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Business News Magazine

December 2015

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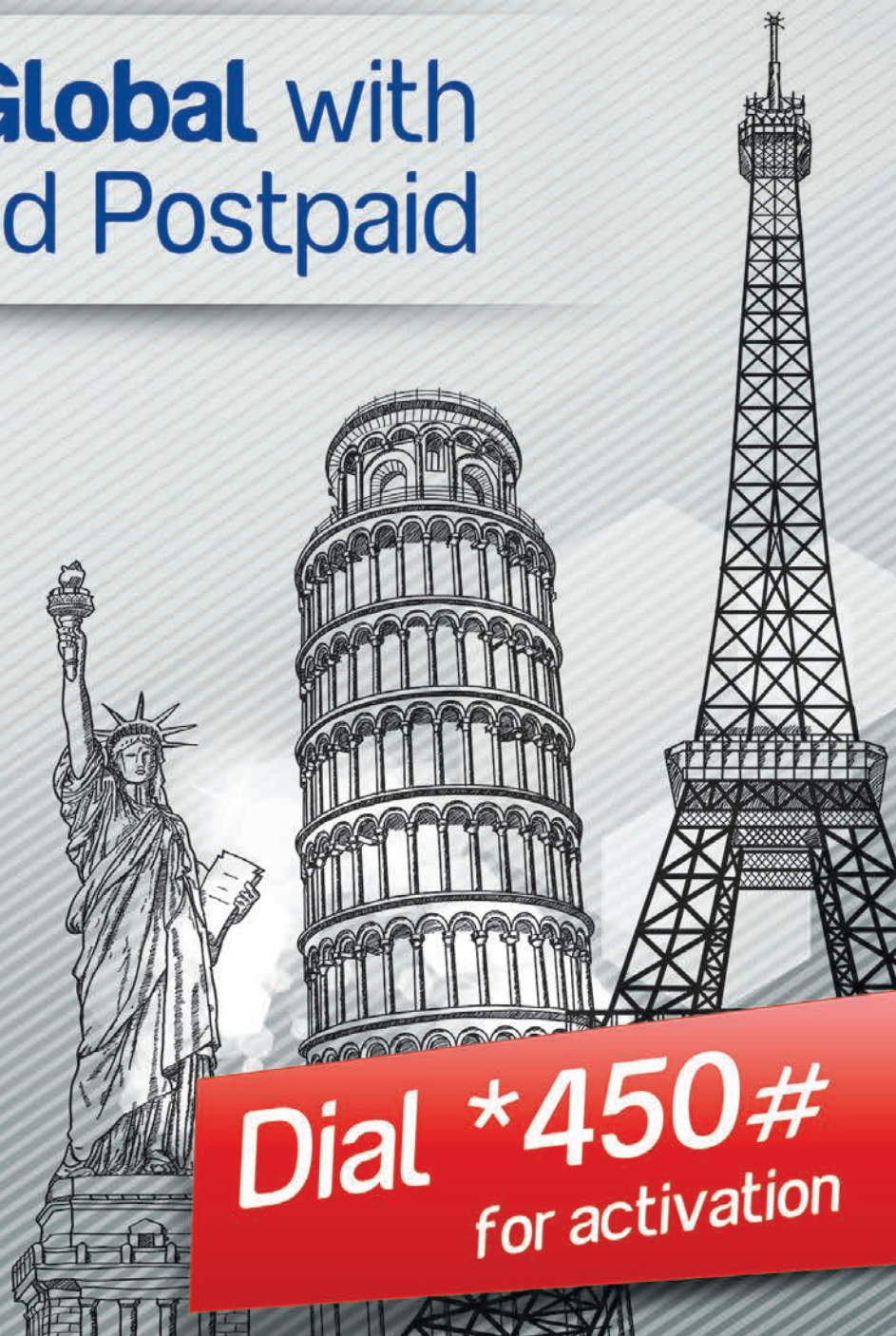
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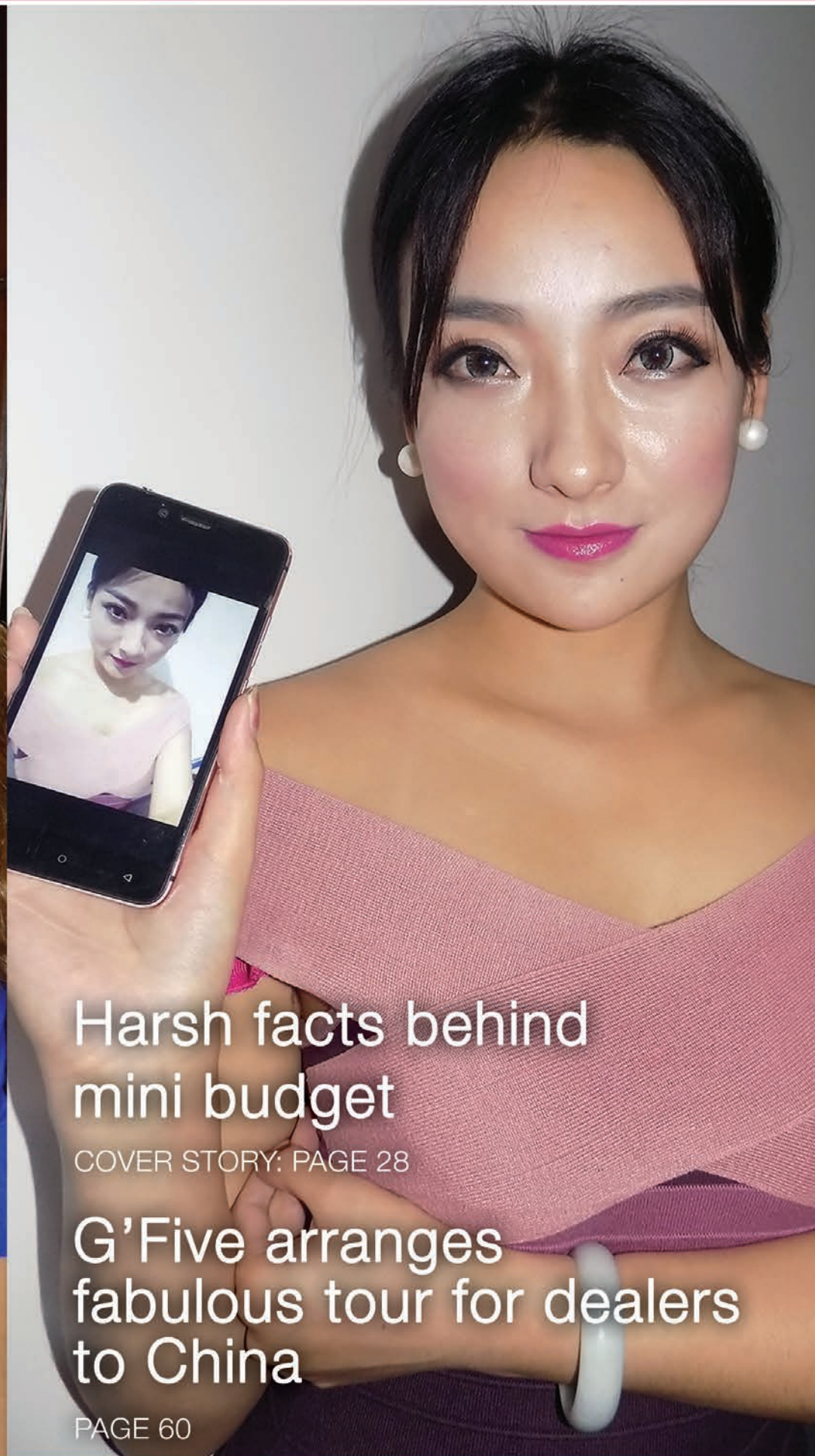
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## QMobile

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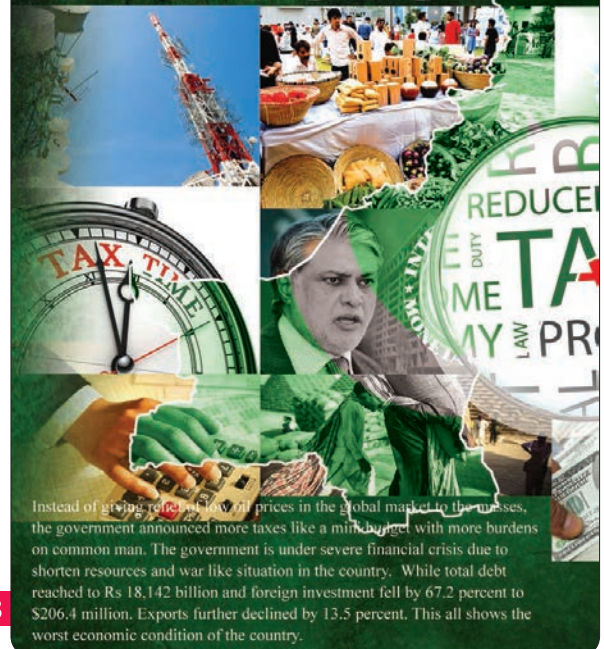
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## HARSH FACTS BEHIND MINI BUDGET



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Instead of giving relief to low on prices in the global market to the masses, the government announced more taxes like a mini budget with more burdens on common man. The government is under severe financial crisis due to shorten resources and war like situation in the country. While total debt reached to Rs 18,142 billion and foreign investment fell by 67.2 percent to \$206.4 million. Exports further declined by 13.5 percent. This all shows the worst economic condition of the country.



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# Editor's Note

## Punjab abolishes GST on internet

Ultimately, the Punjab government issued the notification withdrawing 19.5% tax on mobile internet.

Punjab government had imposed 19.5% tax on mobile internet during budget 2015-16 but had announced withdrawal of the tax after protest and much criticized on unjustified tax.

Punjab government has finally fulfilled its promise, made 5 months ago, and issued the notification withdrawing the tax. Experts believe that the withdrawal of the tax may lead to increase in the number of mobile internet surfers.

The Punjab government decided to withdraw the decision to tax internet “despite the fact that other provinces are taxing it”, Punjab’s Finance Minister Dr Ayesha announced while presenting province s budget for fiscal year 2015-16.

It was earlier reported that the government was mulling taxing the internet by 19.5%, a decision that saw massive criticism from digital publishers, consumers, service providers and other stakeholders. Several Pakistani websites even blacked out by displaying black protest signs on their websites.

It is remembered that despite the assurance of Punjab Finance Minister Dr Ayesha Ghaus Pasha, the Punjab government is yet to issue the formal notification for withdrawal of General Sales Tax (GST) on internet usage.

Punjab Chief Minister Shahbaz Sharif had said that the government was not going to levy the tax on internet usage and a notification in that regard would be issued in a day or two by the Punjab Finance Department.

Earlier on June 12, the Punjab finance minister had announced to withdraw the GST on internet to promote internet culture in the province.

The internet tax has increased the charges of various 4G, 3G and 2.5G services in Pakistan which would increase the additional burden of Rs 1.95 to Rs 195 on various packages ranging from Rs 10 to Rs 1,000 varying from daily to monthly period.

It would not be justified if the new tax is imposed on the customers belonging to Islamabad, Gilgit-Baltistan, Azad Kashmir, Balochistan and FATA, as these regions are being administered by the federal government for revenue collection, which did not introduce any tax on internet services.

The imposition of tax on internet was introduced by the Sindh government for the financial year 2014-15 on above usage of Rs 1,500 at 19.5 per cent GST whereas the KP government also replicated the same tax. However, a leading broadband and telecom operator filed cases in high courts and got stay orders in these two provinces.

December 2015



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## Efforts for rationalize telecom taxes lauded

Thanks God after taking oath as State Minister for Information Technology and Telecommunication on June 2013, she admitted the taxes on telecom and IT sector very high compare to other industries levied.

I must appreciate if she would approve from the government which she recommended the government to rationalize taxes on telecom sector. She expressed serious concerns over heavy taxation on telecom sector recently.

After the federal government, provincial governments have also imposed heavy taxes on telecom sector especially on broadband services, which is at the initial phase of its survival. The heavy taxation is negatively impacting the business and growth of telecom sector, said the minister while talking to media.

*Muhammad Usman, Lahore*

## 'Fake in India'

It is very shocking and surprising report appeared in the Flare Magazine which presented astonishing facts and figures of Indian fake economy.

India is nefarious of largest exporters of fake medicines, the World Health Organization (WHO) estimates that one in five drugs made in India are fake and that fake pharmaceuticals are a \$75 billion dollar global industry.

The human right violations in India are worst in the world. The state does not respect women, atrocities, molestation, female infanticide, dowry death and honor killings are a proof of India apathy.

India is the most dangerous place in the world to be born a girl, with females almost twice as likely to die before reaching the age of five, according to new UN figures. Global terror index: India 6th - Ahead of even Yemen and Somalia, India ranks 6th on the Global Terrorism Index (GTI), ahead of even Yemen, Somalia, Russia and Egypt.

*Tanveer Iqbal, Islamabad.*

## LDA 'One Window' fails to deliver

I draw the attention of high-up regarding the 'one window established by Lahore Development Authority (LDA) in order to relieve the masses and give quick redresses their applications and complaints. I have also bitter experience of One Window, few days ago, I submitted a application for challan form. The operator had given the computerized slip in which mentioned receiving date of challan form for building period of my plot. After queued a hour at inquiry window, they replied me that the your challan form did not ready contact to the concerned person. I approached the concerned person and asked the challan form, he said, you approached to the Assisatnt Director Estate Development and asked them the status of your application. He told me that your application dispatched another department wrongly. Now we have just received and we will soon prepare the challan form. Thank God after elapsed of one month I got challan form. It is one window service quick and fast.

I appeal to the Chief Minister Punjab Mian Shahbaz Sharif to find a team to look into the matter of LDA and facilitate the people rather than tease them.

*Shiraz Shuja, Lahore.*

## BISP fake SMS

At last, good news heard that Benazir Income Support Programme (BISP) Chairman Anver Baig has taken a serious notice of fake SMS messages and issued directives to senior officials in this regard. I think he must direct the Pakistan Telecommunication Authority (PTA) to block the SIMs and help to arrest the culprits involved in fake SMS senders.

The directives have been issued on complaints received by BISP regarding cases where people from all segments of the society have been deprived of money through SMS messages promising them cash returns from Benazir Income Support Programme.

The BISP chairman has asked the officials of the programme to follow up on the complaints forwarded to relevant government agencies and to expedite affirmative action on the matter.

The problem has persisted for a long time and, on the directives of the chairman, meetings with federal agencies and telecom companies were held in the past. Provincial authorities were also taken on board for the resolution of the matter.

The fraudulent practices using SMS services are a grave concern for BISP because it results in maligning the good name of the organisation.

*Sulman Khan, Peshawar.*

## Inside Chairman PTA for poor internet services

Dear Houlin Zhao: ITU Secretary-General

I would like to draw your attention toward the performance of Pakistan Telecommunication Authority (PTA). It true that the business of telecom companies in Pakistan is booming over the last one decade, but telecom subscribers are suffering, all because of the power telecom regulator. Its presence is only ceremonial; the so-called PTA is only minting money for hefty salaries, perks and other luxuries for the top Management.

To show the presence, " Telecom Indicators "are listed at website, but it's not paying attention to the customers, or consumers, the actual mandate entrusted to PTA.

I wrote these lines after complete failure of PTA, to maintain the minimum speed of wireless internet at my residence at Gulshan-e-Alhuda, Chatha Bukhtawar, near Comsats University, Park Road Islamabad, hardly 9 kilometers from The PTA Headquarter, F-5/1 Islamabad.

Not only the PTCL Evo 3G (also called EVDO), but others wireless companies, PTCL, Wateen, Wi-Tribe, Qubee, and mobile companies, Mobilink, Telenor, Zong, Ufone, Warid but also not works at this locality, because only ordinary people lives here. I have enclosed the satellite image of the locations, so that it is easier to place the location at-glance.

During this suffering I had tried to contact, Dr. Syed Ismail Shah, PhD Graduated from University of Pittsburgh, but alien to the code of ethics of the university – striving the service to all- this I am saying based on my various complaints to the so-called chairman over the last six months- except one occasion when his one officer rendered advice – try to shift to F-Sectors for better service. Now, as the last resort, I have no option except to write ITU and vibrant media of Pakistan, please help to restore the internet services of all internet companies as claimed at my residence.

*Waleed, Islamabad*

Write us at: [flaremagazine@flare.pk](mailto:flaremagazine@flare.pk)

We received too many letters from our valued readers every month through mail and e-mail, however, due to shortage of space, we are publishing only few selected letters.



**F**irst time after appointed as State Minister for Information Technology and Telecom Anusha Rahman expressed serious concern over heavy taxation on telecom sector.

She recommended the government to rationalise taxes on telecom sector. Both federal and provincial governments have imposed heavy taxes on telecom sectors. The heavy taxation is negatively impacting the business and growth of telecom sector.

Anusha said that access to broadband services in the country was three percent before the launch of 3G/4G services, which is now around 15 percent. According to an international study, a country could reap internet fruits of its contribution in its economy once the access to services cross the mark of 20 percent.

She further said that the issue of heavy taxation has been raised with the Federal Board of Revenue (FBR). Secretary of the IT Ministry is engaged with the Board on the issue, and only FBR can take decision in this regard as the government also needs revenue to run its affairs.

Meanwhile, Punjab government has withdrawn 19.5% tax on mobile internet. Punjab had imposed 19.5% tax on mobile internet during budget 2015-16 but had announced withdrawal of the tax after objections raised by the media. However, the provincial government hadn't issued the notification withdrawing the tax, leading the mobile companies to increase the rates of their internet packages.

Anusha Rehman said that Pakistan Telecommunication Authority (PTA) has been asked to work out the taxation ratio during 2013 to make a comparison of the industry growth during the regime of heavy taxation and before the taxation. A final recommendation would be prepared in this regard and would be shared with FBR. FBR will take final decision in this regard, the minister added.

On the other hand, Anusha Rahman said endeavours are in place to introduce Draft of Telecommunications Policy soon with particular focus on promoting latest trends and services.

She said in view of new trends, Ministry of IT has proposed Spectrum Trading, Spectrum Reforming, Over The Top (OTT) as well as Satellite services in the policy which were not part of the previous telecom policy.

The seminar - Building Digital Societies: Making Commerce Smarter - was organised in collaboration with mobile phone operators, Pakistan Telecommunication Authority (PTA) here.

With regard to satellite services, she said Pakistan possesses Paksat-1 which can be utilised to ensure communication services in far-flung areas of the country, but this requires regulatory framework which has been proposed in the policy so that these services can be provided under rules.

Anusha Rahman said the policy would also enable and encourage local manufacturing, content and application development and added the policy would also be aimed to achieve universally available and affordable telecom services to all users to benefit economy and society.

To a query, the Minister said efforts also underway with different companies to introduce local manufacturing of mobile handsets which would help ensure their affordable prices.

The Minister said she has asked China Mobile to facilitate local manufacturing of handsets in Pakistan by introducing to Chinese vendors the "Concessionary Tax Regime" introduced by government for setting up local manufacturing of mobile handsets.

The basic focus of the government is to ensure that any concerns of investors are addressed.

She said Pakistan has now become a lucrative place for manufacturers owing to various incentives and also low labour rates.

The Minister said Haier Co. has already started manufacturing locally by establishing its plant in Pakistan. Thanks to incentives announced by the Prime Minister, more companies would also be attracted for the purpose, she added.

Earlier, addressing the seminar, the Minister

# MoIT for rationalise taxes on telecom



“Anusha Rehman said that PTA has been asked to work out the taxation ratio during 2013 to make a comparison of the industry growth during the regime of heavy taxation and before the taxation. A final recommendation would be prepared in this regard and would be shared with FBR. FBR will take final decision in this regard”

listed measures of the government adopted to promote Information and Communication Technologies (ICTs) in the country and said an enabling environment was being created to increase employability of women through effective use of ICT.

She said MoIT is developing and putting in place numerous packages and schemes to uplift skills and knowledge of our women to increase their employ-

**Punjab government has withdrawn 19.5% tax on mobile internet. Punjab had imposed 19.5% tax on mobile internet during budget 2015-16**

ability potential and also mentioned ICTs for Girls Programme which would be launched on Friday in collaboration with Pakistan Baitul Maal.

The programme is aimed at developing thousands of girls from marginalised section of society in employability centric technical and soft skills.

The Minister emphasised that the government

has given paramount importance to inclusion of everyone in ICT Eco System and cited the focus of the Universal Service fund on not only promoting access in underserved areas but also extending national fibre backbone to the unserved regions.

In his presentation, Chairman PTA, Syed Ismail Shah said Pakistan has emerged as one of the leading markets in telecommunications. In broadband sector Pakistan had around 250,000 broadband subscribers few years ago which has now reached over all 24 million broadband users including mobile broadband in the country, showing a massive growth rate.

The mobile broadband area (3G/4G) was also showing a reasonable growth with around 20.6 million users after its launch 15 months ago.

He said our basic objective is to bring positive change in lives of people by using ICT services.

Ismail said efforts were also being made to further improve the regulatory role and also lauded policies of the government to promote the sector.

The seminar was attended by representatives GSMA, mobile phone operators, telecom companies, MoIT and PTA. ■



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# Another Good News Land handed over to China for economic zone in Gwadar



“The development is part of the China-Pakistan Economic Corridor, an ambitious \$46 billion investment plan linking western China to the Arabian Sea, part of Beijing's ambition to expand its trade and transport footprint across Central and South Asia while countering US and Indian influence”

**T**he government of Pakistan handed hundreds of hectares of land over to China for development of a special economic zone in the port of Gwadar, part of a \$46 billion project giving Beijing greater access to the Middle East, Africa and Europe.

The government of Baluchistan handed over about 280 hectares of a 923-hectare (2,300-acre) swathe of tax-exempt land that Beijing will develop under a 43-year lease.

The development is part of the China-Pakistan Economic Corridor, an ambitious \$46 billion investment plan linking western China to the Arabian Sea, part of Beijing's ambition to expand its trade and transport footprint across Central and South Asia while countering US and Indian influence.

The port of Gwadar will cut thousands of kilometres off the distance which oil and gas imports from Africa and the Middle East have to travel to reach China.

Ahsan Iqbal, Federal Minister for Planning, Development and Reform and Shipping Minister Kamran Michael attended the handover ceremony with Chinese Development Commission Vice Chairman Wang Xiaotao.

Speaking at the signing ceremony of taking over of land Gwadar port free zone; and framework agreement on strategic cooperation between COPHC and Lin Yi Trade City Holdings Limited Ahsan Iqbal stated: "Gawadar is heart of CPEC but today with the handing over of Gawadar port free zone, this heart starts beating. Ahsan Iqbal said that CPEC is not just about infrastructure projects rather it is a framework for holistic development and has equal emphasis on social sectors for well being of the people not only in Gawadar but across the country particularly in under developed areas of Balochistan.

Ahsan said opening of new school, vocational institute and scholarships for students of Gawadar are steps in this direction.

He said that free trade zones will bring investment and create enormous employment opportunities in the port city. Smart port city will be centre of trade and commerce providing connectivity to the Central Asia and the whole region, he said.

The Minister said transformational impact from "Gawadar to Zhob" and Gawadar to Khuzdar, part of western route is transforming lives in the under developed areas with creation of employment op-

portunities and improving quality of life.

Ahsan Iqbal said that Pakistan is emerging as a favorite destination of investment funds due to improving security and governance situation in the country and economic reforms implemented by the government in last two and half years.

CPEC is multi sectoral project that includes energy, infrastructure, port, social, and industry projects, Ahsan Iqbal said. He said the Gawadar will be connected to Khunjrab through multiple routes as port will serve different markets and destinations.

He said that all routes of China-Pakistan Economic Corridor (CPEC) are being constructed but the western route will be the first to be operational.

He added the work on missing Gawadar-Quetta link of western route would be completed by December 2016. As part of the wider plans, an international airport will also be built with a Chinese grant at Gwadar, with construction due to begin in January.

Gwadar port, located 540 kilometres southwest of Karachi, was built in 2007 with technical help from Beijing as well as Chinese financial assistance of some \$248 million. It gives China "new access" to the Arabian Sea, a Pakistani analyst told news agency, adding that it shows to the rest of the world that "China is willing to help friends and spread its influence through positive economic and trade activities".

The government has also committed to form a special security forces to protect Gwadar port and the Chinese workers. On the other hand, President Mamnoon Hussain has expressed the confidence that completion of projects under China-Pakistan Economic Corridor would turn Pakistan into the most important country of the region.

The President said Gwadar Seaport, Gwadar International Airport, a number of motorways, energy projects and other infrastructure and industrial ventures are components of the Corridor. Its completion would open up new avenues of economic development and employment opportunities for far-flung areas of the country.

He emphasized that the CPEC is not meant for any group, part or a particular segment of the society; rather it would benefit the entire country. Therefore, it is duty of every citizen to make his or her contribution towards fuller realization of this gigantic project.

President Mamnoon said Pakistan is destined to progress and prosper because of the policies of the present Government and hardworking people. He said there was no instance of mega corruption in the country during two and a half years of the present Government.

Improvements in collaboration between the banking industries of China and Pakistan became effective on Wednesday following ratification, the Ministry of Commerce (MOC) said.

**The port of Gwadar will cut thousands of kilometres off the distance which oil and gas imports from Africa and the Middle East have to travel to reach China**

The banking service protocol of the service trade agreement for the free trade area (FTA) between the two countries was signed in April when President Xi Jinping visited Pakistan.

It will improve the liberalization of the service trade of China-Pakistan FTA, with easier financing for enterprises and ensuring the smooth running of major governmental projects such as the China-Pakistan Economic Corridor (CPEC), the Chinese MOC said.

The CPEC is a planned network of roads, railways and energy projects linking southwest Pakistan's deepwater Gwadar Port with northwest China's Xinjiang Uygur Autonomous Region. ■



**M**inister of State for IT Anusha Rahman said that we are committed to make IT & telecom as the fastest growing sector in the region. Therefore, Tech City and other such incubation projects are on cards which will provide an eco-system to the startups & entrepreneurs. She stated this while addressing to the participants of “2-day workshop for launching Information Technology (IT) startups and entrepreneurs organized by Pakistan Software Export Board (PSEB) at Islamabad recently. Additional Secretary IT Babar Hasan Bharwana, MD PSEB Asim Sheryar, Member IT Tahir Mush-taq ED NITB, Syed Iftexhar Shah and Senior officials from Microsoft and Ministry of IT were also present in the inaugural session of the workshop.

Anusha mentioned that Ministry of IT has declared 2015 as the year of IT and has instructed PSEB to launch a series of workshops to help IT startups and entrepreneurs so that they can grow their IT business and exports. She mentioned that Korea Eximbank has started feasibility study for a new state-of-the-art IT Park on PSEB's land in Islamabad. The goal is to sign agreement with Korea Eximbank by next year to be followed by a groundbreaking ceremony. She said that government's goal is to create an enabling environment and infrastructure for the IT industry and it is up to the SMEs and large IT companies to market their products and services internationally to grow IT exports. She mentioned that according to State Bank of Pakistan, IT remittances have grown by 41% since last year and IT exports are 10% of Pakistan's total services exports at present and the goal of ministry and PSEB is to take IT exports from \$2.2 billion at present to more than \$5 billion by 2017. For this purpose, PSEB has planned different support programs including participation in international IT exhibitions with IT companies, local IT events, meetings with foreign IT visitors, CMMI training and certification, capacity building through internships and trainings, and infrastructure in the form of new IT parks. The minister emphasized that IT companies should report their foreign remittances through the banking channel so that PSEB can get an accurate picture of IT exports of Pakistan. MD PSEB, Mr. Asim Shahryar Husain, highlighted about PSEB's contributions to IT industry with in last year and also shared plans for next year.

No doubt, IT industry is the fastest growing export sector and covers 10 percent total services exports of Pakistan. For example, from less than \$20 million in annual exports back in 2000, the country's annual IT exports have crossed the \$2.2 billion mark now at an annual growth rate of 30 to 40%.

The services exports during the period under review increased by 7.95 percent while the imports witnessed a nominal increase of 1.07 percent. The services exports increased from \$4.972 billion to \$5.367 billion this year whereas the imports increased from \$7.311 billion last year to \$7.389 billion this year, according to break up figures released by Pakistan Bureau of Statistics (PBS).

Moreover, this is that sector of the country's economy, which is capable of providing a full spectrum of services, ranging from low-end BPO services to high-end enterprise grade IT solutions. This extremely vibrant part of Pakistan's economy is made up of a significant number of large IT companies which hold local back offices or representative offices.

The quality of services offered by these local organizations has in turn ensured that some of the largest businesses in the world come to Pakistan looking for relevant services to meet all their IT needs. These include Halliburton®, BMW®, Toyota®, Daimler Chrysler®, AT&T®, NYSE®, British Petroleum®, Petronas®, Caltex®, Sears®, and many more.

It is also pertinent to note here that a large number of our local IT Professionals are working in North America, Europe and Middle East who get

# IT exports reach \$2.2 billion - a new record



IT  
“IT exports are 10% of Pakistan's total services exports at present and the goal of ministry and PSEB is to take IT exports from \$2.2 billion at present to more than \$5 billion by 2017”

projects outsourced from their foreign clients to aforementioned back offices in Pakistan.

But no country in the world, no matter how great the services they, or rather the businesses operating within that country offer, could hope to get work unless they have some support from the government also. In this case, it is PSEB that comes to our rescue.

“To achieve these objectives, PSEB has set in motion several projects and programs that focus on improving the perception of Pakistan as an attractive destination for IT outsourcing.”

**Ministry of IT has declared 2015 as the year of IT and has instructed PSEB to launch a series of workshops to help IT startups and entrepreneurs so that they can grow their IT business and exports**

These programs include subsidized participation of IT companies in international exhibitions, establishment of new IT parks, low cost office space and bandwidth in IT parks, international certifications for IT companies such as CMMI and ISO, IT internships and trainings for IT graduates,

and linkages with foreign investors and customers.

Several long term projects have been launched or are in the pipeline for the benefit of the IT industry. These focus on infrastructure development, HR base development, company capability development through international certifications, fostering innovation/entrepreneurship, adoption of ICT in public sector as well as domestic demand generation for the ICT products/services.

Moreover, other countries are also encouraged to explore opportunities of investing in Pakistan's which could include company acquisitions and mergers, collaborate to invest in Information Technology Parks, Software Development Centers, Software Testing Centers, Technology Incubators, IT Training Centers, IT Consulting Centers, Gaming and Animation studios, Call Centers, Billing Centers and Data Centers.

The workshop was attended by executives of IT startups from Islamabad, Rawalpindi and Peshawar as well as officials from ministry of IT and PSEB. The second day of the workshop will involve all startups presenting their business plans followed by CEOs of large IT companies talking about their success stories. So the workshop will be a hands-on learning experience for IT startups and entrepreneurs. PSEB will be conducting similar workshops for startups in Lahore, Karachi, and other cities also next year. ■





# Mobilink & Warid merge into one group with 45m users

“Mobilink’s CEO Jeffrey Hedberg will become the CEO of the combined business and Mobilink’s CFO Andrew Kemp will become the CFO of the combined function”

VimpelCom Ltd and Global Telecom Holding S.A.E., together with Warid Telecom Pakistan have reached an agreement to merge their Pakistan telecom businesses.

The merger of Pakistan Mobilink and Warid Telecom will see the combined entity serving 45 million customers. The transaction is the first merger in the mobile telecommunications sector in Pakistan, said Jeffrey Hedberg, President & CEO Mobilink.

Jeffrey Hedberg stated that together with continued investments, the new entity will allow Mobilink and Warid to accelerate the availability of high-speed mobile telecommunications and provide consumers and businesses with a best-in-class mobile network, more competitively priced services and wider access to enablement facilities such as mobile financial services.

Commenting on the agreement, Jean-Yves Charlier, Chief Executive Officer of VimpelCom, said: “We are delighted to announce the agreement with the Dhahi Group shareholders to combine our businesses in Pakistan. With the addition of Warid to our already strong customer base at Mobilink, we will serve more than 45 million customers and offer a best-in-class mobile and high-speed data network – a key factor in the digital enablement of Pakistan’s

companies for the 12 months to September 2015 was \$1.4 billion.

Chairman of Dhahi Group, His Highness Sheikh Nahyan Mubarak Al Nahyan said: “Creating the largest operator in Pakistan is a significant milestone for Mobilink and Warid but also for Pakistan as a whole. Warid’s partnership with Mobilink will create value for all stakeholders and pave the way for exceptional and cost-efficient telecommunication services for customers.

VimpelCom and the Dhahi Group shareholders have agreed a clear corporate governance structure. The board will consist of seven directors, of whom

transaction reaffirms my own and my fellow investors’ long-standing and continuing commitment to Pakistan.”

Additional details of the transaction:

- As part of the Transaction, Mobilink will first acquire 100% of Warid’s shares in consideration for the Dhahi Group shareholders acquiring approximately 15% of the shares of Mobilink (the “Transaction”). Following completion of the Transaction, the parties intend to merge Warid into Mobilink in due course (the “Merger”).

- The Transaction is expected to close within six months from November 26, 2015, subject to obtaining approvals from the relevant authorities in Pakistan and the satisfaction of customary closing conditions.

The Merger is expected to close within 6 months from closing of the Transaction, subject to the satisfaction of customary closing conditions. After a four year lock-in period following the date of closing of the Acquisition Transaction, the Dhahi Group shareholders will have the option to put their shares of the merged company to VimpelCom/GTH, and VimpelCom/GTH will have the option to call the shares of the merged company held by the Dhahi Group shareholders,



six will be nominated by VimpelCom and GTH and one nominated by the Dhahi Group shareholders. Upon successful completion of the transaction, Mobilink’s CEO Jeffrey Hedberg will become the CEO of the combined business and Mobilink’s CFO Andrew Kemp will become the CFO of the combined function. Muneer Farooqui, President & CEO Warid, said that Warid, with its strong post-paid base and high quality 4G/LTE network, will complement Mobilink’s position in the market. “We are very pleased to contribute to the strengthening of the competitive landscape for the broader telecom sector and the overall economy of Pakistan. The



each at fair market value. Usman Bajwa, Director Treasury, Pakistan Mobile Communications Limited (Mobilink) officially written a letter to Deputy General Manager Operations KSE and informed that Mobilink to merge with Warid in first merger in Pakistan mobile telecom sector.

“We have to get an approval from Competition Commission of Pakistan, Pakistan Telecommunication Authority (PTA), Securities Exchange Commission of Pakistan, and superior court, as per law of the land,” said spokesman Mobilink. ■

economy. This transaction follows a number of strategic milestones for the company, including our recent joint venture announcement with WIND and 3 Italia in Italy and the agreement to sell our operations in Zimbabwe. This is yet another important step in our journey to continue delivering on our strategy to transform VimpelCom and improve our competitive position in our operating markets.”

The transaction is expected to create Capex and Opex synergies with a net present value of approximately \$500 million. The combined revenue of both





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PAINTS



# Ufone, Meezan Bank collaboratively launched world 1st Islamic branchless banking



“With the launch of Meezan-UPaisa, customers across Pakistan would now, for the first time, be able to send and receive money, pay utility bills and do mobile top ups through Islamic banking. These services would be followed by an even wider array of Islamic financial services in the future”

Ufone, an Etisalat group company, renowned for its innovative; out-of-the-box products and services and Meezan Bank, Pakistan's first and largest Islamic bank, have formed a strategic partnership to launch Meezan-UPaisa, world's first Islamic branchless banking solution. With the launch of Meezan-UPaisa, customers across Pakistan would now, for the first time, be able to send and receive

banking and UPaisa's geographic footprint to facilitate customers, making it a win-win situation for all.”



He added, “With UPaisa being at the forefront in providing branchless banking services with its collaborations at various levels and Meezan Bank holding over 50% of the Islamic banking share in Pakistan, this partnership is poised to go a long

greater reliability, deepening the role of Ufone through enhancing the value it provides to its customers and that of Meezan Bank in expanding the reach of Islamic financial services to every citizen of the country. We believe that we are now one step closer to our vision of establishing ‘Islamic banking as banking of first choice’ by serving more than 60 million users - thus taking Islamic banking in the country to the next level.”



It is pertinent to mention here that this partnership would expand the Islamic system footprint to its maximum potential and facilitate customers to avail branchless banking services with utmost ease and convenience under Islamic system. This would be the first milestone in the ambit of Islamic branchless banking, in banking industry.



money, pay utility bills and do mobile top ups through Islamic banking. These services would be followed by an even wider array of Islamic financial services in the future.

Regarding this new initiative, Abdul Aziz, President & CEO, Ufone said: “With this new collaboration we aim to capitalize on both parties' strengths, Meezan Bank's expertise in Islamic



way in opening new opportunities.” Irfan Siddiqui, President and CEO, Meezan Bank, while underlining the need for better financial solutions for the unbanked population of the country said: “Meezan Bank has played a vital role in expanding access to Islamic financial services in Pakistan. This initiative is poised to accelerate financial inclusion by adding convenience and





# Mobilink torchbearers spread happiness amongst needy children

Mobilink Torchbearers hosted the activity for the 60 residents of Safina Children Home at Fatima Jinnah Park, where they took part in entertaining activities, games and sports



**M**obilink Foundation continuously looks for opportunities to spread happiness amongst needy children by organizing fun filled activities at orphanages and schools. Recently, Mobilink Torchbearers, employee volunteers, spent their weekend with children from Safina Home, an orphanage established by Safina Welfare Services, Islamabad. A total of 30 Mobilink Torchbearers spent the evening with the children orphaned as a result of the devastating earthquake which occurred in October 2005. Mobilink Torchbearers hosted the activity for the 60 residents of Safina Children Home at Fatima Jinnah Park, where they took part in entertaining activities, games and sports. These included painting, tug-of-war, sack race,

frisbee and football. The day was concluded with the Torchbearers distributing school bags among the children. Similarly, Torchbearers attended the Annual Day Event at JAQ Trust's Pehli Kiran School System Campus No.2, Golra Road, E 11, Islamabad. The event was held with the aim to applaud the efforts of young scholars who in spite of harsh socio-economic conditions are dedicatedly pursuing education. Mobilink Foundation Torchbearers spent their time interacting with the students and their families and also distributed 150 school bags with stationary.

Omar Manzur, Head of Corporate Communication, Mobilink commenting on these activities said, "Mobilink values community service as one of the most important part of its CSR activities. Spending

time with these children is our way of showing them support. Mobilink has always looked to provide assistance to the deserving and marginalized social groups, and thus encourage our employees to actively take part in these initiatives."

Mobilink Foundation is the only registered NGO of Telecom Sector and winner of the GSMA Mobile Award 2013 and Ethical Corporation Award 2014 for its SMS Based Literacy Program. The Foundation, in spirit of volunteer work has in the past launched CSR drives to help the victims of 2005 earthquake, 2005 and 2010 floods and 2013 Awaran Earthquake. In 2013, Mobilink Foundation became Pakistan's first and only telecom CR function to be certified by Pakistan Center of Philanthropy (PCP). ■





**A**tila Demir Yerlikaya, Director of Coca-Cola's Group Corporate Affairs and Chairman, Pak-Turk Business Council called on the Finance Minister Ishaq Dar in Islamabad recently. He apprised the Minister about the current profile of Coca-Cola Company's current investment portfolio in Pakistan. He said that the company already has \$450 million investment in Pakistan while another \$300 million investment was in the pipeline. He added that Coca-Cola had directly employed over 5000 people but indirectly generated job opportunities for about 70,000 people. He also mentioned that the company had a significant contribution in terms of payment of taxes.

The Minister also on this occasion shared with Atila Demir his views on the ever growing Pak-Turk cooperation in various spheres. He expressed the desire for enhanced interaction between businessmen of both the countries to strengthen their economic and trade relations.

Finance Minister Ishaq Dar appreciated the Coca-Cola Company's contribution in terms of investment and employment generation. Director Corporate Affairs and Chairman of Coca-Cola Group, Atila Demir Yerlikaya, in a meeting here apprised the Finance Minister about the current profile of Coca-Cola Company's current investment portfolio in Pakistan. Dar also welcomed its future investment plans and said the present government offered a liberal investment regime for prospective foreign investors and concerns. The government firmly believed that foreign direct investment was key to overall economic development, he remarked. He added that the government duly recognized the role of beverages industry in terms of revenue generation for the country and would extend all possible support for its promotion and growth. He also sought suggestions for further growth of the beverage industry while safeguarding government revenue at the same time. The minister also shared with Atila Demir his views on the growing Pak-Turk cooperation in various spheres. He expressed the desire for enhanced interaction between businessmen of both countries to strengthen their economic and trade relations. Atila Demir Yerlikaya apprised the Minister about the current profile of Coca-Cola Company's current investment portfolio in Pakistan. He said that the company already has \$450 million investment in Pakistan while another \$300 million investment was in the pipeline. He added that Coca-Cola had directly employs over 5000 people but indirectly generated job opportunities for about 70,000 people. He also mentioned that the company had a significant contribution in terms of payment of taxes.

Underlining that the new plants to be built in Multan, Islamabad and Karachi in the next 3 years will multiply the company's production capacity in the country by 1.5, Chairman of Anadolu Group and Coca-Cola İçecek Turckay Özilhan said in the next 3 years the Coca-Cola system will invest another 300 million dollars, and continued:

"We are among of the top investors in Pakistan, one of the largest Muslim countries in the world with a population of 185 million. Pakistan is our second-largest market after Turkey. With 6 plants and 13

**Underlining that the new plants to be built in Multan, Islamabad and Karachi in the next 3 years, will multiply the company's production capacity in the country**

warehouses, we directly employ over 5 thousand people. Approximately 35,000 people are employed through our supply chain and more than 100,000 indirect jobs are created in other relevant businesses involved with the Coca-Cola system in Pakistan. Our double-digit growth rates in the last 5 years in Pakistan is a source of pride for us. Contributing with our investments to the Turkish economy in becoming a regional powerhouse, we also pave the way for other Turkish investors."

Stating that Coca-Cola İçecek operates in 10 coun-

# Coca-Cola to invest another \$300 million in Pakistan



"The company already has \$450 million investment in Pakistan while another \$300 investment was in the pipeline. Coca-Cola had directly employed over 5000 people but indirectly generated job opportunities for about 70,000 people. The company had a significant contribution in terms of payment of taxes"

tries including Pakistan, Özilhan remarked that they serve a population of 370 million people, ranking them the 6th largest bottler in terms of sales volume, and 2nd in terms of population within the Coca-Cola system. The Coca-Cola Company is the world's biggest beverage company. The Coca-Cola is active in more than 200 markets and countries with a collection of more than 3,000 beverage products including sparkling beverage and drinks such as energy drinks, waters, coffees, juices and juice drinks, teas and sports drinks. The Coca-Cola focus on beverage creation and marketing enables it to realize and meet the various and ever-changing beverage desires and needs of our consumers across the globe.

After successfully transitioning its leading juice brand Minute Maid Pulp to Rani Pulp, The Coca-Cola Company and its bottling partner in Pakistan, Coca-Cola Beverages Pakistan Limited (CCBPL) have officially launched Rani Float!

Rani Float is the flagship product of Rani Refreshments FZCO, a U.A.E. based company, which arose out of a partnership between The Coca-Cola

Company and Aujan Industries, one of the largest independent beverage companies in the Middle East.

Rani Float, a juice drink with real fruit pieces, is the leading juice brand across many markets in the Middle East and North Africa. Launched over 30 years ago in Saudi Arabia, Rani Float experienced tremendous sales growth in the Middle East and other export markets. Speaking about the launch of Rani Float, General Manager, The Coca-Cola Export Corporation, Rizwan Khan said: "The partnership between The Coca-Cola Company and Aujan Industries has created a platform to unlock new opportunities for the Rani brand. Rani Float is a highly differentiated, premium juice drink with real fruit bits that offers a rich, indulgent and wholesome drinking experience to consumers in many flavours of their choice."

Coca-Cola Beverages Pakistan Limited (CCBPL) will be the exclusive distributor of Rani Float in Pakistan, and will import the brand in elegant 240ml Slim Cans and 6 exciting flavours – Peach, Orange, Mango, Pineapple, Guava and Grapes. ■





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# Huawei opens another brand store



“World leading technology brand has decided to bring another outlet for its consumers at Hassan Center opposite Hafeez Center in Lahore, keeping high sales of its devices. A large number of Huawei customers witnessed the ceremony”

**H**uawei is a world leading technology brand that has a large number of brand outlets for its consumers in almost every city. But, the high sales of Huawei devices, especially its smartphones make it to inaugurate another brand shop in Lahore. Inaugural ceremony of this new brand shop was held in the prestigious presence of the Huawei General Manager for Devices in Pakistan, Mr Shawn. Media personals, technology bloggers and large number of Huawei customers witnessed the ceremony. Newly-

consumers.”

Special guest of the ceremony was Ms. Fizza



Ali, who witnessed the ribbon cutting ceremony. It is also to be mentioned here that the ceremony and the inaugural of the new brand shop here in Lahore by Huawei is materialized with the collaboration of Airlink Communication & M&P.

The Huawei brand shop is a one-stop solution for exploring and purchasing the vast range of

Huawei consumer electronics with genuine Huawei warranties. It displays marvelous technologically innovative products of a variety of ranges. Huawei has successfully captured the local market in Pakistan and become a top technology solution provider. That is why the brand outlets are needed to bring further to meet the customer influx and meet the demands. Meanwhile, Huawei's upcoming Honor smartphone would offer its user abundant of exciting features with high quality material and technologies. It carries the latest Android 5.1 operating system, along



with Huawei's Emotion 3.1 user interface, making the phone incredibly easy to use. The processor of this smart phone is ultra fast Qualcomm Snapdragon 616, MSM 8939, Octa core 1.5 GHz, which is backed by a spacious memory of 2GB RAM with 16GB ROM, expandable up to 128GB with MicroSDcard. ■



inaugurated brand outlet is situated in the Hassan Center opposite to well known market Hafeez Center in Lahore.

On the occasion, General Manager for Huawei Devices in Pakistan, Mr. Shawn expressed his views and said: “Huawei brand shop is a revolutionary business model for the Huawei retail brand, from where all retailers can learn and emulate to build a consistent branding approach. The new brand shop will provide world-class retail experiences to the

**Mr. Shawn expressed his views and said: “Huawei brand shop is a revolutionary business model for the Huawei retail brand, from where all retailers can learn and emulate to build a consistent branding approach**



# Brighto Paints receives tremendous response at Made in Pakistan moot in Tajikistan



Brighto Paints have actively participated in Made in Pakistan Exhibition held recently in Dushanbe, Tajikistan organised by Rawalpindi Chamber of Commerce and Industry (RCCI). This single country exhibition was an effort of RCCI to boost trade between the two countries by introducing Pakistani products to the Central Asian market.

Thousands of people, including families and children, thronged the Made in Pakistan Exhibition and showed keen interest in the well-decorated display of varieties of paints. Brighto Paints, once a small-scale business, has now established itself as a respectable brand both nationally and internationally. The paint manufacturer has taken 40 years to streamline operations and go multinational.



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Flare

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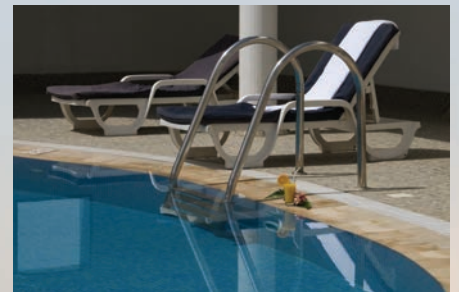


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# “HUM” wants to be No. 1 Global Media Network



“Flare panel talks to Sultana Siddiqui, Chairperson, Hum Network Limited who says that the business sector in Pakistan should focus on bringing about transparency in the corporate sector. It should develop a culture of strong business ethics and corporate governance. The business sector should also develop strong investor relations with foreign investors. These steps will automatically attract foreign investment”

**Flare:** Please share few words about your family, education and professional life?

**Sultana Siddiqui:** I have always had a very supportive family, beginning with my parents and siblings and later my own kids and their wives. I did my BA (Hons) in Comparative Religion from Sindh University Jamshoro and secured first class, second position. I launched my career from PTV as a program manager way back in the 70s and continued to work there as a senior producer for almost 25 years, till the time I left in 2000, to give my own production house that I had set up. In 2004, I started work on setting up my own television network with the help of my son Duraid, and with the assistance of my other two sons, Shunaid and Junaid.

**Flare:** How did you start your career?

**Sultana Siddiqui:** I used to live very close to PTV and took up freelance jobs there as a television host, as my friends were also working there. Then I learnt of a job opening for the post of producer/director and applied for it. I had also applied for two other jobs, and was offered all three after interviews, but I finally opted for PTV, for which I had to undergo one year's training, as that was the requirement at the time. As a trainee I used to assist production teams on the sets, but quickly won the trust of the seniors and soon started doing

complete shows on my own, beginning with children's programmes and then music shows.

**Flare:** What are the qualities of successful businessmen?

**Sultana Siddiqui:** Qualities of successful businessmen are below:

1. Clear Vision for business
2. Dedication and motivation for the business
3. Honesty & Discipline
4. Core business knowledge and deep understanding
5. Ability to develop and maintain a motivated core team
6. Ability to safeguard the interest of customers, shareholders & vendors

**Flare:** Which kind of services HNL is offering to its clients?

**Sultana Siddiqui:** HNL is offering various media platforms including satellite TV, publications as well as digital media to its clients to market their products.

HNL is also offering various product promotion solutions like product placement, product integration, brand partnerships, etc.

**Flare:** How do you encompass your experience for progress of Hum Network Limited?

**Sultana Siddiqui:** The progress of HNL can be

attributed to two main factors. The first is our core product i.e. top quality entertainment content which transformed the entertainment media landscape in Pakistan. Our content is admired not only within the country but also globally for its uniqueness and quality. The second factor for our progress is the corporate culture that HNL introduced in the media industry. We are the first and the only public listed satellite TV network in the entertainment genre in Pakistan. Our transparent track record since inception in 2004 has won our customers, shareholders and our vendors. Their faith in our company's values and strong ethics has allowed us to progress rapidly.

**Flare:** What is the biggest achievement of Hum Network Limited for the last few years?

**Sultana Siddiqui:** The first is the change in perception within the country of media industry. Unlike in the past, media industry has become the industry of choice within a major portion of our educated youth. More and more educated and talented youth are willingly choosing various careers within the media industry. The second achievement is the positive image that our top quality entertainment content is portraying of our country globally. Today our content is being followed all across the globe and this is helping in changing the negative perception that majority of the global community has about our country.

**Flare:** Where does the company see itself in the next 5 years?

**Sultana Siddiqui:** HNL is envisioned to become a leading Global Media Network exporting top quality entertainment content (both TV & films) globally.

**Flare:** What are the strengths and weaknesses of the Hum Network Limited?

**Sultana Siddiqui:** HNL's strengths include our top quality content and our core values i.e.

1. Integrity & honesty
2. Respect for hll
3. Commitment/dedication/ ownership
4. Accountability & objectivity
5. Team work
6. Discipline
7. Safety/health & hygiene

The main weakness for HNL is the regulatory restrictions imposed by PEMRA which HNL has to abide by being a responsible corporate citizen unlike majority of the other competitor networks. This includes the restriction on the number of channel licenses that can be issued to a network as well as the tedious approval process for launching channels in foreign countries.

**Flare:** How do you describe your team?

**Sultana Siddiqui:** HNL's core team includes SMEs of respective functions like content, script, production, sales, engineering etc. Majority of the content team members have been associated with HNL since its inception.

**HNL is offering various media platforms including satellite TV, publications as well as digital media to its clients to market their products**

**Flare:** What steps or strategy the business sector should follow to make Pakistan an ideal state? The business sector in Pakistan should focus on bringing about transparency in the corporate sector. It should develop a culture of strong business ethics and corporate governance.

The business sector should also develop strong investor relations with foreign investors. These steps will automatically attract foreign investment.

**Flare:** What is the importance of Media Industry for the progress of our country and sustained economic growth in your opinion?

**Sultana Siddiqui:** Media industry can promote a favorable image of Pakistan abroad which can definitely attract foreign direct investment in Pakistan. HNL has done just that since its raising day. Media industry can also educate the youth and help them in channelizing their energies towards realizing their talent/potential. ■



# Broadband: Launch-pad for national progress

**B**roadband internet has grown into one of the most crucial elements for societies today. A readily measurable impact on individual and social quality of life is evident in how broadband has brought previously unimaginable growth opportunities in reach. The impact of broadband is visible in how people today educate and entertain themselves, get health-care and choose treatments, make choices and place orders, stay in touch with dear ones, share and form their opinions, communicate with and influence the broader society and governing. This access to information is making societies more informed and enabling people to take control of their lives. Businesses are also leveraging the potential of broadband in terms of lower cost of doing business; reach to much larger customer base and shorter sales cycles.

The role of broadband in wider access to basic necessities like education and health is already visible and tangible in Pakistan through opportunities of distance education and training. This alone has the potential to cause revolutionary change in the lives of millions of Pakistanis that otherwise do not have access to quality state education infrastructure or cannot otherwise afford expensive private education. It is a valid observation that with constant increase in broadband speed the quality of internet based education has improved from plain text based material to audio-video recording and even live streaming of educational sessions. The concept of virtual classrooms gets nearer and possible with the constant increase in fixed broadband speed.

**At the economic front, the role of broadband is more deep and tangible. Faster broadband in particular has changed the way organizations respond to market dynamics and stay ahead of the competition**

Tele-health is another aspect of human capital development, addressed by broadband in a developing country such as Pakistan. In its simplest form individuals today have more information on health care such as healthy diet, physical training, initial self-diagnosis, treatment options and making the choice to select medical doctor based on patient reviews. For more remote areas of Pakistan this ac-



**“The impact of broadband is visible in how people today educate and entertain themselves, get health care and choose treatments, make choices and place orders, stay in touch with dear ones, share and form their opinions, communicate with and influence the broader society and governing”**

cess has already manifested in the shape of tele-health centers and other model testing projects.

These tele-health centers provide initial diagnosis and prescription possible for inhabitants of areas where basic health facilities are not available. Greater broadband speed is essential to take this a step further towards virtual medical appointments



and full machine assisted diagnosis, so that health care services are available equally to everyone.

At the economic front, the role of broadband is more deep and tangible. Faster broadband in particular has changed the way organizations respond to market dynamics and stay ahead of the competition. Highlight of this change within Pakistan is most noticeable across the banking sector. Online banking, real time funds transfers, inter-bank clearing and speedy trade facilitation services are just some of the key everyday core banking functions realized by broadband integration into banking processes. Majority of online banking related services across the country are carried through Pakistan Telecommunication Company Limited (PTCL) network (the largest provider with 80% share of broadband as per Pakistan Telecommunication Authority (PTA) report 2014 which covers more than 2000 cities and towns, enabling banks to provide online banking and automated teller machine (ATM) networks nationwide.

The impact is noticeable across the economy in the way businesses optimize costs and deliver to customers. Larger businesses such as the commercial airlines have made selling of tickets and acquiring of e-boarding pass a matter of a few clicks. Where this translates into reduced operational costs it has sped-up the selling cycle. The textile export industry today showcases its products to a global customer base and book online orders.

The aforementioned business opportunities and benefits have a positive correlation with the penetration and speed of broadband service. More broadband penetration thus translates into more opportunities and progress. The relevance and benefit of broadband across all these socio-economic aspects can be vividly seen in the change that it introduces in the way things are done. Broadband has become an important support aspect of our individual and collective decisions and actions on a routine basis. PTCL has been the primary driver in this surge, where the company's state-of-the-art network acting as the backbone of connectivity solutions to organizations, businesses, SMEs and banks.

As an enabler of growth at a macro scale and catalyst for economic and educational uplift, the power of broadband needs to be harnessed further, to provide equal opportunities to everyone everywhere. The need of the hour is to fully capitalize on broadband infrastructure and PTCL is fully committed to empower individuals and organizations through its broadband infrastructure. ■

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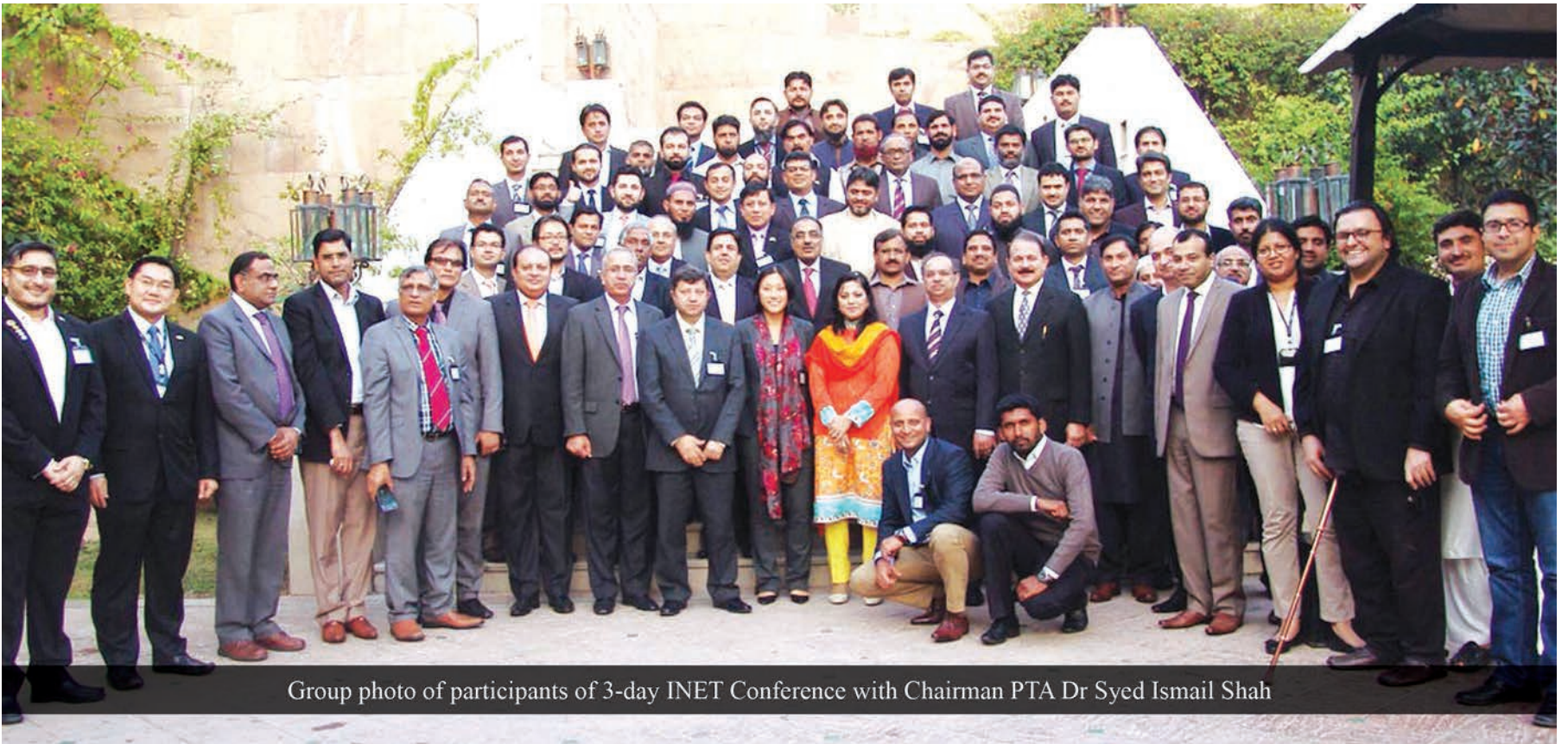
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Flare

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# First Internet Exchange Point to be run very soon



Group photo of participants of 3-day INET Conference with Chairman PTA Dr Syed Ismail Shah

“A vast majority in the country might not be familiar with the Internet Exchange Point that’s sole objective to exchange local internet traffic internally with-in the country between ISPs instead of international exchanges and networks”

Pakistan Telecommunication Company Limited (PTCL) and number of other ISPs are already on board for Internet Exchange Point to be set up under the control of Pakistan Telecommunication Authority (PTA) and in collaboration with Internet Society (ISOC). The required hardware is currently being installed for this exchange point that will become a hub where all domestic internet traffic will pass through.

The local hosting companies, data centers, and corporate sector and any other hosting their websites/services on local servers in Pakistan, will be the main beneficiaries of this Exchange Point. The readiness of ISPs in terms of hardware/software is key in the development of country’s first Internet Exchange Point and has been welcomed by the authorities.

A vast majority in the country might not be familiar with the Internet Exchange Point that’s sole objective to exchange local internet traffic internally with-in the country between ISPs instead of international exchanges and networks.

The IXP will be located in Islamabad and will be operative in next two months. The decision for setting up IXP for Pakistan is taken after taking into confidence the stakeholders from ISPs, mobile phone operators and academia. For those who are unfamiliar with IXP. IXP is a hardware infrastructure via which ISPs and CDNs (Content Delivery Networks) exchange internet traffic between their networks.

It reduces the portion of ISP’s traffic that must be delivered through their upstream transit providers thereby reducing the average per-bit delivery cost of their service. There are a lot of advantages this direct interconnection that will be made possible because of IXP. Their advantages are relating to cost, latency and bandwidth.

- Cost Savings
- Lower Latency and Better User Experience

- Local Content Hosting and Content Generation
- Development of Local Cloud Infrastructures
- Improved Security
- Availability of Services in case of disruption in international bandwidth
- Attraction for international companies like Google and Dailymotion to create local images of their servers, in Pakistan

During the meeting between PTA and ISOC-APAC, some issues regarding cybersecurity, e-government and digital economy were discussed. Both organisations aimed to host such type of events in future as well for fruitful discussions.

Pakistan Telecommunications Authority (PTA) in collaboration with The Internet Society -Asia Pacific (ISOC-APAC) concluded the three-day INET Islamabad - Pakistan’s premier conference on the Digital Economy and the role Internet plays in the country’s viable development, in a local hotel today. The conference, which ran from November 16-18, featured several ICT experts with

**IXP is a hardware infrastructure via which ISPs and CDNs (Content Delivery Networks) exchange internet traffic between their networks**

national and international speakers to discussed the current climate and the way forward required and steps being taken towards a digital economy in Pakistan with an eye on the ICT agenda required for sustainable development.

During the concluding session, Chairman Board of Investment (BoI) and Special Assistant to Prime Minister Mr. Miftah Ismail said that deliberations through such conferences are helpful in providing foundation for ICT agenda. He said that the focus needs to be on software exports as the economy is progressing now. He said inflation has come down and macro-economic stability can be felt. On this occasion, Chairman PTA Syed Ismail

Shah said that this conference was very helpful in highlighting issues related to cyber security, e-government and digital economy. PTA will continue to host such events in future also to have fruitful discussions.

Earlier, Chairperson Higher Education Commission (HEC) Mr. Mukhtar Ahmed opened the second day’s dialogue on the growth of ICT industry in Pakistan with efforts needed to bring more research and development projects to Pakistan.

“International transit prices in Asia are higher compared to North America & Europe”, explained the CEO of LIRNEasia Ms. Helani Galpaya. She emphasized on the role that the operators, civil society organizations and investors need to play in training the individuals involved to build their capacity on a larger scale. Managing Director Pakistan Software Export Board (PSEB) Mr. Asim Shahryar Husain also spoke at the occasion and briefed about the country’s IT industry and PSEB’s contributions to it with around \$2.5 billion of revenue a year.

Asia-Pacific’s Director for the Internet Society (ISOC) Mr. Rajnesh Singh, on the issue of scarcity of data available on the e Internet in the national language, unveiled the initiative by the ISOC where three online identity-training modules were launched in Urdu by the Chairman PTA Syed Ismail Shah. The modules provide the user with a better understanding of the implications of their online activities. On the subject of digital economy in Pakistan Mr. Singh explained how the digital economy is integrated in all the sectors that contribute to the industry growth, be it any sector but without sufficient electricity, the benefits of all the e-services available for the consumer will fail.

PTA in collaboration with ISOC-APAC held three days INET Islamabad - Pakistan’s first-ever conference on the Digital Economy and the role the Internet can play in sustainable development. ICT agenda required for sustainable development was also a focus of the conference. ■



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# HARSH FACTS BEHIND MINI BUDGET

Instead of giving relief of low oil prices in the global market to the masses, the government announced more taxes like a mini budget with more burdens on common man. The government is under severe financial crisis due to shorten resources and war like situation in the country. While total debt reached to Rs 18,142 billion and foreign investment fell by 67.2 percent to \$206.4 million. Exports further declined by 13.5 percent. This all shows the worst economic condition of the country.

**I**n line with the economic uncertainty and declining global oil prices, the government should adopt a more prudent spending habit and not put more pressure on the people, already burdened by rising cost of living as Pakistan is on top in regards to taxes worldwide. The government should consider reducing the number of its Cabinet ministers and advisers instead of burdening the lower income group with the introduction of new taxes. The government must cut all benefits of bureaucracy and decrease their salaries. PM has set a unique record during his tenure. He has become the first Prime Minister of Pakistan to undertake record number of foreign visits.

There are many flaws of the government as an estimated Rs 20 billion in loans were waived off by more than 30 banks between 2012 and 2014 to facilitate the privileged among the previous and incumbent governments, causing a massive loss to the public exchequer. Power sector receivables stood at Rs 512.909 billion on June 30, 2014 which now hover around Rs 600 billion choking the entire energy sector.

The Federal government announced to broaden the tax base to meet the IMF tough loan condition for generating additional Rs 40 billion. It is called 'mini-tax budget' being imposed on 5-10 percent regulatory duty on import of 61 items, increasing duty by 5 percent on another 289 items and levying one percent additional customs duty on countless of other items and increase in tax on the import of old and used vehicles over 1,000 CC engine power.

Pakistan's foreign direct investments (FDI) for

the period July – October 2015 has come down by 24 percent to \$350.8 million as against \$462.5 million in the corresponding period of last year.

The inflow under the FDI posted decline of 53.4 percent to \$652.3 million during the period under review as against \$1,399 million in the corresponding months of 2014. The outflows also eased by 67.8 percent to \$301.4 million comparing \$936.4 million for the period.

**The tax measures to meet the IMF tough loan condition of generating additional Rs 40 billion. It is called 'mini-tax budget' imposed on 5-10 percent regulatory duty on import of 61 items, increasing duty by 5 percent on another 289 items**

The total foreign investment fell by 67.2 percent to \$206.4 million during first four months of fiscal year 2015/2016 as compared to \$630.3 million in the corresponding months of the last fiscal year.

Along with fall in FDI, the dip in total foreign private investment can also be attributed to significant outflow in portfolio investment especially in equity securities. The portfolio investment reg-

istered 186 percent decline to outflow of \$144.4 million during July – October 2015 as against inflow of \$167.7 million in the same period of last year.

Foreign public investments, however, registered massive growth to inflow of \$505.2 million during first four months of current fiscal year from outflow of \$29.8 million in the same month of the last fiscal year.

The government does not take concrete steps to boost direct foreign investments (FDIs). Even the existing foreign companies working in the country also avoiding further investments due to government unclear policies and incentives.

Pakistan total debt till June 30, 2015 was Rs 17,380 billion and now reached Rs 18,142 billion, it means every citizen of Pakistan liable to pay Rs 95,000 due to government record domestic and foreign loans.

We talk about the Pakistan exports as it is declining day-by-day. July to October 2015 of total exports shed by \$6.9 billion. In the same period of last year, Pakistani exports were \$7.95 billion.

Finance Minister Ishaq Dar held a press conference after presiding over a meeting of the Economic Coordination Committee of the Cabinet to comply with a pre-condition of the International Monetary Fund (IMF) on the last day of its deadline but business community has cautioned the government to desist from any move to impose further taxes on existing taxpayers because such measures would bring additional woes to trade and industry, make life of common man more difficult and entail harmful consequences for the





economy.

Pakistan started borrowing from the World Bank and the International Monetary Fund in 1950 on their terms instead of the government exploiting the country's resources. The Bank's interest rates are based on commercial banks rates prevailing New York. It is amazing that government did not reduce the fuel prices when the prices of crude oil are around \$41 per barrel in international market. The people and business community has called upon the government to announce cut in petroleum prices to pass on the full benefit of reduced oil prices in international market to the business community and the common man.

Ishaq Dar always presented juggling figures to the 180 million people. I laugh heartily at the regular comments of the super rich that the budget is the 'poor peoples' budget. The common people are not concerned because they have become stoics. They mostly live in villages under oppressive conditions without regular employment opportunities and without education, healthcare, portable drinking water and without electricity.

However, IMF has made it clear to government officials, if they want to take next tranche of loan, new taxes of Rs 40 billion to be imposed. The mission Head of Herald Finger suggested that value of rupee is at above from surface that's why 5-20 percent reduction is required in it.

Ishaq said that increase in duties has been made to meet shortfall of revenue. "We have kept in mind not to increase duties that would make items more expensive for the common man," he said, though the list of items on which taxes has

been imposed/enhanced belied his claim. The items on which the duty has been enhanced included packed or imported yogurt, butter, dairy spreads, cheese, natural honey, pineapples, guavas,



mangoes, orange, lemons, apples, cherries, peaches, strawberries, pomegranates, elaichis, dried fruits, chewing gum, cocoa powder, macaroni, vermicelli, pasta, corn flakes, sweet biscuits, waffles and wafers, rusks, cucumbers, pickles, tomatoes, tomatoes paste, potatoes and other veg-

etables, soya sauce, tomato ketchup and other tomato sauces.

The list also included ice cream, beverages, mineral waters, dog or cat food, perfumes, lip makeup, eye makeup, nail polish, face powder, talcum powder, face and skin creams, lotions, shampoos, hair dyes, toothpaste, deodorants, soap in other forms, marble, granite and other stone, waste and scrap of tinned iron or steel, semi-finished products of iron or non-alloy steel, bars and rods, hot-rolled, in irregularly wound coils, of iron or non-alloy steel.

Earlier this month, the International Monetary Fund (IMF) conditionally approved the release in December of a \$502 million (Rs52-55 billion) tranche of Pakistan's three-year \$6.68 billion programme, even though the government missed targets for tax revenue generation, net domestic assets and the budget deficit.

The Fund had warned that the release of December's approved \$502 million tranche depended on the announcement of new measures to generate an extra 40 billion Pakistan rupees (\$380 million) in revenue.

The ECC of the Cabinet in its meeting also approved fixation of Minimum Guaranteed Price of Rs 1,300 per 40 kg for procurement of wheat crop 2015-16 and imposition of 30pc regulatory duty on import of maize. It approved extension in time period for 0.3pc reduced rate of advance income tax (WHT) on non-filers up to December 31, 2015. The ECC also approved grant of exemption of duties and taxes for the equipment to be installed at IC3 facility at Port Qasim. ■



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**Flare: Please share few words about your family, education and professional life?**

**Rashid Shafi:** I belong to an average business family and born in Rawalpindi. I did my primary, secondary and higher secondary education in Rawalpindi. I did my Bachelors in Electrical Engineering from University of Engineering and Technology (UET) and my Masters in Electrical Engineering from National University of Science and Technology (NUST) in Pakistan. I also have a graduate diploma in Advance Management from Harvard University. I relocated to Lahore in 2005 and settled here. I have a small happy family and living with my wife, a son and a daughter.

**Flare: How did you start your career?**

**Rashid Shafi:** I started my career with Schlumberger, an Oil-servicing company and was placed in Egypt, Sudan, Somalia, Kenya, Oman and Pakistan. Later, I joined government through FPSC and completed certain projects of national pride in collaboration with Lockheed Martin, USA. I moved to the telecom sector in 1995 and set up a production facility for telecommunication equipment in Lahore in collaboration with NERA ABB, Norway. After this, I moved to consultancy assignments in 2000 and supported Arthur D. Little and Masons of USA/UK for a period of 4 years while working with team international and PTCL. I joined Multinet in 2005 and presently working with it.

**Flare: Would you like to share your success story with our readers?**

**Rashid Shafi:** I started my career working on one of the most challenging jobs. I was trained to be a trouble shooter and had assignments all over the region including off shore rigs in Gulf. I was usually assigned to fixing a problem where local expertise exhausted. This job was actually a dominating factor in my future career story. I learned to survive in a hard and challenging environment.

**Flare: What are the qualities of successful leader?**

**Rashid Shafi:** I believe a successful leader in a corporate environment is one who could lead his team and organization to the entire satisfaction of the stake holders including employees. The planning and execution is a manner to provide a sustainable growth to the organization; makes out a positive difference for good and well; maximizes odds for a success; creates a value before it is claimed. Determination is a key to success that comes from analytical thinking, loyalty and passion.

**Flare: What kind of challenges did you face at Multinet Pakistan?**

**I started my career working on one of the most challenging jobs. I was trained to be a trouble shooter and had assignments all over the region including off shore rigs**

**Rashid Shafi:** Multinet started as an infrastructure company and decided to deploy a long haul fibre transport network across the Pakistan, we faced from right of way issues from time-to-time in terms of high cost and late permissions. The business challenge was not greater as we were supposed to offer services as an alternate provider to the incumbent. The costs to customers were derived low to facilitate their businesses and in turn, adding to the volume of national economy.

**Flare: How can we turn around the economy of Pakistan in the current period of crisis?**

**Rashid Shafi:** There is no short cut to turn the economy of Pakistan. Pakistan is an agrarian country and its industry has to revolve around that to make it a sustainable economy. The power crisis is the main problems for the growth of economy. Given the fact, the government of Pakistan and China is putting a lot of emphasis in this sector and things will start reshaping soon, once the wheels of the industry starts running at max. Allied issues and

# No compromise on quality



**Rashid Shafi**  
SEVP and CSO  
Multinet Pakistan (Pvt) Ltd

“Flare panel talks to Rashid Shafi, Senior Executive Vice President and Chief Strategy Officer at Multinet Pakistan (Pvt) Ltd who says Multinet started as an infrastructure company and decided to deploy a long haul fibre transport network all over Pakistan. We faced Right of Way issues from time to time in terms of high cost and late permissions”

other sectors will align automatically. Pakistan is situated at the cross roads of CIA countries, China, Afghanistan, Iran and South East Asia.

**Flare: How you ensure quality of products & services?**

**Rashid Shafi:** There are pre-defined and is a part of our account management and operations teams' KPIs that are monitored by a separate team 24/7/365. There is no compromise on the quality and service delivery.

**Flare: Where do you see Multinet Pakistan in next 5 years?**

**Rashid Shafi:** I see Multinet as second to none option in Pakistan serving the consumers, enterprises and carrier customers by providing them high class product and services at a very competitive prices.

**Flare: What are the strengths of the Multinet Pakistan?**

**Rashid Shafi:** Multinet is brand known by its high class services to the customers. Besides our state-of-the-art wide infrastructure, our key strength is our employees who work diligently and with high esteem of honesty.

**Flare: How to project Pakistan's positive image across the world?**

**Rashid Shafi:** There are two ways to tell people about you. One is that you project or fabricate yourself and the other is that you become worthy enough that people themselves see what you want to tell them.

**Flare: Do you have a message of hope for the youth?**

**Rashid Shafi:** This is one of the best questions. Our youth, who are a majority of our population, are in a state of confusion about their future. It is pity that as they come out of their schooling, there aren't enough jobs for them. I know that the government is cognizant of this fact and is taking measures to address this issue but the pace is slow as compared to the influx of youth.

Under those circumstances, I will advise the youth to not to waste their money in unauthorized degrees, to build capacity by learning skills, do small jobs and internships; don't sit at home and create their own market, etc. ■





# PC Lahore arranges food carnival for food-lovers

A grand food carnival held in Pearl Continental Lahore on the roof-top of the parking plaza. This huge food gala was arranged by the management of PC where they featured 5 cuisines including Sakura: Japanese Cuisine, COVO: The Italian kitchen, Taipan: Chinese, Bukhara : Live Barbeque, and Dumpukht : the Mughlai Cuisine.

A large number of top notch Lahori food lovers, who enjoyed the fusion of different tastes at one place.

On the occasion, General Manager PC Haseeb Amjad Gardezi, EAM Food & Beverages Nadeem Chaudhry and Manager Marketing Nauman R. Khan were the personalities behind this new concept and a successful event.





# Who is responsible for handsets smuggle in Pakistan?



“The shopkeepers have emphasized the government to fortified smuggled handsets on the airports rather than raid on the shops. Around 3 million handsets imported illegally through Jinnah International Airport and Benazir Bhutto International Airport and 8 billion losses to the national exchequer”

**R**angers and custom officials conducted a raid in Saddar mobile market in Karachi. The joint raid was conducted on information that smuggled cellphones were available in the market. 20 shops were sealed during the operation for their inability to provide the required documentation. No illegal material was found during the raid.

The President of the phone market stated that they had fully cooperated with the Rangers' officials and said that the black sheep of the trader community should be eradicated completely. The shopkeepers have emphasized the government that it should fortified smuggled handsets on the airports rather than raid on the shops. Around three million handsets import illegally through Jinnah International Airport and Benazir Bhutto International Airport and 8 billion losses to the national exchequer.

The national exchequer reported losing around Rs120-150 billion annually due to smuggling. The government should take strong anti-smuggling measures as rising phenomenon of smuggling was undermining the local industry and causing harmful consequences for the national economy.

The government to pay urgent attention to this serious issue as it was hurting the local industry, discouraging investment and legal imports and causing sufficient revenue loss collected from taxes, duties

and levies at the import stage.

The Customs Intelligence and Investigation should be taken more strengthened to create strong deterrence against smuggling.

Transparency International wrote a letter to DG NAB and concerned departments to take an action against smugglers.

**The national exchequer reported loss around Rs120-150 billion annually due to smuggling. The government should take strong anti-smuggling measures**

It is pertaining to mention here that more than 300 peoples travels frequently without tax submission. The question is that who are responsible of illegal smuggling of handset Custom official, smuggling gang and shopkeepers? The genuine distributors of branded handsets who paid taxes also worst hit of smuggling of handsets.

Collectorate of Customs Adjudication Islamabad Collector Muhammad Ali Raza has ordered confiscation of 1,100 mobile phones and imposed a fine of Rs 500,000 on the unknown owner.

The collector issued Order-in-Original (ONO)

No. 75 in this regard. The ONO stated that Customs Intelligence, Rawalpindi has seized a bag at the airport without tags of airlines which had been removed by unknown accused to conceal the ownership.

The intelligence team recovered 1,100 sets of cell phones of various brands including Samsung, LG, Nokia, Motorola and Sony without packing.

The ONO further added that the unknown person, whose identification is under investigation, had attempted to smuggle the cell phones which is an offence under Section 2(s) of the Customs Act 1969, therefore a criminal case was lodged against unknown accused.

The court added that despite granting three opportunities of hearing, no one appeared to claim ownership of the seized goods.

The court stated in ONO that from the forgoing facts it is clear that the seized goods are smuggled and non-duty paid which had been brought into the country in violation of provision of section 2(s) and 16 of the Customs Act 1969. Hence the same are liable to confiscated under Section 156(1) (8) (89) of the Customs Act 1969 read with Section 3 (3) of the import and Export (control) Act 1950.

Sale of smuggled goods in Pakistani markets has become so common that now the practice was not even considered as a crime both by the sellers and buyers.

Smuggled cloth, undergarments, electronic items, beauty soaps, shampoos, other cosmetic items, stationeries, mobile phone sets, watches, radio sets, different toys and many other goods can be seen everywhere in different markets of Saddar, Karachi, while the situation in other markets in the city and other parts of the country is not different.

Though statistics are not available about the numbers and quantity of goods and items being brought to Pakistan illegally and about the loss being faced by Pakistan in terms of its economy, it is clear that if all these items had been imported through a legal way, the government would have collected huge amounts of money in shape of taxes.

Besides depriving the government from a huge amount in head of tax, smuggling also harms the home industry as a result, unemployment is soaring day by day.

Directorate General of Intelligence and Investigation (DGI&I), a department of Federal Board of Revenue, is responsible to take action against sale of smuggled goods but it seems unable to curb the situation so far.

On the other hand, sale of smuggled luxury bullet proof vehicles is continuing with impunity through internet medium causing colossal financial loss to national exchequer.

The car smugglers have developed their website under OLX.pakvel.com and carmodi.com and they have not only placed their mobile numbers and advertisement for vehicles but also have assured that they will help get customs clearance chit from model customs collectorate Karachi to the purchase against the fee ranging between Rs 400000 to Rs 1000000.

It is clearly mentioned in the advertisement that what vehicle you are searching has come from Kabul via chamman border.

As per website, land cruiser bullet proof model-2010 is available at the cost of Rs 7 million, BMW -32 I-2006 at the rate Rs 750000, BMW-116 I-2009 at the cost of Rs 19750000, BMW 630 i-2004 at the cost Rs 640000, Range Rover, 2006 Rs 3200000, Toyota previous hybrid 2006 at the cost of Rs 450000, Hunda Civic-2006 Rs 560000, Toyota Rover model 2015 Rs 4200000.

When the smugglers are contacted they tell clearly on mobile phone that the car is not customs cleared and the purchaser will have to pay additional amount if they want customs clearance chit.

The chairman FBR on having been contacted said that the sale of smuggled vehicles through internet is not in his knowledge adding he will obtain information in this regard from concerned quarters and take action against the persons found involved in this illegal business. ■



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**Y**ou believe it or not that every adults have own cellphone even belong to poor families. Almost everyone is having a mobile phone. A farmer to CEO, a villager to dual foreigner, an elderly man to a young student now everyone in Pakistan have mobile phone. Thanks to the growing competition among cellular operators and handset importers. It is another factor that the cellular operators have provided cheapest call rates, SMS and 3G/4G packages to its customer nation and worldwide. It made easy for them to access the technology for communication and entertainment purposes. Free minutes and bulk SMSs on SIMs activation, gift hampers and different prizes by different cellular operators helped attracted million customers. Estimated an average more than 1,000 SIMs were sold out on every hour. Nomads, street vendors, farm labourers and even beggars have mobile phones.

The use of cellular mobile phone has increased dramatically in the last few years. The rapid growth in the use of cellular mobile phone has attracted the attention of many service providers to start their operations in far-flung and rural areas. In order to operate in the competitive environment, these service providers have introduced various service packages to increase their market share. Average every Pakistani spends five per cent on mobile phone out of total budget of income. It depends on the income of person for example if one earns Rs 10,000 per month, one spends Rs 500 per month. Over 50 per cent of Pakistan's population is living below the poverty line, a World Bank reported.

According to latest stats by Pakistan Telecommunication Authority (PTA) mobile phone users in Pakistan reached 116.43 million up from 114.65 million after biometric SIM re-verification process.

With more than two thirds of Pakistan's 190 million inhabitants below the age of 30, it's clear that the nation benefits from a young and dynamic population.

Furthermore, despite financial challenges – the average income in Pakistan is less than \$3,000 per year – Pakistanis are embracing connected devices and the content that they offer.

Interestingly, 80% of people spend more than one hour each day on the internet, although the average 'internet session' lasts just 5 minutes, suggesting that Pakistanis go online multiple times each day for short 'browsing snacks'.

**Estimated an average more than 1,000 SIMs were sold out on every hour. Nomads, street vendors, farm labourers and even beggars have mobile phones**

The majority of citizens use laptops to access the internet, although 30% of internet users go online via a mobile phone – perhaps unsurprising given that more than 100 million mobile subscriptions have been activated in Pakistan to date.

Mobile penetration still remains relatively low however, at just over 60% – well below Asia's regional average of 82%.

Social media penetration also remains acutely low, with barely 4% of the country's population using Facebook, even though the site appears to maintain its position as the most popular social network in the country.

Social media remains a largely male preserve too, with men accounting for almost 70% of the country's social media users.

3G/4G internet services have reached 15.75 million subscriptions in Pakistan. In only August 2015, telcos received 1.15 million 3G/4G subscriptions with Zong and Telenor being at the top of the charts. The growth rate, on the contrary, has slumped down in the recent few months mainly because mobile phone companies have brought their commercial expansion plans to a standstill. The newly imposed taxes on the internet services have played their part in blemishing the subscription rate even more ob-

# A farmer to CEO everyone have handset in Pakistan



“A farmer to CEO, a villager to dual foreigner, an elderly man to a young student now everyone in Pakistan have mobile phone. Thanks to the growing competition among cellular operators and handset importers”

structively. The 3G and 4G services saw a phenomenal rise in subscriptions in the previous year. However, the trend has not been the same in the current year. Unlike 2014, there was a considerable decline in 3G and 4G subscriptions in 2015. This sudden downtrend can be accounted for two reasons mainly; first the mobile services provider companies had to divert their attention from commercial activities and focus on SIM re-verification drive and second the imposition of new taxes warded off new 3G subscriptions.

Experts believe that after imposition of new taxes mobile services providers are in a damp squib. Furthermore, telcos have discontinued or at least slacken off expansion plans for their networks since they observed a decline in ARPU levels. The underprivileged people also use mobile phone as branchless banking system because traditional banking is out of reach for many people in rural areas of developing countries, but mobile is bringing people into the financial system in droves. Financial inclusion, starting with a humble savings account, enables people to start businesses, invest in education and weather bad times.

Advancement in technology has created a lot

of ease for humans to perform their tasks in more sophisticated manner and effortlessness. Telecom industry has evolved to an all new height in the past decade and the advancement in mobile phone sector has been nothing less than a wonder.

The introduction of smartphones brought a new revolution in the sector, eliminating a number of other industries from the open market. With a smartphone in your pocket, you will not feel the need of having a digital camera, video recorder, Mp3 player, radio, pager, note pad or a laptop. Hence, smartphones have merged all such features to drastically reduce the demand of the above mentioned products. It is the ability of Multi tasking which has made smart phones extremely popular all over the world and Pakistan is nowhere behind. The trend of having a smart phone has increased unexpectedly in Pakistan in the past few years. Although there are 116 million SIMs in operation in Pakistan and the phone density has reached 76.5%, the usage of smartphone is still quite limited as compared to the western countries. According to an estimate, about 5 per cent of mobile phone users in Pakistan carry a smartphone. ■



**Flare:** Please share few words about your family, education and professional life?

**Zain-ul-Haq Qureshi:** I am the youngest of three siblings, and have an elder brother and sister. My brother, Aisam-ul-Haq Qureshi, is Pakistan's greatest ever tennis player and my sister Shiza Hassan her own fashion label based in Lahore.

After completing my schooling from Aitchison College Lahore, I graduated from Imperial College London with a degree in Applied Business Management, returning to Pakistan in 2008.

**Flare:** How did you start your business?

**Zain-ul-Haq Qureshi:** Our group company Falcon Engineering Services was formed almost three decades ago in 1987. The group set up an insurance company by the name of Indus Insurance in the early 2000, and we merged soon thereafter with Asia Insurance, a company listed on the Karachi and Lahore stock exchanges. Later, we bought out the shares of the company to become majority shareholders in Asia Insurance Company Ltd.

**Flare:** Would you like to share with our readers your success story?

**Zain-ul-Haq Qureshi:** If I had to point to any success I have had, it would be in developing systems that allow myself and our companies to work more efficiently. Doing so has given us a platform to expand operations and acquire more customers.

**Flare:** What are the qualities of a successful Executive Director?

**Zain-ul-Haq Qureshi:** I feel that for successful management, teamwork is very important. Furthermore, a framework for good teamwork is the delegation of authority to personnel so they can add the greatest value from their area of expertise. As an Executive Director, I take it as my responsibility to ensure that our staff feels their voice/advice will be heard and taken into due consideration in any decision the company takes

**Flare:** What kind of challenges did you face at Asia Insurance Company Limited?

**Zain-ul-Haq Qureshi:** Asia was a company stuck in the past. Our operational systems were outdated and management was hierarchical. The challenge was how to manage a change to more modern ways of working with the staff already working in company, because our philosophy is not to simply lay off staff who do not conform to our way of working. Therefore, the major challenge was changing the mindset of personnel to bring them to a new way of working.

**Flare:** How do you define culture at Asia Insurance Company Limited?

**Zain-ul-Haq Qureshi:** We are a company that is in a state of flux. Owing to our rapid growth of the past three years, we have had to accelerate change within the company, and things have rarely been allowed to settle for long. Therefore, if anything, our culture is one of flexibility, where we adapt to a changing marketplace with changes inside the company. Rigidity is the one thing we try to avoid in all places; in sales policies, when designing SOP's, in client management.

**Flare:** What kind of unique products & services offering to customers by Asia Insurance to corporate sector?

**Zain-ul-Haq Qureshi:** Asia has an outlook that focuses on providing the most convenience to our customers. In that spirit, we offer products that are underpinned by an IT system that is advanced and responsive. Our unique offerings include online purchase from the Asia Insurance website of travel insurance through credit cards and cash on delivery. Soon we will expand this to include the majority of all our products geared towards individuals such as car insurance, home insurance, travel insurance and health/personal accident insurance. Furthermore, all policies issued by Asia Insurance can be verified through our website so our customers and stakeholders such as banks can confirm genuineness of policies issued.

**Flare:** How to deliver first-class clients services?

**Zain-ul-Haq Qureshi:** At Asia, we have well defined SOP's which go into the design of our policies and our servicing of claims. On top of these, there is

# Asia Insurance offers online verification



“Flare panel talks to Zain-ul-Haq Qureshi, Executive Director, Asia Insurance Company Limited who says that our group company Falcon Engineering Services was formed almost three decades ago in 1987. The group set up an insurance company by the name of Indus Insurance in the early 2000s, and we merged soon thereafter with Asia Insurance, a company listed on the Karachi and Lahore stock exchanges. Later, we bought out the shares of the company to become majority shareholders in Asia Insurance Company Ltd”

a layer of rigorous follow up from our internal audit department which ensures implementation of company underwriting/claims policy across the board. Resultantly, we work towards consistency in delivery of our service

**Flare:** Where do you see Asia Insurance five years down the road?

**Zain-ul-Haq Qureshi:** At our present rate of growth, we see Asia crossing the billion rupee mark. Our goal is to become even more IT driven, and for company policy to be more and more data driven. Lastly, we want Asia to become an increasingly better place to work for our employees, and a preferred partner for our customers.

**Flare:** What are the strengths of the Asia Insurance Company Limited?

**Zain-ul-Haq Qureshi:** Our strength is our flexibility and our genuine empathy towards our customers. We feel these underlying values drive our company towards constant improvement in all spheres.

**Flare:** Any tough decision you have taken in your career?

**Zain-ul-Haq Qureshi:** It is hard to recall any specific instance, but there generally is a level of gravity when making decisions in Asia. Being in

management, these decisions all have the potential to affect more than 100 people, and that is just the employees of Asia without taking into account their families, and the same for our clients and partners. Of course, some decisions have more severe implications than others, but a level of difficulty is present in all of them.

**Flare:** How to project Pakistan's positive image across the world?

**Zain-ul-Haq Qureshi:** Projecting a positive image is going to require a concerted effort at state level to do so. It needs a combination of politics, projection of our culture and persistent marketing. By marketing, I do mean actual marketing campaigns that stress Pakistan's hospitality and the role we are playing for peace in the world.

**Flare:** Do you have a message of hope for the youth?

**Zain-ul-Haq Qureshi:** Pakistan is a land of great opportunity. There is no other place like it on Earth, and it is definitely the place to be if you have a good idea that can help people. From the economic side, the whole world is looking to get involved in a market that is about to cross 200 million people, so there is a lot of opportunity to achieve your goals and your dreams. ■

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# Why not free energy through alternative sources

“There are, however, certain things we can do which can reduce our energy bill tremendously. I will discuss some of the technologies which are mature and in use”

Well as the saying goes there is nothing for free in this world except your parents love, it holds good here as well, the heading was just to catch your attention. There are, however, certain things we can do which can reduce our energy bill tremendously. I will discuss some of the technologies which are mature and in use.

### *Waste Oil Heating and Cooling:*

There is a lot of waste oil generated from vehicles and plant machines, some of it is reclaimed but most is just thrown away. Throwing waste oil harms the environment in many ways, it reaches subsoil water and contami-



nates it and being carcinogenic it is one reason for the increasing number of cancer cases.

Fortunately there are ways to utilize this waste energy. An American company by the name of Omni ([www.econoheat.com](http://www.econoheat.com)) manufactures heating and cooling products by burning this waste oil. The product range includes

There is a lot of waste oil generated from vehicles and plant machines, some of it is reclaimed but most is just thrown away.

water boiler, heater and 5 ton air-conditioning system. The burning is EPA approved clean burning and a good solution for industries which generate waste oil and having vehicle fleet etc, even a common man can benefit out of this since the price vs energy produced of waste oil is very low and it can be purchased from any oil change station.

**Low Head Water generators:**

The first thing we read in geography/social science when kids are that Pakistan has one of the largest irrigation canal networks in the world. This flow of water also carries with it enormous kinetic energy which previously due



to some technical challenges was a bit difficult to harness. The author has seen these advanced systems working now which utilize this flow of water instead of traditional waterfalls required as in dams. This holds very good promise especially for villages which are near these canals. This decentralized power generation will also be less dependent on national grid and can supply to nearby villages.

*Solar:*



Since past couple of years solar energy has made inroads in Pakistan and now there are many companies working in this field. Solar energy is divided into two broad categories 1. Solar thermal and 2. Photovoltaic. There is already immense knowledge base available on the net on these, generally solar thermal is utilized in large scale energy production however solar cookers, fruit drying systems and sanitization system are available for individual users. Indirect solar lightning is also a good

source of energy reduction.

*Geothermal:*



Scandinavian countries are world's biggest users of geothermal energy. In Pakistan this resource remains mostly untapped and unmapped. Until the true potential is explored, major investments in this sector would be hard to come.

*Wind:*

Besides the coastal areas, some areas in the salt range and Northern hilly areas have good prospects. Wind can very effectively provide



necessary energy for heating in winter in Gilgit Biltistan and can be a good supplemental source of energy for Karachi and its industrial estates. For some unknown reasons the pace of development has been very slow despite tall claims. -*The writer is CEO of Energy Control System Pakistan.* ■





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**Flare:** Kindly brief us about your vision and scope of Lamudi

**Paul Philipp Hermann:**

Lamudi's vision is to become the number one real estate platform in all the markets in which we operate. We are an online property portal with an exclusive focus on the emerging markets. We love connecting people with properties, and we have become local experts in each of our countries, providing market insights and the latest property listings to help people buy, sell or rent real estate.

In terms of scope, currently Lamudi is available in 34 countries in Asia, Africa, the Middle East and Latin America. Ultimately, our goal is to help people find their dream home no matter where they are in the world.

**Flare:** Do you believe that Internet-based enterprises will continue to grow rapidly and expand their markets in future?

**Paul Philipp Hermann:**

Internet-based enterprises are not only the future, they are also the present. We can see this today in Pakistan, which currently has 30 million Internet users, 15 million smartphone users and 12.8 million active Facebook users.

**Flare:** Do you feel that global online services like Lamudi will soon take over more conventional business models?

**Paul Philipp Hermann:**

No, not really. There will always be a place for brick-and-mortar businesses. Online services like Lamudi are proof that there always needs to be a balance between on and offline locations.

Not only do we have more than 30 websites, we also have a physical presence in most of the countries in which we operate. In essence, conventional business models will never be replaced completely. Instead, I envision that there will be an ever-increasing balance between conventional and online models.

**Flare:** What factors inspired you to become involved in global web-based businesses like Lamudi?

**Paul Philipp Hermann:** I wouldn't say there were specific factors that led me to them. I would just say that I have always had an international character, what in Berlin we call "multi-kulti."

Since my days at university, I have been a witness to the explosion of Internet users around the world, especially in the emerging markets. I guess you could say that emerging markets, like Pakistan, were my inspiration—not only their viability for business, but their people as well. I have a passion for giving people what they want.

**Flare:** What are the revolutionary services being created by Rocket Internet worldwide?

**Paul Philipp Hermann:** Rocket has many ventures around the world. Lamudi is one of their top-per-

# Lamudi's vision is to become the No. 1 real estate platform



**Paul Philipp Hermann**  
Global Co-Founder and  
Managing Director at Lamudi

**“Paul Philipp Hermann, Global Co-Founder and Managing Director at Lamudi gives an exclusive interview to Flare in which he describes that the Pakistan's Internet-based businesses have a lot of potential given the country's booming Internet industry. He believes that Pakistan's growth will revive and possibly outpace other Asian countries”**

forming businesses and one on which it prides itself. Rocket has a lot of faith in our brand. I would say that Lamudi is a revolutionary service.

Other brands and services that our parent company has created are Carmudi, Wimdu and Lendico. Like Lamudi, these companies aim to provide consumers with better ways of getting what they need.

**Flare:** Do you feel that the growth of Internet-based businesses in Pakistan will be slower than the more developed countries of the world?

**Paul Philipp Hermann:** Pakistan's Internet-based businesses have a lot of potential given the country's booming Internet industry. I expect them to grow very quickly.

It is not simply a question of being a developed or developing country, it is more a question of providing specific solutions to a given market by using online and mobile technology. I believe that Pakistan's growth will rival and possibly outpace other Asian countries.

**Flare:** Are you satisfied with the pace of growth and advancement of Internet usage in Pakistan?

**Paul Philipp Hermann:** Yes. It is very exciting. We plan to be involved in a big way. But what satisfies me the most is not the potential for doing business.

Naturally, that is an important part of it, but for me, providing a real benefit to the people of Pakistan is more important.

A lot of foreign businesses don't understand the country, but Lamudi does. It is for this reason that I believe we have already succeeded immensely here. We aren't just waiting for the country to grow, we are actively participating in making it grow as well.

**Flare:** How do you think the increasing use of Internet-based services among Pakistanis will help consumers?

**Paul Philipp Hermann:**

Lamudi loves connecting people with properties, and our success in Pakistan is proof that online services make it easier for consumers to get what they want and what they need. There are many ways that Internet-based services like Lamudi help consumers. Business people who travel a lot, the elderly, parents who are constantly multi-tasking—they can all benefit from online brands and companies who understand that our lives are constantly changing and are more hectic each day. I like to think that we help people be at peace and stress-free while buying, selling or renting real estate.

**Flare:** In what ways can Internet-based businesses help us in bringing down operational costs?

**Paul Philipp Hermann:**

There are many opportunities to save on operational costs by doing business online. However, net operational costs for an online business can be higher than those of con-

ventional businesses.

It all depends on the type of business we're talking about, its specific goals and the budget level that a company wishes to invest in its individual departments and projects. For example, an Internet-based business might spend more money on SEO and online marketing, whereas a brick-and-mortar business might spend more on renting retail space.

There is a lot of variation. I believe that the perfect business features a mix of on and offline strategies. This is what we try to do at Lamudi.

**Flare:** How can the consumers be sure of the reliability of such online services, where they do not personally meet service providers?

**Paul Philipp Hermann:** With any investment, there is an element of risk that must be minimized. Both online and offline businesses need to gain the trust of their customers. It is never simply granted. Trust is gained by creating relationships. We do our best to assure the quality and reliability of our listings and the agents and developers with whom we do business. Through this and our dedication to great customer service, we have built many strong relationships in Pakistan and in other markets. ■

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# Shaheen Air makes pilot a scapegoat



“They are trying to make the pilot a scapegoat because within a year there were many incidents happened of crash-landing. Shaheen Air is a second big private flagship carrier of Pakistan after PIA”

**T**he top officials of Shaheen Air are trying to save the airline to sinking and they are trying to make the pilot a scapegoat because within a year there were many incidents happened of crash-landing. Shaheen Air is a second private flagship carrier of Pakistan after PIA. Constituted in 1993 and commenced its operations on October 25, 1994 with 20 active aircraft in its fleet.

Some months ago, CAA spokesperson Pervez George said: “We have been warning Shaheen Air for weeks to fix issues with their aircraft but they were not listening,” he said adding that “CAA will not compromise on safety of passengers.”

The pilot in command of a Shaheen Air International plane that skidded off the runway in Lahore earlier this month has denied that he was intoxicated during the flight, rejecting a medical report claiming he had an unacceptable level of blood alcohol.

Punjab police had arrested Captain Asmat Mehmood from his residence in Karachi after a medical report found he was intoxicated and fatigued during the NL-142 Karachi to Lahore flight.

The Boeing 737 carrying more than 121 passengers was landing on November 3 when one of its tyres burst causing it to skid off the airstrip and stop about 1,000 feet short from the end into a grassy patch 70 feet west of the runway at the Allama Iqbal International Airport (AIIAP) in Lahore.

Pervez George, a spokesman for the Civil Aviation Authority (CAA), said that “the medical investigation reports of cockpit crew just after the incident revealed that the pilot in command had an unacceptable level of blood alcohol” and was suf-

fering from lack of sleep.

During investigation by the Punjab police, the pilot claimed he had not consumed alcohol during the flight. Mehmood rejected the medical report in his statement, claiming that he was being framed.

Mehmood said that the accident happened during landing, and that if he was drunk, it should have happened during the flight.

The pilot claimed that the accident happened because the tyres burst, and that he managed to land the aircraft safely despite the faulty landing gear.

When a Boeing 737 flying from Islamabad laden with passengers broke down on the Quetta International Airport runway as it came in for a landing,

**During investigation by the Punjab police, the pilot claimed he had not consumed alcohol during the flight. Mehmood rejected the medical report in his statement, claiming that he was being framed**

the Civil Aviation Authority (CAA) was prompted into grounding four aircraft of the offending operator, Shaheen Air International (SAI).

The move came after the authority had suspended another private carrier, Air Indus, for disregarding safety guidelines.

The jets have defects ranging from a faulty fuel barometer to rusting fuselage, officials said.

Since 2006, Pakistan has seen five aircraft crashes in which 324 passengers and crew have been

killed. However, none of the accidents involved either Air Indus or SAI, though at least two other private carriers, AirBlue and Bhoja Air were involved.

CAA has often come under criticism for going easy on cash-strapped domestic airlines even as passengers routinely complain of flight delays due to last-minute technical glitches in the aircraft.

“These foreign airlines have been given permission to fly to even remote cities like Turbat and Gwadar. That’s going to kill all the domestic airlines pretty soon,” said an official of one of the domestic airlines.

A passenger of the flight said the aircraft was facing some problems even at the time of take off from Karachi’s Jinnah International Airport (JIA). He said that the tyre of the aircraft had broken off on the impact of landing at Lahore and added that the turbulent landing had also caused luggage to fall upon some passengers.

Another passenger said everything was alright and fine, even until two minutes before landing everything was alright. I am not sure what went wrong at the time of landing, whether it was fault with the plane or anything else.

Director General PCAA has ordered an inquiry to investigate the happening of incident and the safety investigation team has started investigation to find the cause of incident.

It is pertaining to mention here, this was not first incident happened with Shaheen Air. Some months



back, a Karachi-bound Shaheen Air flight made an emergency landing at Benazir Bhutto International airport as one of its engines caught fire soon after took off.

In May 2012, the fuel tank of a Shaheen Airline plane set to depart for Karachi was found leaking, leaving passengers stranded at Benazir International Airport for over two and a half hours.

Shortly after the Bhoja Air crash, the fuel tank of another Shaheen Air plane began leaking as it was about to take off from Lahore airport.

The Civil Aviation Authority (CAA) had fined the private airline for not maintaining its aircraft according to standards.



Some months ago, CAA asked Shaheen Air to stop using a 25-year-old aircraft after it was denied entry into Saudi Arabia’s airspace.

Saudi General Authority of Civil Aviation turned back Shaheen’s Boeing 767 claiming it did not meet the kingdom’s aviation regulations. “The aircraft was wet leased from Jordan and is around 25 years old,” the official said.

The airline failed to produce the required documents leading authorities to bar it from landing in Saudi Arabia. ■



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# Technologies of tomorrow put into practice: Pakistan as a role model for green, decentralized power in Asia



I'm writing to you as the CEO of Green IndusTree, a German alternative energy provider, offering smart solar storage systems for emerging markets. We are focussing on residential clients of the upper and middle class as well as commercial and industrial clients, in emerging markets, like Pakistan. But I am also writing to you as someone who's parents left Pakistan centuries ago, who grew up in Germany – in a period where the green party gained parliamentary influence and the green movement became mainstream. I grew up in this period of the "Energiewende" – the energy revolution - in Germany and we founded Green IndusTree with a lot of passion and love to export the Energiewende to countries with even more sunshine than Germany.

Energy crisis – these words cast like a dark shadow over the Pakistani past and future development. This crisis leads to up to 14 hours power outages in some rural and urban regions daily, due to up to 5-7 GW electricity under supply. Energy crisis hinders industrial production and economic growth throughout the country, it strengthens radical political actors and derogates the quality of life. The currently adopted \$46 billion investment package provided by Beijing demonstrates the pressure for government to react. Thereby it faces the challenge to facilitate the development towards a modern, sustainable and reliable energy supplied country, while preventing to get irrevocably dependent of a foreign investor at the same time. The necessary transformation of the energy sector contains two major dimensions: The first one relates to the question of a smart future orientated sustainable and cost-effective energy mix, the second one refers to a market restructuring into a more liberalised, competitive and private corporate friendly, as well as customer orientated one.

When it comes to the energy mix one finds a recurrent recourse on fossil fuels and coal. Putting aside the environmental damages of coal extraction, the idea of coal as a cheap energy source is an illusion including upcoming construction, operating and infrastructure costs into the calculation. At the same time, due to its high solar radiation and favourable irradiation angle, Pakistan provides perfect conditions to fill the power gap to a significant amount with solar energy – together with the immense water and wind energy potential of the country – all together perfect conditions for an energy mix, defined by the renewable resources, sun, wind and water.

As a German energy provider, we know the chal-

lenges that arise within a transformation process towards an increased use of renewable energy sources. This can only be achieved by creating a political framework which provides incentives for sustainable private companies, such as the facilitation of import conditions for products needed in the solar, wind, or watercraft industry or the implementation of feed-in-tariffs and legal certainty. Furthermore, with regard to the special features of emerging countries the reconstruction must be built on an extended share of decentralized energy production. Why? Because the generation of power directly where it is needed and the application of energy storage solutions avoid transmission and distribution losses – which affect currently approx. 20% of the total energy production in Pakistan. Decentralized systems reduce the need for tremendous government infrastructure investments whose burdens have to be paid off during the next generations. It is important to develop public awareness for clean, renewable and in-



igenous energy sources. The political discourse shows that this awareness already exists. Now, a framework needs to be developed in order to realize the potentials for a decentralized (solar) energy production and establish Pakistan as a leading model in Asia for sustainable economic growth.

At the beginning of this text was written that even the best energy sources need concepts that enable their

implementation. I am convinced that we only reach a change of consumer behavior if we offer solar storage systems as an uncomplicated and cool product. We supply long lasting systems of European quality standards on a market, which is flooded by low-cost goods from East Asia. Due to our cooperation with leading German solar system producers namely Aleo solar, Hoppecke and Kaco we are able to establish durable and thereby cost-efficient solutions for the clients. Furthermore we provide comprehensive service due our

## COMPANY PROFILE

Green IndusTree GmbH is an alternative German solar energy storage provider, founded in Germany and operating in Pakistan since 2014. Due to the combination of a high-qualified team based on-site, German products and German system engineering, Green IndusTree is able to offer sustainable solar storage solutions in Pakistan which are according to European quality standards and which change the way of distributing energy towards a decentralized direction. After successful installations of residential and commercial systems in Punjab in 2015, the company will expand to Karachi and Islamabad 2016.

high-qualified on-site team. In cooperation with our German partners we train our engineers directly in Pakistan. Thereby we are able to ensure the functioning of all components over the following years.

As mentioned above, reliable energy generation relies on an independence of central power supply. In emerging countries centralistic energy generation and distribution systems are hardly cost efficient. Even when the necessary initial investments have been done, all state driven development projects are characterized by strong political and economical fluctuations.

Our solar systems generate and store electricity directly where it's needed. Thereby the customer avoids transmission and distribution losses. Simultaneously our storage solution ensures the use of electricity even if the net grid falls out.

In my opinion the most important aspect is realizing an easy access to the energy source. We are operating close to the customer, we know the Pakistani market and we are building trust. Trust in the product and trust in the brand Green IndusTree. ■





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# Haier Mobiles arranges Five-Star tour for dealers



Haier Mobiles Pakistan has arranged a tour for the leading dealers of Pakistan to watch cricket match Pakistan vs England played in Dubai and stayed them in Five-Star hotel.

The dealers praised Zeeshan Qureshi, CEO Haier Mobiles who have more than 15 years of experience in sales, marketing and strategy for devices in Pakistan.

They appreciated the exceptional tour for dealers. We delighted very much to watch live matches and it was first unique tour of their lives. This tour was really very entertaining and memorable for us.

Later, Haier Mobiles hosted a reception in honour Pakistani cricket team.

It is pertaining to mention Haier is main sponsor of cricket series after 2007 to flourish the healthy sports in Pakistan and across the world.







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# Avari sets new trends in the hospitality industry



Mr Grant Raubenheimer  
GM  
Avari Hotels Limited, Lahore

“After Australia, my next challenge was to gain some Asian experience and I took a contract as GM in an idyllic resort property in Bali – Karma Kandara. On completion of this role, Asian experience was still beckoning and hence move to Pakistan as GM of the renowned Avari Hotel in Lahore”

**Flare; Please share few words about your family, education and professional life?**

**Grant Raubenheimer:** I was raised in Zimbabwe and met my wife in my final year of high school. We got married after I qualified in Hotel Management and then left for a short holiday overseas that turned into nearly 8 years in Europe. My first being with Intercontinental Hotels in Marble Arch and whilst I had not intended on staying overseas for long, I fell into the London lifestyle, bought a flat and had four children. I decided to move back home where I spent 9 years with the country's biggest hotel group- 23 hotels in total in various positions from GM of Safari Lodges to more corporate group roles but with the safety situation not the most ideal for a young family in Zimbabwe, emigrated to Australia and I landed a very good Hotel Manager role with The Observatory Hotel which at the time was certainly one of Australia's most awarded and leading hotels. My next challenge was to gain some Asian experience and I took a contract as GM in an idyl-

lic resort property in Bali – Karma Kandara. On completion of this role, Asian experience was still beckoning and hence, move to Pakistan as GM of the renowned Avari Hotel in Lahore.

**Flare: How did you start your career?**

**Grant Raubenheimer:** I always knew what I was going to do- Hotels was it. Not having any hotel experience in the family, this was just something that appealed to me and so I took cooking as a course in O levels and enjoyed it. I was good at Maths but had no intention of sitting at a desk crunching numbers and wanted something in life that offered me variety and not a desk bound job. I was outgoing and adventurous and so hotels like a great fit. I left school and enrolled in the Bulawayo Hotel School in Zimbabwe and knew that I had made the right career choice in life

**Flare: Would you like to share with our readers your success story?**

**Grant Raubenheimer:** Moving to and working in various countries meant that I have had to often

take a backwards career move to go forward- these always seem to have worked out well for me and have laid the right foundations for career growth. Life is about taking chances and if you never test yourself you will never know what you can or cannot achieve. I was offered an IT role in London and not having trained in IT, but having an aptitude for it, the hotel management were willing to take the chance and so I was willing to, as we say in Australia “give it a go”. It was hard to start with and untold pressures, but I have always believed that if you believe in yourself nothing is impossible.

**Flare: What kind of challenges did you face at Avari Hotels Limited?**

**Grant Raubenheimer:** Having only been at Avari for a short while, the start of any new role understands the makeup of the operation, what makes it tick, how it fits into the market, the reputation and its offering and that's really what has been my initial challenge. The next part of the journey is about growth – being the leader in the industry and the best at what we do. Being an extremely competitive individual, coming second or “first loser” is really not in my make-up. I am constantly looking at ways to lift our game and for the hotel to be that one true leader.

**Flare: What makes your hotel special among its contemporaries?**

**Grant Raubenheimer:** The hotel is also very lucky to have so many dining options available, from Kim's our continental restaurant to the very popular Chinese restaurant and Lahore's best Japanese restaurant – Fujiyama. The hotel also offers a fantastic Pakistani BBQ in Tollington and our authentic Mughal cuisine restaurant Lachnavi –these five options certainly allow all of our guests a fantastic variety to choose from when staying with us. I think it is the fact Avari is the complete package.

The industry is obviously faced with potential downturn should the security situation deteriorate and with many players in the market looking to grow their businesses this is obviously a concern

**Flare: Where do you see your hotel in five years from now?**

**Grant Raubenheimer:** Well that's an easy one – we need to be leading the market both from a business point of view and in our offering. This hotel should be the hub for a number of other Avari properties and the hotel that the competition wants to emulate. I want to see us leading the trends, creating the trends in the industry and driving hospitality into the 21st century for Pakistan.

**Flare: What are the challenges that the Pakistani hospitality industry faces?**

**Grant Raubenheimer:** The industry is obviously faced with potential downturn should the security situation deteriorate and with many players in the market looking to grow their businesses this is obviously a concern. Other emerging markets are another threat to the growth of the industry with the insatiable appetite for travellers to seek out new and exciting places to visit. Getting the message out there about what is on offer in Pakistan is therefore a key priority for the success of the industry.

**Flare: Since hotel business is a very demanding field, how do you maintain work-life balance?**

**Grant Raubenheimer:** I have always said we work to live not live to work but unfortunately I have not always lived by this rule. Work- Life balance for me at times been very hard as I like to get stuck into the job at hand and being extremely competitive, I don't like to lose, so devotion to getting it right can lead to long hours away from home and family. I do try to keep fit by playing rugby or cricket. I run most days and work out in the gym trying to keep healthy. ■



# Faletti's Hotel team celebrated birthday of Irshad B. Anjum



Faletti's Hotel team celebrated the birthday of their beloved Director Operations, the guru of hospitality, Irshad B. Anjum at the hotel. On the occasion, a cake cutting ceremony held where Irshad B. Anjum expressed gratitude towards his team. He said I am nothing without my dedicated team. The management prays his success of this world.



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The participants at International Conference on Internet emphasized a more proactive and thorough strategy for Internet promotion in the country in order to ensure its benefits to common man. Special Assistant to Prime Minister, Barrister Zafarullah was chief guest at the inaugural session of the Conference organised by Pakistan Telecommunication Authority (PTA) in collaboration with Internet Society (ISOC) Asia-Pacific Bureau with theme - "Towards Digital Economy in Pakistan: Building ICT Agenda for Sustainable Development."

Chairman PTA Dr Ismail Shah and around 250 participants from government agencies, fixed and mobile telecom operators, Internet service providers, academic institutions, banks, ICT entrepreneurs, commercial companies and the general public are attending the Conference.

In his brief address, Barrister Zafarullah appreciated PTA for organising the Internet conference and said the government was taking concrete steps to ensure effective Internet governance in order to make Internet a safe facility for each and every user.

He also mentioned the Bill to curb cyber crimes and said after inputs from stakeholders and civil society, the Bill is expected to be laid in parliament for approval during couple of weeks.

He said the government was also focusing on building infrastructure to enhance Internet accessibility in the country, and development of an ecosystem to expand connectivity of Internet.

The Chairman PTA shared updates about development in the telecommunication sector, as well as different initiatives of PTA for advancement and regulation in different areas of ICT and telecom sector.

He highlighted the other initiatives for promotion of IT sector and said they are working on e-governance and e-commerce initiatives and mentioned some projects of the government with mobile companies to connect people in far-flung areas providing them with 3G, 4G and satellite telecom facilities.

He said broadband penetration which was only 2 per cent a year ago has now reached almost 10 per cent after launch of 3G and 4G services.

The Chairman said thanks to mobile phone operators as these services are now available in more than 250 cities.

He also mentioned state-of-the-art tele-centres which are being established in far-flung areas in order to ensure that people there benefit from modern facilities and technologies.

Later, the participants held brainstorming session on economic, technological and other dimensions of the Internet governance within the context of Pakistani national imperatives.

The panelists including Chairman PTA, Regional

# Govt for more proactive Internet to benefit common man



“Barrister Zafarullah said Bill to curb cyber crimes after inputs from stakeholders and civil society, the Bill is expected to be laid in parliament for approval. He said the government was also focusing on building infrastructure to enhance Internet accessibility in the country and development of an ecosystem to expand connectivity of Internet”

Bureau Director for Asia-Pacific of Internet Society, Rajnesh Singh and others said stable and flexible functioning of Internet is extremely important which is impossible in the absence of a well thought-out policy addressing numerous challenges associated with the Internet management.

The participants put forward recommendations related to cybersecurity, Internet taxation, privacy, e-public services, rural connectivity, capacity building and awareness and digital economy.

## Chairman PTA shared updates about development in the telecommunication sector, as well as different initiatives of PTA

The speakers narrated history of Internet since 1950s and the story how it evolved over the years. The session also covered Internet infrastructure, Internet quality and its promotion in rural and unserved areas and various other topics of interest of Internet users.

The convention will also feature intercontinental and nationwide subject matter professionals together with expertise inside ICT insurance policy creating and also advancement.

The primary goal is to assemble ICT plan for eco-

logical economic climate and also taking Pakistan on the highway regarding advancement through electronic digital economic climate.

The Internet Society (ISOC) is conducting a study of 10 regional countries, including Pakistan, with focus on Internet infrastructure and related issues.

The study, being conducted in collaboration with Asian Development Bank (ADB) and UN ESCAP from countries including Central Asia, Caucasus and South Asia, will be released later this year.

Rajnesh Singh explained that it would highlight some of the opportunities along with some major challenges that are faced by the region, and Pakistan specifically. He said the report highlights though Pakistan has the lowest Internet user density (users per 100 individuals) of 13.8 % in the region, yet due to its geo-strategic location and access to coastlines, it has the potential to become a supply route for the neighboring landlocked countries for Internet and communication services.

Singh said through adoption of effective and favorable policies by the government - and pursuing agreements with neighboring governments - Pakistan in the near future can find itself as an integral part of the supply chain to these countries.

He said this will also allow it to enhance its own internal Internet bandwidth availability, and help pave the way for greater digitization of Pakistan's own economy with growth, modernization

and development in all sectors. However, the report also underscores that the window of opportunity for Pakistan to position itself in this manner is finite.

This presents a steep challenge for Pakistan but also allows an opportunity to integrate itself as an important part of the larger regional supply chain in the future, Rajnesh Singh added.

He said the growth of mobile network has helped dramatically improve voice-based communications services in the country, and deployment of the much-awaited 3G/4G networks have led to exponential growth in mobile broadband Internet in the past year or so.

The challenge for Pakistan is to capitalize on these developments and move to the next stage in its evolution to a digital economy and help deliver its Vision 2025.

He said the Internet Society engages in a wide spectrum of Internet issues, including policy, governance, technology, and development. It aims to establish and promote principles that are intended to encourage governments to make decisions that are right for their citizens and each nation's future. Organizational goals are based on ensuring that a healthy, sustainable Internet is available to everyone - today and for the next billions of users to come. ■



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**T**his year, we saw a recognizable boom of the social media industry. More than 1 billion people are now using Facebook, and more than 80% of small businesses use social media for their branding and marketing efforts. Among the biggest global brands, almost 99% have a social media presence. Truly, social media has changed the way marketing and advertising works.

While 2015 was a great year for social media, 2016 is predicted to be even better. Here are some predictions on social media trends for the coming year.

#### 1. More e-commerce features will be available.

The “buy” button may possibly become a distinctive feature in some social media platforms. Facebook ads already allow click-through directly to merchant websites, and it’s not surprising if other networks allow this kind of feature. We may also expect a shopping cart in one of these big social networks soon.

#### 2. Interactions with audiovisual media will increase.

More than 50% of users say that videos and images are more engaging as compared to simple text posts. Even on micro blogging platforms like Twitter, posts with images get more engagement despite the short captions. This only shows that people are more likely to respond to visual stimulus. Podcasting and audio content may also become a powerful new medium for advertising.

#### 3. Advertising will become more prominent.

More and more companies are using social media ads in addition to Google ads to promote their products. It’s safe to say that in the next few years, our News feed will be dominated by ads and businesses will spend more money on them. It’s also expected that social media platforms will allow more advertising functions, including automated ads and pop-ups.

**More than 1 billion people are now using Facebook, and more than 80% of small businesses use social media for their branding and marketing efforts**

#### 4. Safety and security will be an emphasis.

Because of the rising social media trend, more users have become victims of phishing and other cyber crimes. Such concerns call for better security in divulging personal information online. In the coming years, social media platforms will probably have better security features which will prevent identity theft, cyber stalking, and phishing.

#### 5. More platforms will rise...and probably fall or get eaten by the Big Three.

The big three of social media—Facebook, LinkedIn, and Twitter—are the most prominent platforms for businesses. Therefore, they have the biggest money in circulation. Smaller platforms will most likely appear, and they may either become slightly popular enough to stay in the game or get acquired by a bigger business.

Many companies have been acquired by the Big Three in the past, with Instagram as one of the most notable mentions. The company was launched in 2010 and acquired by Facebook for \$1 billion in 2012. WhatsApp, an instant messaging platform, was also acquired by Facebook for less than \$200,000,000 in 2014.

Social media has opened up new possibilities to online users. Company websites and shopping sites still have dominance when it comes to e-commerce, but social media is steadily rising up to the game. Sooner or later, we may find a completely new method of online advertising, but for now, social media is the ultimate trend and it isn’t going anywhere.

On the other hand, for years, some of the biggest social media trends and dating apps – Facebook, Twitter, Tinder – all started in the United States. Now, Asian countries like China are kicking off a

# Prime social media trend predictions for 2016



“Social media has opened up new possibilities to online users. Company websites and shopping sites still have dominance when it comes to e-commerce, but social media is steadily rising up to the game”

host of popular social media trends that are poised to change how Americas think about everything from dating to online retail to eating. Many of these trends are being driven around the convergence of social media, smart devices, and mobile commerce.

#### 1. Dating gets (more) social

Popular Asian dating apps like Peekawoo, Paktor and Momo are blurring the line between dating platforms and social media. With over 60 million users active each month, Momo is China’s second most popular dating app (next to the behemoth social app WeChat) – and it just listed on the U.S. stock market. Momo lets users find others based on their proximity to one another; for example, finding others who are on the app at the same club or party. While the app is still Chinese-language only, it continues to tease out plans for a new mobile version aimed at English speakers.

#### 2. Social meets retail

As Western-based social media sites like Pinterest (with the ‘buy it’ button) are making the plunge into on-site direct sales, they’re still playing catch up to Asian sites. The popular Shoptline dominates Chinese sales for both social media and eCommerce. Chinese social media users are also avid content cre-

ators, with an estimated 70% of Chinese users regularly posting online reviews, compared to only 20% in the United States.

#### 3. Self-broadcasting is the new social overshare

Vlogging (video blogging) is already a major trend in the United States, and popular Asian self-broadcasting platforms like Periscope and Meerkat are poised to take this trend to the next level. In Asia, self-broadcasting has become increasingly popular as a means of self-expression in the unlikeliest of arenas: food consumption. In South Korea, the trend is called mukbang, where people live-stream themselves eating vast quantities of food.

Performers interact with the cyber audience while they eat their dinner and earn “tips”; top performers may earn up to \$9,000 a month. Like Snapchat and Instagram, self-broadcasting is a way to feel a close (if fleeting) connection with both acquaintances and strangers despite the distance.

Top Mukbang performers say the broadcasts also “provide the illusion of an eating companion for lonely viewers” with some viewers even claiming that watching others eat helps them stick to a diet! This is one trend that makes artfully Instagramming Sunday brunch look like amateur hour! ■





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**Haier**  
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# Haier Esteem v4 is wonderful smartphone

Haier Mobiles Pakistan has revealed elegance redefined Esteem v4 smartphone in Pakistan. Looking at Haier Esteem v4 it becomes clear that engineers and designers in the company has worked long on the design of new products which resulted in Haier Esteem i series. I have experienced to use it and really it is exceptional handset. I hope it will capture the market very soon.

Following are the specifications of Esteem v4 smartphone. It is touch screen 5.5 inches with 5.5" FHD IPS display, processor 1.3 Ghz Octa Core, RAM 2 GB, ROM 16 GB, Camera front 5 MP camera back 13 MP with flash, network 4G LTE, Android Lollipop, Battery timing 2850 mAh, it is dual SIM and Gameloft, HotKnot, Fingerprint sensor, USB on the go.







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# G'Five arranges fabulous tour for dealers as it introduces new smartphone models in China



G'Five, world's most popular mobile phone manufacturer, has introduced new smartphone models in the market. The launching ceremony held in the new factory of G'Five in China in which large number of people participated across the world. Seven-day China tour was amazing, well-organised and more informative where more than 500 dealers and employees welcomed at head office of G'Five. During tour, the dealers accommodated in 5 Stars Hotel at Shenzhen for two days and then they visited the most beautiful and cold place of China at Zhanjiang for two days. They also visited many historical places and got much information of rich culture of China. They also stayed at Changsha".

After the wonderful tour, the dealers stayed at 7 Stars Hotel where company introduced the new products worldwide, at the function. They briefed about the vision, products and strategy. At the fabulous function the G'Five Mobile Pakistan President Haji Abdul Rehman alias Sunny Boss delivered unbelievable speech and thanked to G'Five Mobile International President Mr Jeff Zhang for arranging a wonderful tour and appreciated the efforts for success and achievements of G'Five. He further said G'Five to establish factory in Pakistan because there is more potential and vast market of smartphones. We welcome to all of you, Pakistan is second homeland of Chinese and "G'Five in future grow more than competitors and will be known as well establish brand in Pakistan.

On the occasion, G'Five Mobile International President Mr Jeff Zhang also address the function, he briefed about the new factory and new products and further said "G'Five" never compromise on quality and invest more in Pakistan near future.



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Prime Minister Nawaz Sharif visited the Heavy Machinery Exhibition in Samarkand.



Chief Minister Punjab Shahbaz Sharif inaugurates the Instrument Landing System (ILS) CAT III B at Pakistan Civil Aviation Authority (PCAA) Lahore airport.



Federal Minister for Planning, Development & Reform, Prof. Ahsan Iqbal presenting a souvenir to a Chinese female journalist for her contribution to the China-Pakistan Economic Corridor in Islamabad.



A group photo of Executive Committee of PFOWA with Speaker National Assembly Sardar Ayaz Sadiq at Foreign Office, Islamabad



Finance Minister Ishaq Dar and Minister of State for IT & Telecom Anusha Rehman are witnessing while MD Bait-ul-Mall Abid Waheed Sheikh & CEO USF Faisal Sattar are signing "ICT for girls initiative" project in Islamabad



Imran Ibrahim of Mobilink addresses during a report launch Digital Societies Making Commerce Smarter of GSMA Asia and Cellular Mobile Operators of Pakistan.



Senator Pervaiz Rashid, Federal Minister for IB&NH conveying his condolence for the bereaved families of innocent people who lost their lives in Paris tragedy in a meeting with Mrs. Martine Dorance, Ambassador of France in Islamabad.



CEO China Mobile, Liudian Fang called on the Minister of State for IT & Telecom Anusha Rahman in Islamabad.



Chairman PTA Dr Ismail Shah and others sitting on stage during the Three days IT Conference organized by PTA.



Qamar Zaman Ch, Chairman NAB presents a souvenir to Liu Jianchao, Vice Minister of National Bureau of Corruption Prevention after a meeting at NAB Headquarters.





Australian High Commissioner Margaret Adamson in a group photo with President Pakistan Australia Business Forum (PABF) Pervaiz Haroon Madraswala and board members on the occasion of annual dinner of PABF in Karachi.



Ambassador of Japan to Pakistan Hiroshi Inomata and President of Pakistan Haiku Society Naseem-e-Sehr in a group photo after a ceremony held at Embassy of Japan. Pakistan Haiku Society (PHS) in recognition of its significant contribution for promoting the Japanese Haiku poetry in Urdu language in Pakistan.



Group photo of participants of ChenOne's 18th birthday event in Lahore.



Future Tech has launched iPhone with big events in 3 locations; i.e. at Dolmen Mall Karachi; Fortress Stadium Lahore and Centaurus Mall Islamabad.



MCB Chairman Mian Mohammad Mansha hands over a cheque of Rs55 million to Aamir Fayyaz of the Friends of Punjab Institute of Cardiology Trust for the establishment of a new Cath-Lab at PIC.



Hiroshi Sakai, Head of G&A Sales Headquarters Division, Sony ME Marketing, Syed Masood Hashmi, CEO - Orientm-McCann, Asad Anwer, Country Head Pakistan, Farhan-ur-Rehman, Manager Showroom Operations inaugurate Sony new showroom at Dolmen Mall Clifton Karachi.



HEC and Deputy CEO Zong sign the contract for provision of 3G wireless broadband services. Mukhtar Ahmed, Chairman HEC and Liu Dianfeng, Chairman and CEO, CMPak (Zong) were also present.



Business Manager Borjan Shoes, Naveed Shahzad and Advertising Manager Shahid Riaz inaugurating the Borjan Bags Exhibition 2015.



Cesar Romero, VP, Global Retail Network, Shell inaugurates Shell's new fuel station on the National Highway in Lahore. To his left is Mazhar-ud-Deen, GM Retail, Shell Pakistan Ltd.



Models walk on the ramp during Pakistan Fashion Week held at a local hotel in Karachi.



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# Telenor hosts country's largest IoT exhibition

“Telenor Pakistan provided real time IoT experience to the attendees through experience zones and live demos of IoT enabled devices”

Karachi: In line with its commitment to raise more awareness about Internet of Things (IoT) and help the society realise its true potential, Telenor Pakistan organised the country's largest IoT exhibition 'The Future is Yours' here at Expo Center Karachi recently. As part of its ambition to provide Internet for all through innovative products and solutions, Telenor Pakistan provided real time IoT experience to the attendees through experience zones and live demos of IoT enabled devices.

The day-long exhibition also featured Pakistan's first IoT awards, an initiative to recognise innovation and excellence within the IoT arena. Only products designed and developed indigenously in Pakistan and already commercialised were eligible to qualify for the awards in ten categories ranging from social to automo-



tive, industrial to education and more. During the event, Telenor Pakistan showcased state-of-the-art solutions for businesses and consumers to help them perform everyday tasks such as, monitor fleet, connect offices, control home appliances, secure family etc., easily and more effectively.

On this occasion, Irfan Wahab Khan, Deputy CEO and Chief Marketing Officer, Telenor Pakistan said, "We have always been at the forefront of offering cutting edge

technology and next generation solutions to our valued customers. Organising exhibitions around IoT is yet another testament of Telenor Pakistan's customer centric approach and building an ecosystem to facilitate mobile internet uptake. Going forward these efforts will only broaden and strengthen and cover wide array aspects that are geared towards enhancement of internet adoption amongst the wider community – in line with our vision to bring internet for all."

It is pertinent to note that Telenor Pakistan introduced the concept of IoT for the first time in Pakistan by hosting an exhibition in Lahore earlier this year. Internet of Things is a development of the Internet in which everyday objects and people have network connectivity to enable them to achieve greater value and service by exchanging data with the connected devices allowing them to send and receive data over a network without requiring human-to-human or human-to-computer interaction. The IoT market is expected to be one of the fastest growing segments in the Asia Pacific technology industry. According to a recent study, total Asia Pacific spending on IoT will continue to grow at a CAGR (compound annual growth rate) of 34 percent to reach \$58 billion by 2020. ■

## 'HBL Nisa' platform for women

Karachi: HBL has launched yet another initiative 'HBL Nisa' to facilitate women's banking in Pakistan. With Nisa, HBL hopes to cater to women's unique needs and aspirations, and become their preferred banking destination. The launch took place with an event held at HBL's head office in Karachi, featuring talks by two prominent achievers, aviation adventurer Tracey Curtis, and expert mountaineer Samina Baig. Among other topics, the duo spoke about the heights they have reached, both literally and figuratively, how far women have come and the challenges they still face. ■

## Haier Group CEO honoured with 'Ideas to Practice' Award

Beijing: Zhang Ruimin, CEO and Chairman of the Board of Directors of Haier Group, was invited to attend the Thinkers50 Award Gala in London. At the ceremony, he received the prestigious 'Ideas into Practice' award and was selected into the 2015 Thinkers50 ranking of the top 50 global management thinkers at the same time. This makes Zhang Ruimin the only Chinese entrepreneur to have won two Thinkers50 honours.

## Shabbir Malik elevated as MCOM CEO

Islamabad: Shabbir Malik has been elevated as the Chief Executive Officer (CEO) of MCOM Advertising. With a vast experience in the field of marketing, media management and public relations, Shabbir Malik joined MCOM as Executive Director in 2006 and later became the Chief Operating Officer. ■

## Microsoft announces Nokia 230 feature phone



Microsoft announced Nokia 230 and Nokia 230 Dual SIM – two new premium quality internet-enabled feature phones with great battery and a built quality that will last. Available starting mid-December in Pakistan the Nokia 230 and Nokia 230 Dual SIM are ideal for internet browsing, taking and viewing pictures, playing videos, and gaming on a 2.8" screen.

## Punjab govt withdraws internet tax

Lahore: Punjab Revenue Authority has finally issued the notification for withdrawal of internet taxes, that it had announced back in June 2015. After promises, commitments, and several months of delay, an official notification was issued, we have checked with mobile phone companies.

With this notification, 19.5% sales tax on mobile and wireless internet, fixed line internet and other forms of internet is withdrawn.

Mobile phone companies have been notified of the change, and additional tax —

that some phone companies were deducting — will not be deducted from now on-wards.

From the notification, it appears, that reversal of tax is applicable from current date and not since it was imposed on May 28th, 2015. However, we are still in process of getting this confirmed from relevant authorities and will update this story with further information.

With this development now KPK and Sindh are only two provinces that deduct 19.5% and 18.5% tax on internet respectively. ■

## Microsoft conducts Bloggers event

Lahore: Microsoft Pakistan conducted an enlightening 'Bloggers Evening' in Lahore recently. A large number of bloggers and young digital enthusiasts were invited to the event, where the team of Microsoft experts disseminated valuable information to enhance the skills, knowledge and outreach of the participating audience.

Microsoft has launched the '#UpgradeYourWorld' campaign in Pakistan, to create awareness among school children, about the benefits of upgrading computers to the latest Microsoft 'Windows 10' – the bloggers event proved to be an exciting element of this new campaign.

The Country Manager of

Microsoft Pakistan – Mr. Nadeem Malik stated; "We are pleased to see the young digital influencers who have participated in the Bloggers event and I courteously thank them for their enthusiastic participation in the global #UpgradeYourWorld campaign. The revolutionary features of 'Windows 10' are built for the enlightenment of our future generations. Microsoft looks forward to sharing and creating greater momentum that will help the future generations, bloggers and school children reap maximum benefits from such initiatives and events. We shall successfully continue on the path of excellence, along with young IT influencers". ■

## PTCL teams up with Daraz.pk for Black Friday



Islamabad: Pakistan Telecommunication Company Limited (PTCL) has collaborated with Pakistan's leading e-commerce platform, Daraz.pk, for Black Friday at www.daraz.pk/black-friday.

Black Friday, a globally celebrated retail festival featuring massive discounts, is also termed as 'the shopping event of the year'. Daraz.pk was introduced this global shopping phenomenon for the first time in Pakistan with marathon of attractive deals and fabulous offers.

PTCL offered exciting discounts on some of its most popular products, including Charji & EVO devices, DSL broadband internet and land-line services. Customers logging on to Daraz.pk throughout the event are able to purchase all PTCL Charji EVO Wingle/Cloud and EVO Wingle products at discounts up to 35% along with a special 20% discount on the Charji EVO Tab. PTCL doubled up the speed of its DSL broad-

band packages specially for Black Friday, with unlimited Internet & enormous discounts on installation. Free Smart TV app and Smart TV service are also available on various DSL packages.

"We at PTCL are really excited about e-commerce revolution in Pakistan and have very high ambitions to play an active role in promoting country's digital economy," said Adnan Shahid, Chief Commercial Officer PTCL. "Black Friday was just the beginning of our collaboration with Daraz.pk and we see it become our key e-commerce partner."

As the largest ICT services provider of the country, PTCL continues to innovate and bring exciting new products and services for its esteemed customers. Customers can enjoy these limited time offers throughout the event. In lieu of the overwhelming response received, PTCL continued the sale till 30th November. ■



# Zong to launch smart solution to transform health sector in Pakistan

“Zong has decided to transform the health sector of Pakistan through latest and innovative solutions. We are quite sure that through this partnership”

Islamabad: Zong has recently partnered with leading IT Company, Infogistic to launch 'CloudClinik' which is an online Electronic Medical Record (EMR) software for doctors and patients.

At the signing ceremony, Babar Bajwa CCO Zong, said, “The doctor to patient ratio in Pakistan is 1:1,127 currently. Being a leading and only mobile operator offering both 3G and 4G in Pakistan, Zong has decided to transform the health sector of Pakistan through latest and innovative solutions. We are quite sure that through this partnership, Zong will lead Pakistan into healthcare automation by providing doctors Clinic Automation Solution clubbed with 4G data bundle and other unmatched benefits”.

Sajjad Kirmani, Founder & CEO of CloudClinik, commented: “We are really excited to announce our



strategic partnership with Zong to launch Pakistan's first cloud based EMR solution for the medical and dental fraternity. CloudClinik, which is an easy to adopt digital platform for the medical practitioners, has the potential to bring about significant efficiencies in the primary healthcare paradigm here in Pakistan”.

Zong empowers the peo-

ple of Pakistan with innovative technology that keeps pace with today's fast evolving culture. Expanding its wings of coverage to all corners, making no distinctions along the way and most of all, maintaining excellence in connectivity everywhere it goes. Affordability & Innovation are what define, aided with a diverse set of entertaining and

informative Value Added Services. With a state of the art system, along with other services Zong allows and enables its users to avail the best possible Mobile Internet bundles that are not offered anywhere else in the country making the experience, truly a unique one!

CloudClinik is a cloud-based EMR and Practice

Management solution that takes care of entire clinical and non-clinical workflow of the clinic from walk-in or on-line patient registration, to appointment tracking, patient medical history and insurance claim generation etc. while ensuring iron-clad security of patient data & privacy. CloudClinik has been trusted by some clinics in Pakistan and is gradually becoming the favorite & easy-to-use system for many doctors nationwide.

CloudClinik has been the fastest growing EMR & Practice Management System in Qatar with over 30 customers and 200 medical professionals using the system. Besides, well over 120,000 patients are registered with CloudClinik for their regular appointments and vital tracking with the facility to maintain a complete E-File of their medication history hence improving overall patient care. ■

## Sparklist makes it to the top 3 most installed apps in Pakistan

Lahore: Only one week after the official launch of Sparklist, the classifieds mobile app was already ranked among the top 3 most installed apps in the Pakistani Google Play Store. It currently holds the 5th place.

The app is available all over Pakistan, with most listings coming from Lahore and Karachi, followed by Islamabad. The marketplace already offers 2,000 listings posted by users, amounting to a value of over Rs 40 million in items being sold. The most prominent categories of listings are Women's Fashion and Electronics. But different products start to call attention, such as handicrafts, and pre-owned cars.

“The key behind the fast success of Sparklist is innovation. We have integrated to e-commerce the most fundamental aspect of trad-

ing, that still lacks in other online marketplaces - social interaction. With Sparklist, not only can users discover products in their surroundings, but also bargain and interact with sellers. This helps building trust during the transactions. Interaction is a trait that is deeply imbedded in many cultures, especially in countries like Pakistan’, explains Nalla Karunanithy, Sparklist's founder and global managing director.

Dynamics in the online market change fast and the platform is able to constantly adapt the product to new markets and users expectations. “Our aim is to move fast and grow consistently in strategic markets. Being first movers will give us immense competitive advantage” adds Karunanithy, who already has plans to expand the business into other regions. ■

## US Consulate in Lahore selects Fatburger outlet

Lahore: "In an initiative to introduce and highlight American franchises and businesses operating in Pakistan, the American Consulate in Lahore chose Fatburger MM Alam Road to showcase model operations and Fat's commitment to the cause of high food standards & public health. The Consul General, Zachary V. Harkenrider, along with Commercial and Public Affairs teams visited the Fatburger Franchise on M.M. Alam Road recently.

The team from the Consulate spent over two hours going through each stage of food preparation and operations. They found the entire process hygienic at par with the highest international standards of food preparation. In the end, the team including



the Consul General, Zachary V. Harkenrider made their own burgers and were all praise for the quality, freshness of ingredients and taste of the food.

The Consul General also reiterated his resolve to make the American brands operat-

ing in Pakistan ambassadors of excellence devoted to upholding the principles of integrity, public good and responsible operations. The occasion was covered by the press team from the consulate to be shared on the social media soon." ■



## Pakistan Post signs MoU with BoP

Lahore: Pakistan Postal Services signed first-ever memorandum of understanding (MoU) with a financial institution, The Bank of Punjab BOP in Islamabad.

The signing ceremony was conducted in the presence of President BoP Naeemuddin Khan and Director General Pakistan Postal Services Fakir Syed Shaharyaruddin along

with senior members of both institutions. The scope of the MoU covers both the parties will work together towards driving financial exclusivity and providing services to pensioners and citizens of Pakistan across the country. Bank of Punjab (BOP) and Pakistan Post (PP), will synergize their skills and strengths to enhance the financial capability by pro-

viding professional & on-time pension payments to civilians and armed forces. It also aims to manage swift revenue collections towards Government exchequer with exclusive services and outreach towards home remittances. In addition to also looking at avenues for financial assistance in the form of short-term loans to pensioners. ■



## Pakistani IT team wins APICTA merit award in Sri-Lanka

“The Managing Director of Samsung Pakistan J. H. Lee stated that “The NEST enjoys technical and financial support from Samsung and the corporate sector of Pakistan”

Lahore: A talented team of aspiring ICT professionals has won the merit award at the prestigious international ceremony of ‘Asia-Pacific ICT Alliance Awards’ (APICTA) held in Colombo, Sri Lanka recently.

This successful Pakistani team named “Teddickt”, was trained and groomed by the ‘NEST’ (Start-up Incubator) in Pakistan, whereby Samsung, the global technology leader, had also played a key role in training and grooming the competent professionals, encouraging them to compete in APICTA and other international contests.

The APICTA Awards is all about innovative genius. The



Saad-ul-Hassan, Head of Marketing Communication Samsung Pakistan with APICTA runner up team from Pakistan.

annual competition initiated 12 years ago, evaluates and recognizes the best ICT solutions, created and submitted by teams from all over the Asia Pacific region. The Managing Director of Samsung Pakistan J. H. Lee stated that “The NEST enjoys technical and financial support

from Samsung and the corporate sector of Pakistan. This year, the NEST and Samsung had trained 14 brilliant teams of Pakistani IT professionals and out of them 6 teams short-listed to participate in the APICTA 2015 held in Colombo. We congratulate all

these teams for showing remarkable performance during the international contest. We are committed to enrich and offer more services and training programmes through this resourceful incubator. The key objective is to nurture the talents of IT professionals and enthusiasts in Pakistan.”

The APICTA program comprises of 17 awards, presented to the most innovative ICT solutions entered in each category. The aim is to increase ICT awareness in the community and assist in bridging the digital divide, by providing networking and product bench-marking opportunities to ICT innovators and entrepreneurs. ■

## iNew starts selling its smartphones online

Islamabad: iNew Smartphone started its operations in Pakistan entered the e-commerce market. The company has partnered with Getone.pk for online sales of its smartphones all over Pakistan in order to meet the increasing demand for its cost effective product line.

All iNew smartphones come with one year local warranty and customers can choose to pay online or use the COD (Cash on delivery) option.

The order process is very simple, users have to register on the website and add products to their shopping cart. Once the user logs-out, it will take 24-48 hours only and the customer will get the purchased item at their doorstep.

To sweeten the shopping experience Getone is offering free power-banks, smart bracelets and T-shirt with every purchase of iNew smartphones. A dedicated helpline is set up to guide customers about various products as well.

On this occasion Mr. Alan Chen, CEO iNew Pakistan expressed his views regarding online sales;

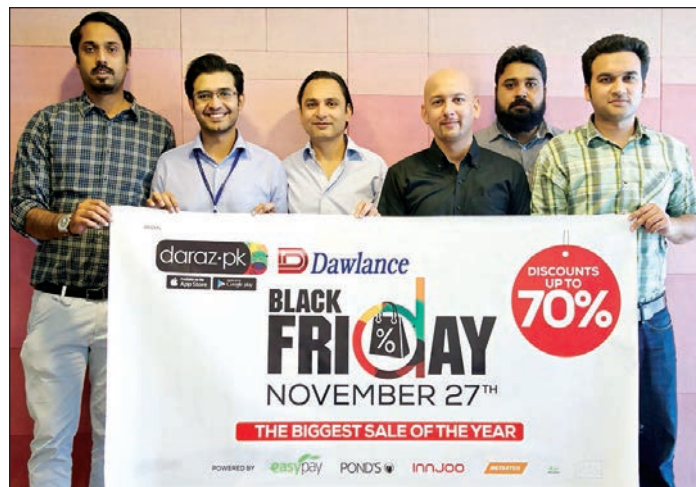
Online stores are the absolute future, the everyday life is getting busy, we are focused to make it easier for customers to get a new phone, they don't have to travel or go to busy markets, all they need to do is take 5 minutes and get their favorite phone delivered right at their doorsteps. ■

## Mobilink launches an app for its My Status Service

Islamabad: Committed to providing constant innovation in its service and product portfolio, especially for growing number of smartphone users, Mobilink has launched an application for its My Status service. A popular SMS based service amongst Mobilink subscribers, its latest application, available only on Google play, will now provide a more immersive experience for users through improvement in quality of interaction and availability of more features. My Status app allows customers to post a status to the calling party upon receiving a call from them. In this way, it enables the user to send messages across

to friends, family or the larger network even before connecting with them via call. Speaking about Mobilink's initiative to revamp its services from conventional SMS based medium to application based services, Asif Aziz, Head of Marketing – Mobilink said: “We are on a path to complete digitalization of our services for the growing number of smartphone users in Pakistan. The constant breakthroughs in app ecosystems powered by high speed internet provides us with the ability to personalize our SMS based services, ensuring our customers feel a sense of ownership with the brand.” ■

## Dawlance & Daraz.pk offer biggest online sale of the year



Karachi: Dawlance joins hands with Daraz.pk to give its customers an ultimate Friday treat for the first time in Pakistan with the biggest discount on all of its products. Customers can just go to the website Daraz.pk on Friday the 27th of November to avail the biggest sale of the year at the comfort of their own home.

The discounts will be applicable on all Dawlance appliances i.e. Refrigerator, split

ACs, blenders, juicers, washing machine and microwave ovens.

Speaking about the sale Raheel Hashmi, Assistant Vice President Communications at Dawlance said: “Dawlance is keen on providing its customers best value for their money, our products are made to give the best experience and with this amazing discount deal coming up we are ensuring that they get the best bang for the buck.” ■

## Microfinance sector urged to generate new opportunities

Lahore: Seasoned speakers and practitioners in the social development sphere have urged the microfinance sector to generate fresh opportunities and lead the growth for micro enterprises. Delivering their views at the 9th Pakistan Microfinance Forum 2015 organized by SHAMROCK Conferences at the Ramada Islamabad, they dilated on the

need for a cohesive effort to move from regulations to actions. The annual assembly of the microfinance sector attracted a large number of microfinance experts, social entrepreneurs, regulatory institutions, valuable contributors, banking professionals, stakeholders and other prominent personalities in the social developmental sector. ■

## YouTube introduces new music app

San Francisco: YouTube's new music-streaming service aims to use the site's massive video collection to bury the competition with content. Alphabet Inc launched the YouTube Music Mobile App, less than a month after rolling out YouTube Red, a \$9.99 per month service that provides ads-free access to all YouTube services. ■

## Saudi to privatise airports to diversify economy

Riyadh: Saudi Arabia's civil aviation authority has announced a plan to privatise its airports by 2020, as the kingdom looks to diversify its economy to boost non-oil income. The initiative was set to be launched in the first quarter of 2016 with the privatisation of the capital's main international airport. ■

## Ericsson expects slower market growth

Stockholm: Swedish telecom equipment giant Ericsson cut its forecast for global market growth in the sector over the next few years. Ericsson said it expects annual worldwide growth in the telecom equipment market to average an annual one to three percent between 2014 and 2018. ■

## Facebook to enable safety check

New York: Facebook vowed to turn on its "Safety Check" feature more often during disasters in response to growing criticism that it only enabled the function after the attacks in Paris. In the wake of the deadliest attack on Europe in over a decade that killed at least 129 people and injured many more, millions of people used Facebook's Safety Check tool to tell their friends they were safe. ■

## PepsiCo franchisee to up production with Sidel solutions

Karachi: Pakistan Beverage Limited (PBL), one of the leading beverage producers in Pakistan, has once again selected Sidel, a leading global provider of PET solutions for liquid packaging, to boost their products' quality and improve production efficiency in order to meet the increased market demand. The Standalone SBO8 Universal2Eco Blower for Carbonated Soft Drinks (CSD) is the second blower that PBL has purchased from Sidel in less than a year, with an aim to deliver high output rates with exceptional reliability. ■



## Microsoft begins '# Upgrade Your World' campaign in schools

“Beginning from the city of Bahawalpur in southern Punjab on the 10th of November 2015, a team of Microsoft professionals will visit numerous schools and colleges to inform and guide the students about the powerful features of ‘Windows10’”

Lahore: Microsoft has launched the ‘Upgrade Your World’ campaign in Pakistan, to create awareness among the school children, about the benefits of upgrading your computers to the latest Microsoft ‘Windows 10’ - best ever Windows. This series of Road shows will showcase the latest Windows10 along with detailed insight about different programs of Microsoft for young students and opportunity to meet with Microsoft team.

Beginning from the city of Bahawalpur in southern Punjab on the 10th of November 2015, a team of Mi-

crosoft professionals will visit numerous schools and colleges to inform and guide the students about the powerful features of ‘Windows10’. This initiative will later proceed northwards, through 10 major cities of Pakistan, visiting the prominent academic institutions in each city and concluded in Islamabad. The insightful activity is being supported by the Higher Education Commission (HEC) of Pakistan.

The Country Manager of Microsoft Pakistan Nadeem Malik stated that; “Today marks a real milestone in our ‘Upgrade Your World’



initiative in Pakistan. We are fortunate enough to see the real impact this organization is making and will make first-hand impressions at different schools. We will be providing children with a Windows10 upgrade, so they can learn more and create more impact, around the

world. This has truly been an inspiring way to launch a new generation of Windows and we look forward to sharing and creating greater momentum. We hope that the children in Pakistan will derive maximum benefits from these roadshows.”

Microsoft is making fast

progress on a broader goal of celebrating people and organizations showing commendable performance. It has been truly exciting to see how Microsoft’s employees and general public around the world have been mobilized for action, since the launch of the campaign to #Upgrade Your World. Whether sharing a meal with less fortunate individuals, donating items to those in need or visiting a secondary schools to create awareness among the students, people all over the world have embraced the movement and joined in to make a difference –big or small. ■

## Samsung wins 38 CES 2016 Innovation Awards

Lahore: Samsung Electronics announced that it won 38 prestigious International Consumer Electronics Show (CES) 2016 Innovation Awards. The Consumer Technology Association™ (CTA), the producer of CES 2016 - the global gathering place for all who thrive on the business of consumer technologies, who has been recognizing achievements in product design and engineering since 1976, has honored Samsung

with one more Best of Innovation Award this year than last year.

Among Samsung’s 38 CES 2016 Innovation Awards are three Best of Innovation Awards. Products entered in the CES Innovation program are judged by a pre-eminent panel of independent industrial designers, engineers and members of the trade media to honor outstanding design and engineering in cutting-edge consumer electronics

products across 27 categories. “Samsung continues to deliver unique experiences for our consumers worldwide through the many products that help people lead more connected lives,” said Gregory Lee, president and CEO of Samsung Electronics North America. “We are honored that CTA and the industry recognizes our ongoing commitment to innovation and excellence in consumer experience as we look forward to demonstrating our latest achievements at the 2016 International Consumer Electronics Show.” ■

## Keep your fingers crossed for a surprise from Huawei

Lahore: Huawei Pakistan is planning on giving its valued customers in Pakistan a big surprise in the end of 2015. Huawei fans in Pakistan have long been asking from this brand to launch its exceptional smart phone (name won’t be revealed yet) in the local market and they have been anxiously awaiting the Brand’s response. Well, their wait is almost over now and prayers have been answered. Very soon, Huawei will launch its incredibly feature rich internationally smart phone in Pakistan.

Huawei’s Marketing Head, Fraz M Khan has said, “We

have a surprising gift for our customers in store with us and we shall reveal it soon enough. We have been receiving infinite requests from our local fans to bring the mega star of smart phones in Pakistan and now the time is here. We have decided to launch that dazzling smart phone of Huawei soon, most probably by the end of November, 2015.”

The smart phone, under discussion would possess a 5.7 inch large full high-definition, colorfully vibrant screen. The smart phone’s up to date Android operating system, super efficient processor, giant storage capacity and hulk pow-

ered battery would surely make the users swoon with joy, when they would get their hands on the device. This smart phone has already been introduced on the international platforms and has won remarkable acclaim worldwide, for being an extraordinary high-end smart phone by Huawei. The exciting features wrapped in this smart phone are surely going to amaze the users. The stupendous camera quality and the additional characteristics with it will make the users fall in love with his surroundings and he would want to capture every memorable moment. ■

## Huawei’s reveals fastest charging batteries

Lahore: Fast charging batteries have been unveiled during an event in Japan at the 56th Battery Symposium in Nagoya recently. Huawei showed its fast charging power-packs through videos at the Symposium. Two batteries, one of 600 mAh

power and another of 3000 mAh power were demonstrated



in the videos. The former one charged up to 68% in two minutes and the latter one can be charged up to 48% in five minutes. Upon said charging power, these batteries would offer 10 hours of calls on Huawei phones. ■

## Warid introduces Auto Call Back Service



Lahore: Warid Telecom has always kept its customers ease and convenience as our top most priority. That is why Warid is introducing an industry first feature Auto Call Back Service. If the person you are trying to connect is out of coverage or their phone

is switched off, this feature will connect to auto call and inform you whenever that person is back within the coverage area.

So now you would always be able to stay in touch with your friends, family or colleagues. ■

## Fog lights and in-car entertainment top most demand features

Lahore: Car makers are investing billions of dollars to add new technologies that, it turns out, are not being utilized by many of the owners of those vehicles, according to a recent report. In fact, the report finds that at least 20% of new-vehicle owners have never used 16 of the 33 technology

world and there is little interest in safety features like ABS. Also with rumors of apple working on self-driving, Tesla and other manufacturers coming up with Electric vehicles, I am personally very excited to see where the global landscape goes in 10 years and how quickly Pakistan with catchup



features measured. When it comes to used cars, which features are likely to make or break a sale?

Managing Director Carmudi Pakistan, Raja Murad Khan said: “Pakistan is still lagging behind the rest of the

on technology. It’s imperative that the popular features become standardized very soon and newer; more exciting things start coming out. I am also very interested to see indigenous technologies coming out of Pakistan soon.” ■



## Etisalat Group amongst the top 100 employers

“Etisalat Group and its international operations including PTCL have now reached nearly 480 thousand followers in total on LinkedIn”

Islamabad: Etisalat Group, the leading Telecommunications Operator in Middle East, Africa and Asia, has been ranked thirtieth amongst LinkedIn's 'EMEA's 2015 Top 100 Most InDemand Employers', and is the only telecom operator to be named on the list.

Etisalat Group and its international operations including PTCL have now reached nearly 480 thousand followers in total on LinkedIn. Those who follow the company can stay updated on news from Etisalat's multinational operations and be the first to know about new career opportunities within the Group. This has led to strong engagement from Etisalat's global community of followers, resulting in



increased awareness of the Etisalat Employer brand.

The InDemand list identifies the most searched employers in EMEA (Europe, Middle East and Africa) based on billions of interactions from LinkedIn's 380 million members. Rather than relying on questionnaires, InDemand measures the actual behavior of professionals as they ex-

plore their career journey. The InDemand methodology includes reach, engagement and job activity -measured by member interactions with employers' company pages, employee profiles and job postings on LinkedIn.

Mr. Abdul Aziz Al Sawaleh Al Shehhi, Chief Human Resources Officer of Etisalat Group, commented: "Innovation is at the heart of what Etisalat Group does, we are always searching for more creative ways to attract the best talent and to interact with anyone who takes interest in our organization. We've been working with LinkedIn for three years to drive Etisalat's branding and positioning as an employer of choice in each of our 18 markets, and I am

delighted that our efforts have paid off."

Etisalat Group and LinkedIn have been cooperating as part their 'Global Frame Agreement' for the last three years. Under the terms of the agreement, ten Etisalat operating companies will be able to access a massive global talent pool of candidates on the LinkedIn platform.

Wade Burgess, VP LinkedIn Talent Solutions, commented: "Numerous factors determine whether a company succeeds or fails, but none more so than hiring and retaining top talent. Doing both requires building an exceptional employer brand, and the 100 Most InDemand Employers are leading the way." ■

## Samsung begins pre-booking of Galaxy Gear S2 in Pakistan

Lahore: Samsung Electronics has started pre-booking for its new Smart watch – the Galaxy Gear S2, in Pakistan. The promotion will continue for 3 weeks, whereby the customers can now pre-book their fascinating Gear S2 by simply paying an amount of Rs 5000 at selected outlets in all major cities of Pakistan.



With the cutting-edge 'Gear S2', Samsung has given a new spin to the smart-watch experience. The rotating bezel and smart interface provide in-

tuitive use, with easier access and navigation to its powerful features. It allows you to monitor your messages and notifications with just one glance. The health clock options promote a healthier lifestyle by automatically monitoring your heart-rate, level of physical activity and other fitness data, round-the-clock. This slim and sleek watch is further enriched with valuable features like; hands-free (NFC) payment system (Samsung Pay), a vast memory, customizable watch-face, Long battery life and wireless charging.

Managing Director for Samsung Pakistan, -Mr. J H Lee said, "We are proudly presenting this smart Gear S 2 for our customers in Pakistan. We always bring technological innovations in our products keeping customer satisfaction in mind and excellent user experience has always been our prime focus." Mr. Lee also said that it is also the first Samsung smart-watch that is not only exclusively compatible with Samsung phones but it can also be used with many other phones. ■

## Facebook owner to donate 99pc share for charity

Facebook's Mark Zuckerberg and his wife, Priscilla Chan, plan to give 99 percent of their Facebook fortune to charity over the course of their lives via a new foundation, Zuckerberg announced minutes ago in a letter embedded in a post commemorating the birth of the couple's first child. From the letter:

As you begin the next generation of the Chan Zuckerberg family, we also begin the Chan Zuckerberg Initiative to join people across the world to advance human potential and promote equality for all children in the next generation. Our initial areas of focus will be personalized learning, curing disease, connecting people and building strong communities.

We will give 99% of our Facebook shares -- currently about \$45 billion -- during our lives to advance this mission. We know this is a small contribution compared to all the resources and talents of those already working on these is-

sues. But we want to do what we can, working alongside many others.

Zuckerberg is already well-known as a philanthropist, having made substantial donations to medicine- and education-related causes; he gave \$25 million last year to the Centers for Disease Control and Prevention to support its Ebola response and famously announced on Oprah in 2010 that he was giving \$100 million to Newark, New Jersey, public schools (an act that, for all its generosity, has reportedly had mixed results).

Facebook founder wrote movingly about his and Chan's experience with miscarriages in a July post announcing Chan's pregnancy. Their new daughter's name is Max. Warren Buffett has said he plans to give away 99 percent of his own wealth, which is more substantial than Zuckerberg's, while Bill Gates (who is currently even richer) has said he'll ultimately give away 95 percent of his fortune ■

## PTCL offers free EVO & Charji on installments

Islamabad: PTCL has announced this new offer with which its landline users can avail 3G EVO Wingle for free, while Charji EVO Wingle and Charji EVO Cloud on monthly installments. PTCL landline customers who want to get wireless broadband services can get 3G EVO Wingle or Charji Wingle and Cloud devices without any upfront cost and can pay device cost in equal monthly installments. ■

## Meezan Bank, IME Remit sign MoU

Karachi: Meezan Bank, Pakistan's first and largest Islamic Bank, and IME Remit, a leader in money transfer business in Malaysia, have entered into an agreement under which Meezan Bank will provide remittance payments through its network across Pakistan. This arrangement will enable Meezan Bank to take advantage of IME Remit's significant presence in Malaysia and other countries. ■

## First Smartphone Film festival

Karachi: The Asia's first Smartphone Film Festival, organized by the iSmart Films is set to begin on December 19. Being held in Karachi from 19th to 20th next month, it will also be the world's 9th pocket cinema film festival of its kinds, featuring such films, movies and documentaries that are produced by using a pocket-sized mobile phone in place of conventional movie cameras and other filmmaking equipment. ■

## Facebook confirms US requests for data

Bangalore: Facebook said in a report that government demands for its user data surged in the first half of 2015, taking a trend that began at least two years ago when the company started revealing such requests to new heights. Government access to personal data from telephone and Web companies has become a contentious privacy issue since former spy agency contractor Edward Snowden revealed surreptitious surveillance programs. ■

## Skype gives thumbs-up to IT sector

Helsinki: Skype co-founder Niklas Zennstrom praised European information technology, said 2015 had been an "amazing year" for the sector. "This is the most exciting moment to be in the European tech, whether you are an investor or an entrepreneur," Zennstrom said at the Slush tech fair in Helsinki. ■

## Telecom sector 'dying' due to excessive taxes

Islamabad: Pakistan Economy Watch (PEW) said once vibrant telecom industry of Pakistan is dying a slow death due to excessive burden of taxes.

Telecom sector has undergone a sharp downturn over the past year, with revenue from mobile falling by 1.8 percent and a dramatic drop in direct foreign investment, it said.

DFI plummeted by 72 percent to \$121 million for the fiscal year ending June 30th, while the telecoms industry contributed 50 percent less in taxes compared to the previous year which were Rs126 billion, down from Rs243 billion, said Dr. Murtaza Mughal, President PEW.

He said that biometric subscriber verification that resulted

in overall connection numbers dropping by 18 percent. At the end of the fiscal year, a total of 114.7 million subscribers remained down from 140 million in FY14. Dr. Murtaza Mughal said that Sales tax on numerous types of imported mobile devices has been doubled this year by the government which will be having a negative impact. He said that cell phones

and mobile Internet is important tool to reduce poverty therefore policymakers should consider providing relief to telecom industry reeling under heavy taxation. A great number of Pakistan people are unbanked that could be reached and provided financial services if the telecom and internet taxes are reduced as the services of microfinance sector leaves much to be desired. ■



# NTC signs MoU with Mobilink for provision of services to NTC customers

“The signing ceremony was attended by Viqar Rashid Khan, Chairman NTC and Jeffrey Hedberg, President & CEO Mobilink, while the agreement was signed between Maj (Retd) Asim Jillani, DG (Operations) NTC and Aamir Ibrahim, CCO & Deputy CEO Mobilink on behalf of their respective organizations”



Jeffrey Hedberg, CEO & President Mobilink (4L), Viqar Rashid Khan, Chairman NTC (C), Aamir Ibrahim, CCO & Deputy CEO Mobilink (3R), Maj (Retd) Asim Jillani, DG Operations NTC (2R), Azfar Manzoor, VP Business Services Division Mobilink (3L) and Ali Kamran, Director Business Development Mobilink (1R) with other NTC Directors at the signing ceremony between Mobilink and National Telecommunication Corporation.

Islamabad: In an agreement signed between National Telecommunication Corporation (NTC) and Mobilink whereas, Mobilink has agreed to provide its telecommunication services and products to the customers of NTC. Under the agreement, Mobilink will extend its GSM services and provide mobile handsets to NTC at discounted rates for onward provision to different government departments and officials. The signing ceremony was attended by Viqar Rashid Khan, Chairman - NTC, and Jeffrey Hedberg, President &

CEO - Mobilink, while the agreement was signed between Maj (Retd.) Asim Jillani, DG (Operations) - NTC, and Aamir Ibrahim, CCO & Deputy CEO - Mobilink on behalf of their respective organizations.

“Mobilink has always assisted the government in whatever capacity we can and this deal allows us to extend our state-of-the-art services, at affordable rates, to various governmental employees and organizations. This partnership with NTC is certainly in line with our commitment to

this country, and we will continue serving Pakistan to the best of our abilities. I am confident that NTC's customer base will appreciate our superior voice services and reap the benefits it entails,” said Jeffrey Hedberg.

Adding his views about the public-private partnership, Viqar Rashid Khan expressed, “Since our inception in 1996, we have continued to provide the most innovative ICT services to all governmental wings. We, in part, also owe our success to the private sector operators like Mobilink, because

we always look to partner up with these telcos to enhance our capabilities and facilitate our customer base at affordable rates.”

“The new world is about disruptive technologies and innovations. New business models are sprouting to create more intelligent and networked societies. Special partnerships are required for co-creations; government domain is unique to help build new sources of value. Alliance with NTC is vital to drive the relevant change,” says Ali Kamran, Director Business Development -

Mobilink. Viqar Rashid Khan also expressed that NTC has been created and given official mandate to provide ICT services to Armed Forces, Defense Projects, Federal Government, Provincial Government or such other Government agencies or Governmental institutions as the Federal Government may determine. He further added that after signing the agreement NTC will be able to provide GSM/3G and other allied services to Government Departments as per their demands and requirements. ■

## PTCL to provide modern ICT services to FIEDMC

Islamabad: Pakistan Telecommunication Company Limited (PTCL) has signed an agreement with the Faisalabad Industrial Estate Development and Management Company (FIEDMC) for provisioning of state-of-the-art Information Communication Technology (ICT) services.

The agreement was signed by Muhammad Nasrullah, CBOO PTCL and Rizwan Ashraf, Director FIEDMC, during a two-day International Seminar on Business Opportunities in Punjab.

The seminar was hosted by the Chief Minister of Punjab Mian Muhammad Shehbaz Sharif in Lahore. Walid Irshaid, President and CEO PTCL and Mian Muhammad Idrees, Chairman FIEDMC was also present at the occasion.



Muhammad Nasrullah, CBOO PTCL while speaking at the signing ceremony said, “PTCL has successfully pioneered diverse ICT solutions which are enabling business and industry to grow further and empowering our partners and organizations to enjoy quality end-to-end ICT solutions”.

Equipped with modern

GPON technology, latest ICT services provided by the company shall enable FIEDMC to utilize PTCL's high-end solutions, including Triple Play, Smart Link, I-Sentry, Voice Over IP, High Speed Broadband, Primary Rate ISDN (PRI), Basic Rate Interface (BRI), Cloud Computing, Data Hosting and Data Management services. ■

## Mobilink launches iPhone 6s and iPhone 6s Plus

Islamabad: Following its initial announcement of an agreement with Apple for the launch of its iPhone 6s and iPhone 6s Plus in Pakistan through Mobilink, the telco has now announced that the much awaited smartphones are available at all Mobilink Business Centers across the country. The telco also announced that on purchase of every iPhone 6s or iPhone 6s Plus, customers will get 12GB free internet for 12 months so they enjoy Pakistan's best 3G experience on the best smartphone in the market.

The iPhone 6s is available in three different memory variants i.e. 16 GB, 64 GB, and 128 GB, which are available for PKR 79,999, PKR 96,500 and PKR 109,000 respectively. While iPhone 6s Plus is available in 16 GB and 64 GB for PKR 96,500 and PKR 109,000 respectively.

Available with the same 4.7 and 5.5-inch Retina displays, the iPhone 6s and the iPhone 6s Plus have the same exterior design as the iPhone 6 and 6 Plus, however the hardware and technology of the 6s and 6s plus have been thoroughly updated. The exterior body and screen has also been upgraded and is now stronger and more durable than any previous-generation iPhone. Other new features that stand out are the new second-generation Touch ID module that makes fingerprint detection twice as fast, and the introduction of the amazing 3D Touch that lets you do more than ever before by sensing how deeply you press the display, letting you do all kinds of essential things more quickly and simply. And with the all-new 12-megapixel iSight camera, and new features taking stunning photos and videos is an incredible experience. ■



# TCS MRP Home Delivery Project inaugurated by Interior Minister

“The event was also attended by Usman Akhtar Bajwa, DG Immigration & Passport, Shahid Khan, Secretary Interior, Salman Akram, Country Head Corporate, TCS, and Naiyar Saifi, Director Marketing, TCS”

Islamabad: TCS launched the MRP Home Delivery Project in collaboration with the Government of Pakistan in Islamabad recently. The project was inaugurated by Ch. Nisar Ali Khan, Minister of Interior at the Nadra Headquarters in Islamabad.

The event was also attended by Usman Akhtar Bajwa, DG Immigration & Passport, Shahid Khan, Secretary Interior, Salman Akram, Country Head Corporate, TCS, and Naiyar Saifi, Director Marketing, TCS.

Under this project, the citizens of Pakistan will now have the more convenient and



cost-effective option of having their Machine Readable Passports delivered to them right at their doorsteps through TCS Passport Express.

This is a Public Sector Development Program of the Government of Pakistan which has been mandated to

convert manual passports and visas into Machine Readable Passports and visas, and then print the passports and visas before delivering them to the applicants within a specified time.

The new 'Home Delivery of Machine Readable Pass-

ports' service will offer a swift, reliable, and secure option to the applicants and will deliver their passports at their given home addresses.

The services will initially be offered in 7 districts of the country, covering Karachi, Lahore, Islamabad, Rawalpindi, Peshawar, Quetta, and Muzaffarabad.

TCS will ensure that the Machine Readable Passports dispatched by the MRP Office reach the correct person or his authorized representative on the given address within the prescribed time limit and in a safe and secure manner. ■

## Bold designed Huawei's Honor 7 launched in Pakistan

Lahore: Huawei has honored the Honor smartphone series by launching its premium phone, Honor 7, which like Honor 6 possesses great treats for its users. The technologies incorporated by the developers are substantially improved and the bold metallic is absolutely a

technology in accessible of all through our premium smart phones.”

Honor 7's signature features are its foolproof Fingerprint scanner and unbeatable camera. The company has incorporated enhanced scanner in the device which is the first



beauty to behold. Honor 7 has been released in the smartphone market in Pakistan, not so long ago, and soon it has earned the favors of the customers as obvious from the reviews and sales. This smart phone is coupled with an exciting Zong offer, 6GB data free for 6 months and Huawei's "Huawei Care+", accidental damage coverage.

Huawei's Marketing Head, Fraz M Khan has said: "Huawei Honor 7 is an incredibly classy and exquisite smart phone. It is a perfect fit for users who look for style and elegance in everything." He further said that, "Huawei's product do not deliver quality only, but also focuses on the exterior of the device as it defines the taste of our valued customers. Our company is successfully making modern

non-metallic-ring fingerprint module in the world, capable of giving faster (0.5s) and precise fingerprint unlocks. The cameras of Honor 7 are 20MP rear and 8MP front, provided with excellent and unique camera features. The latest Android 5.0 OS with Huawei's EMUI 3.1 and Octa-core 2.2 GHz processor, Honor 7 would be matchless smooth performance. With the giant powered battery, i.e. 3100 mAh, large storage capacity, 3GB RAM and 16GB ROM and 5.2 inches large FHD display Honor 7 would make the life of its user full of endless fun and leisure. So, waste no more of your precious time, visit your nearest Huawei authorized mobile shop and claim your very own Honor 7 and set on a journey of infinite excitement and connectivity. ■

## Farooq Niaz of Mobilink joins K-Electric



Lahore: Farooq Niaz, who had been working with Mobilink as Senior Manager Corporate Communication and CSR has moved to K-Electric as General Manager PR and Corporate Communication. The K-Electric is a vertically integrated electric corporation.

Farooq Niaz has rich experience internal and external communications and worked

with many leading telecom organizations like Mobilink, Telenor and Zong. Due to his sharp vision and loyalty, every company wants to hire his services this is the reason the K-Electric appointed him as a General Manager PR and Corporate Communication.

He is specialist in public relations, media handling, corporate communications, corporate publications and branding, event management, website development and management, external affairs, corporate social responsibility, business planning, sales and business development.

Before coming into telecom sector, he has worked with Standard Chartered and various TV channels including Geo, ARY and Samaa with expertise in the areas of corporate communication, news reporting and production. ■

## Zoyo Baby: A new smart baby monitor device

Slovenia: Zoyo Baby makes your first months of parenting easier and more relaxed by making sure your baby is safe and healthy. Zoyo Baby is an advanced health-friendly Bluetooth sensor device that constantly checks your baby's vital signs. It connects to your smart mobile devices and can sense baby's movement, breathing and temperature, notifies you if there are any problems and takes you through all the correct procedures. It also alerts you when your baby is crying

and senses when it poops or passes urine and lets you know your little cutie pie needs a new diaper.

If you choose not to put Zoyo Baby on your baby's diaper, you can easily put it on the cot, crib or near your child's bed and use it as a baby monitor and room temperature sensor.

The programmes, being run under the USF are rural telephony and E-services, optical fiber cable, broadband and special projects. ■

## Samsung's latest app processor

Lahore: Samsung Electronics has announced the newest member of its Exynos family of application processors, the Exynos 8 Octa 8890. This chip is Samsung's second premium application processor built on 14nm FinFET process technology. Unlike the previous Exynos 7 Octa 7420, the Exynos 8 Octa is an integrated one-chip solution that features the company's first custom designed CPU based on 64-b. ■

## Honda receives more awards

Lahore: Various production departments of Honda Atlas Cars (Pakistan) Limited (HACPL) won Honda Global Best Quality Awards for 2014. Engine Assembly Department won the Gold Award in the best quality category. It was a proud moment for the company as it has been winning this award since 2009. ■

## SECP launches 8181 SMS

Islamabad: The Securities and Exchange Commission of Pakistan (SECP) has launched SMS short code service to disseminate timely information and authenticate the licensed/registered entities. The SECP advises general public to never invest in an unregistered company and avoid investment through an unlicensed entity. Before taking any decision for their investments, the potential investors can now get confirmed status of any entity by sending just an SMS to 8181. ■

## AKBL & ILink facilitate online

Lahore: Askari Bank has launched a facility with the support of ILink, whereby customers can use Askari I-Net Banking services to invest in mutual funds managed by Askari Investment Management Limited (AIML).

This ILink powered service has been introduced for the first time in the banking and the mutual fund industries. It is currently being offered to the mutual clients of AKBL and AIML, and provides customers with the most convenient, fast and secure way to invest their funds without incurring any additional charges. This is yet another innovative addition to the existing Askari I-Net Banking services, which include utility bills payments, mobile top-ups, fund transfer to any account within Askari Bank, Inter Bank Fund Transfer (IBFT), Askari Master Card bill payments, scheduling of financial transactions and much more. ■



# Ufone, TDC collaborate to mark World Diabetes' Day

“TDC provided specialized diabetologists to Ufone to conduct several free tests including blood sugar screening, cholesterol level monitoring, Body Mass Index (BMI), blood pressure and foot neuropathy exclusively for Ufone employees”

Islamabad: Ufone, a top-tier telecom operator in Pakistan, joined hands with The Diabetes Centre (TDC); a non-profit organization, to mark this year's World Diabetes Day on November 14th, by setting up a health camp at Ufone Tower.

Under this collaboration, TDC provided specialized diabetologists to Ufone to conduct several free tests including blood sugar screening, cholesterol level monitoring, Body Mass Index (BMI), blood pressure and foot neuropathy exclusively for Ufone employees, under its CSR activities.

Regarding this initiative, Amir Pasha, Head of PR &



Abdul Aziz, President & CEO, Ufone along with employees having diabetes awareness walk to promote healthy life style.

CSR Ufone said: “All Ufone employees are like our family members, so being part of the family we feel that it's our responsibility to be on the look-

out for their well-being. This session created much needed awareness about diabetes and preventing the onset of the disease while compelling people

to follow an active lifestyle.”

Adding his comments, Naveed Hameed, CEO, The Diabetes Centre (TDC) said, “Prevention is better than

cure’, keeping that in view we at TDC are focused on increasing health literacy and awareness about diabetes, which is reflected in this collaboration with Ufone.”

He added, “Moreover, we intend to develop capacity in healthcare sector for diabetes management by delivering quality clinical services that result in improved patient outcomes regardless of their financial situation.”

The initiatives highlighting importance of the day included: A health camp followed by a diabetes awareness session and last but not the least; a walk near Ufone tower symbolizing importance of the day. ■

## AbacusConsulting organises TRS-2015 post-survey meeting

Karachi: AbacusConsulting, in collaboration with Mercer, organized the TRS-2015 post-survey meeting, as the 11th annual All Industry Total Remuneration Survey (TRS) is published in Pakistan. The survey report includes 150 participating companies and data for more than 59,000 incumbents across various industries. The event was held at the Pearl Continental Hotel, Karachi recently.

Ms. Fatima Asad-Said, Executive Director Human Capital Excellence at AbacusConsulting said, “The key is to define and effectively communicate a winning Employer Value Proposition (EVP). This impacts the development of aligned total reward programs. The survey presents a comprehensive remuneration analysis on more than 700 unique positions, which allow clients to customize their re-



The event was a post survey meeting to present findings of the TRS 2015, and was attended by delegates from various client organizations. With the TRS findings, companies would be able to calibrate their own rewards, in order to increase retention, enhance engagement, and attract the best talent.”

Going forward, AbacusConsulting remains committed to offering winning talent solutions including workforce management, total rewards, and change management to their clients. ■

## Zong holds ceremony for the launch of iPhone 6s and 6s Plus



Liu Dianfeng, CEO Zong, along with officials of the company, present at the launch of iPhone 6S and 6S Plus in Islamabad.

Islamabad: Zong marked the official launch of latest iPhone 6s and 6s Plus for its customers at a ceremony arranged at company's Experience & Service Centre in Islamabad recently.

As per set pattern prescribed by Apple, Zong has been given special mandate to launch Apple's latest smartphones in Islamabad. A number of Zong customers that had pre-booked their latest iPhones one week prior to its official launch along with other senior officials including Babar Bajwa, Chief Commercial Officer Zong gathered at Zong's Experience Center to witness

the occasion.

Babar Bajwa CCO Zong handed-over first iPhone 6s to a customer that is resident of Islamabad.

Speaking at the occasion, Bajwa said: “We, at Zong, endeavor to bring innovative solutions through latest technologies to our customers in Pakistan. We are proud that we have taken another leap forward by bringing the world's latest smartphone devices with distinction. Our customers now can experience the true speed of 4G/LTE on latest smartphones by iPhone which is a perfect technology match”.

First 100 iPhone customers

received Mifi devices worth Rs 6,000/- from Zong that was an add-on for them. Most of the customers immediately unsealed their iPhones and started enjoying fastest internet speed besides taking selfies and sharing with their near and dear ones.

iPhone 6s and 6s Plus will soon be available on selected Zong Customer Service Centres nationwide paired with official warranty.

Zong is offering iPhone 6s and 6s plus on 6% and 10% discount with 3 months and 6 months advance line rent plans. Further details can be found through [www.zong.com.pk](http://www.zong.com.pk). ■

## Rs 20.33 billion new telecom projects

Islamabad: Ministry of Information Technology and Telecommunications (MoIT) has undertaken Rs. 20.33 billion worth of new projects to ensure broadband and other telecom services in less-developed areas of the country dur-

ing last three years.

Similarly, a subsidy of Rs. 36.71 billion till September 2015 has also been utilized for Universal Service Fund (USF) projects all over the country.

Official sources on Monday said as per Section 33B(2)

of Telecommunication (Re-Organization) Act 1996 (Amended 2006), the USF is utilized exclusively for providing access to telecommunication services to people in un-served, under-served, rural and remote areas. ■



# The rise trend of selfie in politicians



US President Barack Obama poses for a selfie taken by veteran star player Abby Wambach during an event honoring the United States Women's National Soccer Team's victory in the 2015 FIFA Women's World Cup at the White House in Washington.



Russian President Vladimir Putin (C) poses for a selfie with young activists at the Red Square in Moscow during celebrations for National Unity Day marking the 403rd anniversary of the 1612 expulsion of Polish occupation forces from the Kremlin.



Democratic US presidential candidate Hillary Clinton poses for a selfie with a supporter at a Grassroots Organizing Event at Mountain View College in Dallas, Texas.



Venezuela's President Nicolas Maduro (C) and his wife Cilia Flores (L), pose for a "selfie" with supporters during an event where government houses are distributed to low-income beneficiaries in Maracaibo in this handout picture provided by Miraflores Palace



Prime Minister Justin Trudeau takes a selfie with the crowds outside Rideau Hall after the Cabinet's swearing-in ceremony in Ottawa.



Britain's Shadow Chancellor of the Exchequer John McDonnell of the opposition Labour Party poses for a selfie after speaking at the start of a march by students protesting against cuts to grants, in London.



A woman takes a selfie alongside Britain's Prince Charles during a visit to the Bowden precinct, a sustainable urban development in Adelaide, South Australia.



Egypt's President Abdel Fattah al-Sisi (R) smiles as a tourist takes a "selfie" with him after he arrived the airport of the Red Sea resort of Sharm al-Sheikh city, in the South Sinai governorate, south of Cairo, Egypt.



## Frecciarossa 1000 high speed train

Frecciarossa 1000 will hit speeds of up to 360 km/h, offer seating for 600 as people take pictures of a Frecciarossa 1000 high-speed train by Bombardier Transportation at the InnoTrans railway technology trade fair in Berlin.



## Russia PM poses for selfie

Russian Prime Minister Dmitry Medvedev poses for pictures with tourists while sightseeing during his visit to Kuala Lumpur, Malaysia, for the East Asia Summit (EAS)

## India women take selfie

India women take selfie during celebrations of the Husband's Day festival in Amritsar. Married women observe Karva Chauth by fasting and offering prayers seeking welfare, prosperity, and longevity of their husbands.



## Virtual reality headset

Molly Swenson who is the COO of RYOT as she shows the virtual reality headset used to view their productions at their offices in Los Angeles, California. The Los Angeles-based news site, is helping people step virtually into disaster zones with a 360 degree view of the event and the Nepal Quake Project is RYOT's first disaster film shot in virtual reality.





## 9th national IT summit in Berlin

German Chancellor Angela Merkel and German Economy Minister Sigmar Gabriel (L) are shown an exhibit during a visit to the 9th national IT summit in Berlin, Germany.

“

## 25,000 phones glued and nailed

An artwork by Taiwanese artist Lin Shih-pao is displayed at the Taipei City Hall, Taiwan. The art piece was built with 25,000 phones glued and nailed on a wooden frame to draw people's attention to recycling electronic waste, according to the organizer.



## Apple TV at Apple Store

People view the new Apple TV at an Apple Store in Los Angeles, California. The new Apple TV is now filling the "recent" slots on the home screen's top shelf and the iTunes TV Shows app's purchased tab based on the release dates of new episodes. Previously they were filled based on date of purchase.



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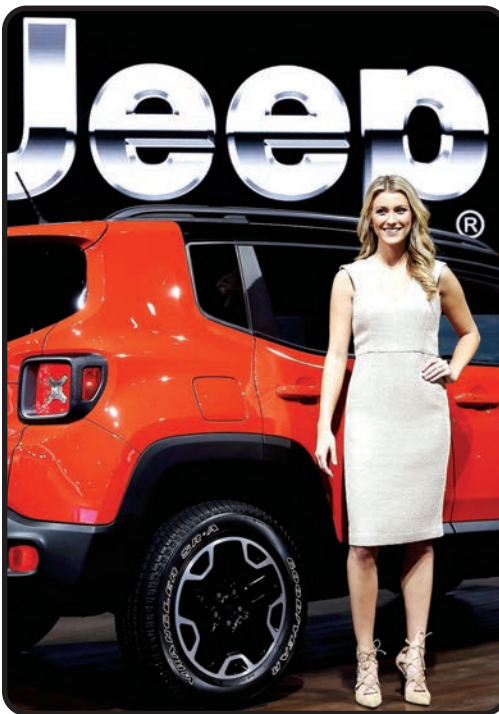
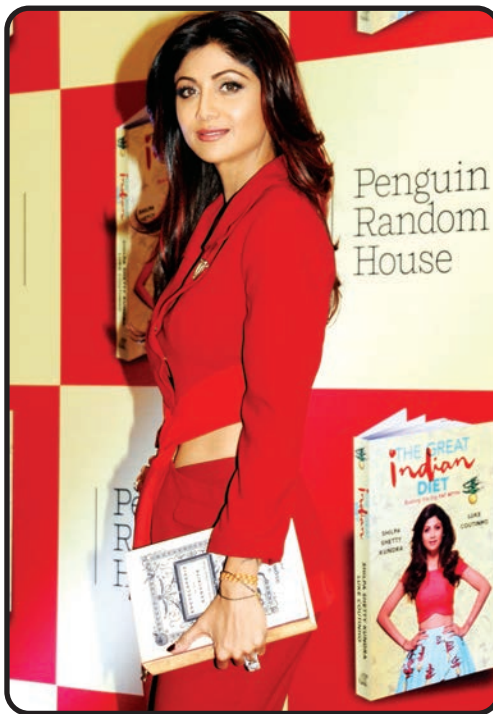
## Belarus harvest festival

The people of Belarusians sing, dance and eat during the harvest festival. Women dressed in national clothes and holding loaves wait for the participants of the regional harvest festival in the town of Dyatlovo, Belarus.



## Shilpa Shetty launches book 'The Great Indian Diet'

Shilpa Shetty has launched her book 'The Great Indian Diet' on Indian health and nutrition. The 40-year-old poster girl for fitness in India still looks gorgeous 22 years after her screen debut in "Baazigar," and the actress-turned-businesswoman is now revealed her health and fitness secrets in a tell-all book on Indian health and nutrition.



## Auto Show in Los Angeles

A model stands in front of the 2016 Jeep Renegade at the LA Auto Show in Los Angeles, California, United States. The leading automakers have presented its concept vehicles in the show.



## CEO of Square & Twitter live casts video

Jack Dorsey, CEO of Square and Twitter live casts video while standing outside the New York Stock Exchange for the IPO of Square Inc., in New York. Square Inc priced shares at \$9 for its initial public offering, about 25 percent less than it had hoped, as it struggled to win over investors skeptical about its business and valuation.

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1. Today, approximately 3000 people will die in road accidents. That represents roughly ten aircraft crashes every day.
2. Globally, road traffic crashes have become the leading cause of death for young people aged 15-29 years.
3. Low- and middle-income countries account for more than 85% of global deaths from road traffic crashes.
4. Nearly half of those dying on the world's roads are pedestrians, cyclists and motorcyclists. Millions more people often remain disabled for life.
5. The global financial cost of road traffic injuries is US\$518 billion each year – we are losing an economy the size of Switzerland every year.
6. The cost to low- and middle-income countries is US\$ 65 billion, more than all incoming development aid.
7. Road crashes take up much-needed health care resources in communities that often suffer from other severe health issues.
8. By 2020, unless action is taken, road traffic injuries are predicted to rise overall by about 65 per cent.

for reference visit our statistics page

### Avari Hotels & **car4u** - a Joint Effort

In an attempt to reduce the needless loss of life on the roads of Pakistan, Car4u have created a state of the art Road Safety and Driving Education website. With advice and instructions covering all hazardous driving situations, we are addressing this national cause as our number one priority.

Avari Hotels are proud to offer full support and assistance to ensure the Car4u road safety initiative reaches the largest audience. Road safety is everyone's responsibility. The more people know and understand the hazards is a step closer to safer roads. We encourage you to take the Quick Test at the **car4u** website.





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**QMobile**

**MODEL RATE**

B33 2050  
B40 1890  
B65 1800  
B170 2700  
B255 2050  
B260 2100  
B500 2800

**C Series Phones**  
C2 1850  
C3 1750  
C6 2290  
C10 1950  
Explorer 3G 3990

**E Series Phones**  
E4 2750  
E50 2650  
E739 1850  
E875 3650  
E995 3500

**F Series Phones**  
F1 2375

**G Series Phones**  
G175 1700

**H Series Phones**  
H50 1850  
H52 1860  
H54 2050  
H56 1875  
H57 1875  
H58 1950  
H60 2050  
H63 2025  
H64 2050  
H66 2050  
H67 2300

**J Series Phones**  
J2500 2500  
J5000 2550  
J5500 2999

**L Series Phones**  
L1 1490  
L2 1550  
L3 1525  
L4 1500  
L6 1575  
L7 1650

**M Series Phone**  
M30 2200  
M50 2150  
M70 2500  
M85 2690  
M100 2200  
M125 1950  
M150 1950  
M225 2050  
M250 2450

**N Series Phones**  
N90 2075  
N100 2150  
N150 2200  
N175 2200  
N225 1890  
N250 2275  
Dual Smart Camera

**Power Series**  
Power 3 2175  
2500 mAh Battery 2275  
Power4 2475  
2800 mAh Battery  
Power5 2350  
3200 mAh Battery  
Power6 2850  
2800 mAh Battery  
Power900 2950  
4000 mAh Battery  
P1000  
Power Bank  
4000 mAh Battery

**R Series Phones**  
R100 2050  
R200 1700  
R220 1750  
R240 2050  
R250 2550  
Dual Cam  
R300 1825  
R350 1850  
R370 1875  
R390 1990  
R395 2250  
R400 2250  
R440 2150  
R450 2250  
Analogue TV  
R500 2290  
Tri Sim  
R750 2500  
Metal Body  
R900 2600  
R990 2950  
R1000 2750  
R2000 2650  
R3000 2950

**S Series Phones**  
S50 2050  
S150 2075

**W Series Phones**  
W20 2200

**X Series Phones**  
X4 2450  
3000 mAh Battery  
X7 2850  
**XL Series Phones**  
XL10 2750  
XL20 2850  
XL30 2975  
XL40 2890  
XL50 3250

**SONY**

**MODEL RATE**

Xperia C3 27500  
Xperia E3{D} 17000  
Xperia E4 {D} 16000  
Xperia M2{D} 25000

**Microsoft**

**MODEL RATE**

Lumia 430 {3G} 7950  
Lumia 435{3G} 7950  
Lumia 532{3G} 8700  
Lumia 535{3G} 14090  
Lumia 540{3G} 16750  
Lumia 630{3G} 15950  
Lumia 640 XL 22700

**Haier**  
MOBILE

**MODEL RATE**

Esteem V4 29,900  
Esteem i80 19,500  
Esteem i70 17,999  
Esteem L50 17,900  
Esteem i50 12,500  
Esteem i40 11,500  
Pursuit G30 8,299  
Pursuit G20 7,299  
Pursuit G10 6,500  
Klassic Neon T20 3,499

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makes you smart...

**MODEL RATE**

P10i 8700  
P12i 10900  
P15i 12800  
P9i 4950  
T20i 10500  
T30i 11500  
X100 1650  
X102 1850  
X400 2475  
X660 2675  
X770N 2975

**arex**  
innovation you deserve

**MODEL RATE**

M7i {3G} 6300  
M8i {3G} 10500  
A10i {3G} 17000  
V7s {3G} 19000

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No. 1 Mobile Phone Selling Brand in Pakistan



**QMobile**

No. 1 Mobile Phone Selling Brand in Pakistan



**MODEL RATE**

iPhone6s(16GB)	79999
iPhone6s(64GB)	96499
iPhone6s(128GB)	108999
iPhone6sPlus(16GB)	96499
iPhone6sPlus(64GB)	108999
iPhone6sPlus(128GB)	121499

**SAMSUNG**

**MODEL RATE**

A3 {4G} LTE	25999
A5 {4G} LTE	35999
A7 {4G} LTE	43000
A8 {4G} LTE	42000
B310E	2600
B312E	3500
B350E	4999
E5 / {4G} LTE	29500
E7 / {4G} LTE	35500
G313 [Ace4 Lite]	9500
G313H [Ace4]Dual	10500
G350[Star Advance]	9500
G355H[Core 2]{3G}	12999
G360H[Core Prime]	14500
G531H[Prime]{3G}	19000
G850[ALPHA]{4G}	50000
G900[Galaxy S5]	43000
G920[Galaxy S6](D)	59999
G920[Galaxy S6](S)	54999
G925[GalaxyS6Edge]	65000
G928[GalaxyS6Edge+]	89999
i9060i[Grand Neo+]	17200
i9300i[S3 Neo]{3G}	24999
J100F - J1 {4G}	13999
J100H - J1 {3G}	11999
J110H - ACE {3G}	12000
J200H - J2 {3G}	16500
J500H[Galaxy J5]	23000
J700H[Galaxy J7]	28000
N900[Note 3]{3G}	48999
N910[Note 4]{3G}	59999
N915F[Note 4 Edge]	89999
N920[Note 5] {4G}	72000
S5611 (2.4") {3G}	8000
S7262[Star Pro]	8500

**NOKIA**

**MODEL RATE**

105 {Single}	2730
105 {Dual}	2820
108 {Dual}	3600
130 {Dual}	3160
215 {Dual}	4160
220 {Dual}	4950
222 {Dual}	4975
225 {Dual}	6575
515 {Dual}{3G}	15800
Lumia 625{3G}	22500
Lumia 630{3G}	15950
Lumia 730{3G}	20750



**VOICE**

**MODEL RATE**

**FEATURE PHONES SERIES**

V110	2,600
V118	2,450
V120	1,450
V121	1,450
V122	1,475
V123	1,450
V125	1,475
V130	1,550
V133	1,750
V140	1,650
V142	1,950
V144	1,950
V150i	1,950
V160	2,150
V170	2,700
V380	2,350
V390	2,400
V395	2,450
V410	1,700
V430	1,900
V440	1,750
V445	1,975
V450	1,850

**SMART PHONES SERIES**

V10	3,900
V10i	3,900
V12 3G!	3,900
V14 3G!	4,400
V15 3G!	4,600
V20	4,500
V21 3G!	5,200
V22 3G!	5,500
V25 3G!	6,300
V30 3G!	10,200
V35 3G!	6,500
V40 3G!	7,300
V40i 3G!	7,300
V44 3G!	7,500
V50 3G!	7,600
V55 3G!	7,600
V60 3G!	8,800
V65 3G!	8,800

V70 3G!	9,800
V75 3G!	9,800
V80 3G! Back Touch	10,200
V90 Turbo 3G!	15,500
X2 3G!	7,800
X3 3G!	10,500
X5 Octa Core 3G!	16,000

**ULTIMATE PHONES SERIES**

V115	2,650
V145	1,900
V155	1,950
V165	2,650
V174	2,050
V175	2,550
V176	2,100
V177	2,550
V180i	2,750
V185	2,350
V190	2,575
V400	2,975
V455	2,300
V460	1,850
V470	2,150
V520	1,900
V530	2,250
V540 TV Phone	2,650
V550	2,500
V555 Power Bank	2,500
V560	2,150
V610	2,800
V630	2,800
V650 Touch Phone	3,200
V666 Tri-Sim	2,200
V700 Touch Phone	3,400
V710 Touch Phone	2,850
V750	2,500
V850 Touch Phone	3,700
V888 Bluetooth Control	2,550
V950 Wi-Fi	3,300



**HUAWEI**

**MODEL RATE**

Ascend G7{4G}[D]	28500
Ascend G730{3G}	21500
Ascend P7{4G}	41000
Ascend Y330{3G}	9000
Ascend Y520{3G}	9800
Ascend Y530{3G}	15000
Ascend Y550{4G}	15000
Ascend Y6 {3G}	14900
Ascend Y625{3G}	13000
Ascend Y635{4G}	13500
G8 - {4G} (DUOS)	41000
HONOR 3C LITE	16000
HONOR 3C{3G}	17900
HONOR 4C	18500
HONOR 4X	25800
HONOR 6	36500
HONOR 7	45500
Mate 7 Gold	57000
Mate 7 Silver	50000
Mate S Gold	68000
P8 (32GB)(S)	50000
P8 (64GB)(D)	54000
P8 Lite {4G}	23900
S7-721U	16000
T1 - 701U	14500
Y3 - Y360	8500
Y5 - Y560	11000

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waridLTE

waridtel.com

Flare

83



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 Inspire Possibilities

### MODEL RATE

A 1	1,250
FT01	2,195
FT02	2,695
FT03	2,295
FT04	2,395
G 1	1,295
G 2	1,295
G 3	1,295
G 510	1,395
G 880	1,795
L 226	1,350
L 228	1,450
L 668	1,655
M 35	1,595
N 10	1,782
N 11	1,795
N 12	1,595
N 18	1,495
N 79TV(G5)	1,895
N 9	1,695
T 1	1,650
T 2	1,650
T 28	1,850
U 220	1,175
U 225	1,495
U 228	1,138
U 229	1,238
U 310	1,590
U 505+	1,662
U 628 TV	1,850
U 629 TV	1,850
U 873	1,495
W 1	1,895
W 3	1,795
W 1+	2,150
W 22	1,795
W 23	1,690
W 29	1,695
W 37	1,895
W 39	1,595
W 7	1,895
W 72	1,750
W 8	1,750
W 8	1,840
WP 86	1,882
WP 89	1,285
X2-02	1,295
Z 1	1,650
Z 2	1,750
Z 5	1,550
Z 6	1,250
Z 7	1,650
Z 8	1,650
Z 12	1,650
Z 13	1,650

### SMARTPHONES

BEAM Flat	3,900
BLADE F-500 Flat	3,900
BLADEX F-600 Flat	3,900
BRAVO A2	4,299
BRAVO A5 (3G)	4,999
BRAVO A77 Flat	4,900
BRAVO G-95	9,899
FARRARY A-78	10,999
G 10 mini (3G)	4,950
G 3D Flat	6,900
G-HAPTIC PLUS A77 Flat	4,900
GLORY A-86	4,999
GLORY A86 D	4,999

GLORY Neo(i88)	11,300
G-PAD 201	7,000
G-PAD 701(3G)	8,900
G-PAD 702	5,499
G-PAD 706(3G)	7,499
G-PAD II	7,499
G-PAD III (3G) Flat	7,900
G-PAD(MINI)	16,900
LTE 1 (4G)	14,500
LTE 2 (4G)	7,499
LTE 3 (4G)	10,999
POP Mini E100	3,199
President A76	4,299
President A8	4,900
President A97	6,200
President A97 (3G)	6,500
President Classic 1 (3G)	6,900
President Classic 9 (3G)	14,900
PRESIDENT G 9	7,999
President G10 (3G)	15,900
PRESIDENT G10 F (3G)	8,499
PRESIDENT G6	8,500
PRESIDENT G6 C (3G)	8,500
PRESIDENT G6 Plus (3G)	7,999
PRESIDENT G7	9,999
PRESIDENT G-Note3 (3G)	14,900
PRESIDENT Shark 1 (256)	2,699
PRESIDENT Shark 2 (256)	2,999
PRESIDENT Shark 3 (3G)	3,250
PRESIDENT Smart 1 (3G)256	4,195
PRESIDENT Smart 1 (3G)512	4,195
PRESIDENT Smart 2 (3G)256	4,295
PRESIDENT Smart 2 (3G)512	4,595
PRESIDENT Smart 5 (3G)	5,999
PRESIDENT Smart A98(3G)	6,999
PRESIDENT Tango 7 (3G)	19,900
PRESIDENT X-HERO 7(3G)	12,999
PRESIDENTG10OCTA(3G)	9,999
PRIMA A 90 Flat	4,500
VENUS G73 Flat	6,500



### MODEL RATE

PZ1 {3G}	6550
PZ10{3G}	12500
PZ15{3G}	14000
PZ18{3G}	16500
PZ20{4G}	19900
PZ8{3G}	9400
RX100{3G}	14900
RX150{3G}	12850
RX200{3G}	10750
RX35{3G}	5700
RX40{3G}	6700
RX45{3G}	4600
RX50{3G}	5200
RX55{3G}	5450
RX60{3G}	9500
RX65{3G}	6950
RX70{3G}	8700

RX75{3G}	8900
RX80{3G}	9400
A200{2.4"}	2150
A210{2.4"}	1975
A220{2.4"}	2075
A225{2.4"}	2125
A230{2.4"}	2550
A235{2.4"}	2375
A240{2.4"}	2550
A250{2.4"}	1999
A255{2.4"}	2250
A280{2.4"}	2275
A285{2.4"}	2125
A320{3.2"}	3200
C100{1.8"}	1675
C110{1.8"}	1625
C115{1.8"}	1875
J500{2.6"}	2450
J505{2.6"}	2990
J510{2.4"}	2150
J515{2.4"}	2675
N300{2.4"}	2150
N310{2.4"}	2150
N320{2.4"}	1890
S500{2.8"}	2699
S600{2.8"}	2850
S610{2.8"}	2875
S620{2.8"}	2975
S625 {2.8"}	3150
S700{2.8"}	3775



### MODEL RATE

A-1000	8500
A-2010	11500
A-319	7900
A-328	9800
A-5000	13900
A-536	13000
A-6000	14900
A-7000	19500
P-70	22500
S-90	26900
Vibe Z2 Pro	51000



### MODEL RATE

R1001/Joy	7500
R1001/Joy Plus	9999
A11W/Joy3	12999
R831K/Neo3	14500
R2001/yoyo	15990
R3001/Mirror3	19990
R1201/Neo5	14999
R1206/Neo 5s	16999
R8001/R1K	29900
X9006/Find7a	29990
NS111/N1 Mini	39900
8106/R5	39990
N5206/N3	59990
R7 (R8306) Lite	29990
R7 Plus	39990
Mirror 5	25800

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RS.  
79,999

### Apple iPhone 6s

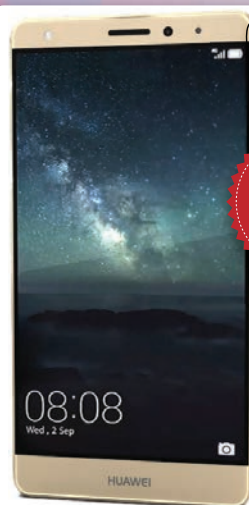
On your marks, ready steady go! Coming to you the fall of 2015, the new Apple iPhone 6S is about to receive the biggest hardware update of all "Apple S" versions. More speed, more memory, a new screen and a better camera. The latest version of the predecessor is now called Apple's next generation iPhone, which is by far the best. 6s is rumored to be in expansion stages with the biggest speed boost. the integrated processor of Apple iPhone's 6s would be an A9 CPU made by Samsung, the cores are still unknown but according to Bloomberg it is produced using the 14nm process. Also, another new and most welcomed update is that iPhone 6s will have two gigabyte of RAM instead of just one. Apple A9 chipset along with 2GB of RAM will help all the app junkies, Apple iPhone 6s's cache in turn, would be significantly less forced to close apps in the background and to restart later, if we want to use them again. Since Many "S" versions of Apple that we have seen and experienced earlier, the iPhone 6s have brought a greater innovation that will revolutionize the smartphones in a better way.

### Samsung S6 Edge Plus

In 2015, the South Korean company Samsung's mobile division presents us with a remarkable flagship, namely Galaxy S6 Edge plus that immediately attracts attention because of its unusual design. Company does not let old users down with the possibility of new items as old Smartphone still please us with their functionalities. Samsung new revolutionary handset S6 Edge Plus has an exceptional design in resemblance to the S6 Edge, and the most notable part of the new flagship is its curves on the both sides of the screen and such a small detail definitely attracts attention, also it turned out that this solution is also very useful and functional. To control S6 smartphone new gestures are added, and even the Edge interface has undergone some changes for the better. Despite boring us for several generations with plastic bodies and what not, S6 Edge finally gets a practical material for protection. Corning Gorilla Glass 4 covers the S6 screen with the cutting edge technology and the back of the smartphone is also protected with the same glass. So it has an edge over other devices and is also much better tolerated to scratch and shocks.



RS.  
89,999



RS.  
68,000

### Huawei Mate S Gold

Huawei has unveiled new Ascend Mate S super phone in Pakistan, a phone that is equipped with the latest force touch feature (only available in premium version) which probably is only upgrade smartphones will see this year. Earlier model will be replaced by Huawei Mate S, that holds a slightly smaller 5.5 inch screen as compared to 5.7 inch massive display screen. Full touch display and beautiful craftsmanship, Huawei's Mate S has proved that their designs are best from the rest. Handset comes with 3GB RAM and latest Kirin 935 processor by company itself for blazing fast performance. Ascend Mate S's will be running on a lollipop Android with custom UI for better productivity. The latest update will be its front camera of 7MP that provides quality video conversations on Mate S by Huawei. Rear of the phone is excellently designed with improved 20.0 megapixel snapper on top combined with LED flash to capture HD videos and pictures. Huawei S is built supporting power touch, allowing you to have personalized user experience and tons of apps based on sensitive touch interactions.

### Lenovo Vibe Z2

Once more, Lenovo announces sleek Vibe Z2, a smartphone that meets all the modern trends of the latest smartphone designs, which primarily focus on functional aesthetics. Precisely smooth lines of Lenovo Z2 elegantly emphasize the chrome edges, wrapped in a gorgeous brushed aluminium casing the phone not only has an impressively stunning design but also portrays a far superior performance. Vibe's Z2 is an excellent choice for those who appreciate high quality and want to achieve excellence in nearly about everything. Equipped with most advanced technologies, Vibe Z2's camera has an optical stabilizer on top of a 13 megapixel sensor that can take great shots at any time of the day.



RS.  
51,000

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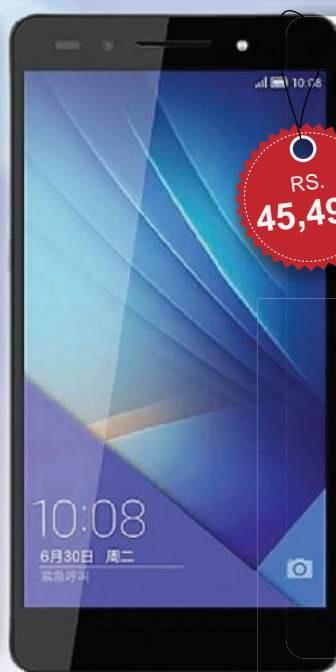
No. 1 Mobile Phone Selling Brand in Pakistan



## Nokia Lumia 730

Your worries are over. Nokia takes care of your selfie needs by presenting the Lumia 730 DualSIM, turning a "Selfie" phone into a reality microsoft rolled it out officially at the pre IFA event. Nokia featured its latest Lumia 730 with a front 5.0 megapixel camera with a primary focus on selfies and video calling on skype. Lumia devices fitted with wide angle lens as 730 can easily beat other devices of the same genre. There are two variants of this phone: Lumia 735 having 4G LTE and single sim& the other version is Lumia 73 supporting Dual SIM with 3G, 730 does not have 4G LTE and will carry an affordable price tag for Pakistani market. its strange to see the 730 still have the Nokia logos.

RS.  
20,750



## Huawei Honor 7

Huawei speaks for itself with Honor 7, an elegant addition to the line of smart-phones in Pakistan by the world famous company. High quality materials and modern technology of Huawei Honor 7 is perfectly combined with innovative design. The model proudly showcases it's built on the tradition of minimalism, elegance and reliability. Huawei's Honor 7 is equipped with a thin aluminum casing, 5.0 inch Full high definition screen and 13.0 megapixel camera with optical image stabilizer (OIS). Huawei Honor 7's Powerful processor and ultra sharp display, It is possible to achieve high-quality clarity and brightness, along with stunningly high-speed performance.

RS.  
45,499



## QMobile Noir Z9

QMobile presents sleek Noir Z9, the thinnest smartphone ever from the company. Weighing only a few grams and measuring barely a few millimeters the handset QMobile Noir Z9 can make the world slips under your fingers. As light as 97g, 5.1 mm of thickness is the very next thing you'll get impressed with. 3G connectivity is a thing of past, QMobile Noir Z9's smooth 4G is orchestrated by a powerful 1.2 GHz quad-core processor in combination with a 4.8 inch HD screen that's brightly illuminated by sharpest of AMOLED technology. The latest addition to QMobile Noir Z clan is like presenting elegance in the service of performance. The handset uses double aluminium effect to reduce the visual thickness.

RS.  
19,500



## Huawei P8 Lite

World renown brand Huawei hits again the masses with a smaller version of the famous flagship feature set. P8 Lite smart-phone that supports two SIM-cards. The device is equipped with Huawei battery that enables P8 Lite to live longer with a capacity of 2,200 mAh. With full 2GB of RAM and huge built-in storage capacity of 16GB, P8 also has a slot for microSD. Lite version supports communication standards LTE Cat 4, UMTS and GSM, its Octa-core powerful processor HiSilicon Kirin 620 provides a stable continuous operation P8 Lite is powered by Android™ 5.0 with company's own proprietary user interface Emotion UI 3.0. The smart-phone has a thin and slim body.

RS.  
23,900



## Samsung Galaxy A8

Making news! Samsung's stylish new smart handset, Galaxy A8 is now official with a sturdy body and endless possibilities. It is exactly what you need as a modern and social user as one cannot afford being cut off. Samsung in Black is absolutely perfect for viewing and replying to large official emails messages, watching movies and playing those exciting games. Samsung Galaxy A series has a tradition of large screens so any information would be displayed perfectly on its 5.7 inch screen with a resolution of 1080x1920 pixels. Samsung new touch screen models perfectly convey sharp and bright Galaxy colors with perfect Galaxy responds to multiple simultaneous touches. Samsung new handset have enough in built RAM.

RS.  
42,000



## Microsoft Lumia 640 XL

Microsoft Devices accidentally announced the Lumia 640 XL a sophisticated, stylish and reliable smartphone under Microsoft Lumia family. A convenient and efficiently multifunctional model having thin plastic body conceals a fast and powerful Lumia processor that allows you to easily and comfortably use the gadget for communication, entertainment and work. Lumia 640 is built on the platform of a 4-core processor Qualcomm Snapdragon 400 with 1GB of "RAM" and graphics accelerator Adreno 305. Due to the installed operating system Windows Phone 8.1 users can comfortably control the Lumia smartphone, using an extensive set of standard applications.

RS.  
22,700

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### QMobile Noir Z10

Qmobile introduces new Noir Z10, a powerful phone with sleek appearance. The phone is built with the next generation chipset technology that consumes less power and delivers more output. QMobile Noir Z10 comes with massive 3GB RAM that allows the phone to handle multiple heavy applications at the same time without lagging the phone a bit. You can find Octa-core 1.3GHz CPU embedded in QMobile Noir Z10's ever fast chipset makes it one of the most powerful local phone of all times that is currently available in market. Android 5.1.1 lollipop runs out of the box to provide users of new QMobile Noir Z with enhanced applications from Android Platform.



### Samsung S3 Neo

Samsung Galaxy S3 Neo will get you on life's most precious and important things like staying in touch with the friends and family. Samsung Galaxy S3 Neo is a step ahead of being smart, it artistically satisfies your daily demands by planning and working like you. The S Voice feature of Samsung's Galaxy S3 Neo listens to your voice to shut off the alarm or to accept or reject calls and if that's not enough its camera also listens to your voice for that instant click. Samsung Galaxy S3 Neo's Social tag features can automatically tag your friend and family in the pictures with the social feeds. Direct call feature of Samsung Galaxy S3 Neo is just amazing.



### QMobile Noir E8

QMobile delightfully presents Noir E8 in high hopes to blast the competition away. Company is already known as a provider of low-priced phones with not just good but remarkable features. However, this latest QMobile Noir E8 handset is markedly different from any other device from the company stuffed with breathtaking high functionalities at a reasonable price. The front of QMobile Noir E8's metallic body is equipped with a 6.0 inch AMOLED display with an eye opening resolution of 2560 x 1440 pixels. And it does not just simply end here the smart power house belonging to QMobile Noir E family is stuffed with a 64-bit, eight core Mediatek Helio X10 processor with a mighty 3GB of RAM along with the built-in flash drive capacity of 64GB plus.



### Haier Esteem i70

Haier reveals latest Esteem i70, earlier the company raised curtains from its new budget smartphone series following the launch of several electronics products in Pakistan. Looking at Haier Esteem i70 it becomes clear that engineers and designers in the company have worked long on the design of new products which resulted in Haier Esteem i series. Strict lines and finishes, deep black texture, all-glass front panel, textured back panel and the overall minimalist spirit, all this makes Haier Esteem i70's smartphone even smarter and at the same much more comfortable. Packed in an ultra-thin body of only 9.7mm thickness and snow-white coloring.



### Samsung Galaxy J7

Samsung newly certified handset Galaxy J7 makes its appearance for J series fans. Classic color and original design blends perfectly with the broad functionalities, affordable price and high quality build of this model. After Galaxy A series, it's one of the most cost effective and compact Galaxy J handset that perfectly complements any modern style. Main advantages of the J series Galaxy includes, but not limited to, a powerful Android 5.1 operating system, that enables the new Galaxy J7 to secure fast and high-quality benchmarks during some internal testing. Main camera of J7 is a sheer work of art carrying 13 megapixels at its best along with a 5.0 megapixel front camera that allows you to take some high-quality images, videos and the selfies.



### Huawei Honor 4X

Huawei seems unstoppable this time. As the Honor 4X got announced, another device by the company that's powered by 64-bit Snapdragon 410 Processor. What a phone this is! Huawei Honor 4X supports every network that exists in the universe containing the new 4G LTE called FDD/TD networks. Huawei had not only made the new phone Honor 4X exceptional but had also priced it to be a pocket friendly smartphone. This new phone also known as Huawei Glory play 4X not only carries a 1.2 GHz Quad-Core Snapdragon 410 (MSM8916) 64-bit processor but it's compatible with more than twenty network bands all over the world. It seems like there one Honor 4X model will be enough for whole of the world, you'll not have to wait for OS upgrades anymore as Huawei.

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## QMobile Noir Z8

Dream big with QMobile, Presenting stylish Noir Z8 4G LTE smartphone with 5.0 inch super amoled high definition display so that you can enjoy living in a world of endless possibilities. Modern high performance smartphone QMobile Noir Z8 handset is able to cope with any sort of problem that seize to exist in today's most advanced world, making the device ideal for both work and non stop entertainment. QMobile Noir Z8's solid black body has a powerful 1.2GHz quad-core snapdragon processor by Qualcomm and not one but 2GB of RAM with 16GB of built-in storage. The characteristics of new QMobile Noir Z guarantees a fast and efficiently high end performance even working with the most complex and intensive.



## Nokia Lumia 630

The new smartphone Nokia Lumia 630 will not only provide you a mode of communication but will also boost your mood - Novelty from the Finnish handset giant, Nokia Lumia 630 has got a bright coloured plastic body, that will delight you & everyone around you with thoughts of summer, sun and relaxation. Nokia Lumia 630 has a spacious 4.5 inches crispy IPS clearBlack display, with a high resolution of 854 x 480 pixels. Fitted with a quad-core processor and a 512 megabytes of RAM, Nokia Lumia 630 runs on Windows 8 platform. Rear camera with a resolution of 5 megapixels, autofocus and image stabilization will provide you excellent quality photos and videos, strange to see that there is no front camera.



## Sony Xperia E4

As Sony revealed the Xperia E3 last year in early september not so long ago which proved to be quite a decent mid range handset now we are hearing about Xperia E4. Rumored to be the perfect match for those who appreciate smartphones as the best means of real time online communication. This Sony model is said to be very compact in size and has a very minimum overall weight, carrying a capacious battery Xperia E4 will allow for a long time to talk and listen to the music without having to worry about recharging. With spacious amount of internal memory Xperia E4 is going to be equipped with 1GB of RAM to make an intensive use of superior applications and games.



## Huawei Y6

Smartphone giant Huawei has introduced Y6, another entry level smartphone packed with LTE and a Quad-core 1.4GHz processor. The phone is shaped in way that it looks a bit sluggish and revives 2010 design. Huawei Y6 is known for its battery life due to its bigger removable battery of 2200mAh capacity that allows phone to be used for more than a day and half on average use. Huawei's Y6 also comes with traditional 8MP back unit with Auto-focus, Panorama and HDR alongside LED unit. Front camera is limited to 2.0MP and provides standard video recording as well. Huawei Y6's display is measured at 5.0 inch giving 720x1280 HD resolution and provides standard screen-to-body ratio.



## Samsung Grand Prime

Here we go again! Samsung Presents all new Galaxy Grand Prime, a smartphone with the ability to excel since its presence in the market has caused many people's attention. Samsung equipped it with the best of what's available in today's grand world after Samsung's careful calculations. Despite having considerable features, the price is very affordable. Question is should you join the world of Galaxies? having a square design, Prime is wrapped around in a plastic body with diamond polished edges, This Samsung's Smartphone has a pretty slim size bearing an exact thickness of 8.6mm. Plastic parts of Grand Prime are glossy so it is quite well resistant to dust and fingerprints. The edges are also polished and rounded so that you feel comfortable.



## Lenovo S90

Amazingly brilliant Lenovo introduces wonderful S90, built with perfection that speaks for its own, the phone incorporates a powerful aluminum alloy unibody design that gives this handset a touch of class. Lenovo S90 looks greater than most of flagship models but comes with lowest price tag according to its specifications. Packing a great 13MP back shooter while 8MP shooter embeds the front, both cameras of Lenovo's S90 are capable of HDR capturing and HD video recording. Due to its great design, the massive 5" IPS display reflects lesser light and provides great result in every light condition. Running on Android Kitkat 4.4.2, Lenovo S90's Quad-core 1.2GHz processor allows dual window display and supports.

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RS.  
11,900

## QMobile Q400 QTAB

QMobile Tablet QTab Q400 refers to the budget model for everyday usage. Due to the high productivity and excellent image quality, QMobileQTab Q400 is highly recommended as a recreational center for games and movies, as well as solutions for workloads. Small children will also appreciate QMobile Tablet Q400 as an excellent tutorial. Stylish design plate made of premium plastic immediately attracts the user attention. QMobile Q400 itself - a very compact and lightweight. Its dimensions are only a 192x113x10.4mm. Functionality and performance is unmatched, QMobile Tablet is equipped with a 7.0 inch display with a resolution of 1024x600 pixels. On QTab Q400 it's absolutely easy To work with a wide touch screen. High productivity corresponds to the Powerful Dual-Core processor. The amount of RAM on QMobileQtab to run resource-intensive applications is 1 GB. Data storage on Q400 is allocated 8 GB of internal memory. With the help of MicroSD you can expand the memory up to 32 GB. QMobile'sQtab Q400 is equipped with a built-in Wi-Fi.

## QMobile Q850 QTAB

QMobile Presents Tablet QTab Q850, for all your education & entertainment needs. Correct your posture & show off your style with the cool new QMobile QTAB Q850. Grab the most awaited, slim & stylish tablet in the market and carry all your infotainment on QTab Q850's 8GB Internal Memory. A modern tablet that combines the use of advanced intelligent technologies and innovative design. QMobile'sQTab Q850 is capable of hitting its high performance as it is equipped with all modern standards. Having a powerful 1.3 GHz Quad core processor, Q Tab Q850 packs a brilliant 8.0 inch XGA IPS display which is sure to provide a superior quality image reproduction and wide viewing angles. QTab's revolutionary design makes it unique in its kind, loaded with a complete Gigabyte of RAM you'll never run out of the performance. QMobileQTab Q850 comes loaded with a magnificent 5.0 MP camera with autofocus to get quality photos that are splendid in appearance. Wait coz QMobile Q850 has a noble front camera too for video calling & selfies that are elegant and exceptional in its kind.



RS.  
13,900



RS.  
16,000

## Huawei S7-721U

Huawei S7-721u or MediaPad 7 Youth 2 is an entry-level 7.0-inch Android tablet. The display resolution is only 600 x 1024 pixels, resulting pixel density of 169.4 ppi. It uses affordable chip from Qualcomm, Snapdragon 200, which has four ARM Cortex-A7 cores at 1.2 GHz and Adreno 130 GPU. Huawei equips it with only 4 GB of internal storage including for operating system. For more storage capacity, you can insert a microSD card up to 32 GB. There's a 3.2 MP camera on the back with 720p recording capability. The other camera is 0.3 MP. Cellular network is supported on tablet which runs Android 4.3 Jelly Bean out of the box. Maximum data transfer speed over cellular network is HSPA+ 21 Mbps. Connectivity features on this 7.0-inch tablet are Bluetooth 3.0 with A2DP, Wi-Fi 802.11b/g/n, microUSB 2.0, and DLNA. With thickness of 9.9 mm and weight of 350 grams, it's equipped also with Lithium-polymer 4100 mAh battery.

## Huawei T1 - 701U

Huawei Honor Play Mediapad T1(T1-701u) Features a 7.0-inch IPS LCD display with 600 x 1024 pixels resolution (WSVGA), 1GB RAM & 16GB ROM storage. It supports external storage up to 32GB. It has the front and rear camera with CMOS image sensor. Supports Bluetooth and Wi-Fi 802.11 b / g / n (2.4GHz), micro USB, 3.5mm audio slot and GPS function. The Huawei Honor Play Mediapad T1(T1-701u) runs on EMUI 3.0 based on Android 4.4 and powered by a built-in 4,100mAh battery. 7.0-inch WSVGA IPS LCD display 1.2GHz Spreadtrum SC7731G quad-core, 1GB RAM / 16GB ROM, microSD slot, 2MP / 2MP camera, Android 4.4 KitKat, GSM and 3G network, Dual GPS/GLONASS / 4,100mAh non-removable battery.



RS.  
14,500

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## QMobile Noir Z8 Plus

QMobile proudly presents Noir Z8 Plus, a phablet that is hardly conventional yet an incredibly stylish smartphone and an upgrade to the king of Z family released earlier, QMobile's Noir Z8, the younger brother. In fact, it is a novelty not only in the market for digital technology in general but also in the lineup of QMobile Noir Z family. By itself, it is a Large smart-phone with a slim and trimmed body. Dimensions are still compact even considering it as a phablet. Design of QMobile Noir Z8 Plus is intentionally made very succinct, that seems to be inviting everyone openly to take a closer look at its techni-cal specs. QMobile Noir Z8's Plus is a phablet that you can safely brag about to your friends. Grab unlimited opportunities as the processor of the new QMobile Z8 Plus uses a new and powerful Qualcomm Snapdragon chipset with super fast Quad-core technology, clocked at 1.2 GHz. And that's not all, QMobile Noir Plus phablet is equipped with not just one gigabyte but complete 2GB of RAM to complete the image of a high-performance model.

## Samsung Galaxy S5

Make life easier, brighter and much more interesting with Samsung Galaxy S5. This new stylish flagship has received unprecedented popularity in the market instantly after it's launch. With several new unbeatable features like "S Health" and Heart rate sensor, Samsung Galaxy S5 comes with a technology designed to simplify and beautify user's everyday life. It seems like an average slim & smart device at first glance but Samsung Galaxy S5's thin body managed to combine several useful features whether it's about promoting healthy lifestyle or packing a whole portable multimedia center inside for first-class mobile entertainment. Samsung Galaxy S IV by Samsung is aimed at a wide audience, targeting consumers of every age and social group with an appeal to both young and older people. Now boosting a much more enhanced 16MP HDR Camera with LED flash, Galaxy's S5 can take detailed photos with 5312 x 2988 pixels resolution and not just that the "Fast Auto Focus" feature lets you shoot and capture action as it's happening. There's also a new feature called HDR on Samsung Galaxy S5 to provide you much more vivid and brighter photos and videos in Extreme light or dark situations with a live natural light preview. Selective focus on it allows you to focus on the subject only while taking the photos by stressing on the topic and leaving the background blurry and out of focus.



## Haier Esteem i80

Haier releases powerful premium smartphone Esteem i80, the phone packs a powerful Octa-core processor clocked at 1.4GHz and not just that but it is embedded in an energy efficient 6592 chipset by MediaTek. Haier Esteem i80 comes in a great metallic body that brightens the metallic features of the phone, it houses a great 5inch HD IPS display running on a Mali GPU that further increase efficiency of Haier's Esteem i80 and allows it to run high graphics rendering games for a longer period of time. Phone runs a great Android 4.4 kitkat OS out of the box which is known for its great multitasking features including great Dual window support. Haier Esteem i80's camera unit on back holds a 13MP Autofocus snapper assisted by a LED Flash. Camera features include HDR, OIS and Panorama support with 1080P video recording. Esteem i80 by Haier houses a small but considerably powerful 5MP selfie snapper on the front; it sits on the top center of the screen just by the side of speaker grill. To deal with multitasking and burden of heavy applications, Haier i80 embeds a powerful 2GB DDR3 RAM. To provide endless entertainment on the go with heavy and loud sound, powerful metal speakers are implanted on the great Haier Esteem's i80 so that you can watch movies in HD and enjoy theatre quality sound. Be social, be everywhere with the help of blazing fast 3G internet service provided in your phenomenal Haier Esteem i80 and share it with your gang via Wi-Fi hotspot.

## Huawei G8 Duos

Here comes Huawei with mighty G8 declaring war on its competitors, utterly without any doubt it's a stylish smart-phone carrying its expertise in every possible department. The all new Huawei G8 is a successor to the not much older model G7 but is bigger, better and powerful and it looks as if they are challenging the smartphone giants with this massive phone packing great features. Huawei's G8 is equipped with latest features and is enclosed in a metal body to save it from dust and crashes. It is elegantly designed phone with round edges and slim shape. Huawei G8's Octa-Core (two Quad-core processors of 1.5 and 1.0), Snapdragon Processor and RAM of 3GB runs the Android Lollipop 5.1 operating system with pre-loaded GUI for enhanced features. With Huawei giant G8 the company has rolled out this Smartphone in two variants i.e. 3GB version with 32GB storage and other is 2GB version with 16GB storage capacity. Both Huawei handsets are soon going to be available as G8 with different editions in the markets all across Pakistan. Like its predecessor, it is equipped with Dual-SIM functionality but holds slightly less pixel density i.e.



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RS. 1,490

## QMobile L1

Here comes QMobile new model L1 with a whole new lineup of mobile phones that differs apart from the old and more rounded type of design and dim colors. QMobile L1 has hundred of preset and pre installed Bollywood ringtones where as it also supports "Handset Locator" feature. Power phone packs a supplied battery of 1000mAh. So QMobile's L1 will always keep you going, one battery charge is sufficient for an operation of up to 15 hours of talk time and up to 170 hours of standby time. QMobile L1's ANI or automatic number identification feature allows you to see the caller's complete phone number, even if he tries to hide it. In QMobile sharp L1, all calls are kept recorded in the memory of the device and are available at your doorstep.



RS. 2,199

## Haier Klassic H100

Phone Factor Bar SIM card Dual SIM card Dual Standby 2G Network GSM900/1800Mhz Messaging SMS LCD size 2.4 inch QVGA 240\*320 resolution Physical Memory size 32 Mb(ROM) + 32 Mb(RAM) Capacity of Micro SD 16 GB Battery 1000mAh Rear Camera Smart Camera USB cable Yes (micro 5pin USB) FM Radio Yes (Wireless) Torch Yes Camera Rear Resolution Smart Camera Supported Video MP4, 3GP, AVI Torch Yes



RS. 2,100

## Club A72

Club Pleasurably adherents new mobile addition A72 to it's already successful family. Club Mobile A72 will not disappoint you, among the main advantages are the Dual-SIM active support, very large display of 2.8 inches and microSD support up to 32GB. Club A72 enjoys the presence of a smart digital camera without flash so that you never miss saving all those cheerful moments. According to many, Club's A72 is the best bar phone in its price category with the longest battery backup. Upon closer examination Club Mobile's A72 looks really stylish with thin piece of plastic back. Large 2.8 inch TFT display occupies most of the Club A72's face. Rear camera produces some really decent.



RS. 1,475

## Voice V125

Voice produces durable V125 that'll run up to months of standby time, and up to many hours of talk time. Voice V125 packs an impressive longlife battery, having a capacity of 750mAh it can go on and on. Voice's V125 has adapted an appealing 1.8 inches display to excite your attention and feelings. The digital camera of V125 by Voice will always be there at your side and in your sight to capture the moment in utter confidence. Just to let you know, Voice V125's FM Radio not only can play your favourite stations but it can also record them with just a single click. Listen to the voice of your heart and grab the right companion to cater all your needs. Organize your life with Voice V125, keep your contacts separate into 2 groups.



RS. 1,650

## GFive Z12

Dual Sim Active Phone  
Smart Digital Camera + LED Flash  
GPRS / EDGE / WAP / SMS  
Audio / Video Player + Internet Apps  
No Web Browser Installed in it (Opera etc.)  
High Sound Super Quality Speaker  
Stereo FM Radio + Games  
2.4" Inches HD LCD Screen  
1200 mAh Battery



RS. 2,730

## Nokia 105

The Nokia 105 gives you up to 12.5 hours of talk time, & you can leave it on standby for up to 35 days, With all that juice in the tank, it keeps going as long as you do, Make a statement with the Nokia 105's color screen & bold body, available in cyan or black, & its bright, simple looks are complemented by a durable, dust & splash proof keypad that keep your phone working well, The Nokia 105 comes with FM radio so all you need is a headset to tap into a world of music, Plus it comes loaded with up to five great games, including Sudoku and Cricket Cup, The Nokia 105 packs a super efficient battery to give you up to up to 12.5 hours of talk time & up to a whopping 35 days of standby.

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RS.  
6,500

## GFive A98

Dual Sim / Dual Standby Smartphone  
2G and 3G Network Supported Smartphone, Android Ver 4.4 KiT-KaT Operating System, 4 GB Internal Storage + 512 MB RAM, 5.0 Megapixel autofocus Back Camera + Flash, 1.3 Megapixel Front Camera, MicroSD Support upto 32 GB MMC, 1.3 GHz Quad Core ARM Cortex-A7 Processor, 5.0" FWVGA (480x900) Capacitive touch Screen GPRS + EDGE + SPEED + Wi-Fi + FM Radio, GFive Store + Update System + Wi-Fi Input Device + After Sales GFiveXender + DU Battery + DU Speed For Performance



RS.  
7,500

## GFive G6 Plus

GFive President G6 the most economical and cost effective Quad Core smartphone designed for young and dynamic people who want to stay connected anytime anywhere GFive President G6 s Andorid operating system gives you everything you expect of a smartphone great apps faster download Wi-Fi connection and a much attractive user interface GFives President G6 is your door to a new world.



RS.  
10,000

## GFive G10 OC

GFive presents President G10 now in Octa-Core Technology. Gfive President G10Octa Core is the most awaited local gadget of 2014. Externally, the smartphone does not differ much from its predecessor Gfive President G10 apart from a smaller 5.0 inch Display. Other major internal differences include Built-in Memory reduced to 16GB, Front Cam is reduced to 8MP and of course Gfive's G10 Octa core comes with an octa-core processor. The grip is very comfortable in the hand, despite of GFive President G10 Octa's considerable dimensions. Fast as a flash, performance wise Gfive G10 Octa has an 8-core processor clocked at 1.7 GHz, which in tandem with 1GB of RAM provides an enviable performance.



RS.  
5,500

## Gfive Smart 5

Gfive gaining influence over Pakistan's mobile phone market launches Gfive President Smart 5. A large HD display of 5.0 Inches display is what one desires. Enhanced color display delivers the best experience one can get. Likewise, Gfive President Smart 5 is manufactured to be distinctively slim, light in weight and sleek. The eye-catching design does not only appear to be good but, the ergonomic shape of the phone makes it fit user's palms!



RS.  
5,500

## GFive GPad 702

Without SIM PC Tablet (No Sim Insert)  
1.3 GHz ARM Cortex-A7 Quad Core Processor  
7.0" Inches WSVGA IPS (1024x600) Screen Display  
Full Screen HD Capacitive Touch Screen, 16M Colors  
Android ver 4.4 KiTKaT Operating System  
8.0 GB Internal Storage + 512 MB RAM  
2.0 Megapixels HD Back Camera + VGA Front Camera  
Radio + WLAN + Bluetooth + Social Media Applications  
2700mAh Li-ion Battery



RS.  
7,500

## GFive GPad 706

Dual Sim / Dual Standby PC Tablet  
2G and 3G Network Supported GPad  
1.2 GHz ARM Cortex-A7 Quad Core Processor  
7.0" Inches WSVGA IPS (1024x600) Screen Display  
Full Screen HD Capacitive Touch Screen, 16M Colors  
Android ver 4.4 KiTKaT Operating System  
8.0 GB Internal Storage + 512 MB RAM  
2.0 Megapixels HD Back Camera + VGA Front Camera  
GPRS + EDGE + 3G + GPS/A-GPS + Radio + WLAN + Bluetooth  
2500mAh Li-ion Battery

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## QMobile Magnus X6i

Qmobile gives you Magnus X6i, a stylishly compact and functional Android smart-phone carrying not one but two SIM card slots, to make you reach a higher productivity goal. QMobile Magnus X6i has enough performance capacity to cope with any of the everyday tasks that are thrown at this modern smartphone. The operating system on QMobile Magnus X is powered by Android's latest version in combination with a super fast processor clocked at 1.0 GHz. Stuffed with a necessary enough RAM, QMobile Magnus X6i's internal memory is expandable with external microSD memory cards that are supported upto 32 gigabytes. Large high-quality display will give you bright and natural colors on QMobile's Magnus X6i.

RS.  
4,500



## Samsung J1 Ace

Samsung unveils Stylish and modern Galaxy J1, to take care of user's Ace budget and allow 3G interactions with enhanced battery life, newly released phone offers great compatibility and enhanced user support. Samsung Galaxy J1 Ace comes with great specifications, for example it includes a 4.4 Android and 1.2Quad Core processor for improved overall operations and battery efficiency. Coming with Super AMOLED 4.3 inch screen, Samsung's Galaxy J1 Ace is beautifully crafted phone that allows every kind of operation on palm of your hand. The phone is designed for those who keep pace with time as Samsung Galaxy J1's rounded back provides excellent holding position and front is designed.

RS.  
11,999



## Haier Pursuit G10

Haier has pushed its new Pursuit G10 smart handset into the market with high hopes to outperform all the other budget smart-phones. Small priced phone packing big power, the all new Haier Pursuit G10 is available in two color variants i.e. all black and pure white. 4.0 inch WVGA screen that provides 480x800 standard pixel display, the phone is meant for daily average usage. Haier's Pursuit G10 is crammed with digital sensor on its 5.0 megapixel back camera with a bright flash that provides better picture result and enhanced video capturing. Haier Pursuit G10's Processor is a Dual Core, clocked at 1.2GHz with 512MB RAM which is pretty low for Android 4.4.2 kitkat but will be able to run smoothly if you are patient enough.

RS.  
6,500



## Microsoft Lumia 430

New Microsoft handset, the Lumia 430 is launched at a price of less than 100 euros which is clearly designed to help the beginners. Having a 4.0 inch IPS screen, Lumia 430 has a reasonable resolution of 800 x 480 pixels. In the small display size which gives a pixel density of 235 ppi, The processor of Microsoft is Qualcomm's Dual core Snapdragon having a Lumia clock speed of 1.2 GHz. The RAM is 1GB as we usually see in the Android smart-phones. The built-in flash memory of 8GB is quite big, a slot for micro SD cards is installed on the new Lumia. it supports both UMTS frequencies 900 and 2100 MHz and quad-bandGSM networks. LTE is not present. Wireless Lan is also present in the Lumia 430 at a frequency of 2.4 GHz.

RS.  
7,950



## Voice Xtreme V10i

Here comes another! Voice have launched Xtreme V10i, for a much smarter and pure android life experience, especially for youth. Voice Xtreme V10i adds convenience to your busy and hectic life. More than ever, you'll not want to get unglued from your Voice V10i for nothing! This new and modern smartphone adds not only a beautiful design, but also represents innovation, practicality and yes lots and lots of fun! With Xtreme V10i by Voice, you'll not only be connected to the virtual world but can also access and monitor social networks. One can also follow everything with Voice's Xtreme V10i that goes on the small screen. Yes, install a digital TV app from play store and voila! Getting bored? enjoy non-stop games, novels, movies and more.

RS.  
3,900



## QMobile LinQ X70

Introducing QMobile premium smart-phone LinQ X70, an elegant model for an infinite communication experience that has never been seen before. Available in many stunning colors, the new QMobileLinQ X70 is the first model of it's stylishseries that will allow you to stay in touch with all of your family and friends. This compact model of QMobileLinQ X family is designed for two SIM-cards that will save you the time while choosing between the two operators. And not only that but QMobileLinQ X70's Dual-SIM feature allows you to separate business and personal calls. The smartphone also has a long life battery with a good capacity of 1500 mAh. QMobile'sLinQ X70 not just allows you to communicate over a long.

RS.  
7,050

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## QMobile R2000

Another QMobile touch phone R2000 makes it way to the Pakistani mobile phone market to pit you in control of your life, as they say, Your life, your way. Switch to QMobile R2000 and see your life getting transformed in front of your own eyes, Alter the whole looks to suit your personal taste and requirements. With New QMobile R2000, gone are the days when you tend to miss the important alerts but Now! It's impossible to miss anything as the latest is under your fingertips. QMobile's R2000 makes the content come alive streaming all the infotainment tsunami right in to your personal galaxy through its 3.5 inch TFT HVGA screen, that glitters like gold. QMobile R2000's Smartcam is always on standby so capture



## QMobile R3000

QMobile touch screen R3000 is represented in the domestic market by a company which ranks first in Pakistan in terms of sales followed by Samsung and Huawei. QMobile R3000 is a new addition to the already popular brand that enjoys unconditional recognition for its products in the country with millions of inhabitants. QMobile's R3000 can be called a budget phone but with bulk of smart features so pay very close attention to the inherent characteristics of the non android java phone. QMobile Touch R3000 is operating on java platform having small plastic body, pleasant gray plastic pleases the eye. It can easily be put in a front pocket of a jacket, backpack or purse.



## QMobile Bolt T200

QMobile reveals colorful Bolt T200 having powerful Quad-Core processor, Dual SIM slot and full 3G support. Designed and Manufactured in strict monolithic body with multi colors, QMobile Bolt T200 is a new word in the designing world of stylish smartphones with a nice touch at the rear panel. Soft to touch material and QMobile Bolt T200's slightly rounded corners are not only beautiful but also convenient for daily use. Comfort is dictated all over by the size of this QMobile Bolt T device and a bright 4.7 inch display with a hefty resolution of 800 x 480 pixels is convenient enough.



## GFive Shark 1

Experience GFive President Shark 1, an appealing handset with notable features and standard performance to brighten your digital life and entertain your days. GFive President Shark is known for its faster 3G connectivity and smart looks. Watch videos or read E-books on 3.5" WVGA screen and expand your application library with GFive President Shark 1's smart 4.2 android OS. The company was first to introduce Quad-Core processors in Pakistan and keeps surprising users with improved handsets. GFive President is among sparking phones that ensure higher battery life and amazing 3G performance. Small RAM of 256MB raises many questions.



## GFive FT01

It's a Sleek and Smart Phone with Dual SIM option! G Five FT01 is a Dual Sim / Dual Standby Phone features 3.5 inches display size which supports HVGA touch screen, 256K colors and 320x480 pixel resolution. FT01 holds 0.3 Megapixel back-end flash camera and video recording that allow you to capture your precious moments of life. G Five FT01 provides microSD Support up to 8 GB, to store your data on it. It contains all the data application includes Bluetooth with A2DP, GPRS + EDGE + USB v.2.0 and WLAN and supports all the apps of net. FT01 runs on G Five's OS. The battery capacity of G Five FT01 is 1200 mAh Li-ion, which gives standby up to 600hrs.



## GFive FT03

Simple Yet Dual SIM Phone! G Five FT03 is a stylish bar type phone that contains 3.5 inches TFT LCD display with soft-touch screen of 320 x 480 pixel resolution. FT03 gives bandwidth of 900/1800. The phone weighs just 101g and having a thickness of 12.9mm that makes it easy to carry. It contains VGA back-end camera. G Five FT03 has all the main data application in it includes Bluetooth, JAVA, WAP and Expansion Card. FT03 has additional functions of Alarm, Calendar, Calculator, To Do list, Notepad and TXT Reader. The phone can be your entertainer in your leisure time as it features analog TV, Music player, Video player and FM radio. G Five FT03 gives battery capacity of 1600

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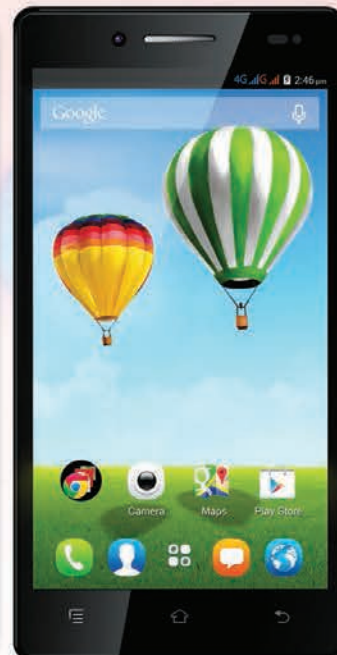
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### Haier Esteem i70

Display 5 inch HD with Dragon Trail Glass  
Operating System 4.4 KIT KAT  
Processor 1.4GHZ Octa-core  
RAM 1 GB  
ROM 16 GB  
Camera Rear 13MP AF Dual Flash Sony IMX Lens  
Camera Front 5 MP  
Battery 2300 mAh  
Network 3G  
SIM option Dual Sim  
Dragon Trail Glass  
DTS Sound,  
WPS Office,  
Gameloft Games



### Haier Esteem L50 4G

Screen size 5 inch HD  
Operating System 4.4 KIT KAT  
Processor 1.2GHz Quad core  
RAM 1 GB  
ROM 8 GB  
Camera Back 8MP AF + Flash  
Camera Front 2MP  
Battery 2050 mAh  
SD Card Support 32 GB  
Network 4G LTE Product  
SIM option Dual Sim  
Content & Media DTS Sound,  
WPS Office,  
Gameloft games

# Haier



### Haier Pursuit G20

Screen size 4.0" WVGA  
Operating System 4.4 KIT KAT  
Processor 1.2GHz Dual core  
RAM 512 MB  
ROM 4 GB  
Camera Back 5MP With Flash Light  
Camera Front 2MP  
Battery 1500 mAh  
SD Card Support 32 GB  
Network 3G  
SIM option Dual Sim  
Content & Media WPS Office, Gameloft games



### Haier Pursuit G30

Screen size 4.5" IPS Display  
Operating System 4.4 KIT KAT  
Processor 1.3 GHz Dual core  
RAM 512 MB  
ROM 4 GB  
Camera Back 5MP AF With Flash Light  
Camera Front 2 MP  
Battery 1600 mAh  
SD Card Support 32 GB  
Network 3G  
SIM option Dual Sim  
Content & Games WPS Office, Gameloft games

# Haier



### Haier Klassic M102

Model M 102  
SIM option DUAL  
External Memory 16 GB  
Display 2.4 inch QVGA  
Blue Tooth Yes  
Camera Smart Camera (Flash)  
FM YES  
Battery 1450 mAh  
Torch YES  
Key USP Facebook, Whatsapp, Big Battery  
Stylish ID



### Haier Klassic M105

Model M 105  
SIM option DUAL  
External Memory 16 GB  
Display 2.4 inch QVGA  
Blue Tooth Yes  
Camera Smart Camera (Flash)  
FM YES  
Battery 1450 mAh  
Torch YES  
Key USP Facebook, Whatsapp, Big Battery  
Stylish ID

Never settle for less than the best

waridLTE

waridtel.com

Flare

95



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### SAMSUNG Galaxy On5

Samsung unveiled its latest Galaxy On series smartphones, the Galaxy On5 and On7. The company is pushing these new models as value for money devices, and is targeting young consumers. Priced aggressively, the new On-series smartphones pack features including Ultra Data Saving (UDS) and MixRadio as well as 4G LTE support. The South Korean company has launched these budget Android handsets after spending the past few months pushing its high-end Galaxy lineup - the Samsung Galaxy S6 Edge+ and Galaxy Note 5. Samsung also unveiled the Z3 in India last month, powered by Tizen OS. We spent some time with the new Samsung Galaxy On5 and Galaxy On7 smartphones at the launch event and here are our first impressions. The Galaxy On7 features nearly identical specifications to the Galaxy On5, except for a larger display, different processor and larger battery, as well as a higher resolution rear camera sensor. It has a 5.5-inch HD (720x1280 pixel) TFT display and runs on a 1.2GHz quad-core Qualcomm Snapdragon 410 processor with 1.5GB of RAM. It sports a 13-megapixel rear autofocus camera and a 5-megapixel front camera. Similar to the Galaxy On5, the Galaxy On7 has 8GB of built-in storage that's expandable via microSD card (up to 128GB). It runs on a 3000mAh battery, measures 151.8x77.5x8.2mm, and weighs 172 grams.

### MICROSOFT LUMIA 950 XL

Lumia 950 costs too much and offers too little for all but Windows diehards to take seriously. It's been five years since Microsoft rebooted its old, failing Windows Mobile software into the Windows phone platform we see today, and the company still hasn't been able to work out the kinks. Microsoft's future as a world class software-maker for mobile phones is looking dim. The cursor doesn't quite keep up when you're typing quickly either, so there's a bit of visual turbulence as your fingers fly, and without automated spell check in the Word doc, it's hard to correct errors -- sometimes you will see suggestions appear on the phone screen, all the way down by your elbow. I do like the freedom of seeing what I'm doing on a larger, easier-to-read screen, but I'd much rather use a laptop for projects. Still, the option to use the HDMI dongle on your TV is the closest you can come to Google Chromecast for Windows phones (Chromecast does work with Windows laptops, though).



### SONY Xperia Z5 Premium

Sony's Xperia Z5 premium is the flagship phone Sony has owed us for a long time. While the standard Z5 was a fairly uninspiring reissue of the brilliant Z3, the Z5 Premium packs a bigger screen with a whopping 4K resolution, which is 3,840x2,160 pixels. It's the first phone to have a 4K resolution and it's the highest resolution I've ever seen on a phone. We've debated before whether the step up from full HD to ultra HD displays is worth bothering with on small devices like phones, and that argument is even more pertinent having spent serious time with this phone. The major selling point of the Z5 Premium is its 4K display -- that's also how Sony tries to justify its whopping asking price -- but when you can't see any real difference, it's more of an empty marketing boast than a real benefit. Fortunately, the Z5 Premium has other bragging rights, such as a meaty processor, a waterproof design and a 23-megapixel camera that puts it on par with any of today's top-end flagships. Yet it's all let down by a design so dull it could send a hyperactive toddler to sleep and a price tag somewhere north of ridiculous. Samsung's Galaxy S6 Edge costs less and looks far more stylish. It's where I'd spend my money, over the Z5 Premium.

### LG Vista 2

LG G Vista 2, a new Android-powered jumbo phone. A video posted to AT&T's YouTube account prematurely tipped the Vista 2's impending arrival. Although the video has since been marked private, the fast-fingered guys at Phone Arena managed to scoop up some of the details of the LG handset. LG hasn't seen much of its success in midrange phones. A new model would help cement its position in an area that's less competitive than the super high end of the LG V10. Measuring 5.7 inches and packing a digital stylus, the first-generation LG G Vista made its debut in the fall of 2014. And, while it was underpowered as compared with other top Androids of its time, it offered consumers a less expensive take on the big-screen smartphone experience. Based on the information gleaned from the YouTube clip, the 2015 edition looks to build on this foundation. Other specs observed in the video suggest that the Vista 2 will pack a 13-megapixel rear camera with laser auto-focus and a 5-megapixel front-facing shooter. Toss in a newer version of Android (5.1 Lollipop), and an improved stylus and the LG smartphone sounds like it's improving in all the right areas.



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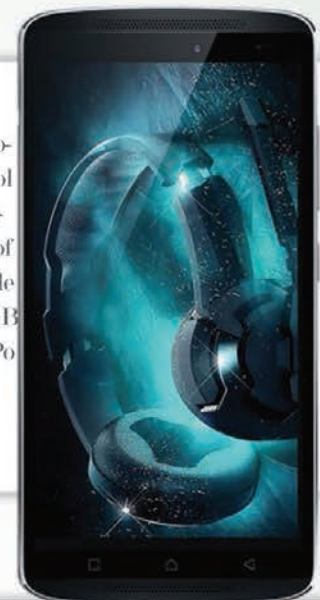


## HUAWEI Enjoy 5

Huawei Enjoy 5 smartphone, the phone comes with a 5.00-inch touchscreen display with a resolution of 720 pixels by 1280 pixels. The Huawei Enjoy 5 is powered by 1.3GHz quad-core MediaTek MT6735 processor and it comes with 2GB of RAM. The phone packs 16GB of internal storage that can be expanded up to 128GB via a microSD card. As far as the cameras are concerned, the Huawei Enjoy 5 packs a 13-megapixel primary camera on the rear and a 5-megapixel front shooter for selfies. The Huawei Enjoy 5 runs Android 5.1 and is powered by a 4000mAh non removable battery. It measures 143.10 x 71.80 x 9.70 (height x width x thickness) and weighs 160.00 grams. The Huawei Enjoy 5 is a dual SIM (GSM and GSM) smartphone that accepts Micro-SIM and Regular Connectivity options include Wi-Fi, GPS, Bluetooth, 4G (with support for Band 40 used by some LTE networks in India). Sensors on the phone include Proximity sensor, Ambient light sensor, Accelerometer, and Gyroscope.

## LENOVO Vibe X3 c78

Lenovo Vibe X3 Lenovo smartphone Vibe X3 is coming up with incredible features include 5.5 inches display of 1080x1920 pixels resolutions. This phone runs on Android OS v.5.1 Lollipop with Lenovo Vibe UI. Lenovo Vibe X3 features solid metal frame and cool design that offer a complete fingerprint sensor. This phone is equipped with 21 megapixels camera at back of dual LED flash and Geo-tagging and 8 megapixels camera at front. Lenovo Vibe X3 contains chipset of Qualcomm Snapdragon 808 and graphic processor of Adreno. This phone provides fastest internet technology of LTE, HSPA, EDGE and GPRS. The connectivity options of phone include Bluetooth, Wifi and microUSB. This device contains sensors includes Accelerometer and Compass. Lenovo Vibe X3 will provide 3 GB of RAM and built-in memory of 32 GB with the expansion of microSD card. Phone contains battery capacity of non-removable Li-Po 3300 mAh. Lenovo Vibe X3 Price in Pakistan will update soon for the users. Average rating is 4.5 stars, based on 3 reviews



## HUAWEI Nexus 6P

Every year, like clockwork, Google and some popular phone maker cook up a handset to be a standard-bearer for the newest version of Android. Well, maybe not every year. This time around there are two of them. While the LG-made Nexus 5X is a direct successor to the beloved Nexus 5, things aren't quite as straightforward with Huawei's Nexus 6P. It's a sleeker, smaller, more powerful take on the phablet formula Google and Motorola tried to crack with the Nexus 6, and it seems to hit all the right notes. Hell, with a price tag that starts at \$499, it's even cheaper than its predecessor. All that said, there's never been a better time to be in the market for a new phone -- Android or otherwise -- which means the Nexus 6P faces some stiff competition. This plan worked. I was a little wary of the 6P's overall feel when I first saw it, but I've grown to appreciate its light weight and dimensions -- well done. And the looks? Eh. The graphite-colored review unit I've been testing has a little less character than the white or silver versions, but some people will appreciate the spartan aesthetic applied to the whole 6P line.

## OPPO R7s

Opko R7s smartphone, the phone comes with a 5.50-inch touchscreen display with a resolution of 1080 pixels by 1920 pixels. The Oppo R7s is powered by octa-core Qualcomm Snapdragon 615 MSM8939 processor and it comes with 4GB of RAM. The phone packs 32GB of internal storage that can be expanded up to 128GB via a microSD card. As far as the cameras are concerned, the Oppo R7s packs a 13-megapixel primary camera on the rear and a 8-megapixel front shooter for selfies. The Oppo R7s runs Android 5.1 and is powered by a 3070mAh non removable battery. It measures 151.80 x 75.40 x 6.95 (height x width x thickness) and weighs 155.00 grams. The Oppo R7s is a dual SIM (GSM and GSM) smartphone that accepts two Micro-SIM. Connectivity options include Wi-Fi, GPS, Bluetooth, FM, 4G (with support for Band 40 used by some LTE networks in India). Sensors on the phone include Proximity sensor, Ambient light sensor, Accelerometer, and Gyroscope.



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## Bloodborne's the old hunters

The remaining humans in Bloodborne's dead city of Yharnam think you're making a mistake to even consider this new adventure. When you talk to them, they say that there's nothing here for you, that it's a nightmare. They're incorrect on both counts. As an expansion that is a couple of areas and one boss fight short of being robust by add-on standards, The Old Hunters still has a good deal of tests for hardened Bloodborne and Souls enthusiasts. And no, the re-imagining of this Gothic urban landscape isn't a nightmare--it's a hellscape. The Old Hunters is replete with difficult encounters, especially against hunters and fearsome bosses. The enemies that lurk along Yharnam's dark pathways are as ruthless as any you would find in the main game. Many approach you with heightened bloodlust and fearless aggression, driving the point home that you are unwelcome. Conversely, the return of Bloodborne's sublime combat makes The Old Hunters immensely inviting. Every encounter demands thoughtfulness and dexterity, an experience all the more satisfying when you learn how to be swift and efficient.

## Starcraft 2: Legacy of the Void

Over its 17-year run, the Starcraft series has become a cultural touchstone for the gaming public. The new expansion, Legacy of the Void, is the fifth release overall and the third in Starcraft II's sub-trilogy. With that mantle comes an extraordinary amount of pressure. The stories of Raynor's Raiders, Sarah Kerrigan, Zeratul, and countless other characters from this massive series await concrete resolution. Furthermore, Blizzard's stuck in the unenviable position of trying to update Starcraft's competitive foundation without overburdening a system that's largely been unchanged for almost two decades. We've seen the stage, we know the cast, and we've read the scripts. All that remains is to see it all come together as we ask one final question: Is this what we've all been waiting for? The answer is: absolutely. Everything starts with the campaign, which is intended to tie up the bulky story of the game's three races: the human-inspired Terrans, the insectoid Zerg, and the hyper-advanced Protoss. These three factions have been at odds in an almost-constant war for quite some time. But as these things go, a new, more potent threat has emerged: Amon.



## Monkey Fruit Catch

Monkey games are full of adventures and monkey action fighting too. If you like monkey games then monkey fruit catch will be the one for your enjoyment. This game is full of fun with juicy fruits, rich graphics, jungle environment and its story of revenge.

This game is about to collect fruits to release animals. Basically monkey has to collect fruits to set his friends free from lord of evil throne who attacked on jungle. He misused his powers and killed many animals and monkey's friends. Enjoy this beautiful jungle adventure and feel yourself as hero by setting monkey's friends free. It's free to play..!

### Features:

Rich colored graphics Smooth movement  
Realistic environment Different fruits in every level

## Galaxy Jet Fighter

Galaxy Jet Fighter is a challenging game..! In this game all you have to swing with your jet and kill the enemies travelling your way. It's time to protect your Earth. Your enemies are invading earth space, so it is high time that you jump into the battle field as a galaxy jet fighter and save your area! With your aircraft in hand, you will be involved in challenging fighter position as the weapons upgrade. In this jet fight, make sure that you are using your all fighting skills against the enemy. With some boom and bash fighting against enemies, you will move up in the levels. Swing your jet to move ahead and beat your enemies to death! Take the air control of your city back in your hands! A free download game Galaxy Jet Fighter is a combination of fighting experiences and fun. Let the battle begin as you combat the enemies!

### Features:

Challenging missions, Simple touch controls, Also optimized for tablet devices, Chase high scores, Awesome space battle scenes, Excellent environment, Chance to become a real galactic hero!!



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