



Jan to Aug

2023

Lucky Core Industries Limited
Publication

engage



Dear *Engage* readers,

Welcome to the latest edition of Engage. For CCPA this edition of the publication is special, as this is the first one being released under our new corporate identity – Lucky Core Industries. Included herein are the exciting updates and achievements that took place at LCI from January to August 2023.

Engage is more than just a corporate newsletter. The stories featured in the publication showcase all the different ways that we, as a team, create value for LCI’s stakeholders, including its employees, customers and business partners, and the communities where we operate. It is not only a reminder of how we connect with one another but also the world at large, and how all of our commercial and philanthropic efforts combined enable LCI to be at the core of its stakeholders’ lives.

The new identity and our essential presence were the inspiration behind this edition’s theme, titled ‘*The Core*’, and you can read more about our transformation in the cover story. The extensive tree plantations conducted by the Soda Ash business, community welfare initiatives supported by the Polyester business, innovative new launches promoting better health and well-being by the Pharmaceuticals and Animal Health businesses, or the ongoing commitment to safety and sustainability by the Chemicals & Agri Sciences business, are just some interesting stories included in this edition that also highlight how we enrich lives.

As we journey ahead with a new name, our core remains unchanged; our values, our purpose and our commitment to creating shared value. Perhaps, the most important part of our story is its continuity. When you put down this issue, we hope to have motivated you to continue the momentum. It is being consistent that has contributed to our success as an organisation for decades. Many more to go!

Regards,
Team CCPA



**We would love to hear
your feedback**
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The Core
by CCPA

This issue’s cover depicts the significance of the core which is the enduring part of every entity. The Company continues to build on its strong legacy, the same value system that it has always identified with and fuelled by the same purpose and vision that motivate everyone at LCI. On its Journey of Enriching Lives, LCI remains committed to leave a lasting impression on every industry, every individual and every entity.

Core is the essence of Lucky Core Industries' (LCI) being. It is the enduring part that should, as a rule, stay constant. With a new identity, LCI builds around the core yet again. Its mission, vision and values remain unchanged while the Company continues on its journey of enriching lives, with a new name. The name was carefully curated to pay homage to the fact that LCI respects, celebrates and owns its Core. The Company remains what it was, only refuelled and charged up to explore new avenues.

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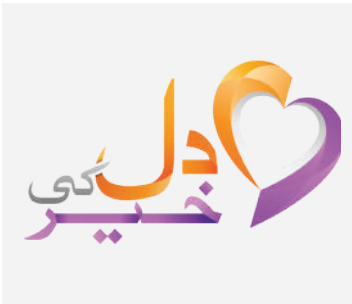


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Every Drop Counts

Blood Donation Drive conducted.

By: Pernia Hassan

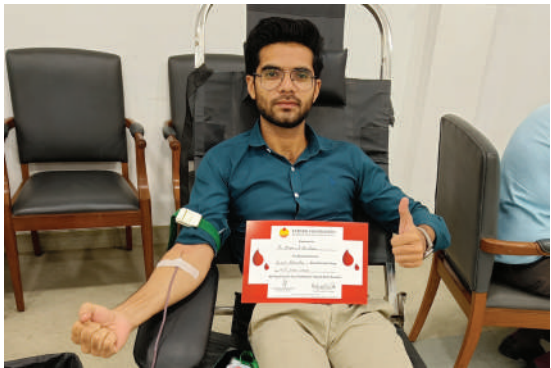
Blood donation is vital for planned treatments, emergency medical interventions, and supporting patients with life-threatening conditions, improving their quality of life and enabling complex medical and surgical procedures.

Organised by the Lucky Core Foundation in collaboration with the Fatimid Foundation, 174 Pehchan volunteers participated in 10 blood donation drives held at LCI locations nationwide through the year. The Fatimid Foundation is a charitable organisation in Pakistan, primarily dedicated to providing medical services to people with blood disorders, especially haemophilia.

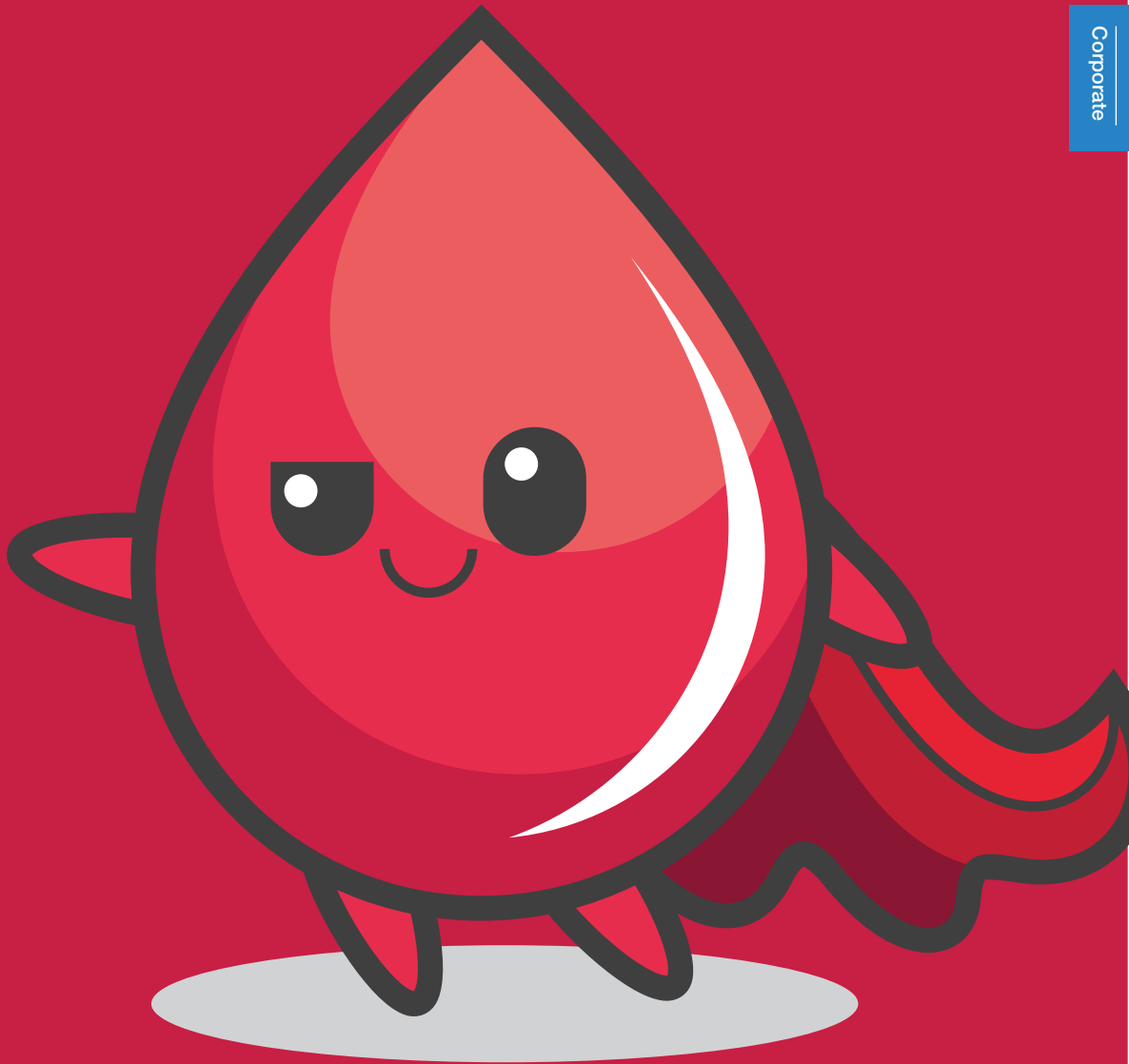
World Blood Donor Day, celebrated on June 14 marked the completion of the annual blood donation drive programme. 175 pints of blood were collectively donated to the Fatimid Foundation, this act of kindness has the potential to save a remarkable 525 lives.

LCI's Polyester Plant, Sheikhpura and the Pharmaceuticals Plant, Hattar teams achieved the highest levels of volunteer participation, demonstrating a strong sense of social responsibility within the organisation. Kudos to the volunteers who participated in the initiative, their generosity and willingness to give back to the community exemplify the values and spirit of LCI.

Location	Pints of Blood Donated
Polyester Plant	50
Hattar Plant	50
Mozang Office	29
Hawke's Bay Plant	26
Karachi Head Office	16
Multan Office	4



Volunteers from the Head Office and Hawke's Bay locations participating in the blood donation drive.



Heroes Come In
All Blood Types

Breaking Barriers and Empowering Women

By: Aamnah Khalid Baloch

Recognising and celebrating accomplishments - International Women's Day 2023.

International Women's Day is a global call to action and celebration of women's achievements and the progress made towards gender equality. Celebrated globally on March 08, 2023, a series of initiatives were undertaken at LCI to showcase the contributions of women in their respective fields of work.

The Head Office was buzzing with activity early during the day, as 14 talented female artisans and entrepreneurs took over the activity hall to set up colourful displays of their handmade products. The pop-up exhibition was inaugurated by Asif Jooma; Chief Executive who along with the EMT and Head Office staff visited all the stalls and purchased products to support the exhibitors.

A thought-provoking panel discussion featuring accomplished women in leadership roles was also arranged for employees. Panellist included Mushkbar Zehra; Director Quality Operations, HSE and Compliance, Shan Foods, Nariman Siddiqui; Head of HR, The Dawood Foundation, Rabia Wafah Khan; Chief Financial Officer; Engro Polymers & Chemicals, Saima Eqan; Owner, Slice of Life and Laila Bhatia Bawany; Chief Legal Officer & Company Secretary, LCI. The discussion revolved around topics such as breaking the glass ceilings, importance of mentorship and the challenges faced and overcome during their careers.

Moreover, on International Women's Day, the Pharmaceuticals business launched its *Zaroori Hai* campaign to focus on women's health, increase awareness of calcium deficiency in females and the importance of Vitamin K2 in maintaining optimal bone strength.



Striking a pose to kick off the Women's Day festivities.



Panellist share their career stories during the Embrace Equity discussion.



Glimpses from the pop-up exhibition.

Back in the Game!

Women Returnship Programme launched.

By: Tarefa Hafesjee

To provide career opportunities for budding female talent, LCI launched its Women Returnship Programme. The initiative extends opportunities to female professionals returning from career breaks. Shortlisted candidates work to complete a

12-month project-based role, coupled with flexibility on working hours and location, ensuring a conducive environment. Three talented candidates were onboarded in the HR function at the Head Office and Mozang locations.



Hadia Mazhar
HR Analyst

Returning to my career after a one-year break felt like an unattainable dream. I am immensely thankful to LCI for offering career-oriented women the chance to rejoin the workforce, all the while providing the essential support

to facilitate a smooth transition. LCI's culture is truly commendable, as it fosters a shared commitment to teamwork and synergy,"empowering colleagues to support one another and collectively achieve far more than what can be accomplished in isolation.

Saniya Ambreen
HR Analyst

LCI has provided women like me with a great 'restart your career' opportunity. This initiative has enabled women who took a break to get back in the workforce

and resume their careers. Through impactful projects and working flexibility, the programme is tailored to ensure a smooth, and convenient comeback for women.



Hareem Zoya Warsi
HRIS Analyst

For most mothers, the idea of returning to work after a maternity break seems daunting - I felt the same before my first day at LCI. As soon as I stepped into the office, a homely and family like aura embraced me, and I knew I was exactly

where I wanted to be. Working at LCI has been an extremely rewarding experience filled with happy memories and diverse learning exposure, without having me to compromise on my work-life balance, which, as a mother, was one of the biggest concerns I had returning to work.

A Triumph of Teamwork and Unity

14th CE Cricket Tournament held in Lahore.

By: Tarefa Hafesjee

The 14th CE Cricket Tournament held in Lahore in February 2023 brought together teams from LCI's corporate functions and businesses. Six teams, each representing their own business or function, competed passionately on the cricket field, symbolising the essence of sportsmanship. In a spectacular display of nail-biting matches, the Corporate Team emerged victorious.

The tournament was more than just a sporting event; it served as a platform for employees to forge stronger bonds, reinforcing the idea that collective effort leads to success. Beyond the cricket matches, the event provided an opportunity for families to come together, create lasting memories and strengthen the ties that bind the LCI family.



The winning team celebrating their victory.

News in Brief | Representing LCI at WIBCON 2023

On March 15, 2023, 40 female LCI employees participated in the Women in Business Conference (WIBCON) 2023. The Conference provided a forum for sharing of experiences and career guidance, while encouraging employees to build connections across organisational boundaries.

Cultivating a Greener Tomorrow

Independence Day celebrations at LCI.

By: Aamnah Khalid Baloch

Independence Day was celebrated at all LCI locations under the theme *Cultivating a Greener Pakistan*. Asif Jooma; Chief Executive officiated the Head Office ceremony by hoisting the flag which was followed by a tree planting activity. Similar enthusiasm resonated at other locations, where flag hoisting and tree plantation ceremonies took place.

To continue the green celebration, seed packs were distributed amongst all employees encouraging them to plant their own vegetable patches at home.



Soda Ash Plant.



Head Office, Karachi.



Animal Health Plant.



Pharmaceuticals Hattar Plant.



Polyester Plant.



Islamabad Corporate Office.



Pharmaceuticals Hawke's Bay Plant.



Corporate Office, Lahore.

Unlocking Opportunities and Elevating Potential

Welcoming LCI's Graduate Recruit batch 2023.

By: Tarefa Hafesjee

LCI's commitment to nurturing future talent took centre stage with the Graduate Recruit Drive 2023. The corporate HR team alongside commercial counterparts and alumnus visited leading universities to interact with graduating students. The team discussed the opportunities available at LCI and acquainted

potential candidates with the Company's values and mission. Over 10,000+ applicants applied to participate in the Graduate Recruit Drive this year, of which 05 candidates were shortlisted to be a part of the LCI family.

Meet the Graduate Recruits for 2023:



Muhammad Momin Khurram
Corporate

"I started my career at LCI as a graduate recruit in July 2023, and the journey has been remarkable. The welcoming atmosphere has quickly turned my colleagues into my second family. Strong

support and mentorship from colleagues played a pivotal role in my personal and professional development. LCI fosters an inclusive and motivating environment that has given me a sense of belonging right from the very beginning."

Anzeela Baloch
Pharmaceuticals business

"I was thrilled to start my exciting journey at LCI as a Graduate Recruit in the Commercial-Marketing function of the Pharmaceuticals business. I have had the opportunity of leading the "Freedom to Thrive" campaign, which allowed me to unleash my creativity.

The collaborative environment here enables me to work with a team that values growth and learning. My peers have encouraged me to take on challenges, sparking both my personal and professional growth. As I continue my journey at LCI, I look forward to further refining and expanding my skill set and embracing future prospects."



Zubair Majid
Corporate

"I joined LCI in July, as a Graduate Recruit in the Talent Acquisition function. In this short span, I have had the privilege of experiencing a workplace that truly embodies its core values. My three months at LCI have been a remarkable and enriching experience. The emphasis on creative thinking and constant

improvement have allowed me to expand my horizons, develop new skills, and implement innovative solutions.

I would like to extend my deepest gratitude to the entire LCI family for welcoming me into their fold and providing a platform for personal and professional development."

Neha Humair
Animal Health business

"My Journey at LCI's Animal Health business as a Graduate Recruit has been highly rewarding. The Company was quick to open doors to new opportunities and encouraged me to participate in exciting challenges, fuelling both my personal and professional growth.

LCI's welcoming and supportive environment has ensured that I feel like a valued team member since day one. The strong sense of belonging is exceptional, reflecting the Company's commitment to it's value of "Passion for People."

I have had the privilege of working on diverse projects helping me gain valuable insights into the field of animal health. I look forward to continuing my journey with LCI."



Muhammad Momin
Polyester business

"The supportive environment quickly made me feel like I was a part of the LCI family. My colleagues encouraged me to grow and learn, and as a result, my experience has been enriching. I was given the opportunity to interact

with customers and was also entrusted with the challenging yet exciting task of acquiring new customers for the Polyester business. My team here is exceptionally supportive, and they have helped me improve my interpersonal and technical skill set, which I believe will greatly benefit me in my career."

One Team, Diverse Voices

LCI's commitment to fostering a diverse and vibrant workplace.

By: Rhonda Fernandes and Hadia Mazhar

Festivities of Eid

Eid-ul-Fitr, a time of joy, gratitude and celebration for muslims worldwide, marks the end of Ramadan. In April 2023, on the occasion of Eid-ul-Fitr, LCI sent out greetings to employees along with a scrumptious box of brownies. The Company also organised a Eid Breakfast for all the employees.

Vibrancy at Work

Holi, also known as the Festival of Colours, is a vibrant and joyous celebration that marks the arrival of spring in the Hindu calendar. The festival transcends social barriers, bringing people from all walks of life together in a spirit of unity and harmony.

An engaging Rangoli competition was organised at LCI's major locations. The Head Office Team, Karachi won the competition by painting the best rangoli canvas.



Employees painting the Rangoli Canvas at Head Office, Karachi.

Honouring the Queen of Hearts, Mothers!

On May 12, 2023, LCI celebrated Mother's Day with the HR team bringing together everyone in an engaging online session centred around the theme of *Mothers with a cape*. The session aimed to honour the tireless efforts of mothers and celebrate their role as a family's superhero. Participants engaged in a trivia activity followed by a fun round of *Never Have I Ever*. The

occasion became an opportunity to acknowledge and commend the supermoms within the organisation for their unwavering commitment to balancing work and motherhood responsibilities. All the winners and nominated supermoms were presented with prizes as a token of appreciation.

A Fresh Start

Nowruz, also known as the Persian New Year, is a joyous celebration that announces the arrival of spring. On March 20, 2023, the festivities mark the rejuvenation of nature and the triumph of light over darkness. As part of the cultural festivities, a table

adorning seven symbolic items were setup, each representing different aspects of life. LCI's employees were invited to participate in an Egg Decoration competition and share their creations with their loved ones.

Eggsploring Easter

An Easter egg hunt was organised to celebrate Easter on April 06, 2023, at the Head Office premises. The game gave everyone a chance to bond over a fun and engaging activity while celebrating the spirit of harmony and diversity.

News in Brief | Gender Sensitisation Sessions

Ten sensitisation sessions were held across LCI's major locations, including Karachi, Lahore, Sheikhpura, Khewra, and Hattar. The sessions were a part of the Company's *Dignity at Work* campaign to increase awareness of equality and respect for all genders. 475 employees participated in the sessions.

Wellness Matters: Building a Resilient and Thriving Workforce

Promoting employee wellness at LCI through multiple initiatives.

By: Hadia Mazhar

Employee Wellness session with a Health coach organised

A DIY Healthy Lifestyle series with a certified Integrative Nutrition Health Coach was organised to promote wellness amongst employees. The initiative emphasised that wellness can be achieved by taking small steps towards a healthy lifestyle. Four wellness sessions were hosted from December 2022 till August

2023, engaging approximately 200 employees. The sessions delved into topics such as exercise, healthy eating and a special session dedicated to wellness during Ramadan, promoted a healthier and more balanced lifestyle.

Bright Smiles!

A Dental Hygiene session was arranged for employees on May 17, 2023 at the Head Office, Karachi. The dental consultant engaged for the session shed light on the importance of oral health, addressing common dental issues, and providing tips on maintaining a confident, healthy and bright smile.



Employees learning about better oral health at the Dental Hygiene session.

Empower, Engage, Excel

Bridging gaps between academia and industry through LCI's Campus Ambassador Programme.

By: Tarefa Hafesjee

Recognising the need to create stronger linkages between academia and industry, LCI launched its Campus Ambassador Programme in January 2023. Seven talented ambassadors from prestigious universities were onboarded through the programme. The initiative was designed to impart first hand

professional insights to budding talent while also creating awareness about the Company's culture and key initiatives. The ambassadors actively engaged with the student bodies at their respective campuses during career drives and fairs, fostering a stronger connection between emerging talent and LCI.



IBA students visit the LCI Head Office for a study tour.

Leaders of Tomorrow

LCI conducts insightful Career Workshops at leading universities.

By: Tarefa Hafesjee and Rhonda Fernandes

A holistic educational experience is not limited to acquiring academic knowledge, but is also key in preparing students for the transition to the professional world. To help bridge the gap between academia and the workforce, LCI launched the Career Workshop Programme. LCI launched the Career

Workshop Programme. Eight workshops were conducted at multiple universities aimed at building soft skills, enhancing career management, imparting interview tips, and instilling corporate ethics.



Students from the Dawood University of Engineering and Technology participate in LCI's Career Workshop session.

Aik Roshan Kal Ki Taraf

LCI participates in the Roshan Kal Internship Programme.

By: Tarefa Hafesjee

This year for the corporate summer internship programme, LCI along side 18 leading private sector organisations partnered with PepsiCo to launch *Roshan Kal for Pakistan*.

A total of 11,000 applications were received from 100 different locations, and 11 interns were onboarded. The Interns were placed in the Corporate, Chemicals & Agri Sciences and Pharmaceuticals business units.

The internships offered through Roshan Kal were designed to act as a bridge between theoretical knowledge and practical application. Interns were provided with immersive corporate world scenarios for capability development and to facilitate a better understanding of the opportunities that await them in their career.

LCI's participation in the Roshan Kal Programme furthers the Company's commitment to excellence, innovation, and investing in the leaders of tomorrow—paving the way for continued success and growth.



LCI's corporate HR team at the Roshan Kal launch ceremony.



Employee Volunteer Programme

Volunteering to Create Social Value

By: Pernia Hassan

Launched in 2018, the Company's flagship Employee Volunteer Programme - *Pehchan* enables LCI's employees to do better, enrich lives and create greater shared value for communities where the Company operates.

Aimed at supporting marginalised populations, the Pehchan Programme encourages employees to engage in community-based CSR initiatives of their choice in the impact areas of health, education and mentorship, women's empowerment, community development and the environment.

The Programme allows employees to devote up to two working days (or 16 working hours) annually on Company time in pursuit of volunteer work. Individual employees and business' contributing the highest number of volunteer hours are acknowledged quarterly and awarded annually.

Pehchan volunteers participated in the following initiatives during the year;



175 pints of blood donated and 525 lives saved during Company-wide blood donation drives.



311 Kgs of clothing collected during a Company-wide Clothing Donation Drive.



100+ volunteers cleared 967+ Kgs of waste for onward recycling from Sandspit beach during multiple beach clean-up activities.



Community clean up drives were conducted and over 192 Kgs of waste was handed over for onward recycling in Lahore, Haripur and Khanpur.



Multiple tree plantation drives were conducted.



A health awareness session and free medical camp for 60 farmers was arranged near Sheikhpura.

The Core

The Journey of Enriching Lives continues, with a new name.

By Fatima Binte Noushad

As an organisation, Lucky Core Industries (LCI) has stood the test of time, having leveraged its ups and downs to thrive. LCI recognises that evolution is a necessary catalyst for growth. Charles Darwin put it succinctly when he stated, "It is not the strongest of the species that survive, not the most intelligent, but the one most responsive to change." The Company holds this notion close to itself.

Unlearning and relearning have taught LCI how to stay versatile and resilient as an organisation. However, a balance must be struck. The Company recognises that it must transform, while honouring its essence and keeping it intact.

The new identity, Lucky Core Industries, enables the Company to evolve and build around its core. The new name, chosen with care and thought, pays homage to how LCI respects, celebrates, and owns its Core. LCI's mission, vision, and values remain unchanged while it continues its Journey of Enriching Lives.

LCI is what it was - merely recharged and rejuvenated, ready to take on a future brimming with possibilities.

"It is not the strongest of the species that survive, not the most intelligent, but the one most responsive to change."

Charles Darwin



Celebrating the Transition

The year 2022 marked LCI's transition, growth, and the expansion of its universe. The Company celebrated this magnificent transition with everyone who makes up its universe. Teams across Pakistan came together to celebrate and cherish this iconic hour of transformation that seemed promising enough to reassure that things were changing for the better, but more of what really mattered remained the same.

A flag hoisting ceremony was organised at LCI's offices across Pakistan to celebrate. The flag hoisting was symbolic for the organisation's dedication and oath to continue working towards its mission. The raised flag symbolised LCI's commitment to stand tall in the face of adversities and impact lives for the better.

Since celebrations are incomplete without food, the flag hoisting ceremony was followed by a brunch. The offices were decorated, and employees received giveaways as a token of gratitude for their outstanding contributions.

Our Legacy is Not Just Ours. It's Pakistan's.

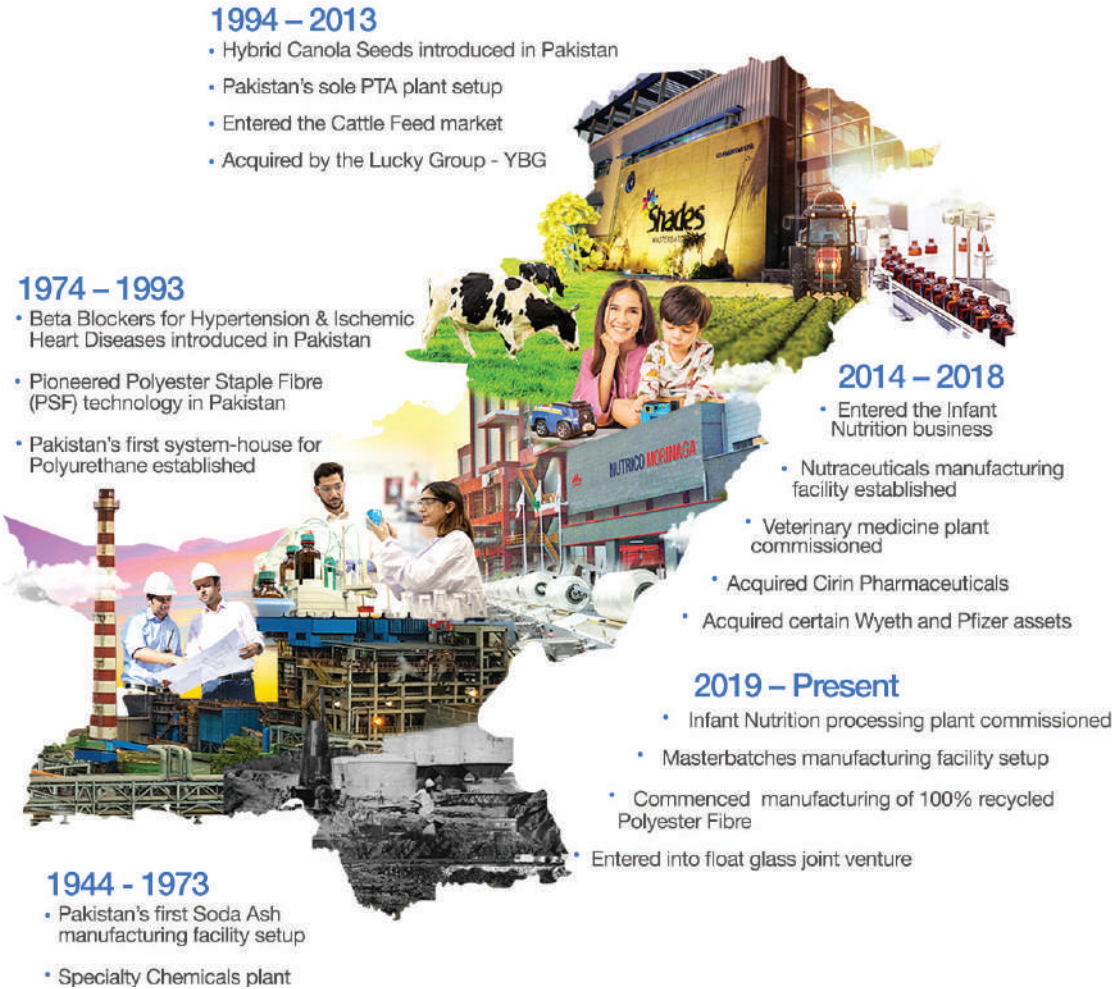
With 78 years of enriching lives, cultivating growth and enabling progress, the journey continues for a stronger Pakistan.

#JourneyOfEnrichingLives

Getting The Word Out

As an organisation, LCI has always believed in saying less and doing more. This time, however, the transformation was a little too significant for a low-key approach. Hence, everyone in the Company put their heads together to come up with a series of campaigns that would tell the world about the Company's decades-long journey and its transformation.

The Company's seventy eight year legacy says more about its achievements, values, and identity than any numbers or financials ever could. LCI has stood the test of time, and the headwinds faced have carved it into what it is today and have given it the character and experience that makes its Core stronger. It is no surprise that the Company showcased its journey to the world with honour and gratitude.



1994 – 2013

- Hybrid Canola Seeds introduced in Pakistan
- Pakistan's sole PTA plant setup
- Entered the Cattle Feed market
- Acquired by the Lucky Group - YBG

1974 – 1993

- Beta Blockers for Hypertension & Ischemic Heart Diseases introduced in Pakistan
- Pioneered Polyester Staple Fibre (PSF) technology in Pakistan
- Pakistan's first system-house for Polyurethane established

2014 – 2018

- Entered the Infant Nutrition business
- Nutraceuticals manufacturing facility established
- Veterinary medicine plant commissioned
- Acquired Cirin Pharmaceuticals
- Acquired certain Wyeth and Pfizer assets

2019 – Present

- Infant Nutrition processing plant commissioned
- Masterbatches manufacturing facility setup
- Commenced manufacturing of 100% recycled Polyester Fibre
- Entered into float glass joint venture

1944 - 1973

- Pakistan's first Soda Ash manufacturing facility setup
- Specialty Chemicals plant

A Company Rooted in Values

With over seven decades of operations in Pakistan, the Company has gone through transformations to its name and visual identity. Over the years LCI's commitment to upholding its core values has remained constant. The Company's values reflect who we are and how we operate. A set of five guiding principles, LCI's core values are fundamental drivers of the Company's success and its warm and inclusive culture.

On March 20, 2023, a unique communication campaign on the Company's values was launched. The initiative kicked off with a call for entries, following which 11 employee's children were selected to talk about the values that their parents have passed onto them and what values they felt an ideal employer should embody. The endearing and candid responses captured on camera underscored that the values that LCI employees live and work by daily were also a part of their children's value set. In the words of American writer Clarence Budington Kelland, "My father didn't tell me how to live; he lived, and let me watch him do it."

The grand unveiling of the video was a Company-wide celebration, marked by a special *Kids@Work* event. The office was transformed into a playground of excitement, featuring multiple activity stations, a treasure hunt and office tour, a jumping castle, and various snack stands.

As a token of appreciation, the children were also treated to giveaways. The Kids@work event was celebrated across all LCI locations, each resonating with equal zeal and enthusiasm. Notably, the Sheikhpura plant went the extra mile by treating the kids to a movie outing, where the value video was revealed on the big screen.



Journey of Enriching Lives

Guided by its mission, the Journey of Enriching Lives campaign was launched to showcase the Company's integral part in uplifting the daily lives of its stakeholders and fuelling progress for the nation.

On August 18, 2023, during the *Chief Executive's Communication Session*, the corporate video and official anthem for the campaign were unveiled to employees nationwide. The event commenced with Asif Jooma; Chief Executive, highlighting the previous fiscal year's key achievements, challenges and learnings. Mr Jooma praised the collective efforts of all employees involved in the exhaustive corporate rebranding project.

Eqan Ali Khan; Chief Strategy and Innovation Officer continued the session and highlighted the core position of LCI's diverse businesses in their related industries, enabling the Company to be a part of its consumer's everyday life. The room was buzzing with excitement as Mr Eqan shared the rollout communication strategy and encouraged the audience to look out for the campaign on social media platforms and radio channels.

LCI's story is far from over, and this shall be one of the many evolutions that the Company goes through. The rich legacy remains and LCI continues to touch lives in countless ways while remaining committed to improvement and innovation.



Mission Accomplished!

Successful commissioning of the Light Soda Ash 60 KTPA expansion.

By: Hamza Ismail

To cater to the growing needs of the market, the Soda Ash business undertook the 60 KTPA expansion project for Light Soda Ash. Following the completion of installation, the business's commissioning team took charge of the project's pre-commissioning, flushing and commissioning activities. The substantial scope of the project covered Kiln-9, TG-7, Screw-11, RO/EDI-5 & JRWL-5. The team diligently worked around the clock to ensure timely and safe commissioning.

Muhammad Abid Ganatra; Chief Operating Officer Soda Ash business, Muhammad Umar Mushtaq; Vice President Operations, and Hasaan Iqbal; Vice President Special Projects participated in the officiating ceremony along with head of departments and commissioning teams.

The expansion project was completed in March 2023. Post expansion the total installed capacity of the Soda Ash Khewra plant has been upgraded from 500 KTPA to 560 KTPA.



The Soda Ash team at the officiating ceremony of the expansion.

News in Brief | CSR Recognition

The Soda Ash business received the *Corporate Social Responsibility award* on February 21, 2023 by the National Forum for Environment and Health (NFEH). The business has won the award for the second consecutive year, lauding the Company's contributions to community development in Khewra.

Game on

Multiple sporting events organised.

By: Asim Qaiser & Waqar Khawaja

Khewra Premier League

2023 kicked off with the 11th edition of the *Annual Khewra Premier League (KPL)* Cricket tournament, inaugurated by Asif Jooma; Chief Executive and Muhammad Abid Ganatra; Chief Operating Officer Soda Ash business. The two-week event hosted by the Winnington Club featured nail-biting matches and concluded on March 08, in a thrilling victory for the Falcons, led by Hamza Ismail; Head of Production with

Muhammad Umar Mushtaq; Vice President Operations hitting a winning six on the final ball of the match.

Other sporting events organised by the Winnington Club included a futsal tournament, a swimming pool opening gala, the KPL for Kids and a virtual FIFA tournament.



Asif Jooma; Chief Executive and Muhammad Abid Ganatra; Chief Operating Officer Soda Ash business inaugurating KPL.



The winning team receiving the KPL trophy.

Cricket Gala Tournament

In March 2023, a grand annual community Cricket Gala Tournament was held by the Alkali Sports Club. The event brought

together 16 local teams, featuring over 200 incredibly talented youngsters from the community and surrounding areas.



The Winning team of the Cricket Gala Tournament posing with the banner.

Badminton Showdown

To foster inter-industry relationships, the business organised a friendly badminton tournament between LCI and Gharibwal Cement. The tournament took place at the Winnington Club in January 2023. Following the exhilarating matches, a formal dinner was hosted for participants. The LCI team emerged victorious, by a 6-2 margin.



The players posing together after the tournament.



Students all set to begin the race.

Marathon Race Organised

In February 2023, LCI extended its support to the first ever Annual Marathon Race organised by Government College Pind Dadan Khan. A total of 250 students as well as faculty members passionately participated in the event. This initiative was a testament to the business’s commitment to actively engage the local youth through sporting events.

Women at the Centre

LWC’s successful Annual Exhibition and Prize Distribution Ceremony.

By: Waqar Khawaja

On March 21, 2023, the Annual Ladies Welfare Centre (LWC) Exhibition and Prize Distribution Ceremony was organised in Khewra. The event was attended by spouses of the management staff, teachers and students from the LWC. Handicrafts prepared

by the students and teachers were exhibited during the event. Certificates and prizes were presented to the accomplished students.



LWC faculty and students at the Prize Distribution Ceremony.

News in Brief | Cardiology Camp

On May 29 - 30, 2023, the Lucky Core Foundation collaborated with the Tabba Heart Institute to host a Cardiology Camp for the marginalised individuals of Khewra’s community. Over 500 patients were provided with free of cost OPD through the camp.

News in Brief | Annual Iftar Dinner

The third week of Ramadan bore witness to a gathering of notables from the local community for the Annual Iftar Dinner. Over 400 members of the local community attended the event and enjoyed the festivities of Ramadan.

Planting Hope

Multiple green projects launched in Khewra.

By: Aqil Karim

Project Green Storm

In continuation of LCI's pledge to safeguard the environment, the Soda Ash business launched Project Green Storm in July 2023, a transformational initiative aimed at developing new plantation areas in Khewra. The project included the utilisation of dried lime beds and effective waste/rainwater management for horticulture. During the year, the business planted an impressive 30,400 trees and plants.

Moreover as part of the project, a plantation drive was also carried out at PMDC girls college Khewra. A hundred fruit and general saplings were planted with the aim of making Khewra greener.



Asif Jooma; Chief Executive planting the first sapling.



A view of the plantation site.

Hill Park Inauguration

In pursuit of creating a cleaner and greener environment, the business developed a Hill Park site in Khewra. With beautiful plantations, serene view-points, a water fountain and scenic walking trails, the Hill Park site is a must visit for all those passing through Khewra. The site was inaugurated

by Muhammad Abid Ganatra; Chief Operating Officer Soda Ash business on July 13, 2023. Taking the initiative a step further, the business has also used recycled materials such as old boiler tubes for fencing to contribute to the overall ambiance of the area.



Muhammad Abid Ganatra; Chief Operating Officer Soda Ash business inaugurating the Hill Park.

Excelling Beyond Books

A spotlight on the Winnington School's exceptional students.

By: Murtaza Jamali

19th International Kangaroo Linguistics Competition

The International Kangaroo Linguistics Competition is held on an international level and it aims to promote a culture of critical and clear thinking as well as good communication skills. Over 200 Winnington students from Grade 1 to 10 participated in the 19th International Kangaroo Linguistics Competition and

made their mark, putting their school on the national map. This year thirteen of the school's students received gold medals for 'First in Pakistan' positions. Six students received Silver Medals for being first in district Jhelum, while one received a Bronze medal.



Winnington School participants of the 19th International Kangaroo Linguistics Competition.

Artviewson: Online Academy of Art and Education's Creative Writing Competition

The Winnington School's Grade 4 to 10 students participated in a Creative Writing Competition on a national level in February 2023. Organised by the Artviewson: Online Academy of Art and Education, the competition brought together thousands of students from reputable schools all over the country.

The school received the All Pakistan Brilliance Award 2023 for best participating school. Raja Ali Haider Janjua (Grade 9) and Daaniya Awan (Grade 10) received cash prizes for their brilliant submissions and 8 students received Gold Medals.



Winnington School participants of the Creative Writing Competition by the Artviewson.

News in Brief | SSC Result 2023

A total of 19 students appeared for the SSC exam, of which 15 received distinctions and passed in Grade A+ for scoring over 90% marks.

Setting the Bar High

Winningtonians shine at the international level.

By: Murtaza Jamali

Selection in UWC Norway

United World Colleges (UWC) is a global movement, of 18 colleges spread across the world, that makes education a force to unite people, nations and cultures for peace and a sustainable future. Selected students study the International Baccalaureate Diploma Programme (IBDP), which provides students with the knowledge and skills to reach universities across the world.

This year, only four scholarships were offered for Pakistan. Heartiest congratulations to Mubashra Iftikhar of the Winnington School for winning a full scholarship to United World College, Norway. Mubashra joined Winnington School in Nursery and has appeared in the Matric exam this year. She is the fourth Winningtonian to win this very prestigious scholarship. Three Winningtonians have received full scholarships in the past: Asad Jamal Malik to UWC, Netherlands. Shahzeb Jadoon to UWC, Costa Rica and Bia Gondal to UWC, Tanzania.



Mubashra Iftikhar receiving a token of appreciation from Mr Asif Jooma; Chief Executive.

Selection in the Kennedy-Lugar Youth Exchange and Study (YES) Programme

The Kennedy-Lugar Youth Exchange and Study (YES) programme was established in October 2002 and is funded by the U.S. Department of State, Bureau of Educational & Cultural Affairs (ECA) to provide scholarships for high school students to study for one academic year in the United States. Participants live with a host family, attend an American high school, acquire leadership skills, engage in cultural activities and also help educate Americans about their own home country

and culture. Since its inception, over 1000 Pakistani students have completed the YES programme and now participate as alumni.

Students of the Winnington school have actively competed for the YES scholarship since 2017, and previously four students have participated in the programme and spent a year in the US to engage in various activities to promote understanding between the two countries.

Congratulations to Raja Azan Hayat of the Winnington School for his selection to the 'YES Programme' this year.

On his visit to the School, Asif Jooma; Chief Executive, congratulated Azan on his selection for the YES programme. Azan received a cash prize and a set of books from Mr Jooma in recognition of his efforts.



Raza Azan Hayat receiving a token of appreciation from Mr Asif Jooma; Chief Executive.

Enriching Lives Beyond Business

Community engagement activities conducted by the Polyester business.

By: Shahid Hussain and Bilal Khan

Let the Games Begin!

The business hosted a Sports Day on January 24, 2023, for the students from the Tibbi Hariya Government Boys and Girls Primary School, at the Sheikhupura plant. The event not only promoted physical activity but also fostered a sense of sportsmanship among the participants. Wasim Ahmad Qureshi; Head of Production, presided over the prize distribution ceremony and encouraged the children to participate in similar activities in the future.



The Polyester business's organising team at the Sports Day event.

Abracadabra

On February 28, 2023, a mesmerising magic show was arranged by the business at the Tibbi Hariya Government Boys and Girls Primary School. A skilled magician enthralled the students with an array of tricks, not only bringing joy to the young audience but also infusing a touch of magic into their educational experience.



Students all set for the magic show.

Nurturing the Planet's Future

On June 05, 2023, the business collaborated with the Environmental Protection Agency (EPA) and conducted a tree plantation at the plant site to mark World Environment Day.

Moreover, at the Government Boys and Girls Primary School in Tibbi Hariya, the Polyester team arranged a session for

students to educate them on the impact of plastic pollution, with an emphasis on adopting alternative solutions to reduce plastic usage. This awareness session was followed by a prize distribution ceremony, recognising the students' efforts in adopting eco-friendly practices.



The business team conducting a plantation drive at the Polyester plant site.

Threads of Kindness

The Pehchan Volunteer Programme carried out a Clothing Donation Drive. This compassionate endeavour was driven by LCI's commitment to improving the lives of the marginalised. In a true demonstration of generosity and empathy, individuals and volunteers came together to create a positive impact in the lives of many valued members of the community. Notably, Rizwan Afzal Chaudhary; Vice President Commercial made a substantial donation of 116 Kgs of clothes symbolising his compassion and empathy. His contributions also stood as the highest donation by any individual during this drive.



A Commitment to Community Health and Well-being

Health awareness sessions conducted for the Community.

By: Nisar Ahmed

The Polyester business conducted public awareness sessions at a community clinic, addressing Dengue Fever and Breast Cancer. These sessions, held on January 31, 2023, and March 16, 2023, respectively, provided mothers visiting the clinic with crucial information such as symptoms and preventive measures of Dengue Fever, and information on self-examination and the importance of early detection of Breast Cancer.

Breast cancer accounts for 12.5% of all new annual cancer cases worldwide, making it the most common cancer in the

world. In Pakistan, one in nine women is at risk of being diagnosed with breast cancer during their lifetime. On the other hand, according to the Centres for Disease Control and Prevention, each year, up to 400 million people are infected by the Dengue Virus. Approximately 100 million people get sick from infection, and 40,000 die from severe dengue. Given the concerning prevalence of breast cancer and the Dengue Virus, it was of utmost importance to conduct sessions aimed at equipping attendees with knowledge crucial for early detection, prevention, and effective management of these health issues.



Breast Cancer awareness session.



Dengue Fever awareness session.

News in Brief | Cardiac Health Awareness Session

The business organised an awareness session for employees on January 18, 2023, focusing on improving cardiac health. Conducted by Dr Razi Abbas; Manager Medicine Services of the Polyester business in coordination with Hafiz Iftikhar, Regional Sales Manager of Pharmaceuticals business, the session imparted relevant knowledge regarding the significance of cardiovascular well-being, preventive measures, and the early detection of cardiac conditions.

Beyond the Hard Hat

Safety Week and training sessions on workplace safety conducted.

By: Usman Sharif & Bilal Khan

Celebrating Safety Week 2023

To reinforce safety standards and amplify awareness, Safety Week 2023 was celebrated on June 20 - 22, 2023 at the Polyester Plant in Sheikhpura. The week commenced with a flag hoisting ceremony, officiated by Farhan Anwar; Head of Engineering and Wasim Qureshi; Head of Production. Several discussions on safety practices and a safety walk around the plant took place during the week. To conclude the event a prize distribution ceremony was organised; where employees were awarded for adopting best safety practices.

This initiative aimed to promote a culture of safety throughout the team, magnifying the significance of safety practices and fostering an environment where every team member actively engages in the collective responsibility of addressing and rectifying safety concerns.



The Polyester team keenly listening to the safety briefing.

First Aid Training Session

In collaboration with RESCUE 1122, the Polyester business organised a First Aid training session on March 22, 2023 at the Polyester Plant Training Centre in Sheikhpura. The training session was aimed at equipping the site staff with essential skills and knowledge to respond effectively in emergency situations. Simultaneously, the training also shed light on the proper use of Self-Contained Breathing Apparatus (SCBA), a critical apparatus in situations involving hazardous materials or environments.



The Rescue 1122 team training employees on the usage of SCBA.

Sowing the Seeds of Sustainability

Tree plantation drive in Sheikhpura.

By Usman Sharif & Bilal Khan

Taking another step towards environmental responsibility, the Polyester business initiated a tree-plantation drive across various locations in Sheikhpura and Lahore. The business planted 1000 trees in multiple areas including the Workers Welfare Primary School, to add to the aesthetic appeal of the school

while also contributing to a healthier learning environment. The trees were also planted at Eden Palace Villas Society in Lahore, fostering a healthier living space for the community and within the Polyester site itself.



The polyester team conducting the plantation drive at Eden Palace Society, Lahore.

News in Brief | Excellence in Safety

The Polyester business was awarded the International Safety Award 2023, the accolade, conferred by the British Safety Council, recognises organisations that exhibit exceptional standards in health, safety, and wellbeing management. The evaluation process for the award is rigorous, reflecting the stringent criteria for recognising excellence in health and safety. The Polyester business successfully met all the required criteria to qualify for the award, underscoring the Company's commitment to providing a secure working environment and prioritising the health and wellbeing of workforce. Alongside the Polyester business, around 1,000 companies from 44 different countries competed in the event.

Contributing to a Healthier Tomorrow

New Products launched by the Pharmaceuticals business.

By: Amani Sheikh

Committed to LCI's core value of innovation and to cater to the evolving needs of customers, the Pharmaceuticals business successfully launched multiple new products across its portfolio.

Within the Cardio and Cardio Met portfolio, the business launched *Liberlor* (Ticagrelor) for the treatment of Acute Coronary Syndrome, along with *Gempaz* (Empagliflozin), a cutting-edge SGLT-2 inhibitor indicated for the treatment of Type 2 Diabetes.

The Pulmonology team ventured into intra-abdominal infections and surgical site infections with the launch of *Zonbac* (Cefoperazone Sulbactam). The Peads team successfully launched, *Kalos* (ibuprofen) for the treatment of pain, fever and inflammation. To further enhance the treatment options, the business also launched *Olzap-F* (Olanzapine and Fluoxetine) for the treatment of resistant depression, along with the line extension for its Vitamin D supplement, *Sunplus*, adding the 5000 IU SKU. LCI aims to establish itself as a significant contributor to the Pakistan's pharmaceutical industry.



Pakistan Live 2023 participation by Cardio Care and Cardio Metabolic teams to build product advocacy for new launches.

Sprouting Potential

Pencils that grow – A sustainability initiative.

By: Rija Alam & Amani Sheikh

The Pharmaceuticals business's Peads Care team launched the Pencils that Grow initiative in February 2023. Focused on nurturing interactions with Health Care Practitioners (HCPs) that are grounded in sustainability, the territory managers were provided with eco-friendly plantable seed pencils. Used by the

sales team for their detailing, once finished the pencil would be dropped off to the HCPs who were encouraged to sow them and grow a plant. The concept of the campaign was centered on nurturing the growth of children, reflecting on the brand promise of *Lederplex*.



Beating for a Healthier You

Dil Ki Khair Campaign.

By: Rija Alam & Amani Sheikh

According to the Centers for Disease Control and Prevention, lifestyle factors such as high blood pressure, smoking, poor diet, and physical inactivity contribute to 80% of preventable heart disease and stroke cases. To raise awareness on maintaining heart health and disease prevention, the Pharmaceuticals business launched its *Dil Ki Khair* campaign, led by the Cardiometabolic team. The campaign promoted the early detection of Hypercholesterolemia and the potential impact of

heart diseases and strokes. Moreover, to improve the accessibility of cardiac care, the team partnered with diagnostic labs across Pakistan to provide free lipid profile testing for patients. Through strategic partnerships and innovative solutions, the business has successfully expanded its reach to communities across the nation, providing essential health services, and contributing to a healthier future for all.



Mastering Maintenance and Safety

Training conducted in collaboration with the NED University of Engineering & Technology

By: Zain ul Abideen

In March 2023, the HSE and Engineering departments of the Pharmaceuticals business's Hawke's Bay plant partnered with the NED University of Engineering & Technology to deliver a focused two day training programme on Maintenance Management, Operational Excellence, Technical Project, and Safety Management.

Led by an external expert in the field of maintenance and safety, the session was attended by 15 members of the business's engineering, health & safety, and production teams. The session was organised with the aim of fostering operational excellence and upholding best safety standards in a pharmaceutical environment.



Group photo of the attendees after the training session.

News in Brief | Re-Certification of ISO 9001, 14001 & 45001

In March 2023, the Pharmaceuticals business passed a rigorous re-certification audit on three key international standards: ISO 9001, ISO 14001, and ISO 45001, backed by the PNAC Accreditation.

Every Second Counts

First aid and fire fighting training conducted in collaboration with the Punjab Emergency Services – Rescue 1122.

By: Zain ul Abideen

The Pharmaceuticals and Chemicals & Agri Sciences businesses collaborated to organise a comprehensive two-day training programme focused on First Aid and Fire Fighting in partnership with the Punjab Emergency Services Rescue 1122.

The training sessions were held from May 03 - 04, 2023 at the Company's Head Office, in Karachi. The training was attended

by 20 individuals from both the Pharmaceuticals and Chemicals and Agri Sciences businesses. The sessions were structured to provide a holistic understanding of the first aid and fire-fighting techniques. In addition to theoretical knowledge, participants were given the opportunity to put their skills to the test during a practical fire-fighting session, which was held at the Chemicals Plant in Karachi.



Participants in full swing during the training session.



News in Brief | 20th Annual Environmental Excellence Award 2023

On August 09, 2023, the Pharmaceuticals business received the 20th Annual Environmental Excellence Award from The National Forum for Environment & Health (NFEH), for the second consecutive year. The award comes after a thorough assessment of the Company's operations and adherence to environmental regulations.

Renergy Launched for Corporate Dairies

New product launched, Selko Renergy.

By: Iftikhar Hussain

The business's Corporate Dairies Livestock team hosted several engaging sessions in January 2023 for the launch of Selko Renergy, an innovative product that promotes improved farm health, and increased herd productivity.

The sessions were attended by farmers and managers of commercial dairy farms and consultants. Attendees participated

in corporate reviews, practical demonstrations, technical discussions, and fruitful panel exchanges regarding the product's benefits and potential. These events also served as a platform to demonstrate the Company's commitment to providing valuable knowledge and fostering strong relationships within the dairy farming community.



Participants of the Renergy launch session.

Advancing Animal Well-being

Business partners attend the 6th Dairy Academy in Italy.

By: Iftikhar Hussain

As part of its ongoing knowledge transfer and partner capability development initiatives, the Animal Health business's Livestock Corporate Dairy team enabled the participation of its key account stakeholders at the 6th Dairy Advanced Academy.

The event was held from May 08 - 11, 2023 in Verona, Italy, and served as a platform for dairy industry experts and professionals to exchange knowledge, insights, and best practices on an international scale.



Participants of the 6th Dairy Academy, Italy.

Bridging the Gap between Academia and Industry

An informative seminar conducted at the University of Veterinary and Animal Sciences.

By: Rabail Faizan and Zeeshan Khalid

The Animal Health business's Livestock team organised an educational career counselling and product awareness seminar at the University of Veterinary and Animal Sciences, Narowal on June 16, 2023. The event provided a unique opportunity

for veterinary students to bridge the gap between theoretical knowledge and its real-world implications. The seminar also featured a career counselling session for young graduates, emphasising the importance of accumulating hands-on

experiences for their career progression. Through this initiative, the business aimed to equip aspiring veterinarians with the knowledge required to thrive in their careers and set a promising path for the future of the animal health industry.



The business team pictured with UVAS students.

Prevention of Tick-Borne Diseases

A follow-up campaign on the prevention and control of Tick-Borne Diseases launched.

By: Zeeshan Khalid

Following the successful launch of the campaign on the prevention and control of Tick-Borne Diseases by its Livestock Trade Marketing, the business launched a follow-up campaign on August 03, 2023. The first campaign was launched in January 2023, for which multiple awareness sessions were

conducted. The event aimed to address and combat parasitic infestation in farm animals across major districts of Punjab, focusing on disease prevention and control, and productivity enhancements through the use of high-quality products.



Stakeholders and the business team at the launch event.

Battling Livestock Infections

National Seminar on Veterinary Antimicrobial Therapy organised in collaboration with UVAS.

By: Zeeshan Khalid

The Animal Health business's Livestock and Dairy Development teams partnered with the University of Veterinary and Animal Sciences (UVAS) to organise a seminar on Veterinary Antimicrobial Therapy. The session was held on August 01, 2023, at UVAS Lahore. Attended by veterinary professionals, the event raised awareness on the implications, outcomes, and potential side effects of traditional antimicrobial treatments while promoting rational, evidence-based approaches to combat microbial diseases.

Emphasising the importance of responsible antimicrobial therapy, trainers also provided participants with an overview of LCI's Animal Health Antibiotic portfolio, including *Amoxi-vet*, *Tryton*, and *Genton*. These discussions broadened the knowledge of the attendees and underscored the shared commitment of UVAS and the business to advance veterinary medicine, and safeguard animal health.



LCI representative delivering an engaging presentation during the session.

A Responsible Corporate Citizen

Inauguration of the Waste-Water Treatment Plant.

By: Neha Humair

On the occasion of World Environment Day on June 05, 2023, the Animal Health business inaugurated an advanced Waste-water Treatment Plant signifying its commitment to building an environmentally friendly ecosystem. Saboor Ahmed; Vice President Animal Health business inaugurated the activity.

The business has installed a 4-cubic-meter-per-hour waste treatment facility at its Veterinary pharmaceutical plant in Lahore. The system has the capability to effectively treat both domestic and industrial chemical waste.



Saboor Ahmed; Vice President Animal Health business inaugurating the Waste-water Treatment Plant.

Planting for the Planet

The Animal Health business conducts a tree plantation drive.

By: Zeeshan Khalid

On June 25, 2023, the Animal Health business kicked off a tree planting initiative at the Silage and Animal Health Plant. Members of the Animal Health business team participated in the drive, including Saboor Ahmad; Vice President Animal Health, Dr Anwar Ul Haq; Head of Sales & Marketing Poultry, and Dr

Shahzad Majeed; Head of Sales & Marketing Livestock. As part of LCI's Catalyst Climate Action Pledge, the business aims to plant 15,000 trees by 2030, to neutralise its carbon footprint by 375 tonnes. So far, the business has planted approximately 1,850 trees.



Protecting the planet, one sapling at a time.

From Seed to Showcase

The business participated in the Pakistan Horti Expo and Khad Mela 2023.

By: Ayusha Basit

Held from January 28 - 29, 2023 at the Lahore Expo Centre, the Pakistan Horti Expo and Khad Mela 2023 was a positive step in promoting Pakistan's agriculture industry. The Agri Sciences business participated in the exhibition as an agricultural participant.

The two-day event was attended by 45 horticulture players from 9 different countries including China, Malaysia, Middle East (UAE, Qatar, Bahrain, Saudi Arabia), Sri Lanka, UK, Indonesia, Russia and Tajikistan. The event, featuring over 100 product and technology displays, was attended by

distinguished agricultural experts, progressive farmers, potential importers and exporters.

The exhibition was aimed at strengthening trade relations among domestic and international players in the agriculture and horticulture sectors. An informative international seminar was also organised to raise awareness on modern production techniques for vegetables and fruits. The event provided the business with a platform to showcase its extensive product range and build ties with key industry stakeholders.



The Chemicals & Agri Sciences team at their display during the Pakistan Horti Expo and Khad Mela 2023.

Exploring Opportunities for Growth

Representing LCI at Pakistan's largest Chemicals Expo.

By: Naureen Rodrigues

The Chemicals business exhibited at the Pakistan Chemicals Expo 2023, which took place at the Lahore Expo Centre from February 07 - 08, 2023. Participating as a titanium sponsor, the event served as an opportunity for the business to showcase its diverse portfolio and interact with customers and key stakeholders, gaining insights into their needs and preferences.

The expo also brought together leaders from business and academia, who engaged in panel discussions on the future of Pakistan's Chemical Industry. Arshaduddin Ahmed; Chief Operating Officer Chemicals and Agri Sciences business represented the Company for a panel discussion on the challenges and opportunities being faced by Pakistan's chemicals industry.



The business team being acknowledged for the Sponsorship at the Pakistan Chemicals Expo 2023.

News in Brief | Iftar Party

The Chemicals & Agri Sciences business hosted an iftar party, bringing together customers and distributors from various regions. This event allowed business to engage with customers in an informal and welcoming setting, thereby fostering stronger connections with them.

Partnering for Success

Business Partners' Conference organised.

By: Hayat Solangi

In March 2023, the Agrochemicals segment of the Agri Sciences business convened a Business Partners' Conference in Thailand. The event was aimed at strengthening bonds with stakeholders, acknowledging and rewarding segment growth, and instilling a sense of product stewardship among the business partners.

The event included a series of presentations, interactive workshops, and networking sessions designed to inform, engage, and inspire participants. The conference kicked off with an evaluation of the previous year's accomplishments followed by objectives setting for the forthcoming year, identifying the untapped areas of opportunities, and developing

strategies to achieve them. In addition to these, tokens of appreciation and prizes were distributed to the segment's high achievers.

The conference concluded with participants having a clear action plan and a heightened sense of accountability for driving sustainable business growth.



Saqib Hussain; Group Product Manager, with customers at the Business Partners' Conference.



Fahad Yousuf; General Manager Agri Sciences business addressing the event.



Reward and recognition ceremony for top-performing business partners.



A group photo of the Agri Sciences team with its business partners.

Building a Sustainable Tomorrow, Together

Enhancing customers' capability through sustainability workshops.

By: Naureen Rodrigues

On June 08, 2023, Macpac Films Limited partnered with the Chemicals & Agri Sciences business to host a training session on Environmental Sustainability. Led by Eleyyen Soomro; Manager Market Research, Ghulam Azam; Manager Production - Masterbatch and Rana Kazim Ali; Officer HSE, the training aimed at fostering a culture of environmental responsibility through a collaborative approach. The session provided participants with valuable insights on sustainable practices and safety at the workplace. A Q&A session following the training further opened dialogue and idea exchange.

Moreover, on July 17, 2023 the business conducted another session with Macpac Films to explore the means of reducing plastic waste in industrial environments.

Focusing on the '3 R' principle: Reduce, Reuse, and Recycle, Noman Jafri; Head of Sales and Asif Khan; Regional Sales Manager Masterbatches, shared practical insights on how to put this principle into action and urged participants to rethink their approach to handling materials and adopt more sustainable practices. The session was a STEP towards crafting a greener and more sustainable tomorrow.



Macpac Films and Chemicals & Agri Sciences team at the HSE&S workshop.

Mango Fiesta

The business welcomed the King of Fruits.

By: Naureen Rodrigues

Mangoes, the 'Kings of Fruits', took centre stage at LCI during the summer season. The business hosted a Mango Fiesta in July 2023 at LCI's Head Office, bringing together employees in a lively and festive atmosphere. The event featured delicious mangoes, games, and music, creating an opportunity for employees to unwind and socialise.



Fun activities in mango fiesta.

News in Brief | Techno Commercial Training

The Chemicals & Agri Sciences business conducted a techno-commercial training on Masterbatches, from March 06 - 09, 2023. This comprehensive training equipped the commercial teams with the technical knowledge required to better service the needs of customers and drive growth for the Shades MasterBatches segment. The sessions included an in-depth briefing on raw materials, cutting-edge technologies, innovative R&D techniques, and various specialised applications of the product.

Prioritising Safety at the Workplace

The business collaborated with customers for a HSE&S training.

By: Naureen Rodrigues

The safety and wellbeing of employees and stakeholders are LCI's licence to operate. The Chemicals & Agri Sciences business regularly partners with its customers to conduct training sessions on safety, effective product handling and other areas of HSE&S.

On March 21, 2023, the business conducted an HSE training for employees of its customer Sabina Engineering (Pvt) Limited. The session was led by Eleyyen Soomro; Manager Market Research, Naureen Rodriguez; Manager Customer Services, Muhammad Mohtashim Mansoor; Regional Sales Manager and Anwaar Hussaini; Area Sales Manager of the Chemicals & Agri Sciences business. The training covered safe storage, handling and disposal of material, personal health and hygiene, utility

and environment conservation, and the imperative role of PPE in an industrial setting.

Moreover, another HSE&S training was held in Lahore at the Pak Elektron Limited office on August 03, 2023, following two successful sessions in Karachi for Masterbatches and Polyurethane customers.

During the session, Mr Shahid Javeed; National Sales Manager and PU technical expert, presented information on the use of Polyurethane in appliances. He emphasised key physical properties, such as thermal conductivity, compressive strength, and dimensional stability. The session was attended by the customer's senior production managers and floor engineers.



Engaging customers in a meaningful discussion.

Expanding Horizons with The Kundan Zari Markaz

A franchise system for the Agri business introduced.

By: Asif Naeem

In a pursuit to cultivate growth for the business and enhance the product portfolio, LCI's Agri Sciences business took a strategic step and launched its franchise system at a national scale, operating under the brand name of *Kundan Zari Markaz*. This initiative is designed to provide valued customers with easy access to LCI's quality Agri Sciences products.

The inauguration of *Kundan Zari Markaz* took place on August 28, 2023, at a franchise store located in Rajanpur. Present at the occasion were Fahad Iqtidar, National Sales Manager, Atif

Mushtaq; Sales Manager, Ejaz Hussain; Regional Sales Manager along with Haji Muhammad Ashraf; Franchisee. During the ceremony, Mr Fahad addressed the participants, explaining the merits of the franchise system for farmers and other relevant stakeholders.

Moving forward, LCI's full range of Agri Sciences products will be readily available at its franchise outlets for the convenience of its customers.



The Agri Sciences sales team at a Kundan Zari Markaz outlet.

Engage Gallery



Muhammad Naeem ul Hassan
Senior Officer Maintenance - Mechanical
Soda Ash Business



Syed Gulraiz Haider Naqvi
Regional Sales Manager
Soda Ash Business



Aamna Khalid Baloch
Manager Internal Communications
Corporate Communications & Public Affairs



Haris Ali
Senior Officer Creative & Brands
Corporate Communications & Public Affairs



Naureen Rodrigues
Manager Customer Service
Chemicals & Agri Sciences business



Muhammad Sahib Uddin Alvi
Manager Financial Analysis
Soda Ash Business



Ahmed Farhan
Manager Commercial Excellence
Pharmaceuticals Business



Aamir Iqbal
Manager Engineering
Pharmaceuticals Business



Best Photograph of Quarter 1 and 2.

Ali Akbar
Sales Manager
Animal Health Business



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