



RHINO PULSE

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Q1) Agility was formed as a merger of several logistics companies. How did this come about and how has the experience been?

Agility was initially known as "PWC - Public Warehouse company". Later it had merger with a Kuwait based warehousing company and got privatized and came under control of the royal family. They were looking for acquiring international firms. It acquired many firms in Singapore, Switzerland and different regions. Companies like Geologistics (old name of Agility) along with 39 other brands came under the Agility umbrella in 2006.

Moving Forward With Agility !

Having experience in warehousing and logistics systems, we were able to exploit untapped market of organized warehousing and Fleet management in Pakistan.

Q2) What is the current size of Agility and Tristar's fleet of commercial vehicles in Pakistan?

In total Agility's fleet consists of 450+ vehicles, which can be divided into 3 major categories i.e dry cargo, refrigerated cargo and liquid cargo. Out of these, 100 vehicles are operated by Tristar, which is a subsidiary company of Agility and handles liquid cargo.

Q3) You are definitely doing something right in order to attract foreign investment. How difficult is it to bring foreign investment in Pakistan? What are your main challenges?

Law and order situation, highway robberies, poor road infrastructure and network, competition from local transporters, lack of legislation and regulatory framework, lack of modern infrastructure of warehousing and cold stores, disintegrated logistics function, lack of investment in the ERP I.T infrastructure are the challenges we had to face in Pakistan. Initial investment by Agility has been devalued by 37%. But the only reason for operating in Pakistan is because this market has great potential and currently we are unable to fulfill this demand.

Q4) When choosing a business partner (vendor like truck maker or trailer maker) what are the key factors that influence your team's decision?

Quality and price are the key focus always keeping in mind the business norms in Pakistan. Other factors include quantity to be transported, temperature

requirements, routes on which vehicles have to be deployed, per axle weight limit as per NHA laws. **Therefore, we always work with established brands like Autocom.**

Q5) How do you see the future of road transport with respect to technology?

This depends totally on individual customer requirements. Even if customer wants to have these technologies in vehicles but when it comes to price they are not ready to pay for it, thus the future doesn't seem very bright if we take price as our main focus.

When we entered this market situation was very bad especially in dry cargo sector but then competitors faced competition and are going towards improved standards. A corporate sector is emerging and transforming. Now 30 to 35 companies are operating as corporate sector. In order to meet quality standards and HSE they cannot do it without technology, they have to automate so in this sense there is lots of scope.

Q6) Why do you think the truck market in Pakistan is limited to about 5000 trucks per year while in neighboring India, it's over 700,000 trucks per year?

In other parts of the world, driving is one of the highest paying professions but in Pakistan people don't take it as a career or profession. There are no driving training schools or education and government has neglected this sector very badly. Due to these reasons this sector is still unorganized in Pakistan and people don't invest in this sector. The



Mr. Moin Malik (CEO of Agility)

situation is improved a bit after the entrance of some organized companies in this sector but we need to change the perception of people about this sector, so that multinationals and entrepreneurs invest in this sector.

Q7) Any words of wisdom for people reading Rhino Pulse

The most critical factor is the person driving these vehicles, We need to train them, in order to protect our infrastructure and save human lives by reducing chances of accidents. We need to convey the importance of their life, their families and others travelling on road. We are also trying to improve this situation by making driver training schools.

Secondly, government should implement legislations and introduce a negative point system for license. There should be a centralized control system and only the Motorway Police should issue licenses for heavy vehicle category.



Right to Left : Moin Malik, Zehra Raza & Fatima Hamid

Happenings (contd..)

Stakeholders Retreat

In February, AUTOCOM arranged a retreat for some of its stakeholders. A luncheon was organized on a boat at the DHA Marina Club where the attendees were taken on a coastal tour around Karachi up to the Bundle Island.

Lunch was served while at sea, in the luxurious settings of the boat, adding a bit of flare in a casual setting. The whole event concluded after 3 hours of sightseeing, networking and relaxing around our diverse coastline.



Autocom Management and Stakeholders Group Picture

A New Journey towards Excellence

Autocom decided to be a part of the pilot run by German Pakistan Training Initiative (GPATI) almost two years ago. This program was an initiative emphasizing on the vocational training aspect in Pakistan. GPATI now took this program to the next level by offering a series of Transfer-Oriented Trainings for the trainers, which is a 6 week training in Germany and subsequent follow-up workshops in Pakistan.

To be a part of this training all OJT partner companies were asked to nominate 3 of their employees who were directly involved in trainings. A total of 60 people from 23 companies participated in the selection process and GPATI finalized 20 participants for final training in Germany. Autocom is proud to say that after passing through



Junaid Hussain Posing Victory

series of different assessments including interviews, focus groups, presentations and written test, all 3 of our employees got selected for "Welding and CNC Machine Training".

This training will prove to be very fruitful for our organization, as welding is at the core of our manufacturing process. After this training we would be able to train our workforce on better techniques and our product quality would improve drastically.

We see this as a great opportunity for our company and our country.

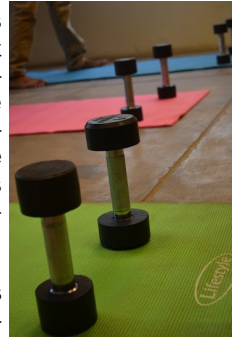


Our Two Selected Rhinos Aman and Tauqeer

Fitness Training At Autocom

Autocom considers its employees as its most valuable asset. Therefore, in order to provide a healthier work environment, we have introduced fitness training for our employees.

This workplace fitness program helps employees reduce workplace stress, muscle strain, weight, cholesterol and



blood pressure. It has also been reported by our employees that this programme has helped them sleep better and save money on prescriptions through better health. This not only motivates them to complete job responsibilities, but also helps them maintain a positive work-life balance.

Our Fitness Trainer:

Mr. Tuan Sharif started his career as a fitness trainer in 1999. He worked as an instructor in Shapes from 2003 to 2006 then he joined Oxygen Spa from 2006 to 2008. He has been working as a satellite engineer at Dawn News since 2009.



Apart from this Tuan is working as a personal trainer with professionals like Mr. Khayam Hussain (MD of Autocom), Mr. Shakeel Maqssod (CEO of Dawn News), Mr. Irfan Ghani (CEO of Baluchistan Wheels) and many more.

Learnings

Celebration of International Women’s Day

There is no Tool For Development More Effective Than The Empowerment of Women

On 8th March 2015, Rhino Sorority club took a new initiative of celebrating International Women’s Day in Autocom by awarding souvenirs and inviting female professional as a guest speaker, to share their experiences and difficulties they faced while working in this

male dominated society. They also gave us advises and tips on how to compete males and encouraged the female workers of the company not to feel inferior to males. They advised us on how to out shine at work place and personal life. Harassment at workplace was highly condemned and tips were shared on how to deal with these cases. As a surprise, charts were prepared for all our female workers, which contained messages from all employees regarding role of

females in our organization. A Special message from our Chief Operating Officer for females of Autocom read **“I was not in favor of ladies in Autocom as I felt that the work environment is not favorable. The ladies have proved me wrong by improving the environment and by raising the standards at Autocom”.** We feel pride in working with Autocom and being able to



Lady Rhinos with Guest Speaker Mrs. Fauzia Kerai and Our CEO

improve its working environment and standards. We hope to continue this celebration in future to highlight the role of women in this society.



Pakistan’s Ascension to the TIR Convention

A New Milestone in History of Trucking Industry



On the 26th of May, Minister for Commerce Mr. Khurram Dastagir Khan announced the long awaited news that the Prime Minister had approved ascension to the TIR Convention.

stantial duties. Additionally, it would also strengthen our quickly developing national logistics capability.

The Pakistani trucking industry in particular would get a much required boost through the introduction of the Carnets since this would mean the introduction of safer, more secure vehicles complying with international road and safety standards of destination countries. It would also force raising awareness about vehicle and driver safety.

As a member state of the TIR Convention, Pakistani trailers and tankers will be able to freely transit member countries to reach Eastern Europe and Central Asia without the application of sub-

CSR at AUTOCOM

At Autocom we believe that apart from doing business it is our responsibility to work for the betterment of the society we are operating in. Therefore, we have conducted number of CSR events like Distribution of Personal Protective Equipment (PPEs) and Safety Training for labour force, as well as a Blood Drive in collaboration with Indus hospital. We also believe that apart from CSR events, we have a big role to play for this society. Therefore, we are associated with number of NGO’s and work with them for the betterment of society. To name a few of the NGOs, Autocom works with NOWPDP and Charter for Compassion Pakistan (CFC).

We recently donated one in-house **Lathe Machine** and **Welding Plant** that we use in our production assembly to NOWPDP, which they will be using in their upcoming **Rickshaw Project**. We hope this will help increase their production, thus contributing to more job opportunities and economy of Pakistan.

Autocom also participated in the **Compassionate Karachi Campaign** with Charter of Compassion in order to build and portray a positive image of Karachi.



Donations for NOWPDP Rickshaw Project



Compassionate Karachi Campaign



Employees and labour of Autocom also worked in spreading messages regarding some simple things that are necessary to make a compassionate Karachi.

Happenings..

Annual Dinner 2015

This year once again we dedicated one day to our employees and labour in order to celebrate their hard work and honesty at Auto-com Annual Dinner.

Our Rhinos have proved this year that they are multitalented. We prepared wide range of activities which includes a funny skit, starring our employees in “**kon Banay ga Crorepati**” .



A Riveting Game of KBC

A small dance competition was held for children. We also had different activities for couples, for females, for males and a “**Best Dress**” award and the winners got gifts from our team.



Rhino Entertainment Team With Mr. Khayam Hussain



A Witty Interview with an Alien “CK”

Another funny skit “**CK**” was presented by our employees which portrayed an interview with an alien about how he felt being in Pakistan and current political situation in a funny manner.



Lucky Draw

Achievement awards were bestowed to all the deserving employees. A new award was also introduced for “**Best Attendance**” throughout the year.



Awarding employees for Full Attendance

lucky draw was held to distribute prizes amongst our employees.



Rhino Family Group Photo



The Junior Rhinos of Autocom

Rhino Recognition Award



Mr. Aman – Rhino of the Quarter

Rhino Recognition Award is an initiative taken by our company to recognize and award our Rhinos for outstanding performance.

Rhino of the Quarter

Quarter 4 (Oct-Dec 2014)

Mr. Aman Rasheed for Outstandingly Handling Various Projects.

Quarter 1 (Jan-March 2015)

Mr. Mohammad Danish Suleman for Accomplishing Task Above and Beyond the Scope, Single-handedly.



Mr. Danish– Rhino of the Quarter

OUR HARD WORKING RHINOS, OUR BIGGEST ASSET



Suneel Pitambar "High Achiever Ward"



Danish Suleman "Most Creative Rhino "



Ajaz Ahmed "Achievement Award"



Raza Devraj "High Achiever Award"



Tahseen "Achievement Award"



Ayaz Ahmed "High Achievement Award"



Shakeel Khan "Achievement Award"



Sumaiyah Murtaza "The Rising Rhino"



Tariq Memon "Top Performer Award"



Atif Zubaeri "High Performer Award"



Aman Rasheed "The Rising Rhino"



Zaki Hussain "Achievement Award"

Interview..

Interview with Tahseen Uddin – Assistant Manager Customer Services



Tahseen has been with Autocom since 2003. His role in Autocom has its own importance. Lets have a look on his journey being a Rhino and what challenges he has faced in the field of customer relationship.

Q1) If I ask “Who is Tahseen”? How would you describe him?

A: *Said Confidently* Tahseen is a very task oriented person, who believes that hard work pays off well. He loves challenges and loves to share his knowledge.

Q2) Its over a decade when you joined Autocom, what made you stay this long in Autocom?

A: Yes its been a decade, I am a part of Rhino family. There are many reasons but on top of all Autocom’s working environment and HOD’s are very good. They respect each individual. In case of a problem, they support and help others in improving quality of work and there is no politics. *said with a smile*

Q3) With your diverse experience in production, Quality and design department, what made you stick to After Sales Service? What do you like the most about this field?

A: Its around 6 years I am working in service department and for me its very interesting. Everyday there is a new learning and one can understand things in more depth. In addition to this, in service department I have to travel a lot and meet different people from the industry that also shaped my personality.

Q4) Being a part of After Sales and Service Department, you have to travel very often, how do you manage your work life balance? What are some of the interesting places you have got to see while at AUTO-COM?

A: *Laughs* Well being single I never tried to find a balance in work and life. I have been on trainings for 6 months. My first priority is always my work and I never get tired.

Q5) What is your biggest achievement in your professional career?

A: *Answered with Pride* I believe my biggest achievement was an email from Mr. Khayam (MD) after successful completion of NSUSC Project, stating “ Tahseen you are a pillar of Autocom now” . Secondly I received a letter of excellence by FWO on completion of Panjgur Project. Last but not the least, I am the 1st employee of Autocom after HODs whose interview will be published in our Newsletter.

Q6) What has been the biggest challenge you faced?

A: Field of Customer relationship is full of challenges. The biggest challenge for me was when I was assigned the project of NASACS I had to travel to 6 cities that took me around 6 continuous months. During my visits to different places for providing trainings and service, I had to face very severe weather conditions (57 degrees centigrade) and living conditions (no proper food, water and security) and sometimes I also have had to live in tents or bunkers.

Q7) What was your first impression about Autocom?

A: After my interview and test. I was given a tour of floor I was very much impressed and badly wanted to be the part of this company. But at the same time I was wondering “OH MY GOD! how can these people survive in this bad smell of fishery”. I still laugh out when I think of that day and think

“Being on par in terms of price and quality only gets you into the game. Service wins the game”

Q8) What changes can you see in Autocom over the past 10 years?

A: Autocom has changed a lot in terms of infrastructure, we have expanded our operations now Masha Allah we are working on 4 plants and most importantly HR department is established due to which policies and code of conducts are introduced which has changed behavior of employees. We are more organized and motivated now.

Q9) What are your strengths and how have they proved useful for Autocom?

A: I am always approachable, never afraid of dangers and challenges, know how to deliver my best and always motivated to finish work with best quality and I believe a good service person should have all these to deal with customers.

Q10) Which color describes your personality?

A: White and Sky blue; simple and decent exactly like my personality.

Q11) Are you a food lover? What cuisine do you like the most? And What is the weirdest thing you have ever eaten and would never like to eat again?

A: Yes, I am a food lover. My favorite dishes are **Biryani** and **Daal Chawal**. Once when I was on training in Italy I tried **fish pizza** and **Sea shells** these were the worst things I ever ate and would never like to have again.

Q12) Is there someone you idealize and follow?

A: *Thoughtfully* its very difficult to name any one because I idealize many people. Every person who gives me feedback either negative or positive and helped me in improving myself and my work is my ideal.

Customer is King!

Delivering Excellence

A glimpse of some of our products delivered to our customers and their comments

AUTOCOM is proud to have touched the lives of so many satisfied clients, both companies who purchase our products and drivers who use them on a daily basis. We strive to stay in touch with all our customers, old and new, to gain their valuable feedback about our products. This helps us achieve the high levels of product satisfaction that they convey to us.



Rizwan, Ittehad Enterprises

Rizwan, a driver for **Ittehad Enterprises** was ecstatic to receive his new 40,000 Litre Attock Petroleum tanker. We enquired as to why he was eagerly looking forward to get his tanker on the road.

AUTOCOM: What makes this tanker so special?

Rizwan: I have already driven this tanker once to move it from the production site to the AUTOCOM head office here for final inspection and this tanker is very easy to drive.

AUTOCOM: What makes it easy to drive compared to other tankers you've driven over the years?

Rizwan: I've driven tankers made in the open market (road-side manufacturers) and they are very hard. Their sus-



Zuhoor, Attock Petroleum

pension is strong like a stone and they leak very often. This tanker has been put through testing and I have never seen anyone test a tanker before handing over. Its smooth to drive and is very reliable.

Zuhoor, another driver of an **Attock Petroleum** tanker said, "open market tankers break very easily, so we have to drive them in 2nd gear, if not 1st gear altogether. AUTOCOM tankers can

be driven in 4th gear on rough roads and faster if the roads are smoother. We make more runs because of this."

Linde Pakistan came to AUTOCOM for a Flatbed for their Hydrogen Tube Skids because they are confident that we "perform work up to international standards."

Because of this, they are "confident and satisfied in the reliable performance of their vehicle."



Hydrogen Tube Skid on Flatbed

Products Delivered During the 6 Months

Dec'14 to May'15



Effer Crane on Autocom Truck



Tadano Telescopic Crane Truck



Autocom Dump Truck



40,000 Liters Tank Trailer



40,000 Litre Tank-Trailer

Snapshots..

بہتر خدمات کی فراہمی

ہمارے چند صارفین اور ان کے فراہم کردہ ہماری مصنوعات کے متعلق ان کے تبصروں کی ایک جھلک

آٹوکوم کو فخر حاصل ہے کہ اس نے اپنے پیشکار مطمئن صارفین کی زندگیوں کو چھو لیا ہے، وہ تمنا ٹیکنیز جنہوں نے ہماری مصنوعات کو خرید اور وہ تمام ڈرائیور حضرات جنہوں نے انہیں روزانہ استعمال کیا۔ ہم اپنے تمام پرانے اور نئے صارفین کے ساتھ اپنی مصنوعات کے متعلق ان کی قیمتی آراء سے مستفید ہونے کے لئے مسلسل رابطہ برقرار رکھتے ہیں۔ ان کی آراء ہمیں اپنی مصنوعات کو بین الاقوامی معیار کے مطابق تیار کرنے میں مدد فراہم کرتی ہیں۔ ہم نے رضوان سے دریافت کیا جو اتحاد ڈرائیورسپورٹ میں ڈرائیور ہیں اور جو اپنا نیو 40,000 لیٹر کا ٹینکر وصول کرتے ہوئے بہت خوش اور پر جوش تھے کہ کیا وجہ ہے کہ وہ اس ٹینکر کو جلد از جلد روڈ پہلانے کے لئے بیتاب ہیں۔

آٹوکوم۔ کیا چیز اس ٹینکر کو دوسرے ٹینکروں سے ممتاز بناتی ہے؟ رضوان۔ میں نے حتمی معائنہ کے دوران اس ٹینکر کو پروڈکشن سائٹ اور آٹوکوم کے ہیڈ آفس کے درمیان چلایا ہے۔ مجھے یہ دوسرے ٹینکروں کے مقابلے میں چلانے میں بہت آسان معلوم ہوا۔

آٹوکوم۔ کس چیز نے اسے ان دوسرے ٹینکروں کے مقابلے میں چلانے میں آسان اور منفرد بنایا ہے جنہیں آپ نے پچھلے چند سالوں میں استعمال کیا ہے۔ رضوان۔ میں نے اوپن مارکیٹ (روڈ سائڈ ٹینکر بنانے والوں) کے ٹینکر چلائے ہیں اور وہ مجھے بہت مشکل محسوس ہوئے۔ ان کے سپنشن جیسے پتھر سے بنے ہوتے ہیں اور اکثر لیک ہو جاتے ہیں۔ یہ ٹینکر کڑی آزمائشوں سے گزرا ہے اور میں نے کبھی کسی ٹینکر کو حتمی طور پر گاہک کو حوالے کرنے سے پہلے ٹیسٹ کرتے نہیں دیکھا۔ یہ چلانے میں بہت ہموار اور قابل اعتماد ہے۔

ظہور جو ایک پیٹرولیم ڈرائیوروں میں سے ایک ہیں کہتے ہیں کہ روڈ سائڈ بننے ہوئے ٹینکروں کے بہت جلد خراب ہونے کا خدشہ ہوتا ہے، اس لئے ہمیں انہیں پہلے یا دوسرے گنیر میں ہی چلانا پڑتا ہے۔ آٹوکوم ٹینکر نامہ ہموار سڑک پر بھی تھے گنیر میں چلنے کے اہل ہوتے ہیں اور اگر سڑک ہموار ہو تو مزید زیادہ رفتار میں چل سکتے ہیں۔ ہم ان کے ذریعہ زیادہ چکر لگا سکتے ہیں۔

Linde Pakistan نے اپنے Hydrogen Tube Skids کے لئے Flatbed Trailer بنانے کے لئے آٹوکوم کو ہی ترجیح دی کیوں کہ انہیں یقین ہے کہ ہم بین الاقوامی معیار کے مطابق کام سرانجام دینے کے اہل ہیں۔ اس کی ہی بدولت، انہیں اپنی گاڑیوں کی قابل بھروسہ کارکردگی پر اطمینان اور اعتماد ہے۔

