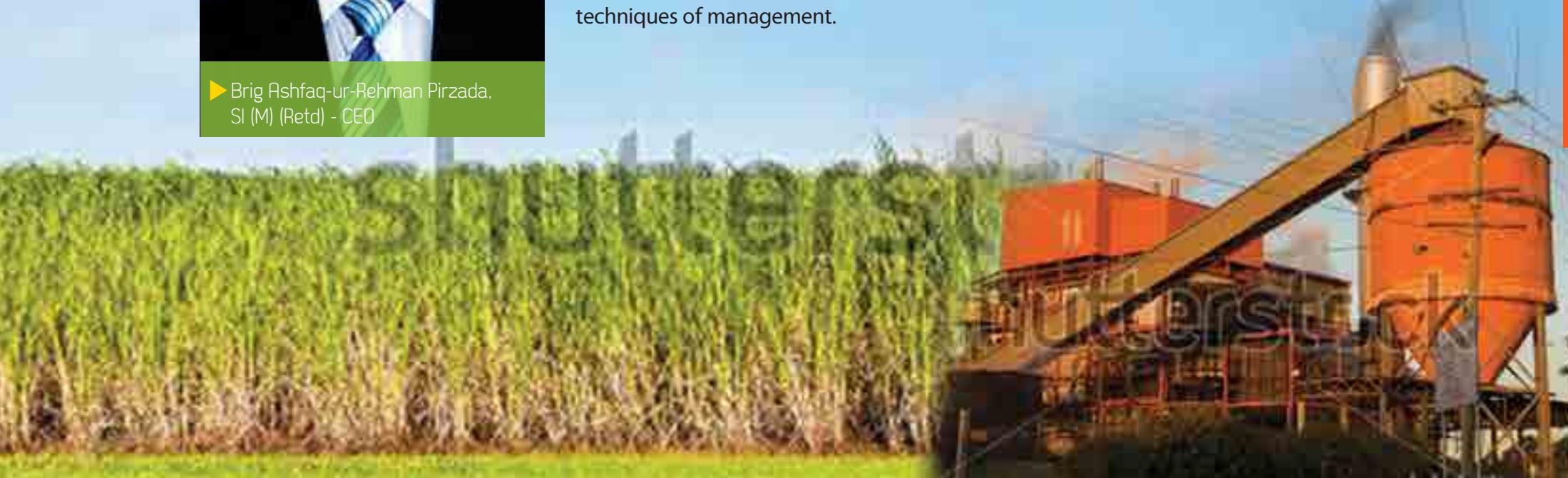
A paramount in sugar industry



► 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, 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.

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, where-as 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 / Sandles / 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

Askari Woollen Mills

Askari Woollen Mills (AWM) was established in 1990. Since its establishment it has assumed a role of leading manufacturer of Woolen 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 comforters 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
- Worested Yarn
- Woollen/ Polyester/ Acrylic/PPT Jerseys
- Woollen Socks
- Dyeing of Yarn, Wool, Polyester Fiber
- Yarn Spinning
- Hosiery Yarn
- Fine Count Yarn
- Cap Comforters
- Woolen Gloves
- Cotton Bleaching



Mobil Askari
Lubricants
Pakistan

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





► 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 MAL 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.'