

Jul - Dec | 2024 | Lucky Core Industries Limited  
Publication

# \*engage

1944  
to  
2024

**Thriving in Change:**  
Resilience & Growth





Dear *Engage* readers,

Welcome to the latest edition of Engage. The CCPA team has been excited to curate this issue, aiming to intertwine the rich legacy of the Company with the dynamic pace of contemporary progress. Our goal has been to present stories that genuinely reflect the essence of LCI.

In this edition, we dive deep into the heart of LCI—through the voices of those who bring the Company’s core values to life every day. We have included stories from all of our businesses and functions, offering a glimpse into the diverse and vibrant life at LCI. From innovation in our operations to the steadfast dedication of our people, we have tried to capture the soul of this organisation that continues to grow and evolve with each passing year.

This issue is a testament to our collective journey, highlighting the passion and commitment of the individuals who make LCI thrive. We hope you enjoy reading these inspiring stories that define who we are, both as individuals and as a Company.

Happy reading!

Regards,  
Team CCPA

**We would love to hear  
your feedback**  
Engage@luckycore.com

**The Engage Team**

**Editorial & Design**  
**Omer Zafar**  
Head of Corporate Communications  
& Public Affairs  
CCPA

**Adiha Sohail**  
Manager  
Internal Communications  
CCPA

**Pernia Hassan**  
Manager  
Creative & Brands  
CCPA

**Haris Ali**  
Senior Officer  
Creative & Brands  
CCPA

**Published by**  
Lucky Core Industries Limited

**Editorial Address**  
5 West Wharf  
Karachi 74000  
T+92 21 3231 3717-22  
UAN +92 21 111 100 200

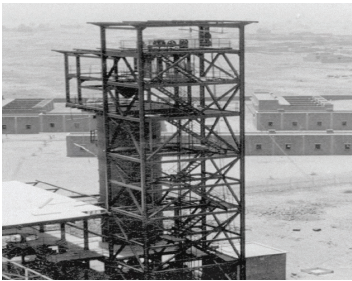


Cover Design  
**Thriving in Change:  
Resilience and Growth**  
by CCPA

This issue's cover celebrates 80 extraordinary years of LCI's transformative journey. From pioneering innovation to improving lives, our story is woven from resilience, excellence, and a passion for making a difference. Honoring our past, embracing our present, and shaping a brighter tomorrow.



# Contents



Legacy of Success

80 Years of Enriching Lives ..... 06

## Shaping the Future

Expanding Horizons ..... 10

Tomato Localisation ..... 11

Recycling for a Greener Future ..... 12

Accelerating Growth ..... 13

Enhancing Poultry Health ..... 14

Empowering Local Talent ..... 15

CTED Powers Business..... 16



Champions in Action

A Celebration of Team Spirit ..... 17

Power Play ..... 18

## Cultivating Connections

Uniting Beyond the Desk..... 19

Sharing Achievements and Future Goals ..... 20

The Core Connect Townhall ..... 21



Podcast Episodes

Page 10

People Matter

Wellness in Action ..... 22

Paint it Pink ..... 24



Moments of Joy

Summer Soiree ..... 25

Festive Highlights ..... 26

A Culture of Recognition ..... 28

Strengthening Bonds Through Recreation ..... 29

Building Bonds and Boosting Engagement ..... 30

Our Future Leaders

Shaping Tomorrow Together ..... 31



Making a Difference

Empowering Women ..... 33

A Day of Hope and Healing at Kiran Foundation ..... 34

Building Communities for a Better Future ..... 36

Turning the Tide on Plastic Pollution ..... 37

Pehchan Volunteer Programme..... 38

Play & Win

Page 44





# 80 Years of Enriching Lives

## A Journey of Legacy, Growth, and Impact

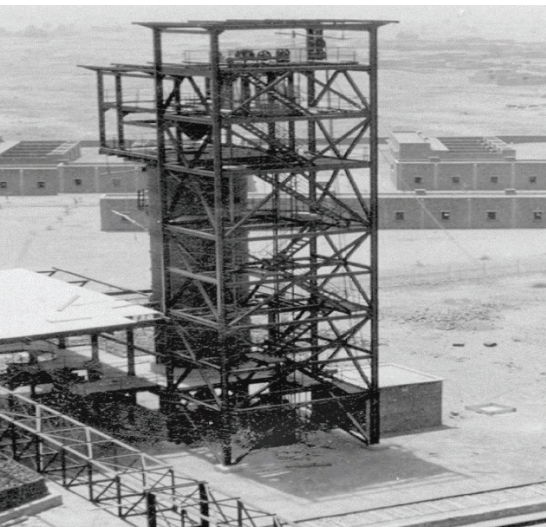
By: *Adiha Sohail* | *CCPA*

What does it mean for an organisation to stand the test of time and complete 80 years? It means walking through the same corridors where generations before you once stood, their legacy woven into the very essence of the Company. It signifies that the values and work ethic that built this institution still resonate with the people around you—their dedication reflecting the past. The architecture still carries the legacy, its foundations holding stories of perseverance and progress.

It means that at the desk next to you may be someone whose family has been involved in this journey for many generations—a rare insight into loyalty that turns a workplace into something greater, something akin to home.

### From Trading to Industry Leadership

For over 8 decades, LCI has played a pivotal role in shaping industries, driving innovation, and contributing to economic progress. From its origins as a trading partner to its evolution into a diversified industry leader, the Company's journey has been one of resilience, transformation, and strategic expansion. As this historic milestone is celebrated, it is an opportune moment to reflect on a legacy built on continuous reinvention, ambition, and a commitment to progress.



Soda Ash, First Manufacturing Unit – Khewra

### The Birth of an Industry Giant

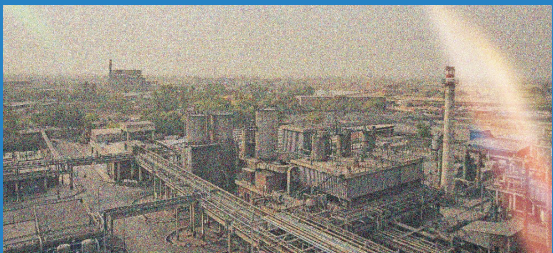
We reflect on our origins dating back to 1944, when the Company established its first manufacturing site for soda ash production, as a part of Alkali and Chemical Corporations of India (ACCI).

In 1952, following the partition of the subcontinent, the Khewra Soda Company Limited was formed to acquire the Soda Ash plant's operations from ACCI. This modest beginning laid the groundwork for a legacy of industrial excellence and innovation.

By the early 1960s, the Company had expanded its operations, solidifying its role in Pakistan's industrial landscape. Establishing itself as a key player in the soda ash industry, it also became a trusted trading partner, importing chemicals, dyes, and allied products from over a hundred international suppliers.

As the late 1960s approached, the Company took decisive steps toward diversification, venturing into textiles and pharmaceuticals while increasing soda ash production. This strategic shift not only broadened its portfolio but also reinforced its commitment to fostering industrial and economic development.

Innovation remained a driving force behind the Company's growth. In 1982, a significant milestone was achieved with the establishment of a polyester plant in Sheikhpura, setting new benchmarks for industrial progress. The momentum continued in 1987 with a major transformation, as the organisation rebranded as ICI Pakistan Limited, marking a new phase of reinvention. This period also saw the establishment of ICI Pakistan Power Gen Limited in 1991, ensuring energy independence for its expanding operations.



Polyester Plant – Sheikhpura

### A New Millennium of Growth

Entering the new millennium, the Company continued its growth trajectory, increasing soda ash's capacity and commissioning a PTA plant at Port Qasim. These advancements strengthened its market position and demonstrated a forward-thinking approach to meet industry demands.

In 2008, AkzoNobel, one of the world's leading coatings and chemicals companies, became the majority shareholder of ICI Pakistan following its global acquisition of ICI Plc (UK). Prior to this acquisition, ICI Plc (UK) had already separated its specialty pharmaceuticals and biotechnology businesses, focusing on paints and heavy chemicals.

The subsequent years saw significant changes. In 2009, the divested PTA project was acquired by LOTTE Worldwide Group. By 2012, AkzoNobel had divested its shareholding in the Company, paving the way for a new chapter.

A defining moment arrived that same year when the Yunus Brothers Group acquired a 75.8% stake, ushering in a new era of strategic direction. This transition was marked by introducing the Blue Pearl identity, signifying a renewed vision and purpose. The evolution continued with the Company's rebranding as Lucky Core Industries Limited in 2022, reflecting a commitment to a dynamic and future-focused approach.



Lucky Core Industries, Head Office – Karachi

As LCI embarks on the next chapter of its journey, its mission remains steadfast—enriching lives through progress, sustainability, and innovation. With a strong foundation built over eight decades, the Company is poised to embrace new challenges, drive industrial advancements, and create a lasting impact for generations to come.





What happens when you take conversations beyond the desk? Join us on '**Inside the Core**', LCI's exclusive podcast series, where the unheard stories and candid moments come alive.

**ATIF SIDDIQUI**

Chief Operating Officer  
Pharmaceuticals Business

[➔ Click here to watch.](#)

**SARA LONE**

Head of Human Resources  
Chemicals & Agri Sciences Business

[➔ Click here to watch.](#)



# Expanding Horizons

## The Masterbatch Project Unveiled

By: Saud Hassan | Chemicals & Agri Sciences Business

November 2024 marked a significant milestone as the Chemicals & Agri Sciences Business successfully completed Masterbatch Expansion Project, reinforcing the Company's commitment to innovation and sustainability. With the addition of a Coperion STS 50 extruder and upgraded auxiliaries—including a cooling tower, dust collector, fume extractor, and chiller—the enhanced production capacity is set to drive greater efficiency and impact.

Sustainability remained at the heart of this expansion. Redundant materials were repurposed for the machine structure and office construction, while wood from packaging boxes was creatively transformed into furniture - an initiative that reflects our dedication to resourcefulness and environmental responsibility.

To commemorate this achievement, the business welcomed Muhammad Sohail Tabba, Chairman, Muhammad Ali Tabba, Vice Chairman, and other board members for an exclusive visit to the Masterbatch Plant.



Khurram Shahzad, Head of Manufacturing, Chemicals & Agri Sciences Business briefing Muhammad Sohail Tabba, Chairman about the project



Team Chemicals & Agri Sciences Business at the Masterbatch Expansion Project

# Tomato Localisation

## A Step Towards Self-Reliance

By: Faraz Ali Butt | Chemicals & Agri Sciences Business

In a world where innovation shapes industries, the Chemicals & Agri Sciences Business has taken a step towards a more sustainable solution. As of September 2024, the business has successfully commercialised processing tomato seeds to National Foods Ltd, a leading food company in Pakistan.

This achievement marks a significant step towards localising processing tomato production, a key ingredient in paste and ketchup manufacturing. Having laid the groundwork in 2023 through a strategic partnership with National Foods Ltd and introducing a hybrid processing tomato variety suited to Pakistan's conditions, the business has now taken a major leap forward.



Chemicals & Agri Sciences Business signing MoU with National Foods Ltd. in 2023



# Recycling for a Greener Future

## PET Bottle Recycling Project with Metro Pakistan

### Business Highlight

Plastic waste is increasingly problematic, but what if we could repurpose discarded bottles into something impactful? The Polyester Business took a step toward this goal by launching a PET bottle recycling initiative in collaboration with Metro Pakistan (Pvt) Ltd. This project not only encourages responsible waste management but also contributes to educational efforts.

At the heart of this initiative lies a simple yet impactful idea—encouraging consumers to recycle. Special collection points

have been set up at Metro's Head Office in Lahore, where Metro loyalty customers can drop off their used PET bottles. As an added incentive, they earn loyalty points, redeemable at Metro stores—turning waste into value.

But the impact does not stop there. The collected bottles are recycled and reused, and the proceeds from this initiative support educational programs for underprivileged children, giving discarded plastic a new purpose beyond recycling.



Rizwan Afzal Chaudhry, Chief Operating Officer, Polyester Business at the inauguration of the PET Bottle Project



The **efficient** green

# Accelerating Growth

## LCI Expands Pharmaceuticals Portfolio with Strategic Assets' Acquisition

### Business Highlight

In September, a new chapter unfolded for LCI, marking a significant milestone as it completed a strategic asset acquisition from Pfizer group entities, expanding its Pharmaceuticals Business.

The acquisition included Pfizer's state-of-the-art manufacturing facility in Karachi and a portfolio of pharmaceutical brands that offer significant growth potential and align with LCI's ambition to improve healthcare across the region.



LCI and Pfizer management at the agreement signing ceremony



# Enhancing Poultry Health

Insights from Boxmeer

Business Highlight

The Trouw Nutrition Poultry Gut Health Programme, held in Boxmeer, Netherlands, was an insightful training session organised by Trouw Nutrition, the principal brand supporting the Animal Health Business. The programme empowered the poultry team with valuable knowledge on gut health management and innovative solutions to enhance poultry performance.

Open to all team members, the training encouraged collaboration and learning, offering practical insights to address industry challenges and improve poultry health outcomes. The programme equipped the poultry team with the latest techniques, fostering improved health and performance across poultry operations within the Animal Health Business.



Team Animal Health at Boxmeer, Netherlands

# Empowering Local Talent

MANZIL Technical Skills Internship Programme

Business Highlight

In August, LCI launched the 'MANZIL' Technical Skills Internship Programme at its Soda Ash Facility, marking a significant step in technical skills development within the local community. This initiative, introduced in collaboration with the Government Technical College Pind Dadan Khan, provides young individuals with hands-on experience and practical training in various technical disciplines.

was onboarded to gain valuable insights and experience in Civil, Chemical, Mechanical, and Electrical Engineering. The MANZIL Programme aims to bridge the gap between educational qualifications and industry requirements, equipping local youth with the necessary skills to excel in the workforce.

Through this partnership, LCI reflects its commitment to enhancing local employability, fostering growth, and contributing to the development of a skilled workforce.

The first batch of 10 interns, selected from diverse backgrounds,



Team Soda Ash with the interns of MANZIL Programme



# CTED Powers Business

## Driving Innovation and Sustainability in Business Expansion

By: Muhammad Anees Riaz | CTED

LCI's Corporate Technical and Engineering Department (CTED) continues to drive innovation, adding significant value to business operations. To support its vision for growth, the Company has been working towards a new power project featuring a Circulating Fluidized Bed (CFB) boiler, Turbine Generator (TG), and a dry coal shed, to address energy challenges at the Soda Ash Plant.

A detailed design conference was held at Sinoma Energy Conservation Ltd.'s office in Tianjin, China. Led by Muhammad Taufiq Cheema, General Manager, CTED, teams from CTED and Soda Ash Works collaborated to ensure timely project design completion. The conference focused on incorporating biomass provision to enhance sustainable practices and review of comprehensive processes of mechanical, civil and E&I design.



Team CTED at Sinoma Energy Conservation Ltd.'s office - Tianjin, China

# A Celebration of Team Spirit

## Sports Galas at Hawke's Bay, Nutra Plant and Hattar Site

By: Manahel Ikram | Pharmaceuticals Business

Energy, excitement, and teamwork took centre stage as the Pharmaceuticals Business brought sports and camaraderie to the forefront. In November and December 2024, employees at the Hawke's Bay Plant, Nutra Plant, and Hattar Plant came together for two-spirited Sports Galas, turning the workplace into an arena of friendly competition and celebration.

The Hawke's Bay Sports Gala featured cricket tournaments, races, push-up challenges, while the Hattar Plant's event focused on cricket and badminton, ensuring inclusivity across teams.

Both events concluded with prize distribution ceremonies, reinforcing the Company's commitment to fostering a dynamic workplace culture.



Sports Gala Event at Hawke's Bay Plant, Pharmaceuticals Business



Sports Gala Event at Hattar Plant, Pharmaceuticals Business



# Power Play

## The 97<sup>th</sup> Corporate Cricket Challenger Cup

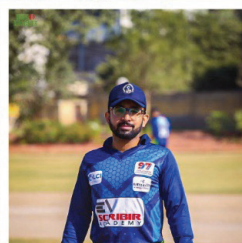
By: Muhammad Salman | Corporate Compliance

The 97<sup>th</sup> Corporate Cricket Challenger Cup was a thrilling test of skill, strategy, and teamwork, bringing together top corporate teams from across the country. LCI embraced the challenge, going head-to-head with formidable opponents such as Unilever, Maersk, and EFU General Insurance.

The tournament provided an excellent platform for employees from various functions to connect beyond the workplace, strengthening collaboration and team spirit. Under the leadership of Captain Muhammad Salman from the Compliance Function, the team displayed exceptional sportsmanship and determination throughout the matches.



Team LCI at the 97<sup>th</sup> Corporate Cricket Challenger Cup



# Uniting Beyond the Desk

## A Memorable Evening for the Polyester Business

By: Afsheen Rasheed | Polyester Business

In December, under the twinkling lights of DHA Raya Golf & Country Club, LCI's Polyester Business turned an ordinary evening into a vibrant mix of connection and celebration.

The evening kicked off with an interactive team-building session led by renowned trainer Faisal Akber Awan. His dynamic exercises fostered collaboration and friendly competition, strengthening bonds among the team. The presence of Chief Operating Officer, Polyester Business and leadership team highlighted the importance of teamwork across all levels.

The mood lightened with a stand-up comedy performance, followed by a musical set from Kashif Ali Baber of Coke Studio fame. His captivating performance had everyone dancing and singing, creating a vibrant atmosphere of togetherness.

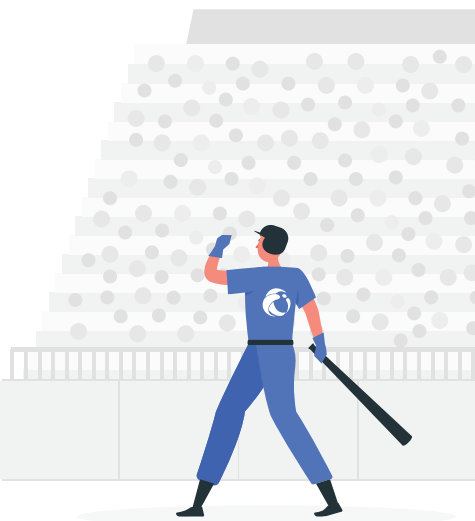
The evening concluded with a delightful dinner, where colleagues shared stories and laughter. This event was a reminder that at LCI, thriving people lead to a thriving business - celebrating joy, success, and unity as one family.



Team Polyester receiving trophy from Rizwan Afzal Chaudhry, Chief Operating Officer, Polyester Business



Musical Night at DHA Raya Golf & Country Club





# Sharing Achievements and Future Goals

## Insightful Town Hall Sessions by Polyester Business

By: Afsheen Rasheed | Polyester Business

In today's fast-paced and ever-evolving work environments, open communication and transparency are essential for building trust, fostering collaboration, and driving success. When employees feel informed and valued, they are more engaged, motivated, and empowered to contribute to the organisation's growth. To put these values into practice, the

Polyester Business at LCI hosted two interactive Town Hall sessions, led by Rizwan Afzal Chaudhry, Chief Operating Officer, Polyester Business and departmental heads, providing a platform for leadership to share updates, insights, and goals. These sessions encourage open dialogue, foster a culture of transparency, and align everyone with the Company's vision.



Town Hall Session, Polyester Business - Lahore

# The Core Connect Townhall

## Fostering Collaboration and Collective Growth

By: Quba Akhtar | Corporate HR

A shared vision drives success, and when teams come together, possibilities expand. It is the common thread that weaves together diverse individuals, departments, and disciplines, aligning them towards a unified objective. When a shared vision is clearly articulated and deeply ingrained, it inspires and motivates teams to work collaboratively, leveraging their unique strengths and expertise to achieve a common goal.

This principle was brought to life at LCI's recent Core Connect CPO Townhall, emphasising the alignment of efforts and the formulation of action plans for the future. The event served

as a platform for sharing strategic objectives and promoting collaboration, ensuring that every department progresses with a coherent vision.

Following the townhall, employees took part in engaging team-building games and activities, adding an element of excitement while encouraging creative thinking and collaboration. It was an opportunity to step back from daily tasks and focus on teamwork and innovation, reinforcing the idea that achieving goals is most impactful when done together.



Core Connect, Town Hall Session – Head Office, Karachi



Core Connect, Town Hall Session – Mozang Office, Lahore



# Wellness in Action

## LCI's Commitment to a Thriving Workplace

By: Quba Akhtar | Corporate HR

A happy and healthy team is the heartbeat of a thriving workplace. When employees feel supported, valued, and empowered to prioritise their well-being, they become the driving force behind a company's success. LCI's commitment to employee well-being goes beyond the workplace, catering to physical, mental, social, and financial aspects.

By championing employee well-being, we create an environment where our people can truly flourish, driving business success and growth.

### Smart Investments, Brighter Futures

#### Arif Habib Investments Session

To promote financial awareness, LCI partnered with Arif Habib Investments for an insightful session on stock market trends and portfolio management, equipping employees with essential investment knowledge.



Arif Habib Investments Session at Head Office, Karachi

### Raising Awareness, Saving Lives

#### Breast Cancer Awareness Day

LCI collaborated with Chughtai Lab for Breast Cancer Awareness Day, offering employees valuable health insights and discounted screenings at our Karachi and Lahore offices.

To further support the cause, a bake sale was organised, raising funds for Pink Ribbon Pakistan, reinforcing the Company's commitment to community well-being.



Breast Cancer Awareness Day at Mozang Office, Lahore



Workplace Wellness Programme

### Find Your Calm

#### Mindful Moves Session

Mental wellness took center stage with our Mindful Moves session, where employees participated in guided meditation and stress-relief exercises to better manage stress and enhance mental clarity.



Mindful Moves Session at Head Office, Karachi

### Beating Stress, One Beat at a Time

#### Drum Circle Experience

LCI's Head Office pulsed with energy as employees came together for a dynamic Drum Circle event. This unique team-building activity allowed colleagues to unwind, connect, and find rhythm together, fostering a sense of community and camaraderie.



Drum Circle Session at Head Office, Karachi



# Paint it Pink

## Breast Cancer Awareness Sessions in Pharmaceuticals Business

By: Manahel Ikram | Pharmaceuticals Business

In October, the ‘Paint it Pink’ event was organised exclusively for women in LCI’s Pharmaceuticals Business at the Hawke’s Bay Plant and B2 Site in Karachi, highlighting the importance of breast cancer awareness. The event aimed to encourage early detection and prevention while fostering a sense of community and support.

The day began with a calming yoga and meditation session, allowing participants to unwind and connect. This was followed by an insightful awareness session, highlighting the significance of early detection in saving lives. Adding a creative touch, participants expressed their support through

a tote bag painting activity, using art as a powerful medium for awareness.

The venue was adorned with vibrant Pinktober-themed decor, and pink ribbons were distributed to symbolise solidarity. Senior management, including the Chief Operating Officer of the Pharmaceuticals Business, actively supported the initiative, further reinforcing LCI’s commitment to employee well-being. Thoughtfully planned and engaging, ‘Paint it Pink’ left a lasting impact, inspiring a culture of health consciousness, creativity, and unity among the women of the Pharmaceuticals Business.



‘Paint it Pink’ Activity at Hawke’s Bay Plant



‘Paint it Pink’ Activity at B2 Site

# Summer Soiree

## A Refreshing Day of Collaboration

By: Manahel Ikram | Pharmaceuticals Business

Sunshine, good vibes, and a splash of summer spirit set the stage as the Pharmaceutical Business hosted the Summer Soiree in July, bringing employees together for a day of fun, flavour, and connection at the Karachi and Hattar sites.

More than just a gathering, the day featured interactive team-building activities that encouraged employees to collaborate and engage with one another. These activities were carefully curated to foster teamwork and strengthen

interdepartmental relationships, ensuring that connections were made in a relaxed and enjoyable environment.

The enthusiastic participation from employees highlighted the event’s success, not only in providing a fun break but also in enhancing the spirit of collaboration within the Company. By bringing everyone together in such a vibrant setting, Summer Soiree created an opportunity to build lasting connections and strengthen LCI’s culture of teamwork and unity.



Summer Soiree at Hawke’s Bay Plant, Karachi





# Festive Highlights

## Celebrating Together

By: Quba Akhtar | Corporate HR

Nothing brings people together like a good celebration! At LCI, the Corporate HR team kept the spirit alive by embracing cultural events and engagement activities, turning the workplace into a hub of joy, pride, and togetherness.

### Independence Day Celebration

The Company's Independence Day celebration featured a flag-hoisting ceremony, soulful milli naghmay, and a fun fact-check competition to celebrate Pakistan's rich history.

Food carts served local delicacies like bun kababs, limca, and gol gappay, while employees received planters as a gesture of LCI's commitment to sustainability.



Independence Day Celebration at Head Office, Karachi



Independence Day Celebration at Mozang Office, Lahore

### Diwali – Festival of Lights

LCI embraced the spirit of Diwali with a diya painting competition and vibrant Rangoli contest, allowing employees to showcase their creativity. Thoughtful giveaways were distributed to spread joy and unity, and the event was filled with laughter and togetherness, reflecting the true essence of the festival of lights.



Diwali Celebration at Head Office, Karachi

### Christmas – A Winter Wonderland

Our Head Office was transformed into a festive winter wonderland for Christmas, with Christmas carols, stand-up comedy, and sweet treats creating a joyful atmosphere. The event marked a memorable end to the year, spreading holiday cheer and fostering a sense of community among LCI employees.



Christmas Celebration at Head Office, Karachi



These celebrations are the heartbeat of a workplace that thrives on connection, energy, and inclusivity. At LCI, every moment of joy strengthens our community, turning colleagues into friends and work into a shared journey. As we continue to create memories together, one thing is certain—the best is yet to come!



# A Culture of Recognition

## Celebrating Achivements at B2 Site

By: *Rahat Jabeen | Pharmaceuticals Business*

Being recognised for doing your job might seem unexpected, but at LCI, we believe that acknowledging and appreciating our people's hard work is essential. Our corporate culture is built on a foundation of people, culture, and community – not just profit and productivity. We believe in celebrating our team members' everyday achievements and fostering a sense of belonging and togetherness. This philosophy is evident in our daily practices, where recognition and appreciation are woven into our routines. In the Quality Operations team at the B2 Site, a monthly celebration has become a cherished tradition. Every month, colleagues are recognised for their contributions, whether it is testing and releasing batches, training new team members, or achieving sales targets. It is a simple yet impactful gesture, reminding everyone that their efforts are valued - not just for the outcome but for the dedication they bring to their role.



Team Pharmaceuticals Business at B2 Site, Karachi

# Strengthening Bonds Through Recreation

## Chemicals & Agri Sciences Business' Away Days

By: *Shehreen Farooqui | Chemicals & Agri Sciences Business*

Focusing on building strong teams through collaboration and meaningful connections, the Chemicals & Agri Sciences Business organised two exciting Away Days for Karachi and Lahore teams, blending fun, teamwork, and relaxation.

### A Day of Thrill and Teamwork at Turtle Beach, Karachi

In December, the Chemicals & Agri Sciences team gathered at Turtle Beach for a dynamic Away Day. Activities like scavenger hunts, board games, jet skiing, and beach volleyball brought energy and excitement to the day. The gathering fostered informal interactions with employees and strengthened relationships across the business.



Team Chemicals & Agri Sciences at Turtle Beach, Karachi

### A Day of Sport and Celebration at Greenfields, Lahore

In December, the Lahore team headed to Greenfields for a day of friendly competition and fun. Sports like badminton, human foosball, and horse riding, along with food stations and giveaways, made it a day to remember.



Team Chemicals & Agri Sciences Business at Greenfields, Lahore

Both the away days brought the teams together, creating lasting memories and reinforcing the importance of having fun while achieving success as one team.



# Building Bonds and Boosting Engagement

## CTED's Retreat in Murree

By: Muhammad Anees Riaz | CTED

Work feels more rewarding when goals are achieved in a setting that inspires both collaboration and relaxation. Embracing this spirit, the Corporate Technical & Engineering Department (CTED) hosted a two-day retreat in the scenic hills of Murree in November. Held at Valley View, the retreat combined strategic Gallup survey engagement action planning with team-building activities, creating the perfect balance of productivity and camaraderie.

Team members collaborated to create actionable plans to enhance productivity and team synergy. A mindful walk along Ayubia's Pipeline Track provided a peaceful reflection setting, while Valley View sports activities encouraged friendly competition and team spirit. Informal networking during meals and walks further strengthened relationships outside the office.

On the return journey, the team visited the Cirin Pharmaceuticals Plant in Hattar, where they gained valuable insights into operational excellence and discussed the ongoing solar project.

This retreat perfectly balanced work and relaxation, reinforcing trust, cohesion, and the importance of engagement in achieving collective success.



Team CTED in Murree

# Shaping Tomorrow Together

## Nurturing Talent and Excellence at LCI

By: Mehwish Fatima | Corporate HR

At LCI, people are at the heart of every success story. With a strong commitment to fostering a high-performance culture, the Company prioritises well-being, growth, and engagement—ensuring employees feel valued, empowered, and inspired to excel. By nurturing talent and aligning teams with the Company's vision, LCI creates an environment where every individual contributes to collective success.

This year, the Company's appeal as an employer of choice was stronger than ever, attracting over 10,000 applications through career drives and participation in six major career fairs. Through its Graduate Recruit and Trainee Programmes, LCI continues to invest in high-potential university graduates, placing them in dynamic roles that fast-track their careers and shape the future of the industry.



Graduate Recruits at Head Office, Karachi





## Summer Internship Programme 2024

Additionally, 12 individuals were placed in internships, gaining valuable experience across various business streams.



## Graduate Recruit Drive 2024

Through LCI's Graduate Recruit Drive, 11 talented individuals got hired as Graduate Recruits for various streams across businesses and corporate functions.



## Annual Corporate Visit – LUMS Visit

LCI's emphasis on talent development also extended to hosting a cohort of Executive MBA professionals from LUMS, who were provided with insights into the Company's operations and industry trends.

As LCI moves into the future, its people remain at the heart of every achievement. The Company is paving the way for a thriving tomorrow by embracing innovation, collaboration, and continuous growth. With a team driven by passion and purpose, the journey ahead is set to be as dynamic and impactful as ever.

# Empowering Women

## The Heart of LCI Soda Ash's Ladies Welfare Center

By: Kinza Husam | Soda Ash Business

Strong communities thrive when women are empowered with the tools, skills, and opportunities to shape their own futures. The Soda Ash Business at LCI is deeply committed to empowering women in the Khewra community through its support for the Ladies Welfare Center. This initiative has become a cornerstone of opportunity, offering women a space to come together, acquire valuable skills, and unlock their potential for a more independent and prosperous future.

Teachers, Ms. Lubna and Ms. Nafeesa, who have dedicated 24 and 22 years respectively to the centre, have been instrumental in its success. Their devotion to the institution and cause has helped countless young girls learn practical skills such as sewing, embroidery, and cooking—tools that enable them to support their families and cultivate independence and confidence.

Through their relentless dedication, the teachers continue to inspire generations of women, fostering empowerment and resilience within the community.



Teachers and students at LWC, Khewra





# A Day of Hope and Healing at Kiran Foundation

## LCI & Kiran Foundation’s Mental Health & Wellness Initiative

By: Pernia Hassan | CCPA

Mental health is a collective responsibility, especially in childhood, where emotional resilience shapes future well-being. While academics and physical health take priority, emotional strength is often overlooked.

That is why spaces like Kiran Foundation matter. On World Mental Health Day, we visited the DCTO Campus in Lyari, where

mental well-being is deeply embedded in daily interactions. Teachers serve as mentors, mothers as partners in healing, and children as young minds nurtured to grow and thrive.

Through acts and tableaux, students and teachers brought the mental health and wellness programme to life, showcasing the activities supported by LCI.

### Every year, Kiran Foundation in collaboration with LCI conducts the following activities;



#### Emotional Check-in

- Weekly mood-sharing with teachers
- Helps students recognise and express emotions and encourages open conversations and self-awareness



#### Guided Meditation & Art

- Meditation and visualisation exercises
- Transforms emotions into creative artwork and promotes mindfulness and emotional balance



#### Drum Circle Activity

- Interactive rhythm-based session
- Reduces stress and boosts confidence and strengthens bonds within the group



#### Support Groups for Students & Families

- Individual and group emotional support
- Teaches coping strategies for students and parents with special focus on mothers' well-being



#### Salma Ghar

- Safe space for women’s counseling and growth
- Support groups and professional skills training by empowers mothers and young girls



#### Mindfulness & Emotional Regulation Sessions

- Activities to develop emotional intelligence
- Helps students manage stress and emotions and encourages self-reflection and healthy coping



#### Expressive Arts & Therapy-Based Workshops

- Storytelling, role-playing, and therapeutic art
- Safe space for emotional expression that encourages creativity and healing



#### Parental Support & Awareness Programmes

- Sessions on child psychology and emotional growth
- Teaches positive parenting techniques and helps parents support their children’s well-being



#### Community Well-being Initiatives

- Awareness campaigns and outreach programmes that promote mental health education and encourages emotional resilience across the community



Support Groups for Students & Families

Together, we are building a compassionate and emotionally resilient community of:

600

Girls

550

Boys

500

Community Members

800

Mothers

700

Families

One of the most powerful moments was the drum circle—more than music, it was a release. With every beat, stress faded, and joy returned, a shared reminder that emotions are meant to be expressed, not suppressed.

Parents, teachers, and mentors play a vital role in childhood mental health. When children feel heard and valued, they gain lifelong emotional strength. Kiran Foundation is creating that world, and LCI is proud to support it.

Our efforts may be small, but the impact is lasting. As we left that day, the drumbeats, the resilience of the children, and the strength of the mothers stayed with us—not just as inspiration, but as a call to action. Every word, every moment of patience, every effort to make a child feel seen—it all counts.

So, let us do our part. Let us create a world where mental health is prioritise from the very start. Because when we nurture young minds, we do not just change their future—we change the world.



Students during an art therapy class.



Students during a sculpture session.



# Building Communities for a Better Future

## Winnington School's Annual Prize Distribution

By: Jamal Malik | Soda Ash Business

Education shapes the future, and celebrating achievements is a vital part of encouraging growth and ambition. In line with this belief, Winnington School held its Annual Prize Distribution Ceremony in December, with Umar Mushtaq, Chief Operating Officer, Soda Ash Business and Chairman, BOG Winnington School, gracing the occasion as Chief Guest.

Before the ceremony, they visited an art exhibition showcasing student work and inaugurated the newly built Computer Laboratory. The event began with a welcome by Head mistress Mrs Qudsiya Khalid, followed by a Quranic recitation. Principal Mr M. Jamal Malik presented the Annual Report, highlighting key achievements.



Annual Prize Distribution - Winnington School

Students delivered lively performances, including a tableau, English and Urdu plays, and national songs. Jinnah House won the Sports Shield, Maliha Aga Declamation Trophy, Academic Shield, and Chairman's Shield, while Iqbal House secured the Science Shield.

Umar Mushtaq praised the school's success and reaffirmed LCI's commitment to education. Events like these not only strengthen the Company's positive impact on the communities it supports but also play a vital role in fostering community development and advancing education.



Umar Mushtaq, Chief Operating Officer, Soda Ash Business at the Prize Distribution Ceremony

# Turning the Tide on Plastic Pollution

## Terylene & WWF Unite to Tackle Plastic Pollution

By: Minahil Kamran | Polyester Business

Plastic pollution is one of the greatest environmental challenges of our time, but change begins with awareness and action. That is why the Polyester Business, in collaboration with WWF, has launched an initiative to educate young minds about the impact of plastic waste and inspire them to be part of the solution.

At the heart of this effort is Captain Tery, a dynamic symbol of our commitment to reducing plastic waste and protecting the planet. To bring this vision to life, the business has published engaging books for students in Grades 1-8, designed to instill early awareness about sustainability and responsible plastic use.

But knowledge alone is not enough - the Polyester Business believes in action. Through Terylene Clean, we are actively collecting and recycling plastic bottles, transforming them into high-quality fiber that contributes to a cleaner, greener world. Our Marketing team is also taking this message directly to the classroom, leading interactive awareness sessions at top schools. These sessions, guided by the Captain Tery campaign, spark meaningful conversations and empower students to take small but significant steps towards sustainability.



Awareness Session by Polyester Business at LGS for Grades 1-8

This initiative is more than just a campaign - it is a movement. Together, the LCI and WWF are not just imagining a cleaner future but making it happen, one recycled bottle at a time.



# Pehchan Volunteer Programme

## Empowering Change Through Action

By: *Adiha Sohail* | CCPA

Through the Pehchan Volunteer Programme, LCI employees turn compassion into action, making a real difference in the lives of others. The last six months were no exception, as volunteers came together to create meaningful impact through a series of heartfelt initiatives.

### Top Pehchan Volunteers (July – December)

**19 Hours**

**Nisar Ahmed**

Polyester Business

**12 Hours**

**Ghazanfar Mehmood**

Animal Health Business

**10 Hours**

**Ali Nasir**

Chemicals & Agri Sciences Business

**9.5 Hours**

**Touqeer Ahmed**

Chemicals & Agri Sciences Business

**6.5 Hours**

**Adeel Latif**

Animal Health Business



LUCKY CORE INDUSTRIES  
VOLUNTEER PROGRAMME

### Cleanup Drive at Harnoi Water Park

In September, LCI employees united for a cleanup drive at Harnoi Water Park in Abbottabad, demonstrating their commitment to environmental responsibility. A team of 18 dedicated volunteers worked together to collect over 250 kilograms of waste, helping to restore the park's natural beauty. Their efforts not only contributed to a cleaner, greener space but also reinforced the importance of collective action in tackling pollution.



Cleanup Drive at Harnoi Water Park, Abbottabad

### Beach Cleanup Drive

Over 22 Pehchan Volunteers took part in a Beach Cleanup Drive at Sandspit Beach, where they successfully collected 496 kilograms of waste. Ensuring responsible disposal, the waste

was handed over to the Alwasila Foundation. This initiative reinforced LCI's commitment to environmental sustainability and the power of collective action in protecting our natural spaces.



Cleanup Drive at Sandspit Beach, Karachi



## Cleanup Drive in Lahore

A total of 7 employees from the Animal Health Business organised a cleanup drive in Lahore under the Pehchan Volunteer Programme, collecting 18 kilograms of waste and making a tangible difference in the local environment. Their efforts helped clear public spaces, promoting cleanliness and raising awareness about the importance of waste management in the community.



Cleanup Drive at Mozang Road, Lahore

## Blood Donation Drive at Animal Health Plant

In collaboration with Fatimid Foundation, a blood donation drive was conducted at the Animal Health Plant, Lahore, with employees volunteering to donate blood and save lives.



Blood Donation Drive at Animal Health Plant



## Smiles for Every Child – World Children’s Day

For World Children’s Day, 20 Pehchan Volunteers welcomed children from the Kiran Foundation to Giggle Town for a day filled with joy and laughter. Adding to the celebration, Atif Siddiqui, Chief Operating Officer, Pharmaceuticals Business and Laila Bhatia Bawany, Chief Legal Officer & Company Secretary also joined in, sharing moments of fun and spreading smiles, making the day even more special for the children.

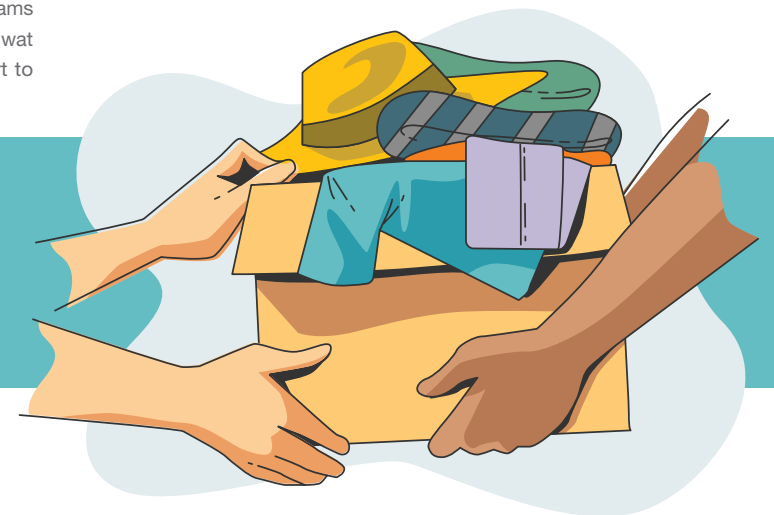


A Day at Giggle Town with Kiran Foundation, Karachi

## Clothing Donation Drive

As part of the Annual Clothing Donation Drive, LCI employees collected 342 kilograms of clothing in collaboration with the Akhuwat Foundation, providing essential support to those in need.

Through these initiatives, Pehchan continues to reflect LCI's dedication to social responsibility, making a lasting impact on our communities and the environment.





# Play & Win!



## Crossword Puzzle

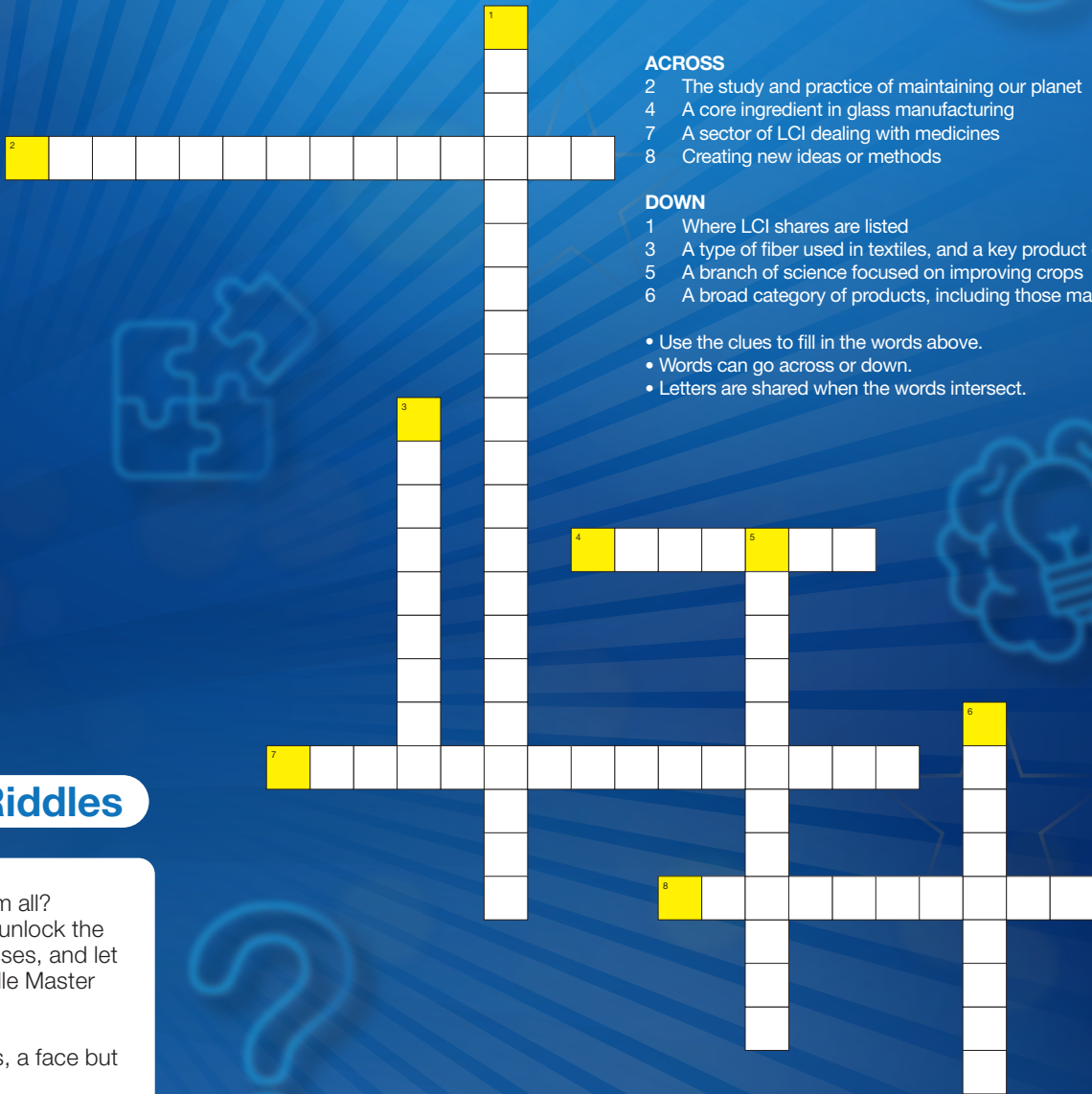
S	F	P	Y	A	H	E	H	H	N
R	E	T	A	T	I	J	F	M	O
F	S	C	W	K	W	U	R	F	I
Q	O	O	N	M	I	P	V	Q	T
G	R	S	M	E	W	S	T	C	A
G	P	Z	O	U	I	P	T	B	V
F	R	W	V	R	F	C	A	A	O
Q	G	X	L	U	E	E	S	E	N
R	Q	X	K	T	E	F	I	L	N
C	O	M	M	U	N	I	T	Y	I

- Find the six hidden words.
- Words can go in any direction.
- Words can share letters as they cross over each other.

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Business: \_\_\_\_\_ Department: \_\_\_\_\_

## Make Word Puzzle



- ACROSS**
- 2 The study and practice of maintaining our planet
  - 4 A core ingredient in glass manufacturing
  - 7 A sector of LCI dealing with medicines
  - 8 Creating new ideas or methods
- DOWN**
- 1 Where LCI shares are listed
  - 3 A type of fiber used in textiles, and a key product of LCI
  - 5 A branch of science focused on improving crops
  - 6 A broad category of products, including those made by LCI
- Use the clues to fill in the words above.
  - Words can go across or down.
  - Letters are shared when the words intersect.

## Answer the Riddles

Can you solve them all?  
Challenge yourself and unlock the answers! Drop your guesses, and let us see whose the Riddle Master

1  
I have hands but no arms, a face but no eyes.  
I tell you something important; you should always be wise.  
**What am I?**

2  
I follow you wherever you go,  
But disappear in the darkest glow.  
I grow tall when the sun is low,  
Yet vanish when there is no light to show.  
**What am I?**

3  
The more of me you take, the more you leave behind.  
**What am I?**

Send the correct answers to win exciting rewards!

- How to Participate:**
- 1. Print this page, fill in your answers and enter your details in the given box.
  - 2. Scan the completed document and email it to [engage@luckycore.com](mailto:engage@luckycore.com) with the subject line ‘Engage Play & Win.’

The first five participants to submit all correct answers, including the riddles, will be declared winners.



A Publication of the Corporate Communications  
& Public Affairs Function

**Lucky Core Industries Limited**

5 West Wharf, Karachi 74000

T +92 21 3231 3717-22

E [ccpa.pakistan@luckycore.com](mailto:ccpa.pakistan@luckycore.com)

UAN 111 100 200

**[www.luckycore.com](http://www.luckycore.com)**