



# Automobile Corporation of Pakistan

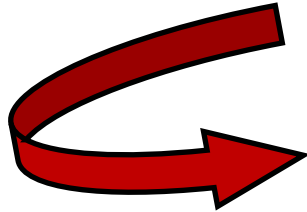
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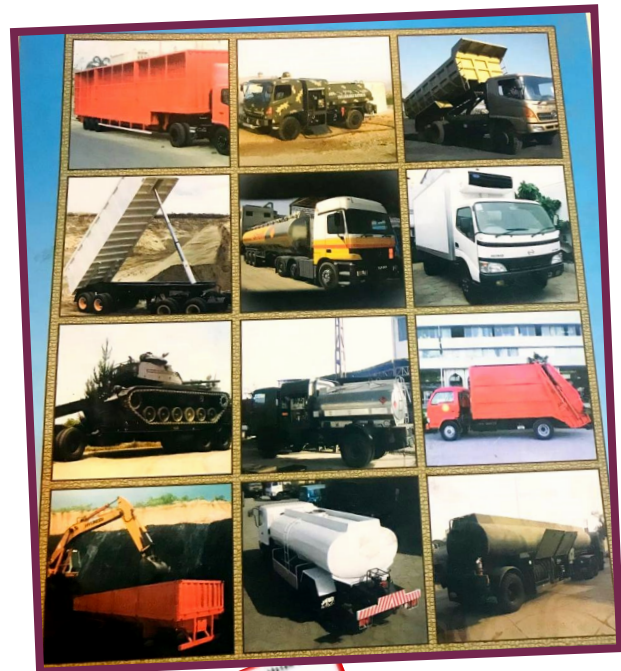
## RHINO PULSE

(Jan-Jun 2019)

# What's Inside



External Interview	2-3
Buzz About Electric Vehicle	3
Trainings at AUTOCOM	4
MD's Birthday	5
Company Birthday	5
Annual Lunch	6
Rhino Sorority	7
Core Values	7
ROQ & Azm-e-Parwaz	8
Work Anniversaries	8
Delivering Excellence	9
EBS Article	10
Mobile Application	10



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## External Interview

### 1- Tell us about your company Imlak Transport Service (ITS) and its main area of business? Who is your target market and niche market?

Our company is IMLAK (Pvt.) Ltd. and we have gone through mergers & acquisitions for our corporate restructuring – all in order to make our operations more efficient and sustainable.

Imlak's core business is that of coal logistics. Coal is imported from South Africa and Indonesia for local consumption by cement & textile industry amongst others. These do not use Pakistani coal which has a low GCV (Gross Calorific Value) and is best for mine mouth power plants - as is the case in Thar. We move approx. 30,000 metric tons of coal per month and bring back cement, wheat, corn, sugar amongst other commodities.

### 2- What are the major challenges faced by your company and how do you overcome them?

The major threat that we have been facing and foresee in the coming times are that of axle load implementation across the board, lack of criminal & tax prosecution, risks against default amongst other things. Operators put more weight on the vehicles than allowed under law. If axle load implementation is not done throughout the country then the ones complying will suffer immensely along with the state assets and population in general. As for criminal prosecution laws - in the logistics industry we face regular situations of fraud and theft. Further, we have undocumented players in the industry & due to a lack of enforcement of relevant laws it prohibits growth of documented players and entry of new ones.

With low growth forecasts, choosing partners and industries is very important. We feel next couple of years will be difficult for businesses in general and financial risk management needs to be supreme for survival. We have been actively working to resolve the above-mentioned issues and feel it is a matter of time before they are tackled.

### 3- The overall freight rates in Pakistan are significantly low, how does this impact your operations?

The freight rates are low due to undocumented players, unregulated market and smuggling. Currently, most companies are in survival mode & operating with insignificant margins. Hence, their focus has shifted from research, asset optimization & process optimization. In the longer run this impacts the development of the sector which in turn affects the economic growth of the country. As per the World Bank, logistical inefficiencies cost the economy over \$30Bln i.e over 10% of our GDP and we feel this is partly due to constrained R&D in the sector.

### 4- What threats does your business face? Do you feel if it has any impact on axle load compliance?

Dry cargo market lacks a regulatory authority which liquid cargo has in the shape of OGRA - hence we operate in a highly volatile market with undocumented & unregulated players. Clients want

high quality services at rates offered by the unprofessional competitors. It's a catch 22 situation where clients want services equivalent to a Benz at the price of a Mehran. Lack of regulations also mean that we can make a trailer from roadside fabricator and have it running on the road right

### Athar Ahmed Khan

Athar Ahmad Khan is a Scuba Diver, manages a football club, is an avid sportsman, traveler and social entrepreneur. He is a graduate of IBA and post education took up a project to develop a multipurpose sports complex in Karachi for mental and physical development of the youth. Athar worked at a bank's treasury department trading stocks, bonds & euro bonds while managing the bank's assets and liabilities book. Thereafter, he set up a logistics business alongside an Electric Motorcycle business. He is the pioneer of electric Motorcycles in Pakistan and is now vying to be a disruptive player in the logistics industry with his experience of electric vehicles.

away. We feel the NHA should have Axle load regime in place and the government should establish a Transport Ministry to resolve these issues. Further, there is a need to nab the undocumented players who take advantage of the lack of regulations, do not contribute to the national kitty and hence do not compete on a level playing field with documented players.

### 5- What is your take on TIR? Do you have any company strategy to enter regional market by facilitating trade with Iran, Afghanistan and other regional countries?

TIR is a great initiative and Pakistani logistic operators are bound to benefit immensely from it in the next 10 years. It will really flourish once the road network in Pakistan develops and relations with neighboring countries improve.

### 6- What is your basic mode of transportation? Are you looking for multimodal form of transportation? What role in your opinion can railway play?

Our transportation is predominantly truck based but we offer client transport through train as well. Unfortunately, there isn't much reliability in the case of train operations in Pakistan. Infrastructure is there but maintenance, obsolete Assets/Equipment and operational inefficiencies are the issues.

### 7- Some questions regarding your business: -

**Your fleet size:** - We transport 30,000 metric tons of coal on a monthly basis.

**Driver training:** -Driver training is essential to educate drivers on safety, vehicle's technicality & economical driving. We provide in-house as well as external trainings to our drivers.

**Fleet composition – is your fleet NHA compliant?** Yes, we believe in 100% compliance therefore our fleet is 100% NHA compliant .



**8- What is the future of trucking industry? How do you foresee the future of your operations? Any plans for expansion or JV? Any new entrants in the market?**

The trucking industry is changing globally and all logistic operators need to be flexible. Pakistan’s logistics industry in the short run may not reflect the growth due to the subdued economic conditions. We will truly grow once we have axle load compliance, better infrastructure, a more evolved economy which understands the benefits of supply chain management, documented players competing on a level playing field and this short term may be the best time to focus on majority of the issues mentioned. If, in the next five years, we are able to achieve some of these objectives, we could grow leaps and bounds thereafter.

We encourage entrepreneurship for in house resources and partnerships outside, optimization of Assets & flexibility of operations – this is how we foresee our future operations. We have high hopes from CPEC which will surely be the pathway for immense economic growth for Pakistan. We are not actively pursuing any JVs or expansions at the moment but are open to the idea. As for new entrants, we feel those could be through JVs & SPVs. Logistics seems to be a lucrative business and we have seen major groups of Pakistan enter into the industry with massive investments only to liquidate overpriced assets soon after. Unless we have a low interest rate environment along with a good law enforcement, new entrants will continue to feel the pinch. We see a slowdown in coming years where companies will be focusing on surviving through cost cutting rather than being adventurous with such investments.



**Mr. Athar Ahmed Khan with our Corporate Communications Team**

**9- Final comments:**

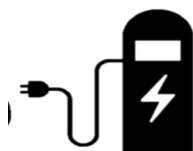
With the new government in place, the focus and ideas are great - execution is the name of the game now. I would like to see the government of Pakistan encourage entrepreneurship through the Board of Investment (BOI). BOI should provide incentives along with legal assistance, financing and tax advisory to new entrepreneurs through one window incubation centers. Public Private partnerships should be encouraged with special incentives for projects that contribute positively to the environment. There should be focus on vocational training and private sector should be involved in the process. I feel there is a need for skills training as well as mental development to inculcate professionalism in the working population as we lack

**WHAT’S THE BUZZ ABOUT ELECTRIC VEHICLES?**



The demand for electric vehicles is governed by increase in demand for fuel-efficient, high-performance, and low-emission vehicles . The global electric vehicle market was valued at \$120M in 2017, and is projected to reach \$570M by 2025. China is progressing most rapidly it has built the most amount of charging stations for EVs, and is clearly working towards better infrastructure to support electric transport. In other regions of the world charging points are considerably harder to come by, due to lack of demand and lack of usage of Electric vehicles. As time goes on, charging stations and vehicles have become much easier to come across, and given the clear benefits of EVs, there has been a notable increase in usage of EVs in the US in the past 5 years. Some countries are dependent on other countries for petroleum imports. Electric vehicles are easy to power from local and renewable energy sources, reducing our dependence on foreign oil. Electric car engines take about four hours to reach a full charge, some take a whopping 15 to 20 hours.

*Sources: premium marketing websites*





## Trainings at AUTOCOM



### \*BUSINESS WRITING SKILLS\*

Writing is undeniably the primary way of how a business gets done in today's corporate world. Effective business writing skills is not just an important component of quality management but it also helps employees to produce the results that managers expect. Regardless of level of hierarchy you are at in an organization, writing is a valuable skill.

We at AUTOCOM believe that if a Rhino needs to prosper in his/her career then they need to possess or fine-tune this important skillset. This is why a practice-driven training was conducted for the employees to improve their ability to write emails, memos and letters in a clear, concise and effective manner. This valuable training also helped the organization to strengthen its internal talent pipeline and consequently aiding in retention, as employees are happy that they are learning valuable skills for their career and have prospects for advancement.

### \*FABRICATION\*

Technical Training is an essential part of AUTOCOM as the company aims to prepare its employees for technical aspects of working in a manufacturing plant. The company always strives to train employees with its own unique ways of handling operations and performing day-to-day tasks.

For this purpose, training on fabrication of fuel tanks was conducted in collaboration with TUSDEC and UNDP. The objective of this training was to instill efficiency, effectiveness, knowledge, skills and attitude amongst production staff in order to support the manufacturing process. Training on the fundamentals of metal fabrication was provided to 30 workers for 1 month with an emphasis on SAFETY, QUALITY and environmental responsibility. In addition, this comprehensive training period also resulted in increased production quality standards, increased production rates and enhanced performance and profitability.



### \*MS EXCEL\*

Microsoft Office has become a leading platform to drive productivity in the workplace and so we realize that tech savvy Rhinos can bring about more effectiveness at workplace. Therefore, a training session on MS Excel was conducted to give a learning and impactful experience. The training was done practically which included learning about basic MS Excel formulas used on a daily basis to help employees grow their analytical skills more effectively and efficiently.

### \*EBS & AUTO SLACK ADJUSTER\*

AUTOCOM takes pride in being a committed authorized trainer for fleet operators and Hauliers and has long been known for providing detailed technical expertise to our industry fleet operators.

Our staff again this year organized valuable knowledge sharing on EBS and Auto Slack Adjuster at our Port Qasim Plant and delivered training to 30 employees.





# Birthdays at AUTOCOM



## Company Birthday



**“May the joy that you have spread in the past come back to you on this day! We all wish you a very Happy Birthday!”**

We marked the birthday of our mentor and leader, our guide to daily work matters our very own “Chief Rhino”- Mr. Khayam Husain!!! Our very conducive and family-oriented culture allows each of us to celebrate happiness, victory, goodness together - after all that is what families are all about. Cheers to our Rhino family!!

Company birthday is an exciting time for us, each year we mark AUTOCOM’s birthday in the month of January in the most unique ways. It gives us a fantastic opportunity to celebrate this achievement with our dear colleagues and we make sure that each and every employee gets together to enjoy this special occasion. Arrangement of snacks, lunch alongside interesting team building activities is a killer combination and enjoyed thoroughly by Rhinos.







# ANNUAL LUNCH 2019



Annual Day for Rhinos is a day to celebrate and remember the present achievements and look forward to the journey ahead!

Bahria Auditorium was chosen as the venue for this year's Annual Lunch held on, 23<sup>rd</sup>, March 2019 to make the day a memorable one.

The event commenced with different illustrations and speeches about our journey so far and what we aspire to achieve in the years to come.

This was followed by Employee Awards to recognize their talent and hard work. Different awards were distributed for significant services and an array of fun filled activities/games where employees across the organization won great prizes.





# Rhino Sorority



The **Rhino Sorority** members take pride to be able to *rise and shine* in the Automotive industry. Celebrating womanhood professionally is a gratifying feeling and we at AUTOCOM get the privilege of celebrating this special day in full spirit.

In March 2019, Rhino Sorority members along with Chief Guest and expert on Business Etiquettes, Ms .Sadia Rajput visited RAAST School. The session in school commenced with a brief history about Women’s Day, after which Rhino Sorority member gave motivational speech to students of the school. Our main theme for the day was that of **ETIQUETTES** with its personal & professional implementation in life. Basic concepts were shared with young individuals coupled team-building activity followed by sharing of success stories by female members bringing out the notion of *women empowerment*. All the ladies had official lunch together and special gifts were placed on their work stations as a token of appreciation!

## Rhino Values & Team Building Activities



RHINO VALUES define us. Our core values are the set of guiding principles and fundamental beliefs of how to function together as a team and work toward a common goal. We have initiated the **Rhino Value Campaign** by celebrating each value each month from March to August 2019 by giving trainings, sessions and participating in team building activities to engage our employees. We, at Autocom, are guided by our five business values which serve as basic guidelines for day- to-day tasks.

### ROLLOUT OF RHINO VALUES



	Rhino Values	2019	ACTIVITIES				
<b>R H I N O</b>	Reliability & Quality	March	Understanding Concepts	Implementing and Incorporating Rhino Values	Trainings & Awareness Sessions	Sharing Best Practices , Tips	Contests, Team Building Activities
	Hard work	April					
	Integrity	May					
	No compromise on Safety	June					
	Organizational Leadership	July					



# ROQ and AZM-E-PARWAZ



Team (JIDDAT)



Azm-e-Parwaz-Team lead (M.Omer)



Zahid Ali-Peon



Aman Rasheed-AM Design

Employee recognition is an important aspect of a business that needs to be given due attention. Rhino's quarterly recognition awards are based on exceeding performance as well as achieving KPI's. Recognition of employees for making a positive contribution to a workplace success such as productivity or quality gains. This inspires employees to accomplish tasks and by giving them certificate or award to retain them.



20 Years & More

10 Years & More	
Shariq Hasan	18 years
Tahseenuddin	16 years
M.Saleem	12 years
Danish Suleman	10 years
Farhan Mehmood	10 years
Junaid Hussain	10 years



20 Years & More	
Sabir Hussain	51 years
Dawood Beg	48 years
Zaki Hussain Rizvi	47 years
Ajaz Ahmed	27 years
Ayaz Ahmed	26 years





# Delivering Excellence



AERIAL PLATFORMS



FUEL BOWSER 5KL



WATER BOWSER



FUEK TANKER 64KL



SODA ASH BULKER



CAR CARRIER

ALUMINUM TANKER 56KL



FUEL BOWSER 3KL



## Electronic Braking System—Article

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### Electronic Braking System in Heavy Commercial Vehicles - Miracle to Disaster prevention

Mar 9, 2019

220


**EBS Article  
Written by:**
**Sumaiyah Murtaza  
(Sr. Manager Supply  
Chain)**

Article written on Electronic Braking System published in AUTOMARK, the #1 news source of Pakistan's automotive sector and energy sector.

*“This article covers benefits and miracles of Electronic Braking specifically in heavy commercial vehicles that has proven benefits against rollovers, vehicle skidding and collisions which in turn helps prevent fatal incidents.*

*The so referred system works with an intelligent preprogramming and uses electronic signals to determine brake pressures which could be decisive in many situations. It also has an in built ABS and RSS capability and many other sub-systems like Tail guard, Smart communication board, RTR and Tire Pressure Monitoring could be integrated along with it. Despite the fact that it is very well renowned globally for safer HCYS, Pakistan still has a very less percentage of fleet with EBS. Introduced nationally in 2015, as a result of collaboration between AUTOCOM and WABCO, Shell has now 100 plus trailers retrofitted with the same”*

*As a part of our corporate value for “Safety” we as AUTOCOM hope to flourish this blessing in disguise and reach out as much as possible.*

#### \* Mobile Application \*

We have developed a mobile application for Hauliers and Oil Marketing Companies (OMCs) to track maintenance and directly access useful information regarding their fleet, schedules of vehicles and view vehicle Certificates through this mobile application.

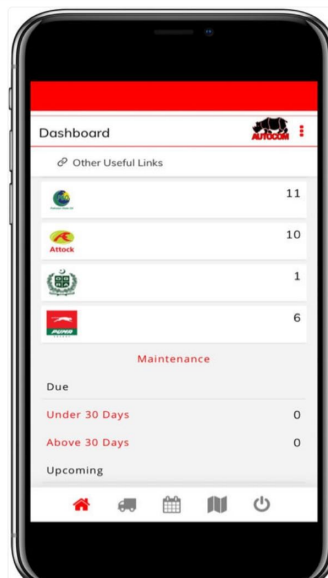
AUTOCOM mobile application initiative has been taken to provide ease and convenience to our customers and give them an enriching **one-stop** industrial platform.

For Download this app on play store:

For Android: Autocom

For IOS: Autocom.com

Here is the link for the web app open in any browser : <http://mob.autocom-tms.com/Default?deviceId=flfrtzjppgeb1mtoubstfgqcp>



ANDROID APP ON


**Google Play**
**AUTOCOM**
**MOBILE APPLICATION**


Download on the

**App Store**


Android 7 iOS 12.1





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# Credits

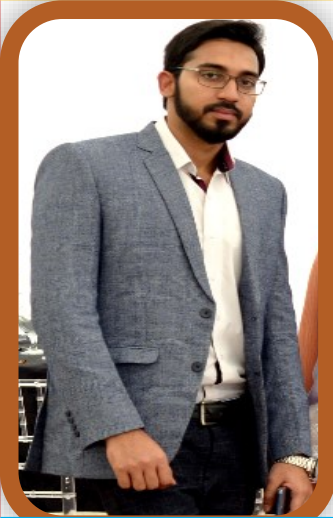
A goal-oriented individual with exceptional communication and interpersonal skills. Nurture your talent with your hard work and dedication.

**Finalized, & Reviewed by Zehra Raza**

**(Head of HR & Corporate & Communications)**



**Learning Pill**  
"Develop a passion for learning. If you do, you'll never cease to grow"  
*Anthony J. D'Angelo*



I am a result oriented individual with a can-do attitude and an adaptive approach towards my work. I constantly work on honing my strengths. I also try my level best to contribute my efforts for the betterment of company.

**Drafting , Compiling & Editing by Shayan Saleem**

**(HR Officer)**



I am a dedicated and hardworking person who truly believes that one can achieve anything by sheer focus, belief and perseverance. People find me to be energetic, upbeat and fun-loving. I am someone who is always looking forward to adventures in life. I am thankful to the Almighty for giving me this opportunity to become part of ACP family.

**Drafted, Formatted, Written & Published by Suman Rochlani**  
**(Corporate Communications Executive)**



Thanking **Sumaiyah Murtaza (Head of Supply Chain)** for contributing article for RHINO PULSE . Her article has been drafted and published in a renowned Automotive Magazine "AUTOMARK".

