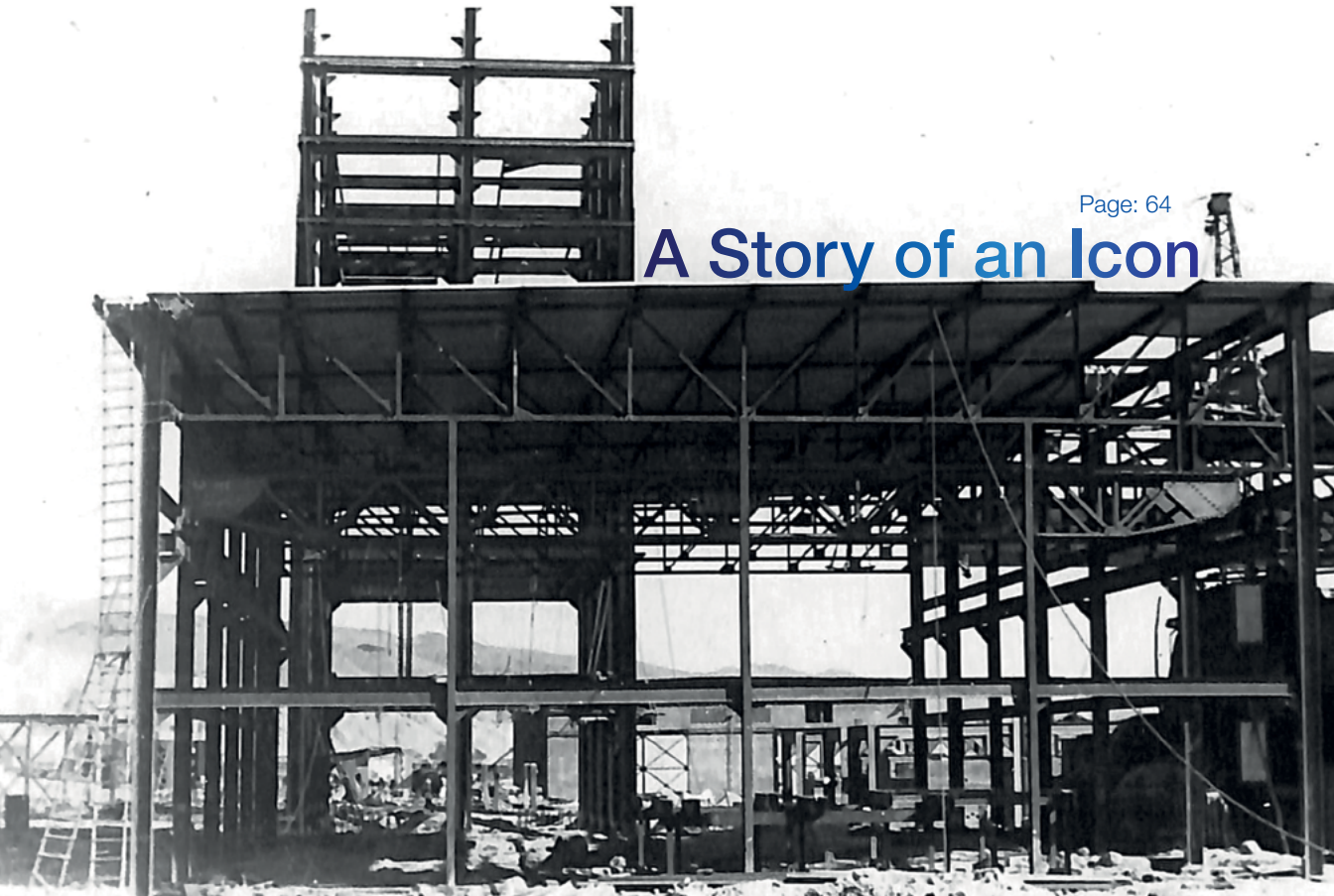
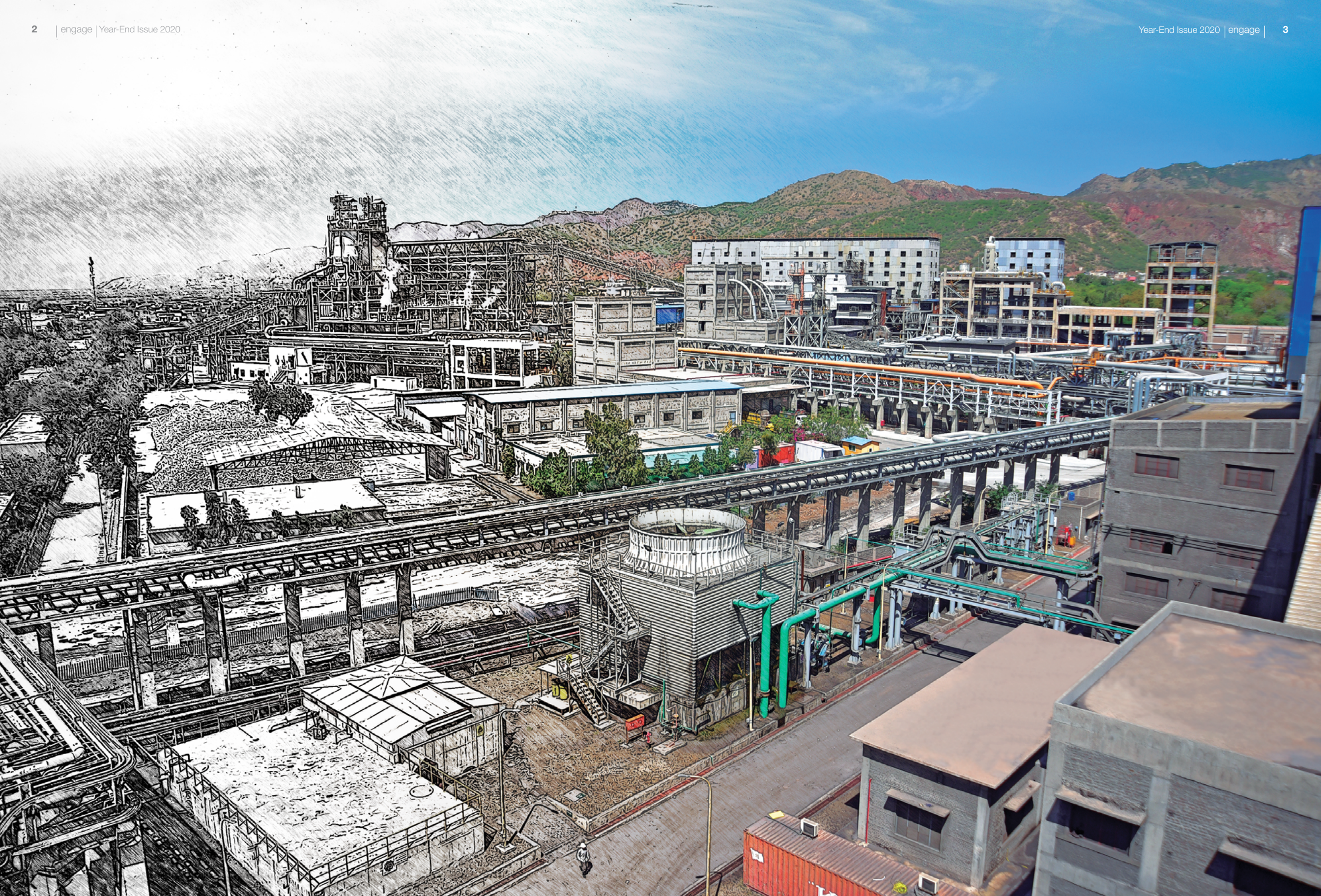


*engage

Page: 64

A Story of an Icon







Dear Engage readers,

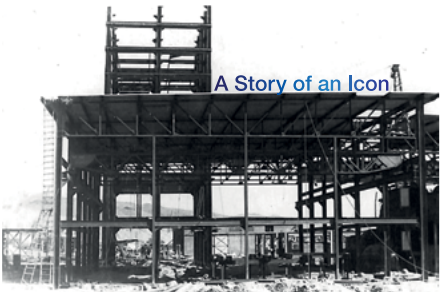
Welcome to the year-end edition of the magazine, which celebrates 75 years of the Company's existence and takes a look back at some exciting updates and developments from across ICI Pakistan Limited in the last few months.

In August 2019, ICI Pakistan Limited achieved the milestone of becoming the only listed manufacturing company to complete 75 years of operations in Pakistan. Over the last seven and a half decades, ICI Pakistan Limited has attained an iconic status – known and trusted by generations across Pakistan. It has transformed from a single soda ash manufacturing unit to become one of the most diversified conglomerates of the country. This edition of Engage traces the rich legacy and incredible growth story of the Company.

The edition also highlights the measures taken post COVID-19, Strategy for the next five years, the redefined mission, commencement of operations at the NutriCo Morinaga infant and growing up formula manufacturing facility in Sheikhpura, the amalgamation of Cirin Pharmaceuticals as ICI Pakistan Limited strives to improve lives in everything it does and live up to its brand promise of Cultivating Growth for many more decades to come.

We would like to thank all contributors for their efforts and hope you enjoy reading this edition and the Company's story.

Team CCPA



We would love to hear
your feedback
ccpa.pakistan@ici.com.pk

The Engage Team

Editorial
Muhammad Hamza Schaamil
Assistant Manager
Communications
CCPA

Concept & Design
Pernia Hassan
Assistant Manager
Creative & Brand
CCPA

Muhammad Tariq
Graphic Designer
CCPA

Published by
ICI Pakistan Limited

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

Cover Design
A Story of an Icon
by CCPA

This issue's cover is a reflection of the past - it is a reminder that the prestige and stature that ICI Pakistan enjoys today has burgeoned since the genesis. What defines our success is not present status and glamour, but rather the robust foundations laid when it all began. The core values that we have held onto have carried us through 75 years and will be the cornerstone of our success in the future.

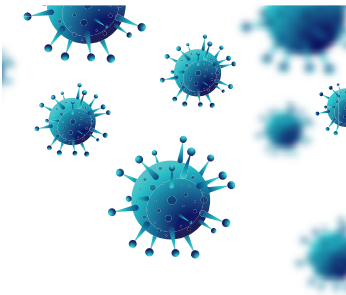
Over the last seven and a half decades, ICI Pakistan Limited has grown from being a small concern with a single soda ash manufacturing unit to becoming one of the largest and most influential conglomerates of the country boasting seven diverse businesses.

Despite various challenges, the Company has attained an iconic status known and trusted by generations across Pakistan, deeply embedding itself into the social and economic fabric of the country.

This cover story is an homage to the Company's evolution over the decades - a tale of its growth and resilience as it continues to be a symbol of integrity, governance, responsibility, service standards and improving lives.

Contents

Company News



COVID-19 What ICI Pakistan is doing

8

Keeping the Momentum	10
Soda Ash Plant Expansion Approved	11
Cultivating Growth Together NutriCo Morinaga	12
Commences Commercial Operations	14
Inauguration Ceremony	16
Amalgamation of Cirin Pharmaceuticals Completed	17
Leading by Example	18
Strengthening Partnerships	19
Leading in Sustainability	20
Leading Innovation	22
Lean-In Circles Relaunched	24
Induction of Graduate	25
Recruits	
GR Testimonials	26

Business Updates



Soda Ash in Reel

30

Supplier of Choice	32
Building Global Partnerships	32
Expanding Footprint	33
Ensuring the Highest Quality	34
Celebrating Success	36
Bringing Substance to Life	37
Exploring Opportunities for Growth	38
Forging New Partnerships	39
Safety First	40
New ventures	41
Spreading Awareness	42
Leading Discourse Nationally and Internationally	44
Trade Marketing Initiatives	45
Excellence in Performance	46
Building Bonds	48
Exploring New Regions	49
Food Safety through Parasite Control	50
Leading in Technology	51
Of Sales and Sights	52

Our People



A Socially Distant Independence Day

54

Let's Be #EachForEqual	55
Workplace Wellness	56
Looking Beyond Differences	58
Community Cricket Gala	59
New Vibe, New Look	60
Legal Conducts Trainings	62
Bring Your Child To Work Day	63

Community Impact



Buy for A Cause

78

World Clean-Up Day	79
Empowering Women for a Brighter Future	80
Empowering the women of Khewra	81
Craft, Colour and Contribute	82
Improving Lives One Step At A Time	84
The Future is Accessible	86
Continuing Excellence in Education	88
Saving Lives	89

In Conversation



In Conversation with Nausheen Ahmad

90

Features



Photo Gallery Winner

94

Runners-up	96
------------	----

COVID-19: What ICI Pakistan is doing

Ensuring the physical and mental wellbeing of our employees

By: CCPA

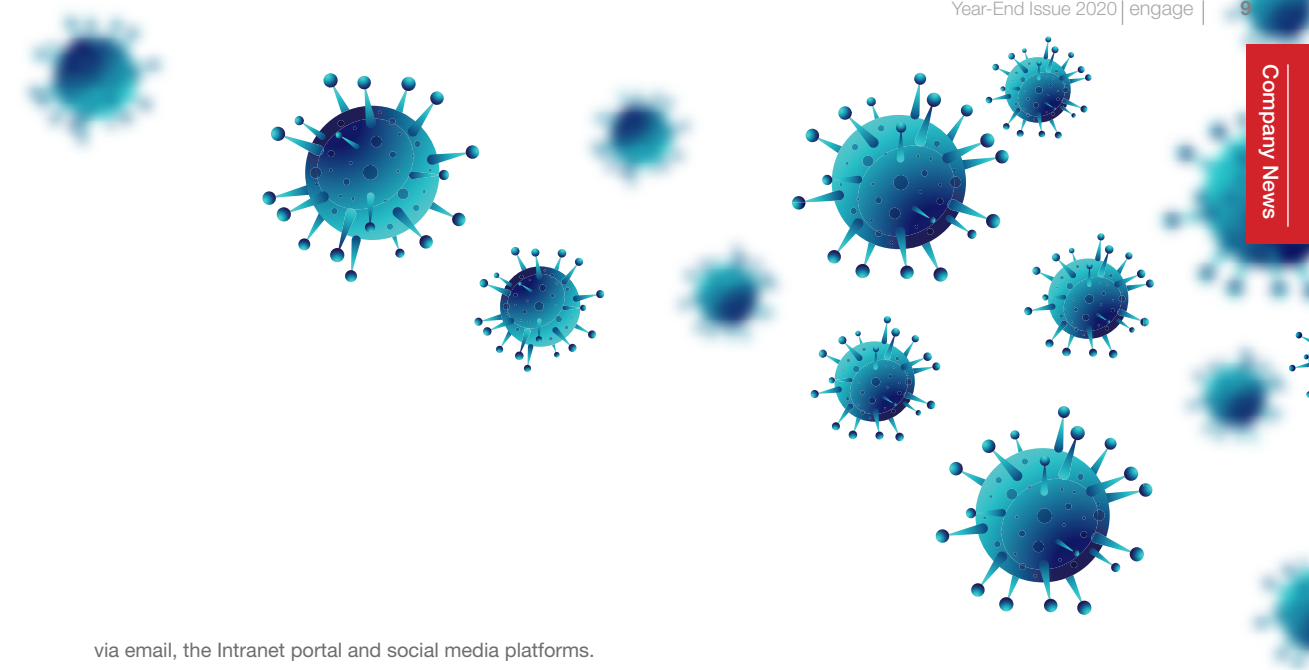
In the last week of February 2020 when the first case of coronavirus was reported in Pakistan, the Company formed a Pandemic Watch Committee comprising of two EMT members, Head of Corporate HSE and the Medical Services Manager, Polyester to monitor the situation and implement preventative measures. The Committee was also tasked with the responsibility to develop plans required to mitigate health and safety risks, operational risks and financial risks, along with communicating steps that employees can take at an individual level for their physical and mental wellbeing.

Since the Committee was formed, various measures were taken to reduce the spread of coronavirus. As the Government of Pakistan imposed a countrywide lockdown most employees were moved to a work from home arrangement and the Polyester Plant was shut down. During this time, ICI Pakistan had immense responsibility to ensure business continuity and manufacturing,

bringing essential products to the market such as:

- Soda ash for the formulations of soaps, detergents and other cleaning compounds, which are right now essential in fending off germs and saving lives
- Chemical ingredients and Agri Sciences for food item supply chains and medical applications
- Pharmaceutical products including drugs that fight life-threatening diseases
- Improving animal and veterinary care via Animal Health business
- NutriCo Morinaga infant and growing up formula for children

In August, as the Government lifted the lockdown and directed companies to resume operations, the Company allowed employees to return to work phase-wise. Following the return of employees, internal preventative measures have been enhanced and frequent communication is being sent out to all employees



via email, the Intranet portal and social media platforms.

Here are some of the preventative measures the Company has taken:

1) Questionnaire to be filled out before entering premises

A questionnaire regarding symptoms, travel history and contact with a COVID-19 patient, needs to be filled out by employees before entering the office premises.

2) Temperature checks

All employees must have their temperature monitored at the gate before entering the office premises.

3) Hand sanitisation

Hand sanitisers have been placed across all offices and must be used before entering the office premises and frequently throughout the day.

4) Masks

It is mandatory for all employees to wear masks at all times.

5) Social distancing

It is ensured that employees maintain a 3 feet distance from other employees at all times.

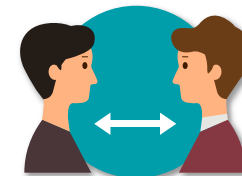
6) Staggered lunch break

Meal times have been staggered at offices across all locations to promote social distancing.

7) Deep cleaning of offices

All offices across all locations are deep cleaned and disinfected. Extra hygiene measures are also taken on a daily basis.

The Company has also launched various wellness initiatives such as online yoga sessions, painting competitions and activities such as sharing pictures of home offices or why they are required to come in to work.



Keeping the Momentum

Bi-annual CE Session held online as measures taken to minimise spread of COVID-19



CE Asif Jooma addresses the bi-annual session

By: CCPA

As coronavirus impacted everything – from the way we operate to the way we celebrate, the bi-annual CE Session which is held across the Company's locations was recorded and streamed online in April 2020. The CE Session is held as part of the Company's commitment to promote open communication across all layers of the organisation.

During the session, Chief Executive Asif Jooma apprised the employees regarding the impact of COVID-19, the measures taken by the Company and the way forward. Donations made to healthcare workers across the country were also shared during the session. The CE appreciated and thanked the Plant workers for continuing to come to work and ensuring the manufacturing of essential materials to millions of fellow Pakistanis. Mr. Jooma

also praised employees who adopted to drastic changes and moved to a work from home arrangement.

The Chief Executive further shared a round-up of the Company's performance and highlighted the achievements of each Business during the period under review.

Earlier this year, the CE Session was held in Khewra in February. During the session, the CE had announced that the amalgamation of Cirin Pharmaceuticals (Private) Limited into ICI Pakistan had been successfully completed and that NutriCo Morinaga had commenced commercial operations. The Explore Challenge 2020, the Company's intrapreneurship challenge, and Corporate HR's Employee Value Proposition (EVP) programme were also launched during the session.

Key Highlights

Stellar half-year results

Amalgamation of
Cirin Pharmaceuticals completed

Explore Challenge 2020
launched

EVP launched

Soda Ash Plant Expansion Approved

Board of Directors announced 125,000 TPA Expansion of Soda Ash Plant at Khewra

By: CCPA

On August 20, 2020, the Board of Directors of ICI Pakistan Limited announced a further capacity expansion of Light Soda Ash at the Khewra Plant by 125,000 tonnes per annum (TPA). This expansion, once completed, will bring the total installed capacity of the Soda Ash Plant to 550,000 TPA. The expansion

Since its inception 76 years ago, the Business has continued to grow from strength to strength. As production capabilities have evolved, so have the various markets and applications for soda ash. Today, soda ash consistently ranks as one of the top ten inorganic chemicals produced in the world and is



is yet another development towards the Company's growth aspirations in line with its brand promise of Cultivating Growth.

The capacity of the Soda Ash Plant is currently 425,000 TPA. In February 2018, the capacity of the Soda Ash Plant had been increased by 75,000 TPA.

The Soda Ash Business remains synonymous with quality and longevity, having been a steady contributor to the national economy since 1944, when soda ash production first commenced at the Khewra Plant.

an essential raw material to a variety of industries, including detergents and glass.

The Soda Ash Business caters to a major portion of the country's total requirement for this commodity. The domestic consumers of soda ash in Pakistan rely upon ICI Pakistan Limited as a trusted and reliable supplier for high quality soda ash. The soda ash produced at the Khewra Plant is also exported, earning valuable revenue for the national exchequer.



Cultivating Growth... Together

Cultivating Growth Together

Company revealed five-year strategy plan and redefined mission statement

By: Shayan Tejani

Towards the end of 2019, the Company revealed its five-year strategic aspiration and also redefined its mission statement.

Chief Executive Asif Jooma along with the Senior Management held launch events across all Company locations to share the strategic aspiration and redefined mission. The mission coined in the run up to the strategy approval is “improving lives across the socio-economic fabric through best-in-class solutions” and demonstrates how the Company is contributing to the progress of Pakistan, and the wider world.

Built around the triple-bottom line concept of People, Profits and the Planet, the strategic aspiration and mission of ICI Pakistan brings together the essential prerequisites for maintaining sustainable growth of the Company. The emphasis is on prioritising integrated initiatives and managing the total impact as an enterprise.



CE Asif Jooma along with the Animal Health Team following the Strategy Launch at the Sheikhpura Plant.

NutriCo Morinaga Commences Commercial Operations

The new, state-of-the-art manufacturing plant of NutriCo Morinaga (Private) Limited was inaugurated in September 2019 by Governor Punjab

By: CCPA

NutriCo Morinaga (Private) Limited, a joint venture between ICI Pakistan Limited, Unibrands (Private) Limited and Morinaga Milk Industry Co Ltd., commenced commercial operations of growing up formula products at its manufacturing facility on January 10, 2020.

The state-of-the-art NutriCo Morinaga (Private) Limited manufacturing facility in Sheikhupura was inaugurated in September 2019 by the Governor of Punjab Chaudhry Mohammad Sarwar.

At a project cost of PKR 5.5 billion, the manufacturing facility is the first asset investment by a global Japanese dairy and food company in Pakistan. The joint venture includes the distribution,

marketing and sales of the locally manufactured Morinaga infant and growing up formula products.

The 12,000 tonnes per annum facility, which adheres to the highest international standards, is aimed at ensuring that children are provided with safe, clean and hygienic formula at competitive prices. This is in line with the Government of Pakistan's vision of achieving import substitution and self-reliance, whilst addressing child nourishment and development. In addition to creating jobs, this joint venture is focussed on technology transfer of infant nutrition manufacturing in Pakistan.

ICI Pakistan Limited's equity stake in the joint venture is 51%. The combined equity stake of Morinaga Milk Industry Co. Ltd and Unibrands (Private) Ltd is 49%.



Inauguration Ceremony

NutriCo Morinaga facility inaugurated in a grand affair

By: CCPA

The inauguration ceremony of the NutriCo Morinaga facility was a grand affair which was attended by officials of the Punjab Government, ICI Pakistan Chairman Mr. Sohail Tabba, CE Mr. Asif Jooma, EMT and BET members as well as partners and customers of the Company. The President of Morinaga Milk Industry Mr. Michio Miyahara, along with a Japanese delegation, also attended the inauguration ceremony.

Addressing the inauguration ceremony, Mr. Miyahara stated that the new joint venture will play a key role in the Morinaga Group's strategy of strengthening its global operations to achieve sustained future growth.

Also addressing the ceremony, CE Mr. Jooma added, "The Company envisages a stronger Pakistan by attracting foreign investment in its businesses and promoting access to high quality infant formula products."

The Governor of Punjab said that, "the Punjab government wholeheartedly welcomes the setting up of this production facility in Sheikhpura. Through this new facility, the country will also benefit from technology transfer and creation of direct and indirect employment opportunities in the Sheikhpura town and overall Punjab as well." He further added that the facility will greatly contribute to Pakistan's economic and social development as well.



Chaudhry Muhammad Sarwar, Governor Punjab inaugurates the NutriCo Morinaga facility along with Sohail Tabba, Asif Jooma, Abid Ganatra and others.

Amalgamation of Cirin Pharmaceuticals Completed

As of March 1, 2020, all assets and liabilities of Cirin stand transferred to and vest in ICI Pakistan

By: CCPA

Cirin Pharmaceuticals (Private) Limited ("Cirin") was successfully amalgamated into the Company. With effect from March 1, 2020, all assets and liabilities of Cirin stand transferred to and vest in ICI Pakistan.

The amalgamation is in line with ICI Pakistan's growth aspirations and enables the Company to expand its footprint further with its own manufacturing base for pharmaceutical products. In recent years, the Company has increased its presence in the pharmaceuticals business by acquiring manufacturing facilities in a bid to diversify its product portfolio to offer patients a wider range of quality pharmaceuticals and treatment options.

Chief Executive Asif Jooma stated, "With this amalgamation we look forward to becoming the most trusted, quality-conscious and innovative pharmaceuticals company in the country. The amalgamation is another example of our commitment to Cultivating Growth in everything we set out to do and an

affirmation of our mission to improve lives."

Aamer Malik, Vice President Pharmaceuticals Business, added, "Over the last few years, ICI Pakistan's Pharmaceuticals Business has witnessed remarkable transformation by leveraging best practices and forging greater synergy between its various segments and portfolios. We are committed to introducing innovative products and providing the highest quality of healthcare."

Established in 1992, Cirin manufactured a range of products that included hospital / emergency care and primary care, specifically, products in pain management (including anti-inflammatories), anti-infectives, injectable steroids, cardiometabolic disorders, gastrointestinal disorders and anxiety management.

Following the amalgamation, the Pharmaceuticals Business will be headquartered in Karachi with two manufacturing facilities based in Hattar Industrial Estate, Khyber Pakhtunkhwa and Hawkes Bay, Karachi.



The pharmaceuticals manufacturing facility at Hattar, KPK.

Leading by Example

ICI Pakistan Limited honoured with Top Companies Award and listed among Asia's Most Influential Companies

By: CCPA

Top 25 Companies Award – PSX

Every year, the Pakistan Stock Exchange (PSX) acknowledges the performance of top companies on the basis of the highest score obtained as per the criteria set by the Exchange. The criteria



CE Asif Jooma receives the PSX Top 25 Companies Awards from Dr. Abdul Hafeez Shaikh, Adviser to the PM on Finance and Revenue.

is based on Capital Efficiency, Profitability, Free-Float of shares, Transparency, Corporate Governance & Investor Relations and Compliance with Listing of Companies & Securities Regulations.

ICI Pakistan was awarded the Top 25 Companies Award for the year 2018 from PSX in an award ceremony held on December 27, 2019.

Asia's Most Influential Companies

ICI Pakistan Limited was recognised as one of "Asia's Most Influential Companies 2019" by the organisers of Asia Corporate Excellence & Sustainability (ACES) Awards. The Company was the only organisation from Pakistan to be honoured by the ACES.



ACES AWARDS
ASIA CORPORATE EXCELLENCE & SUSTAINABILITY AWARDS

ICI Pakistan Limited was chosen as a winner for its forward-thinking and innovative approach to business, strength in revenue and profitability, brand influence in the marketplace, culture of employee engagement and adherence

to corporate sustainability principles.

The ACES Awards are organised by MORS Group, which champions revolutionary leadership and sustainability in companies operating across the Asian region. It is one of the most prestigious accolades that recognises inspiring leaders and sustainability advocates. Through ACES, the organisations and business leaders share a platform to celebrate their excellence, build connections and exchange new ideas, while showcasing Asia's best practices for sustainable growth.

Best Place to Work Award - PSHRM

In October 2019, ICI Pakistan Limited was honoured with the "Best Place to Work" award in the "Manufacturing & Engineering Industries" category by Pakistan Society of Human Resources Management (PSHRM) and Engage Consulting.

This achievement complemented the "Gallup Great Workplace" award won by the Company in 2018 & 2019. Every year, Gallup nominates and solicits applications for the Gallup Great Workplace award from a select few companies from its extensive global database. A panel of workplace consultants and experts evaluate applicants to select the winners.

ICI Pakistan Limited has been named as one of the Gallup Great Workplaces for two consecutive years in 2019 and 2018.



#BetterNormalAwards

In July 2020, ICI Pakistan took part and won in a category at the #BetterNormalAwards which were organised by Disruptive HR, a UK based HR Consultancy, that aimed to showcase how outdated HR practices were innovated in the current global situation for good.

This achievement was in line with the Company's core value of innovation and displayed how the Company is constantly evolving to stay up to date with current times. The COVID-19 outbreak disrupted the way everything operates, however, ICI Pakistan was quick to adapt and move to an agile workforce showing its commitment to all stakeholders.

Strengthening Partnerships

Company renewed longstanding partnership with AstraZeneca UK Limited

By: Tuba Kamil

The Pharmaceuticals Business and AstraZeneca UK Limited confirmed the renewal of their longstanding relationship in the cardiovascular and oncology segment in December 2019. The Pharmaceuticals Business is a longstanding distributor of AstraZeneca's high quality life-saving medicines.

AstraZeneca GCC Country President Ismail Shehada visited the Head Office and met with key stakeholders during his two-day visit to renew the existing relationship and explore potential new avenues of partnership to alleviate suffering and build a platform for patients and caregivers to treat high burden of diseases in Pakistan.

Gracing the ceremony, Mr. Mike Nithavrianakis, British Deputy High Commissioner Karachi and Trade Director for Pakistan, emphasised the importance of building a sustainable ecosystem to provide much needed care to patients in Pakistan.

Speaking on the occasion, Chief Executive Mr. Asif Jooma said, "ICI Pakistan has been in the pharmaceuticals business since 1993 and seeks to further enhance its global partnerships and introduce innovative products."

Mr. Shehada added, "AstraZeneca has an interest in the region and intends to grow its business through providing improved

solutions for patients." He further stated, "AstraZeneca is a full healthcare company providing not only innovative molecules but which believes in going beyond medication alone by looking to introduce customised solutions to meet local needs and requirements."

Mr. Shehada was accompanied by a delegation, which included AstraZeneca Commercial and Operations Director Gulf and Pakistan Khurram Hanif, Naila Hasan Business Manager Pakistan and Ghaleb Al Ahdab Communications Lead Gulf. ICI Pakistan Vice President Pharmaceuticals Aamer Malik and General Manager Pharmaceuticals Ali Masood accompanied the delegation during meetings with various stakeholders, including the Secretary Ministry of Health, Chief Executive of the Drug Regulatory Authority of Pakistan (DRAP), physicians, and other caregivers in the healthcare system.

AstraZeneca is a global, science-led biopharmaceutical company that focuses on the discovery, development and commercialisation of prescription medicines, primarily for the treatment of diseases in three therapy areas - Oncology, Cardiovascular, Renal and Metabolism, and Respiratory. AstraZeneca operates in over 100 countries and its innovative medicines are used by millions of patients worldwide.



ICI Pakistan and AstraZeneca Teams at the signing ceremony.

Leading in Sustainability

CCPA Team organised a workshop and panel discussion highlighting the importance of sustainability practices

By: CCPA

In line with ICI Pakistan's commitment to deliver enduring value to all stakeholders and reduce its environmental impact, the Corporate Communications and Public Affairs (CCPA) Team collaborated with the Pakistan Business Council to organise a workshop and panel discussion highlighting the importance of sustainability practices.

The workshop held at Karachi's Marriott Hotel on February 13, 2020 was attended by participants from leading companies in Pakistan, including Lucky Cement, Pakistan Cables, Industrial Steels, Tundra Fonder and International Finance Corporation among others.

In June 2019, under the "SDG Leadership Programme" of CERB, ICI Pakistan was nominated as an SDG Leader for

United Nations Sustainable Development Goal 12 – Responsible Consumption and Production.

As a socially responsible company and as the SDG 12 leader, during the workshop and panel discussion, the Company shared its experience of implementing sustainability practices and creating awareness regarding adopting responsible business practices.

Action on responsible consumption and production is essential in preventing irreversible environmental degradation. Companies can play their part in reducing their social and environmental impact by focusing on adopting sustainability in their operations and supply chains. SDG 12 encourages companies to become more transparent and report on their practices.



Participants at the UN SDG 12 workshop organised at the Marriott Hotel in Karachi.



Sabir Mahmood, Corporate HSE Manager, and participants from Lucky Cement, Pakistan Cables, and Industrial Steels, were part of the panel moderated by Fahad Yousaf, Operations Manager, Chemicals & Agri Sciences Business.

#HEED2020

Mr. Arshaduddin Ahmed, Vice President Chemicals & Agri Sciences Business was a panelist at HEED2020, the annual HSE and Sustainable Development Conference organised by the Pakistan Society for Training and Development.

The panel included President and CEO Engro Corp, CEO HUB Power Holdings Limited, President Szabist and others. The panelists pledged to steer conversation on sustainable development in their industries.



Mr. Arshaduddin Ahmed, Vice President Chemicals & Agri Sciences Business, was a panelist at Heed2020- PSTD's annual HSE and Sustainable Development Conference.

Leading Innovation

Winners of Explore Challenge rewarded with trips to Turkey, Malaysia and Dubai.

By: *Shayan Tejani*

The winners of ICI Pakistan's first-ever intrapreneurship programme were announced and the champions were rewarded with exciting prizes, including trips to Turkey, Malaysia, Dubai and cash vouchers.

In 2018, the Strategy, Business Development & Innovation team had launched the Explore Challenge, a Company-wide idea generation programme. This initiative helped to cultivate an innovative and entrepreneurial mindset among employees, who gave an overwhelming response to the competition by sharing more than 200 ideas related to business growth, process improvement, cost optimisation and sustainability.

The shortlisted teams also attended a six-day Innovation Workshop, organised in collaboration with The Nest I/O – one of Pakistan's leading tech incubators. The panel of judges then selected the top ten winning ideas, which were recognised and rewarded.

Other than the Champions, those who participated in Explore were gifted an application offering discounts at over 1,000 leading restaurants, retail brands, entertainment hubs, salons and spas across the country.



Awards

Platinum Award
5* Trip to Turkey (3 nights)

Diamond Award
5* Trip to Malaysia (3 nights)

Gold Award
5* Trip to Dubai (3 nights)

Silver Award
Rs. 35,000 Retail Voucher

Other Finalists
Rs. 10,000 Retail Voucher

Here's what some of the Champions from last year have to say about winning:

It's always great to be rewarded for your efforts. I used my trip money given by the Company to travel to the United States to visit my family.



Zain Khawaja
IT Manager Planning &
Digitalization, Corporate IT

It was a great experience from the start to the finish. As they say, 'if you're not in it, you can't win it'. The feeling of winning something like this is unbelievable. Thank you Explore team. It was a wonderful experience!



Shayan Tejani
Assistant Manager
Strategy

The Explore Challenge was an exhilarating experience that made me a better professional and gave me an opportunity to make an impact.



Raphael Atif
National Sales Manager
Polyurethanes

Lean-In Circles Relunched

As part of the Company's commitment to diversity and inclusion, Lean-In Circles were relaunched

By: Maryam Altaf

In a bid to offer employees a safe space to communicate and support each other while learning new skills, the Corporate HR Team re-launched Lean-In Circles. The circles, which previously only included women, are now known as Impact Circles and also include male employees.

Male employees have been made part of the Impact Circles in order to sensitise them to the challenges that women might face at the workplace, while also making them a part of the discussion and the solution to the challenges.

The Impact Circles are being conducted at all locations and not only on sites with a higher number of female employees. Six circles have been conducted so far at Karachi and Lahore respectively,

while the implementation of these circles at Sheikhpura and Khewra is underway.

Here's what employees who have been part of the Impact Circles have to say about it:

Hina Farooqui, a Graduate Recruit at Pharmaceuticals Supply Chain Planning, was a part of the first Impact Circle in Karachi after its relaunch and shared that the Circle gave her a "safe space to be able to open up" and share issues regarding the challenges working women come across and resolve these issues.

"This exercise made me feel secure about my place in the Company and I feel like we are on the right track to making the Company a more inclusive organisation," she added.



Impact Circles have been relaunched and now include male colleagues



Employees take a survey during the Impact Circle

Induction of Graduate Recruits

To welcome the 2019 Graduate Recruits, the Company organised an engaging and informative four-day induction trip

By: Ayesha Arshad

Every year, ICI Pakistan Limited seeks to hire the best talent with its "Race2Boardroom" Graduate Recruit programme. In 2019, the Company hired 22 graduates from local and foreign universities with diverse educational backgrounds after three months of rigorous screening and assessment.

To welcome the Graduate Recruits and familiarise them with the businesses and operations of the Company, a four-day engaging and interactive induction programme was arranged. The induction trip began from the Mozang Office where the Graduate Recruits learnt about the Company through interactions with the Vice Presidents of the Soda Ash and Polyester Businesses, Suhail Aslam Khan and Nauman Afzal as well as General Manager

Human Resources, Fariha Salahuddin, and the Management Team of each Business. The Graduate Recruits were also taken to Sheikhpura for a tour of the Polyester Plant and a training on Health, Safety and Environment (HSE).

On the second day, the Graduate Recruits visited the Soda Ash site in Khewra. After a tour of the Plant and Office, the Graduate Recruits were taken to the world-famous Khewra Salt Mines and the historical Katas Raj Temple. Later in the evening, the Soda Ash Team hosted a fun night of Tambola and BBQ for the new recruits.

On the third day, the GRs traveled to Nathiagali for a training session by Paul Kiezer. The two-day session consisted of team building activities and sessions on career building.



As part of the induction trip, the GRs were taken to Nathiagali.

GR Testimonials

Here's what the new GRs have to say about their last few months at ICI Pakistan

“

The last few months at ICI Pakistan have been exceptional. Within a short time, I have had the opportunity to organise events, manage teams and work on building long term strategies. I've also had the privilege of making some amazing friends and receiving excellent mentorship.

”



Armaan Rajani
Pharmaceuticals

“

Challenging, exciting, rewarding and full of opportunities is what the first few months at ICI Pakistan's Polyester business have been. The superb mentorship provided by my seniors has indeed set me on a fast track of personal and technical growth. I feel that I've landed in the best place and around the best people, who go out of their way to help me succeed.

”



Hamza Khizar
Polyester

“

The best part about the Company is its culture. The people are encouraging, motivating and you always feel at home. The Company pushes you to explore new avenues and trusts in your abilities to drive change.

”



Saad Ali
Polyester

“

The support I have received from my department over the last few months has been incredible. Being a new graduate, not everything comes naturally, but I'm grateful that I have the right people and place for this transition.

”



Hibbah Irfanullah
Pharmaceuticals

“

My journey at ICI Pakistan's Polyester Business has been a great learning experience. The aspect that stands out Company is the level of trust and confidence placed in GRs which enhances technical and managerial skills.

”



Syed Murtaza Arshad
Polyester

“

Even though I have been at the Company for only a few months, I feel I have developed as a professional and an individual greatly. You learn new things at the Company every day. I greatly value that my supervisors have always been open and welcoming towards my ideas and have trusted me to pursue projects independently. This has really helped boost my confidence and creativity.

”



Ayesha Arshad
Chemicals & Agri Sciences

“

The mix of engineering and managerial skills that I learn on the job makes for an exciting experience. The Plant training coupled with communal living the Company has to offer in Khewra has contributed greatly to my development in the last few months.

”



Ahmed Alam
Soda Ash

“

The combination of due appreciation along with honest evaluations regarding my performance have enabled me to gain a much clearer perspective regarding my aspirations as an individual. Moreover, the community life at Soda Ash has played a pivotal role in developing long lasting and meaningful relations with the ICI Pakistan family.

”



Abdullah Azhar
Soda Ash

“Over the last few months, I have had the chance to take on major responsibilities which have allowed me to push my boundaries and develop my core competencies. My colleagues have been extremely supportive and have aided in my development. I believe I have grown a lot since I started at the Company, both as an engineer and as a manager.”



Waleed Khan
Soda Ash

“The past few months have been nothing less than an exciting experience where I've not only learnt to manage my work and meet my deadlines, but also to manage people and cater to their problems. Working in the HR department, I have had the opportunity to be a part of the development of many employees. This company has provided many chances to discover my full potential and has treated me nothing less than a family.”



Taha Khalid
Pharmaceuticals

“The inclusive and supportive environment of the Company makes me feel blessed to be part of it and motivates me to push my boundaries in order to contribute towards the growth of the company.”




Maaz Amir
Polyester

“The culture of ICI Pakistan is like no other. It's warm and welcoming. I have found great people to work with and great friends to rely on. ICI Pakistan is an organisation which values your ability to solve complex problems and I feel proud to be a part of it.”



Aiman Shakil
Chemicals & Agri Sciences

“These past few months have been an uphill journey in terms of learning and professional development. The objectives set for me allow me to explore diverse arenas within the business, giving me an enhanced insight of the business.”



Marryam Ishaq
Chemicals & Agri Sciences

“I feel from the very start, I have been given the space to make mistakes and the autonomy to do what I feel is required by the business. The people have made a genuine effort towards my professional grooming. I have been assigned challenging projects that have helped develop my critical thinking and analytical abilities along with adding value to the business.”




Hina Farooqui
Pharmaceuticals

“The past few months at ICI have been incredible, to say the least. Be it learning or making new friends, the journey so far has been exciting and full of memories. The best thing about ICI Pakistan has to be the culture, where every day you feel supported and where everyone is family.”



Amna Aamir
Pharmaceuticals

“In the last few months, I have had the chance to work on diverse projects, each with their own unique set of challenges. These projects not only continuously contribute to my growth but also give me the opportunity to work with different cross-functional teams and develop a very strong network. Every day at ICI Pakistan feels like a new opportunity to learn and make a difference.”



Talha Ayaz
Animal Health

“My time at ICI Pakistan has been extremely rewarding in terms of learning and interpersonal growth. It is an organization which pushes you in the deep end and makes you swim on your own. It gives you the opportunity to complete own your projects and grooms you to develop as a professional. What motivates me to come to work every day is the wonderful and family-like culture that the Company has to offer.”



Nabeel Abbasy
Chemicals & Agri Sciences

Soda Ash in Reel

The Soda Ash Business launched a film to mark 75 years of the Company's successful operations in Pakistan

By: Affaan Sherwani

To celebrate 75 years of the Company's successful operations in Pakistan, the Soda Ash Business launched a film tracing the rich history of ICI Pakistan and the Soda Ash Plant which is today the largest supplier of soda ash in the country.

The eight-minute long film captures the growth of the town of Khewra and the Soda Ash Plant from 1929 till today. The film shows how ICI Pakistan has contributed to the development of Khewra which was a barren wasteland before the Company began operations there.

The film encapsulates five themes: the history of the Soda Ash Business since its inception; the importance of soda ash in the national economy and the high operating standards &

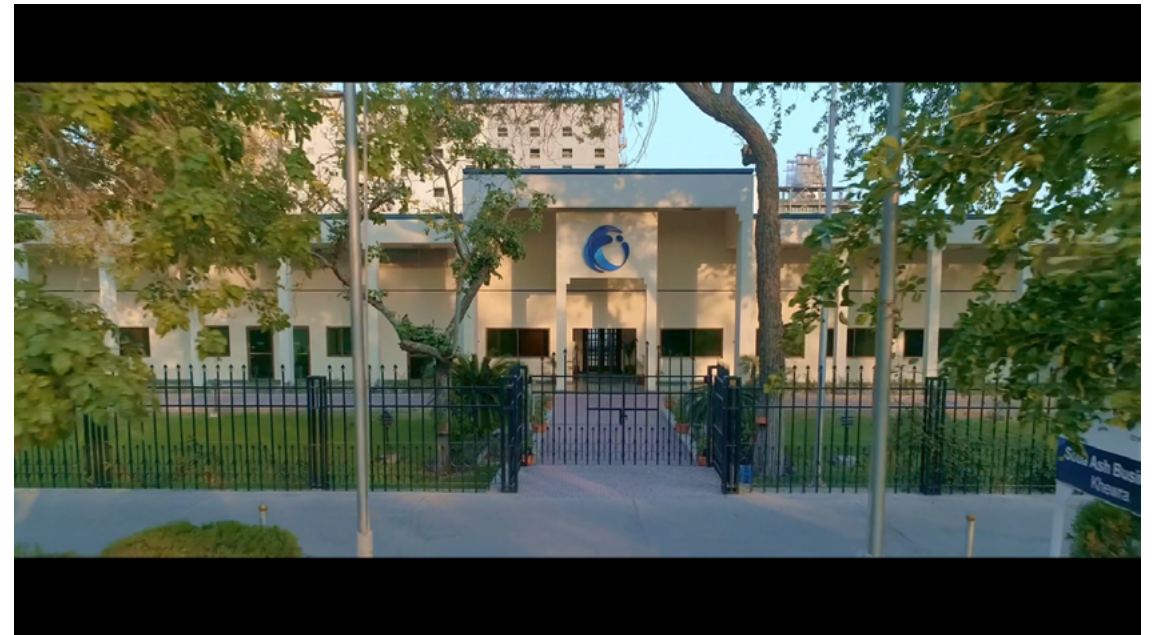
processes of the Plant, the Khewra community and the various Corporate Social Responsibility (CSR) initiatives undertaken by the Company in the field of health, education, and women empowerment in the area; and the future aspirations of the Business.

The film also incorporates testimonials of Soda Ash customers, distributors, and beneficiaries of the CSR programmes giving insight into the impact the Company has on the social and economic fabric of the country.

The film, which was rolled out on the Company's social media platforms and was part of the 75th Anniversary History Exhibition, was appreciated by employees and external stakeholders.



An aerial view of the Soda Ash Plant in Khewra



The entrance of the Soda Ash Management Office in Khewra

Supplier of Choice

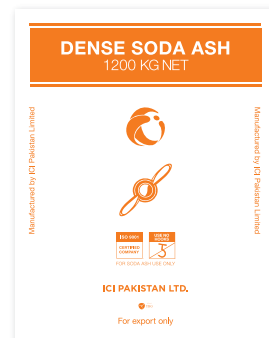
Soda Ash Business introduced the 1,200 kg Jumbo Bag for the export market

By: Soda Ash

ICI Pakistan Limited is committed to remain the preferred supplier for its customers through the relentless pursuit of manufacturing excellence and has invested heavily in its production facilities to retain its competitive advantage.

In line with this, the Soda Ash Business introduced a 1,200 kilogramme Soda Ash Dense jumbo bag for its glass segment customer in the United Arab Emirates. The initiative has given the Company a competitive edge in the international market, while also enhancing its supply chain capabilities.

Upholding the Company's value of Customer Centricity, the Soda Ash Business remains dedicated to cater to client requirements locally as well as internationally.



Building Global Partnerships

Polyester Vice President and Commercial Manager visit the US to strengthen relations with global partners

By: Muhammad Ahsan Rathore

In a bid to grow in the global markets and to strengthen relations with international partners, Vice President Polyester Business Nauman Afzal and Commercial Manager Polyester Business Rizwan Afzal Chaudhary visited the United States of America.

The Polyester Team, during their visit, held successful meetings with ParkDale Mills, Intrinsic Advanced Materials, Milliken, Mt Vernon, Unifi Manufacturing, West Point Homes and Novel Technologies Limited. In line with its four-tier strategy of Health & Hygiene, Sustainability, Versatility and Traceability, the Polyester Business received rights to promote and sell CiCLO Fiber in markets in Pakistan, Turkey, the European Union and the US.

CiCLO technology allows synthetic plastic based fibers to behave more like natural fibers and leading to less waste generation as a result. This is in line with ICI Pakistan's commitment of reducing its environmental impact on the planet by delivering more sustainable products and solutions to all stakeholders.

Further, the US partners of the Polyester Business showed interest in ICI Pakistan's Terylene Clean, a GRS Certified Recycled Fiber made from 40% PET Flakes.

The Polyester Team is confident that this visit will help in business growth in the specialty fibres global market.



Vice President Polyester Business Nauman Afzal and Commercial Manager Polyester Business Rizwan Afzal Chaudhary visited the United States of America

Expanding Footprint

Representatives of Parkdale, a key business partner, visited the Polyester Plant for trials of new products

By: Syed Shauzab Raza

A three-member senior delegation from Parkdale, the world's leading manufacturer of spun yarn and one of our valued business partners, visited the Polyester Plant, Sheikhpura for special product trials. The Parkdale delegation, including Technical Director Robert Usher, Vice President of R&D Jonathan David and Director GSI International Ronald Salati, was accompanied by Commercial Manager Polyester Rizwan Afzal Chaudhry, Works Manager Ahsan Abdul Qayoom and Polyester team members during site visits.

Trials were conducted of 'CiCLO' and 'DYTRU' products which were produced for the first time at the Polyester Plant. CiCLO is a biodegradable polyester fiber while 'DYTRU', a patent of Parkdale, has superior dyeing properties. The trials were a

success with 'CiCLO' product giving positive indicators while 'DYTRU' product gave good pointers for further improvement.

The Parkdale delegates also held meetings with senior management of the business and participated in a tree plantation drive. A barbeque and musical night were organised for the delegates at the Plant bungalows and they were gifted souvenirs made from redundant scrap nut/bolts. The delegates appreciated ICI Pakistan's hospitality and professionalism.

Representatives of Parkdale had earlier visited Sheikhpura in June 2019. Representatives of the two companies had also met during the 'Techtextil 2019' in the United States. As part of Polyester Business' strategy to expand its footprint in the global export markets, this visit was of paramount importance.



Rizwan Afzal Chaudhry, Commercial Manager Polyester, presents a gift to Robert Usher, Technical Director Parkdale



Polyester team with the Parkdale delegation at the Polyester Plant, Sheikhpura

Ensuring the Highest Quality

Polyester Business organised Quality Week at Sheikhpura Plant.

By: Muhammad Umer Chishty and Syed Shauzab Raza

In line with ICI Pakistan's core value of Customer Centricity, the Polyester Business organised 'Quality Week' at the Sheikhpura Plant.

The theme for the three-day long event was "Let's Deliver Quality" and its focus was on sharing the measures the Business takes to ensure the highest quality of all products. The event included informative and interactive activities regarding Polyester Fibre quality parameters which plays a vital role in producing top quality products.

An impressive display of product samples and testing procedures by the Laboratory Team was one of the hallmarks of the event.

Vice President Polyester Business Mr. Nauman Afzal was the Chief Guest at the closing ceremony. Mr. Nauman Afzal distributed prizes to the Quality Champions of the Year 2018-19 and 2017-18.

ICI Pakistan's Polyester Business is a major player in Pakistan's textile market with footprints in the international market.



Polyester Business organised Quality Week at Sheikhpura Plant to share the measures the Business takes to ensure the highest quality of all products.



Quality Week cake cutting ceremony



The Quality Champions were given prizes by Nauman Afzal, Vice President Polyester



The Chief Guest Nauman Afzal, Vice President Polyester attends the closing ceremony with senior management

Celebrating Success

Masterbatches Division of Chemicals & Agri Sciences Business reaches 100 tonnes sales mark

By: Ruqia Waqar

In line with ICI Pakistan's philosophy and core values, the Businesses are in constant pursuit of growth, focussed on achieving remarkable results and celebrating these accomplishments. The Masterbatches Division of the Chemicals & Agri Sciences Business achieved the 100 tonnes sales mark a few months after commencing commercial operations.

The state-of-the-art Masterbatches manufacturing facility was commissioned in May 2019 and ever since the Team has shown relentless efforts in delivering sustained growth and enduring value.

To celebrate the achievement, the Masterbatches Team hosted a tea party at the facility in Karachi and invited people from across Businesses and Functions. On the occasion, Muhammad Hassan Rafique, Marketing Manager Masterbatches, presented shields to the production, commercial, technical teams and all support Functions to celebrate and recognise their efforts. Atif Aboobakar, Corporate Finance Manager, also took the opportunity to congratulate everyone on achieving this milestone.



Masterbatches Team hosted a tea party to celebrate the milestone of achieving the 100 tonnes sales mark.



Bringing Substance to Life

The Masterbatches Division co-sponsored the 6th PAKPLAS – international plastics, chemicals, rubber & machinery expo.

By: Ruqia Waqar

Upholding the Company's core value of Customer Centricity, the Masterbatches Division is focused on strengthening relations with both customers and suppliers. In keeping with this, the Masterbatches Team co-sponsored the 6th PAKPLAS – international plastics, chemicals, rubber & machinery expo.

The Expo was hosted by the Pakistan Plastic Manufacturers Association (PPMA) and inaugurated by Punjab Minister for Industries and Commerce Mian Aslam Iqbal. Governor Punjab Chaudhry Mohammad Sarwar was the chief guest at the Expo which was held at the Lahore Expo Centre.

The theme of the Expo was responsible consumption of plastics while setting a path for the future of plastics in Pakistan.

The Expo provided the Masterbatches Division with a platform to interact with key stakeholders, broaden customer base, display

its manufacturing, technical and commercial capabilities and showcase the entire product range.

Having received a great response at the Expo, the Masterbatches Team is confident that the future prospects identified will significantly contribute towards its success in the upcoming months, and the Division will continue living up to its brand promise of Bringing Substance to Life.



Hassan Rafique, Marketing Manager Chemicals & Agri Sciences Business, Masterbatches with Mian Aslam Iqbal, Punjab Minister for Industries and Commerce.



The Masterbatches Team at their stall at the PAKPLAS Expo.

Exploring Opportunities for Growth

Evonik President Asia Pacific South visited the Head Office to explore opportunities for expanding product portfolio

By: Farheen Ilyas

Evonik President Asia Pacific South Peter Meinshausen visited the Head Office to conduct meetings to strengthen connections with distributors and exploring potential product portfolio expansion opportunities.

Evonik, a German chemical giant, is one of the major suppliers of the Specialty Division. During his visit, Meinshausen held

meetings with Chief Executive Asif Jooma Vice President Chemicals & Agri Sciences Business Arshaduddin Ahmed and General Chemicals & Polyurethanes Marketing Manager Syed Fahad Jilane.

The Evonik President Asia Pacific South was given a tour of the Chemicals Technical Centre and Masterbatches Plant.



The Evonik President Asia Pacific South was given a tour of the Masterbatches Plant.



CE Asif Jooma, Vice President Chemicals & Agri Sciences Business Arshaduddin Ahmed and members of the Industrial Chemicals Team at a lunch organised for the Evonik President Asia Pacific South.

Forging New Partnerships

Adhesives Segment secured partnership agreement with Raaziq Group for distribution of Calabond Range

By: Arslan Saleemi

The Adhesives Segment of the Chemicals & Agri Sciences Business secured a partnership with the Raaziq Group for the distribution of the Calabond Range in Lahore, Sheikhpura and Kasur.

Established in 1974, the Raaziq Group has a network of 11 branches in Pakistan and Afghanistan, and relations with over 25 multinational companies and over 5,000 global organisations.

The Raaziq Group was brought onboard when operations with the previous distributor were stopped at the end of Fiscal Year 2018-19. After a few months of developing ties,

understanding the market dynamics and building connections with the customers, the Raaziq Group officially announced to distribute ICI Pakistan's Calabond Range during a ceremony organised by the Raaziq Group and ICI Pakistan's Specialty Chemicals Sales Team. The ceremony was the first of its kind and was attended by over 150 key customers of Adhesives from within the region.

The distribution partnership with the Raaziq Group will help the Adhesives Segment get a better hold of the market and give it a competitive edge.



Specialty Chemicals Team at a ceremony organised by Raaziq Group in Lahore.

Safety First

HSE Department of the Chemicals & Agri Sciences Business conducted a firefighting session.

By: Ali Ammar

The Health, Safety and Environment (HSE) Department of the Chemicals & Agri Sciences Business conducted industrial firefighting training sessions for 40 employees working at the Chemicals Plant, Masterbatches facility, Chemicals Training Centre and warehouses in Karachi.

Specialist HSE trainer Salahuddin Johar conducted the industrial firefighting training session which consisted of workshops and hands-on trainings.

Arshaduddin Ahmed, Vice President Chemicals & Agri Sciences Business inaugurated the training session. Operations Manager Fahad Yousaf awarded certificates to the trainees at the end of the sessions.

The training session was informative, engaging and shed light on the importance of teamwork in dealing with fire emergencies.



An industrial firefighting training session was conducted at the Head Office

New ventures

Pharmaceuticals Team ventured into two new portfolios.

By: Tuba Kamil

In line with the Company's core value of Innovation and commitment to growth, the Pharmaceuticals Business ventured into two new portfolios with the launch of new teams and product lines.

The Pharmaceuticals Business launched a Cardio Metabolic team focussed on establishing its footprint in the diabetes and cholesterol market. The team introduced two new product lines: Xenecor (Rosuvastatin) and Viltin-Met (Vildagliptin + Metformin) with a full range of SKUs.

With more than a 20-year legacy of being the pioneer and leader in the market of injectable antibiotics for life-threatening infections, the Pharmaceuticals Business reemerged in the segment with the launch of Merpen, a generic of Merepenem. The brand has shown an incredibly strong launch trajectory and has been well received by the health care community.

The Pharmaceuticals Business is looking forward to becoming a vital player in Pakistan's pharmaceuticals industry. Expanding its portfolio with successful launches will not only help the Business to cater to more patients, but also will help build a strong foundation for growth.



Spreading Awareness

The Pharmaceuticals Business conducted awareness activities on World Heart Day, Breast Cancer Awareness Day and World Diabetes Day

By: Amna Aamir Butt and Tuba Kamil

To raise awareness, understanding and mobilise support for action against various diseases, the Pharmaceuticals Business conducted activities on global public health days.

World Heart Day

On World Heart Day, the Cardio Portfolio organised a number of activities including a yoga session, exercises to manage stress and served a healthy lunch at the Head Office. Highlighting benefits of slight lifestyle changes that can prevent CVDs, the Portfolio was able to enhance more than 7000 touchpoints across Pakistan.



Meditative Yoga Session to promote Physical Exercise and Stress Management on World Heart Day

Breast Cancer Awareness Month

In a bid to raise awareness for early detection of breast cancer and overcome the social taboo associated with the disease, the Pharmaceuticals Team conducted awareness sessions and expert advocacy forums in collaboration with leading hospitals and institutions across Pakistan. ICI Pakistan's contribution towards the field of breast cancer was also highlighted at Focus PK – Women in Media Awards, where the theme of the event was to raise awareness for breast cancer and the Pharmaceuticals Business collaborated with them for the cause. A strong public awareness social media



Ms. Sultana Siddiqui receiving the Women of Substance Award on behalf of Ms. Abida Parveen from Mr Ali Masood, GM Pharmaceuticals at Focus PK 2019

campaign on Breast Cancer was also carried out on Facebook, LinkedIn and Instagram in line with the multichannel engagement strategy of the Business. The Head Office Building was also illuminated in pink to create awareness of breast cancer.

World Diabetes Day

To mark World Diabetes Day, in November, the Pharmaceuticals Team screened over a thousand people for the disease across the country. At office sites, informative sessions were held following the theme of "Protect your Family". At the Head Office, Consultant Diabetologist from Agha Khan University and Hospital, Dr Aisha Shaikh, led the session about diabetes and how lifestyles act as major precursors for it. Dr Imtiaz Hassan, a Consultant Endocrinologist and Director at the Diabetes Institute of Pakistan, held a similar session in Lahore.



world diabetes day
14 November



Employees at a Disease Awareness session for World Diabetes Day

Cover Your Cough

In December, the Nutra Team of the Pharmaceuticals Business



launched the "Cover your Cough" campaign. The campaign included informative messages via email and social media.



ICIP Head office was illuminated Pink in honor of Breast Cancer Awareness Month.

Leading Discourse Nationally and Internationally

The Pharmaceuticals Business participated in key conference and summits.

By: Tuba Kamil

The Pharmaceuticals Business has been at the forefront of leading scientific discussions and raising awareness regarding diseases and their prevention.

In line with this, the Pain & Gastro Team of the Business leveraged the GERD Awareness Week to engage consultants and participated in the Dental Aesthetic Conference and Orthocon 2019.

Further, the Business continued to mark its presence at key scientific forums, including the Antimicrobial Resistance Conference at Aga Khan University Hospital and the 10th International Paramedics Conference. At the 10th International Paramedics Conference, the Pharmaceuticals Team collaborated with a unified portfolio approach. The Pain & Gastro Team conducted presentations focussing on Alculfex's role in pain management while the Gynae Team conducted several camps across Pakistan for better brand recall. The Cardio Team conducted a study roll-out exercise focussing on Zestril's role in diabetic hypertensive patients and the Onco Team drove scientific discourse through expert forums and seminars across Pakistan.

For the primary portfolio, the Pulmo Team led the 2nd Annual Emergency and Urgent Care Summit focussed on the treatment and management of Typhoid Fever, where 19 leading consultants discussed and debated the appropriate usage of antibiotics in light of clinical success and resistance patterns. Furthering the

agenda of advocacy, the Peads Team led two editions of ICIP Child Care Initiative highlighting the efficacy of ICEF in paediatric pneumonia while the Gynae Team led three scientific summits focussing on the role of Vitamin K2 in bone health and iron deficiency showcasing its star brands Rejuva and TriHemic. The Nutra Team led the ICI Pakistan Nutraceuticals: The new generation therapeutics Summit engaging over 15 health care professionals, highlighting the efficacy of its brands Trileaf, Regnum Men, Aptimax Plus and Sunplus.

As for the specialty portfolio, Cardio-Metabolic Health Summit, led by the Cardio Met Team, focussed on the treatment of Hyperlipidemia and Type II Diabetes, highlighting the role of newly launched brands Xenecor and Viltin-Met. The summit engaged over 27 leading health professionals while leveraging the World Diabetes Day. A second version of the conference was also conducted locally with around 25 doctors who discussed the treatment options of Hyperlipidemia and the management of DPP4 inhibitor in the newly launched brands.

The year ended with the Cardio Team leading the delivery of the 1st Annual Gastroenterology Health Conference, where 30 leading consultants discussed and debated new and emerging PPI of peptic ulcers and their treatment options. The Critical Care Team led the Experts Forum on Infection Control focussing on the efficacy of its key brands Stanem and Tazopip in dealing with infections in surgical ICU.



The ICI Pakistan Pharmaceuticals Team at the National Health Sciences Research Symposium (NHSRS) on Antimicrobial Resistance

Trade Marketing Initiatives

Pharmaceuticals Business revamped the Trade Marketing team

By: Armaan Rajani

Understanding the growing importance of engagement with the on-ground market, the Pharmaceuticals Business revamped the Trade Marketing team. The Trade Marketing Team offered the Pharmaceuticals Business an avenue to improve visibility and merchandising while building advocacy on appropriate dispensing and usage of medicines.

The trade team took some brand new initiatives to engage retail channel partners, including the ICIP CARE Programme – an initiative that enables the business to educate pharmacists about the Company's brands and their appropriate usage.

Another initiative, the ICIP AGAHI Forum, which is currently hosted on a quarterly basis in Karachi and Lahore, has successfully attracted around 117 top tier clients thus far. The form focussed on

creating awareness regarding three core messages: highlighting the legacy of ICI Pakistan, educating the pharmacists on how to abide by good practices, and educating them about a few of the iconic brands of the Pharmaceuticals Business.

The third and most recent effort has been deploying shelf talkers across Karachi and Lahore, decorating pharmacy shelves with ICI Pharmaceuticals branding. This has allowed us to improve brand visibility at the end of our customers as well as improving ICI's association as a pharmaceutical company.

The Trade Marketing Team expects to ride on this momentum and continue to make such strides in the future as well, to deliver upon its promise of improving "Awareness, Advocacy and Availability".



The Trade Marketing Team of ICI Pakistan Pharmaceuticals Business

Excellence in Performance

The Animal Health Business organised its annual Performance Excellence Awards ceremony at the Sheikhpura Plant

By: Muhammad Talha Ayaz

The Animal Health Business organised its annual Performance Excellence Awards to recognise top performers across different units of the Business. In keeping with the belief of the Business that enduring value to all stakeholders can only be delivered through leveraging the strengths of its people and constant improvement, the theme of the event was “Together we Transform”.

Chief Executive Mr. Asif Jooma and General Manager Strategy, Business Development & Innovation Mr. Eqan Ali Khan were the chief guests at the event organised on November 27, 2019 at the Sheikhpura Plant.

Addressing the participants of the event, General Manager Animal Health Mr. Saboor Ahmed highlighted the achievements of the Business, appreciated the tremendous efforts of his team and motivated them to continue working to achieve greater heights. Following the speech, certificates were distributed to the top performers.

At the event, winners of Connect 2020, an Employee Engagement Initiative of the Animal Health Business, were also rewarded with exciting prizes. This was followed by the Strategy roll-out session which was led by the Chief Executive and GM Strategy, Business Development & Innovation.

The event was a celebration of the achievements by the team and instilled in them motivated to work towards achieving the Company's strategic aspiration and become one of the top performers within the Business.



Certificates were distributed to top performers in the Business.



CE Asif Jooma, General Manager Animal Health Business Saboor Ahmed and Marketing & Sales Manager Animal Health Business Shehzad Majeed at the ceremony.



Members of the Animal Health Team pose for a photograph at the ceremony.

Building Bonds

Corteva's Asia Pacific President visited the Silage Facility in Kasur

By: Omer Abdur Rehman

Peter Ford, President Asia Pacific Region Corteva Agriscience, visited ICI Pakistan's Silage Plant in Kasur. Corteva Agriscience is a major American agricultural chemical and seed company and the biggest pure play agricultural organisation in the world.

General Manager Animal Health Business Mr. Saboor Ahmed gave Mr. Ford a tour of the Plant. During the visit, Mr. Ford was

briefed about the trends in Maize Silage across Pakistan and ICI Pakistan's footprint and penetration in the Silage market and commercial dairy farms. The President Asia Pacific Region Corteva Agriscience appreciated the work being done in Silage in Pakistan.



Peter Ford, President Asia Pacific Corteva Agriscience, on his visit to ICI Pakistan's Silage Plant in Kasur

News in Brief | Thar Drenching Campaign

By: Animal Health

The Animal Health Business carried out a drenching campaign in Thar to create awareness about the importance of deworming in livestock. The two-day campaign was attended by over 700 farmers.

The participants were informed about the benefits of timely deworming and taught proper drenching techniques.

Exploring New Regions

Animal Health participates in Balochistan Livestock Expo 2019

By: Omer Abdur Rehman

The Animal Health Business set up a stall at the Balochistan Livestock Expo in Quetta from November 18, 2019 to November 20, 2019. The Company's participation in the Expo was a step towards making its mark in the animal health industry, and creating brand awareness in the huge potential market of Balochistan.

The Balochistan Livestock Expo mainly focused on nutrition and feed, which highlighted the demand of this sector in the province.

The Expo provided the Animal Health Business an opportunity to educate customers in an interactive environment and gain understanding on the small, medium and large scale players

in the market. Team Members of the Business informed the visitors about their products and handed out samples to create awareness.

The ICI Pakistan stall was visited by a large number of people, including President Arif Alvi, Balochistan Chief Minister Jam Kamal Khan, the provincial minister livestock, provincial secretary livestock and other notable personalities. A large number of people, including local farmers, veterinary professionals, leading companies across the country and students from Quetta and other areas of Balochistan participated in the Expo.



President Arif Alvi and Balochistan Chief Minister Jam Kamal Khan inaugurated the Balochistan Livestock Expo 2019.



The Animal Health Business set up a stall at the Balochistan Livestock Expo in Quetta

Food Safety through Parasite Control

The Animal Health Business participated in the International Parasitology Conference

By: Dr Anis Usman

The Animal Health Business participated in the International Parasitology Conference organised by the Department of Parasitology at the University of Veterinary & Animal Sciences Lahore (UVAS) in collaboration with Pakistan Society of Parasitology (PSP).

The conference focused on “Food Safety through Parasite Control” and was attended by a large number of livestock and dairy stakeholders, including farmers, extension agents, livestock development organisations, researchers and scientists from across Pakistan, the United States of America, United Kingdom, Iran, Tunisia and other countries.

During the conference, the participants explored latest innovations, technologies and advancements in the livestock sector as whole and specifically on parasitology.

The Animal Health Business had set-up a stall at the conference displaying its diverse portfolio offering complete farm management solutions for the livestock and dairy sectors. The main Anthelmintic range, including Nilverm Plus, Vorcid, Systamex, Oxfenda SC, Zanil were major attractions for those who visited the ICI Pakistan booth. Visitors also took special interest in the Bovine Genetics range from ST Genetics to nutritional products including Silage and Vanda.



The Animal Health Team set-up a stall at the International Parasitology Conference to display its diverse portfolio.

Leading in Technology

Animal Health Business organised a technical seminar on Cattle Breeding & Genetics

By: Omer Abdur Rehman

The Animal Health Business organised a technical seminar on “Cattle Breeding & Genetics” in Sahiwal to apprise farmers regarding recent advances in cattle genetics and latest technologies for breeding from the US-based ST-Genetics, a worldwide livestock reproduction and bovine technology business leader.

In addition to the technical sessions, the world-leading Bovine genetics from ST-Genetics was also launched at the seminar. The seminar was attended by over 70 participants, including dairy breeders, dairy service providing organisations, dairy farm owners, veterinarians and dairy professionals.

Thomas Peter, International Sales Manager at Cogent Breeding Ltd., who visited Pakistan to meet the dairy stakeholders,

also attended the seminar. He appreciated the dairy farming developments in Pakistan and anticipated that St-Genetics will contribute to the growth of this sector.

Addressing the seminar, Marketing & Sales Manager Shehzad Majeed said, “We are delighted on taking the lead in introducing the latest technologies for uplifting the standards of dairy farming in Pakistan. International synergies have allowed us to bring global advancements to Pakistan and our partners rank among the leading genetics and breeding companies in the world.”

Last year, the Animal Health Business had launched St-Genetics Breeding for the corporate and commercial dairy sector. Many of the corporate and commercial dairy farms have since used St-Genetics and positive feedback was received during the last breeding phase.



Thomas Peter, International Sales Manager at Cogent Breeding Ltd. also attended the seminar.

Of Sales and Sights

The 38th Annual Sales Conference of NutriCo Pakistan was held at Baku

By: Faizan Shamim and Osama Changi

The 38th Annual Sales Conference of NutriCo Pakistan was held at Baku, Azerbaijan in November 2019. The annual event provides the opportunity to the team to look back on past achievements and set targets for the next year.

The conference kicked off with CE Asif Jooma and COO NutriCo Pakistan Kamran Khan sharing the Company's aspirations for the future and outlining how these would be achieved. The launch of the SFE project was also announced along with the Company's initiatives to engage key opinion leaders. Sessions and workshops were also held during the conference to integrate the sales and marketing teams.

Mr Yuhi Miyagi from Morinaga Milk Industry Company Limited,

Japan was also present at the conference and reaffirmed the Company's continued commitment to NutriCo Pakistan.

During the conference, awards were given to employees in recognition of their achievements and a fun-filled gala dinner was also organised.

The participants of the conference were also given a tour of the historical sites of Baku and taken for a day-trip to the pristine mountain resort of Gabala. Several other activities, including a tour to the Aatishgah, breath-taking view of the Baku skyline from the ferris wheel and a moonlit cruise on the Caspian sea, ensured everyone had a memorable and enriching experience.



CE Asif Jooma at the 38th Annual Sales Conference of NutriCo Morinaga held in Baku



Sessions and workshops were held to integrate the Sales and Marketing team



NutriCo Morinaga Employees at Gabala, Baku

A Socially Distant Independence Day

Independence Day celebrated across all locations with strict SOPs

By: CCPA

As employees returned to work following the lifting of the lockdown, Independence Day celebrations were held across all locations while maintaining strict SOPs. A flag hoisting ceremony was held at the parking areas and crosses were marked at a 6 feet distance for employees to stand on. All employees were dressed in white and green and wore masks during the ceremony.

Addressing the ceremony at the Head Office in Karachi, Chief Executive Mr. Asif Jooma said, "Every year we celebrate our Independence Day with great fervour, however, this year the way we operate, live and celebrate has been drastically

impacted owing to the outbreak of COVID-19. Things have, however, started to return to normal and this celebration is an example of that. We might stand at a 6 feet distance but are still standing together shoulder to shoulder as One Team with Many Possibilities."

"We all must reflect on the values and principles which were in the minds and hearts of those who fought and sacrificed for our freedom. We must also continuously work together to create a stronger Pakistan for the future generations," he added.



Head Office, Karachi



Soda Ash, Khewra



Mozang Office, Lahore

Let's Be #EachForEqual

On International Women's Day, events were held across Company locations.

By: CCPA

ICI Pakistan Limited is committed to fostering diversity and inclusion not only in the workplace but also in the communities where it operates. The Company lends support to various community projects for women's empowerment. For International Women's Day, events were held at Karachi, Lahore and Sheikhupura.

In Karachi, the event started with Chief Executive Asif Jooma sharing the history of Women's Day. This was followed by a talk by Nausheen Ahmad, Company Secretary, General Counsel and Head of CCPA, which focussed on the various community projects the Company has initiated for women's empowerment. The Company's CSR partners, including ChildLife Foundation Murshid College of Nursing and Midwifery and Government Boys & Girls Primary School, Kakapir, attended the event. A discussion was also held regarding the initiatives for diversity and inclusion in the workplace.

During the event, a cheque was presented to The Citizen's Foundation for the education of female students. Similar talks were held in Lahore and attended by the beneficiaries of the Impact Women's Development Programme. Vice President Soda Ash Business Suhail Aslam Khan, Polyester Commercial Manager Rizwan Afzal Chaudhry and Soda Ash Business Manager Aamir Chaudhry addressed the event. The events at Karachi and Lahore were attended by employees and the Company's CSR partners. A scrumptious tea was organised after the talks.

In Sheikhupura, a health talk was organised for women at the Hamqadam Community Clinic which is run by the Company.

On the day of the events, all employees pledged to be #EachForEqual.



Chief Executive Asif Jooma sharing the history of Women's Day



A glimpse of the audience

Workplace Wellness

Corporate HR organised various activities under the Workplace Wellness Programme.

By: Ayesha Arshad

In line with its core value of Passion for People, the Corporate HR Team launched the Workplace Wellness Program (WWP) to promote employee wellness. The wellness committee, led by Chemicals & Agri Sciences Vice President Arshaduddin Ahmed, General Manager Human Resources & Admin Fariha Salahuddin and Operations Manager Chemicals & Agri Sciences Fahad Yousaf, is focussed on enhancing physical, mental, social and

environmental wellness in collaboration with all Businesses.

Some of the initiatives undertaken by the wellness committee include bowling night and minute to win it at the Head Office, musical night at Khewra and throw ball tournament at Sands Pit Beach in Karachi. The committee also organised a flu campaign during which free flu shots were administered to employees to keep them protected from the flu.



Workplace Wellness
Programme



A Friendly Bowling tournament organised at The Royal Rodale by Corporate HR, Head Office



Employee Engagement Activity conducted by the Soda Ash Business, Khewra



Employees played fun games to win exciting prizes



Throw Ball tournament at Sands Pit Beach, Karachi



A fun adventure at the beach



Employees enjoyed galloping by the seaside on horseback

Looking Beyond Differences

Gender sensitisation workshops conducted at sites across the Company.

By: Maryam Altaf

As an equal opportunity provider, the Company is committed to fostering diversity and inclusion at the workplace. ICI Pakistan began its diversity and inclusion (D&I) journey in 2016 and has since undertaken various initiatives in this regard.

As a first step towards creating a more inclusive workplace, the Corporate HR Team organised gender sensitisation workshops across multiple Company locations. The purpose of the workshops was to address employees' mindset towards diversity and inclusion, and unconscious biases.

At the Head Office, a sensitisation workshop was conducted in collaboration with Umair Jaliawala, a consultant and trainer on Leadership, Enterprise and Technology (LET). Similar sessions were held in Lahore and Khewra and were conducted by Ramma Shahid Cheema, a diversity and inclusion advocacy professional and motivational speaker.

The sessions were well received by all those who attended and encouraged employees to value different perspectives and embrace diversity and inclusion at the workplace.



Looking Beyond Differences - A session on workplace inclusivity led by Umair Jaliawala



A session on the everyday challenges of gender diversity and inclusion led by Ramma Shahid

Community Cricket Gala

Soda Ash Business Team organises four-day cricket tournament for Khewra community.

By: Zeeshan Ahmed

The Soda Ash Business has a long history of supporting community needs and initiating wellness and entertainment activities in Khewra. As part of the Company's 75th anniversary celebrations, the Community Cricket Gala was organised at the Alkail Sports Club by the Soda Ash Business team.

More than 200 young players from the Khewra community participated in the four-day tournament which was attended by hundreds of people from the local community.

The Works Manager and Human Resource Manager Soda Ash Business inaugurated the event while the closing ceremony was attended by Senior Management of the Business, community notables and local activists. At the closing ceremony, medals and trophies were distributed among the players and the champions.

The event was highly appreciated the local community and the Soda Ash Business aspires to host such events in the future as well.



Team Captains along with Team Members at Inauguration Ceremony

New Vibe, New Look

The Coffee Shop at the Head Office gets a makeover.

By: Sundar Waqar

In a bid to offer the inspiring, friendly feel of a neighbourhood coffee shop, a group of employees spruced up the interior of the Coffee Shop at the Head Office.

Chalks in hand, Laila Bawany (Legal), Sundar Waqar (CCPA), Fizzah Khan (Corporate HR) and Shayyan Motiwala (Chemicals & Agri Sciences) did graffiti and wrote inspiring messages on a black (previously magenta) wall which was recently painted for the purpose. From colourful cushions to new furnishings for chairs, new mugs for coffee and a chevron armchair to add oomph, close attention was paid to detail. Paintings were hung, the old rug was replaced, plants were placed and bookshelves

were added to complete the new look.

The group successfully managed to transform the Coffee Shop to provide a comfortable and inspiring space to employees to do their work or take a break and catch up with friends over a cup of coffee or scrumptious goodies.

A new menu was also introduced which includes vol au vent, quiche, sandwiches, mini pizza, brownies, cupcakes and salads.

Tucked in a corner on the First Floor of the Head Office, the Coffee Shop has fast become one of the most popular hangout spots for employees.



A view of the revamped Coffee Shop at the Head Office, Karachi



Employees enjoy a cup of coffee at the revamped Coffee Shop



Legal Conducts Trainings

The Legal Department organised trainings on competition law and Islamic Banking

By: Zeenia Cawasji

The Legal Department along with HR L&D arranged a training on competition law for the Businesses, which was conducted by Associates from the reputable law firm Fazleghani. Competition is a closely regulated area of law and the Competition Commission of Pakistan imposes heavy sanctions on organisations for violations of the law. The interactive two-hour session provided the Businesses with an insight on competition laws and prohibited anti-competitive practices, so that these may be kept in mind

when entering into agreements and other business transactions, to prevent any violations of the law.

Islamic Finance Training

The Legal Department invited Shayan Baig, Senior Vice President and Unit Head Shariah Compliance, Meezan Bank, to deliver a training on Islamic Banking to the Legal and Finance Teams of ICI Pakistan and NutriCo Morinaga (Private) Limited. The training provided a useful insight into the various Islamic Finance Instruments and how they work.



Trainers from Fazleghani Associates



Participants of the competition law training

Bring Your Child To Work Day

The CCPA and Pharmaceuticals Team hosted children of employees on Universal Children's Day.

By: CCPA

To celebrate Universal Children's Day, the Corporate Communications and Public Affairs (CCPA) Team and Pharmaceuticals Business organised a fun "Bring Your Child to Work Day" at the Head Office.

Several employees brought their children to the office and under the Pehchan Programme, employees from across Businesses and Functions volunteered and took care of the children and conducted activities.

Exciting activities such as a movie screening, face painting, story-telling and a meeting with the General Manager Human

Resources & Admin Fariha Salahuddin had been organised for the children. During their interaction with the HR General Manager, the children asked interesting questions about her work and the operations of the Company as a whole. A bouncy castle had also been set up in the garden of the Chemicals Training Centre (CTC) for the children and they also played musical chairs. A delicious lunch and snacks were served to the children.

The event was fun, exciting, engaging and offered children an opportunity to visit their parent's workplace.



Activities such as musical chairs, film screening and face painting were organised for the children



A Story of an Icon

From a small trading concern to one of the largest conglomerates of the country

By: Sundar Waqar

Over the last seven and a half decades, ICI Pakistan Limited has grown from being a small concern with a single soda ash manufacturing unit to becoming one of the largest and most influential conglomerates of the country boasting seven diverse businesses. The Company has over the decades evolved and changed not only in terms of its businesses but also its identity and corporate shareholding.

The story of ICI Pakistan Limited dates back to 1926 when Imperial Chemical Industries (ICI) Limited was formed through the merger of four British Corporations: Nobel Industries Ltd, Brunner, Mond and Company Ltd, the United Alkali Company, and the British Dyestuffs Corporation. Soon after, in 1929, the founding Chairman of ICI Plc (UK), sent one of his promising young employees, Mr R.A. Banks to India to investigate the possibility of manufacturing alkali economically in the country. His assessment was that the factory should be sited close to the Khewra Salt Range, the world's

second largest salt reserve. After deliberations, preparations and lengthy surveys, the construction of the Khewra plant began in the late 1930s but work stalled during World War II when the ship carrying the equipment was torpedoed by a German U-boat. New equipment was sent again and in 1944, ICI Plc (UK) established its first manufacturing site for the production of Soda Ash at Khewra in Pakistan. The plant started commercial production as part of the Alkali and Chemical Corporation of India (ACCI) which was formed in 1937 to manage ICI Plc's (UK) manufacturing entities in the sub-continent.

However, shortly after partition in 1953, ICI Plc (UK) set-up the Khewra Soda Company Limited which acquired operations of the Soda Ash Plant from ACCI and control was vested to a new Head Office in Karachi.

In the 1950s and till the mid-1960s, the Company's operations consisted of a soda ash and a trading business. It was in the 1950s that a new ICI Office was constructed at West Wharf, Karachi which serves as the Company's Head Office to date. The Company was managed through two offices, one at Karachi and the other at Lahore (located in the Co-operative Insurance building opposite the High Court on the Mall). ICI Limited was still an overseas trading branch essentially run on the colonial model.

In 1965, Yusuf M Khan became the first Pakistani Chairman and Chief Executive to be entrusted with the leadership of the Company. This succession led to the strong realisation that the future of a corporation such as ICI Plc (UK) lay in expansion in the industrial sector. As a result, in quick succession, a textile auxiliaries plant in Karachi, a pharmaceutical factory at





Narayanganj (Dhaka, then East Pakistan) and through an acquisition of Fuller, a paints factory were added to the Company's operations and the Khewra Soda Company Limited expanded its businesses. In 1965, the name of Khewra Soda Company Limited changed to ICI Pakistan Manufacturers Limited and in line with its new name, in the 1970s, the Company took on every opportunity to expand its manufacturing base.

And so through the 1970s and 1980s, every opportunity to expand, strengthen, de-bottleneck and modernise the company's manufacturing continued, including approval to set up a plant to manufacture Polyester Fiber, for which a site in Sheikhupura, Punjab was chosen. In 1982, the 12,000 tonne plant went into commercial production.

The 1980s also saw significant developments in terms of the Company's identity. In 1985, Imperial Chemical Industries Pakistan (Private) Limited, a trading arm of the Company, and Paintex Limited (known as Fuller Paints Limited till 1973) merged into ICI Pakistan Manufacturers Limited. In 1987, the Company changed its name to ICI Pakistan Limited.

As the Company grew, it became increasingly imperative to develop in-house capability in the areas of utility services, corporate services, communications, technology, project management and safety, health and environment management. All this was developed, including the establishment of a captive power plant at the Sheikhupura site, ICI Power Gen in 1991, 50,000 tonnes capacity expansion of the Soda Ash Plant (1994) and an increase in Polyester Fibre capacity to 60,000 tonnes and Polymerisation capacity to 91,000 tonnes (1996).

By the early 1990s, ICI Pakistan Limited had become a large, broad-based, strongly managed profitable entity with strong cash flows. However, the growth of the company was not always linear. Growth decisions during this period were influenced by a significant shift in ICI Plc's global strategy and position and later by losses

incurred in its newest and largest business PTA (Pure Terephthalic Acid).

In 2000, the PTA business demerged to form a separate entity, Pakistan PTA Limited.

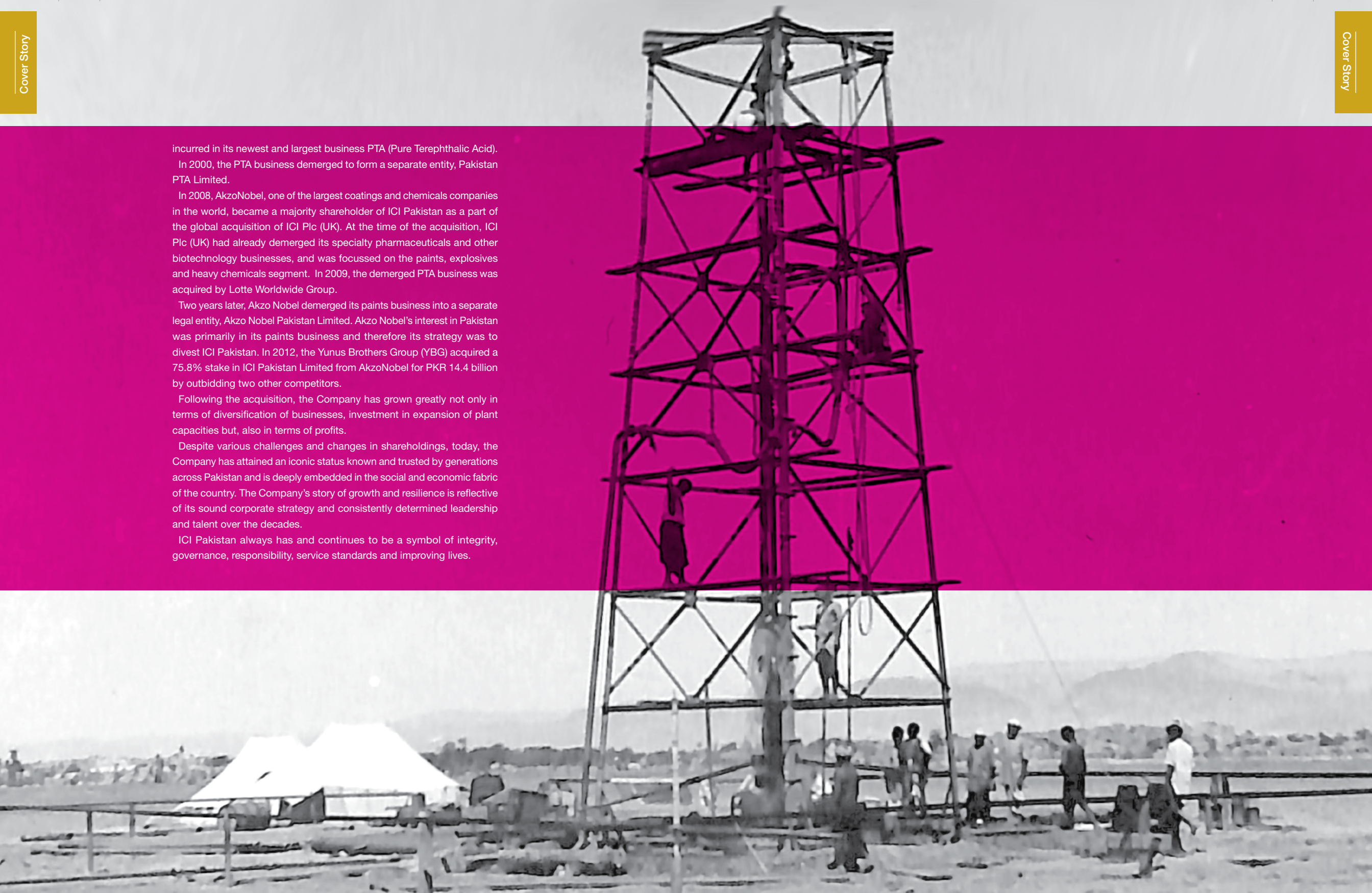
In 2008, AkzoNobel, one of the largest coatings and chemicals companies in the world, became a majority shareholder of ICI Pakistan as a part of the global acquisition of ICI Plc (UK). At the time of the acquisition, ICI Plc (UK) had already demerged its specialty pharmaceuticals and other biotechnology businesses, and was focussed on the paints, explosives and heavy chemicals segment. In 2009, the demerged PTA business was acquired by Lotte Worldwide Group.

Two years later, Akzo Nobel demerged its paints business into a separate legal entity, Akzo Nobel Pakistan Limited. Akzo Nobel's interest in Pakistan was primarily in its paints business and therefore its strategy was to divest ICI Pakistan. In 2012, the Yunus Brothers Group (YBG) acquired a 75.8% stake in ICI Pakistan Limited from AkzoNobel for PKR 14.4 billion by outbidding two other competitors.

Following the acquisition, the Company has grown greatly not only in terms of diversification of businesses, investment in expansion of plant capacities but, also in terms of profits.

Despite various challenges and changes in shareholdings, today, the Company has attained an iconic status known and trusted by generations across Pakistan and is deeply embedded in the social and economic fabric of the country. The Company's story of growth and resilience is reflective of its sound corporate strategy and consistently determined leadership and talent over the decades.

ICI Pakistan always has and continues to be a symbol of integrity, governance, responsibility, service standards and improving lives.





History Exhibition 75 Years and Beyond

By: CCPA

The Company hosted a History Exhibition in Karachi and Lahore to showcase its incredible history and growth story to mark the Company's 75th Anniversary.

ICI Pakistan Limited hosted an Exhibition to showcase its incredible history and growth story to mark the Company's 75th Anniversary. The Exhibition was launched in Karachi in December and was opened in Lahore in January. The Exhibition will move to Sheikhupura next, and will have a permanent home in Khewra.

To celebrate and display its rich legacy through this Exhibition, the Company worked with the Citizens Archive of Pakistan (CAP) to do an extensive review of archival material and collect oral histories of retired and current employees. State-of-the-art technology was used in the Exhibition to ensure an interactive and immersive experience for visitors and employees. Pictures dating back to pre-partition days and anecdotes from retirees were some of the exciting features of the Exhibition.

Karachi

In Karachi, the Exhibition was launched for employees on December 6 and for retirees, business partners and other stakeholders on December 7. A hi-tea was arranged on both the days and the events were a huge success creating engagement and excitement.

On the first day of the launch, Chief Executive Asif Jooma, Company Secretary Nausheen Ahmad and General Manager Human Resources Fariha Salahuddin addressed the employees and recalled some of their fondest memories at the Company and shared where the Company is headed. On the next day, Chairman Sohail Tabba, Chief Executive Asif Jooma and Company Secretary Nausheen Ahmad addressed the guests. During his speech, Sohail Tabba spoke about the acquisition of ICI Pakistan and gifted the pen he used to sign the acquisition agreement of the Company in July 2012. The pen has been made part of the History Exhibition. Also speaking on the occasion, the Chief Executive traced the rich history of the Company and its incredible growth story while the Company Secretary highlighted the different names and identities of ICI Pakistan over its 75-year history.

The Exhibition was visited and appreciated by several people, including diplomats, business partners and students.





Lahore

In Lahore, the Exhibition was launched on January 30 and was attended by employees as well as retirees. A scrumptious lunch was hosted for the attendees in the Parking Area of the Mozang Office. Senior Business Consultant and Vice President Soda Ash Business Suhail Aslam Khan and Company Secretary Nausheen Ahmad addressed the attendees. Speaking at the ceremony, Suhail Aslam Khan shared interesting anecdotes from his career spanning over 30 years at ICI Pakistan. The Company Secretary shared interesting information about the Exhibition and encouraged employees to bring their families, friends and business partners to visit.



Sheikhupura

The History Exhibition was launched in Sheikhupura on March 5 and was attended by employees. Vice President Polyester Business Nauman Afzal, Works Manager Ahsan Abdul Qayoom and Company Secretary Nausheen Ahmad addresses the launch ceremony held at the Sheikhupura Plant. In his address, the Vice President Polyester Business shared that that as “ICI Pakistan was historically known for innovation, we continue to keep that tradition alive”. “The first polyester fibre, Terylene, was introduced to the world by ICI in 1941 and it was ICI which started penicillin production during the Second World War,” he stated. Ahsan Abdul Qayoom and Nausheen Ahmad also shared interesting anecdotes from the Company’s history. The event ended with a delicious lunch.



Then and Now



Buy for A Cause

Pehchan Volunteer Programme and Wellness Programme join hands to help those affected by the urban flooding

By: CCPA

Karachi was one of the worst-hit by urban flooding during the recent rain spell. Streets turned to rivers, as the sheer volume of water quickly overloaded the city's drainage systems leaving many areas inundated and destroying houses as well as stores.

To help those affected in Karachi and Mirpur Khas, the Pehchan Volunteer Programme and the Wellness Programme organised

a successful auction of photographs and objets d'art donated by ICI employees.

The funds raised through the auction were donated to the Oosman and Rahima Bai Foundation, a not-for-profit organisation that implements food drives across the nation.



Employees were eager to outbid one another to raise funds for the cause



A wide variety of items were up for auction

World Clean-Up Day

Volunteers compete to gather trash on the Hawke's Bay beach to celebrate World Clean-up Day

By: CCPA

To celebrate the World Clean-Up Day on September 19, ICI Pakistan Pharmaceuticals – Hawke's Bay Plant organised a beach cleaning activity with the Fisher Fold Development Organisation under the Pehchan Volunteer programme. This was in line with the Company's mission to remain at the forefront of creating a sustainable future.

A total of 70 Hawke's Bay Plant staff including partners from Lyari Participated. To foster the spirit of competition the

participants divided into nine teams and competed to gather the most amount of waste. 'ICI Pakistan Lions' led by Mr Faheem Hameed won the competition, collecting an impressive 76 kgs of waste followed closely by the runner up 'Packaging Shark' led by Muhammad Umer, who collected 72 kgs.

Afterwards, the teams enjoyed a delicious Prawn and Chicken Biryani which was kindly cooked by the local women of Kakapir Village.



Employees' competing to clean the beach at World Cleanup Day

Empowering Women for a Brighter Future

Phase II of the Impact Women's Programme initiated in January after successful completion of Phase I

By: Maryam Altaf

In line with ICI Pakistan's commitment to women empowerment, the Impact Women's Programme was launched in June 2019 to provide female university students an opportunity to get hands on experience through an internship programme at the Company.

In Phase I of the programme, 10 female students were offered an internship at the Head Office. The programme was a success with most interns securing jobs in prestigious organisations following completion of their internship at the Company.

Phase II of the programme was initiated in January 2020 with seven female engineering students being offered internships at the Soda Ash Plant, Khewra.

Regarding the internship, Aroug Sabreen, who was part of Phase I of the Women Development Program and recently

secured a job as a Management Trainee Officer at LuckyOne Mall, said, "During my internship, I learnt a lot through multiple training sessions on gender sensitisation, interview conducting skills, resume writing and assertive communication. After the completion of my internship, I was offered a job at LuckyOne Mall and I am grateful for my experience at ICI Pakistan."

Fareeha Fatima, who interned at the ICI Soda Ash facility under Phase II of the programme shared her experience and said, "My internship at ICI Pakistan provided me the opportunity to grow at both managerial and technical grounds through different training and projects. I learnt a lot during my internship and acquired skills that I believe will help in my professional development."



Interns of the Impact Women's Development Programme at Soda Ash, Khewra

Empowering the women of Khewra

Ladies Welfare Centre in Khewra held its annual graduation ceremony.

By: Zeeshan Ahmed

The Ladies Welfare Centre in Khewra held its annual graduation ceremony which was attended by Vice President Soda Ash Business Suhail Aslam Khan, Works Manager Umar Mushtaq and their wives.

The ceremony celebrated the women who had completed their one-year vocational training course during which they were taught marketable skills such as stitching, knitting, embroidery and cooking.

Mrs. Suhail Aslam Khan and Mrs. Umar Mushtaq distributed awards among the graduates and motivated them to put their skills to use.

The Ladies Welfare Centre was established in 1973 to provide vocational training to local women. Since its establishment, over 1,300 women have graduated from the centre.



Mrs. Sohail Aslam Khan and Mrs. Muhammad Umar Mushtaq attended the graduation ceremony

Craft, Colour and Contribute

Under the Pehchan programme, employees organised an arts and crafts carnival to raise funds for NJV and TCF schools.

By: Shayyan Motiwala

As part of the Company's Pehchan programme, employees at the Head Office organised an arts and crafts carnival to raise funds for The Citizen's Foundation (TCF) and Narayan Jagannath Vaidya (NJV) Government Higher Secondary School in Karachi.

The employees partnered with Educate Through Colour - a platform which aims to attract creative minds from around Pakistan to help raise money for the education of children - and hosted an art, meditation and wellness carnival.

Ahead of the carnival, to drive engagement and collect maximum funds, Pehchan Volunteers hosted a competition

for ticket sales between Businesses. The Chemicals & Agri Sciences Business generated the highest funds through ticket sales amounting to PKR 107,000.

The carnival was attended by employees, their families and students from NJV and TCF schools. Pehchan Volunteers set up fun stalls with games, pottery and food. The art competition on the topic "Pakistan" between students of NJV and TCF schools and the "Jail and Bail" game were extremely popular.

Through the carnival, the volunteers raised PKR 650,000 for the NJV and TCF schools.



Pehchan Volunteers with the students of TCF and NJV Schools



Improving Lives One Step At A Time

Pehchan Volunteers participated in the SKMCH Children's Carnival and TCF's Ilmathon.

By: CCPA

ICI Pakistan maintains a strong focus on supporting and investing in communities around it. In 2018, the Company had launched the Pehchan Volunteer Programme to engage employees in various community-based initiatives.

Under the programme, employees from the Pharmaceuticals Team in Lahore volunteered at a children's carnival held at the Shaikat Khanum Memorial Cancer Hospital on February 2, 2020 to mark World Cancer Day. The Pharmaceuticals Oncology Team engaged children in multiple activities, including face painting

and a fun photo booth.

Separately, employees at the Head Office participated in Ilmathon 2020 - a walk organised by The Citizen's Foundation of Pakistan (TCF) to raise money for the education of children.

The Company's CSR initiatives are focussed on health, education, women's empowerment and environment. All employees are encouraged to complete a minimum of 16 hours of volunteer work every year.



Pehchan Volunteers participated in Ilmathon 2020



The Future is Accessible

To mark International Day of Disabled Persons, a sensitisation workshop was conducted and KVTC stalls were set up at the Head Office.

By: Zeenia Cawasji

The International Day of Disabled Persons is observed on December 3 every year to promote the rights and well-being of persons with disabilities in all spheres of society and development, and to increase awareness of the situation of persons with disabilities in every aspect of political, social, economic and cultural life. To mark the day, students and staff from Karachi Vocational Training Centre were invited to the Head Office to raise awareness of the work they do and the training they provide to disabled persons.

A stall was set up to sell handicrafts that were made by disabled students to raise money for the centre. The handicrafts included beautiful screen printed wooden trays, coasters and

bins, lampshades, block-printed fabrics, shawls and bags. The students also set up a live block printing station where employees had the opportunity to work together with the students to design block printed t-shirts.

Nausheen Ahmad, Company Secretary, General Consul and Head of Corporate Communications and Public Affairs, and Legal Trainee Office Zeenia Cawasji also conducted a sensitisation workshop. The workshop focussed on eliminating unconscious biases against persons with disabilities and starting a discussion on the strategies that can be implemented to make the workplace inclusive and accessible for persons with disabilities.



Students of KVTC doing block printing on T-Shirts



Chief Financial Officer, Abid Ganatra admiring the handicrafts made by students of KVTC



Student of KVTC standing with his work



Company Secretary, Nausheen Ahmad conducting a sensitisation workshop for employees

Continuing Excellence in Education

Winnington School in Khewra held its Annual Prize Distribution Ceremony.

By: Jamal Malik

The BISE Rawalpindi announced the result of the SSC exam on Saturday evening.

Despite the uncertainty and apprehensions in the wake of the Covid-19 pandemic, Winnington School once again showed an excellent result.

Areha H Iqbal stood first in the school with 95.7 % marks while Aaghee Iman was second with 95.6 % and Laiba Saleem followed in third place with 94.8 % marks. Out of the 22 students (12 boys and 10 girls) that appeared in the exam, 19 passed in A+ grade and 3 in A grade. 12 students attained more than 90% marks.

The Winnington School in Khewra held Annual Prize Distribution Ceremony on December 23, 2019. Umar Mushtaq, Deputy Chairman BOG Winnington School, was the Chief Guest on the occasion.

The ceremony started with the Headmistress, Mrs Qudsiya Khalid, delivering the welcome note. After the recitation and translation of verses from the Holy Quran, the Principal, M Jamal Malik, presented the Annual Report of the school and gave a brief overview of the highlights of the past year, which included excellent performance in the IKLC, IKMC, YES programme and inclusion in the OUP quality programme. He also reiterated the school's commitment to impart quality education to its pupils.

Students also performed at the ceremony, with pre school

students presented a tableau on the theme of gratefulness and appreciation of the world around us. This was followed by a play focussing on the use of plastic and the problems arising from it. The meaningful and well-choreographed display was received well by the audience who appreciated the efforts of the students and teachers.

Senior students then acted out a scene of Shakespeare's play 'King Lear' while students of Grade 9 and 10 enacted a humorous and amusing Urdu Mushaira. The performances had the audience spell bound.

Following the performances, Mr and Mrs Umar Mushtaq handed out certificates and prizes to pupils who had shown excellence in various school activities. Syeda Afia Batool was presented with a Gold Medal for attaining the highest marks in the SSC Board Exam, while Areha H Iqbal received a silver medal for first position in the SSC Part 1 exam. Commendation letters and prizes were also awarded to teachers who had shown exceptional results in the SSC exam.

In his closing remarks, the chief guest congratulated the students and their parents and reiterated ICI Pakistan's commitment to support the school so that it would continue its mission to empower the youth of the area through quality education.



Students presented a charming tableau on the theme of gratefulness and appreciation of the world around us.



Mr and Mrs Umar Mushtaq handed out prizes to the students

Saving Lives

A blood donation drive was held at the Sheikhpura Plant.

By: Shauzab Raza

In line with the Company's mission statement of Improving Lives, the Polyester Business under the Pehchan Volunteer Programme organised a blood donation drive at the Sheikhpura Plant.

The drive was organised in collaboration with the Fatimid Foundation, a non-profit organisation established to provide cost-free blood to patients suffering from Haemophilia and

Thalassaemia, and supervised by Dr. Tanvir Haider, Medical Services Manager, Polyester Business.

The drive received an overwhelming response from all colleagues and a total 84 pints of blood were collected. The Business hopes to conduct such drives in the future as well to benefit people suffering from blood disorders.



Employees lined up to donate blood to the Fatimid Foundation at Polyester Plant, Sheikhpura

In Conversation with Nausheen Ahmad

After working at ICI Pakistan for more than a decade, Nausheen, once one of the youngest members of the EMT, shares her life experiences, hobbies and her success story

You have been Company Secretary of ICI Pakistan for several years, having left and returned to assume the same role. What do you enjoy the most about your role?

I was Company Secretary of ICI Pakistan from 1996 to 2006. I joined the Company from Unilever Pakistan as a potential candidate to succeed the then Company Secretary. He left the Company earlier than anticipated and I was promoted to this much coveted position. It was an engaging and challenging experience: the setting up of the PTA Plant, then, the aborted sale to DuPont Chemicals; two demergers etc. The defining thing about my time was always the professionalism and respectful attitude of my colleagues. In 2006, I left ICI Pakistan as I wanted to broaden my legal knowledge and understanding by working in a different industry. I then worked with HBL for 12 years. It was

a totally different experience and of course provided immense learning. Despite this, when ICI Pakistan contacted me to offer me my old job and my old room back, my emotional connect to the Company motivated me to take up the offer.

What I do enjoy the most about my role? Firstly, the amazing team I am working with. The collegial environment in the department and beyond. And talking specifically about my job, it's the Corporate Communications part of it, which is new for me and enables me to find my "creative" side.

It is thought that women face difficulties in assuming leadership roles in corporates. What is your take on this?

My initial career as in-house legal counsel was with various



At the department outbreak in Khewra - April 6, 2019



With her husband and daughter in Tokyo, Japan in 2016

multinationals and I did not find gender to be a barrier. In fact, ICI Pakistan promoted me as one of the youngest General Managers and an EMT member in 2006. For most companies now, competence and merit are the key determinants and yes, a positive attitude.

To me the issue has been to ensure that the frontline understand the value that the legal department can bring to business operations. So one has to fight for a space at the business table. I have worked in varied industries like Oil and Gas, FMCG, Banking and Chemicals. Understandably, the revenue earners in the business are the ones in the forefront of decision making and one has to make sure that the Function is appropriately consulted. In order to be consulted, one has to be seen as a business partner rather than as a policeman.

If you had not been in the profession you are today, what would you have been?

That is an interesting question. When I finished my A Levels, I wanted to study either History or Literature at university. My

father counselled me to take up a profession. My uncle was a Barrister and I used to intern with him during the school holidays. This motivated me to become an advocate. I have, however, always liked teaching and would have loved to be an academic. Throughout my working life I have done some teaching. I have taught A Level law at the Lyceum School and LLB courses at SZABIST. I also do corporate training with PICG and IBA CEE.

You have been to different parts of the world for both work and leisure. Any interesting story you would like to share from your travel experiences?

I don't know anyone who does not get a high from travelling to new places. I also enjoy travelling and Europe has always been one of my favourite holiday destinations as you can move from one culture to the next in such a short period of time. As a student I took my brother on a train trip. We had breakfast in London, took the Eurostar, had lunch in Paris, and dinner in Heidelberg.

In recent years, the trip which has fascinated me a lot not



At the PBC workshop on SDG-12, Karachi - February 13, 2020

only from the perspective of beauty and grace but also from a hospitality standpoint, has been my visit to Japan. My daughter lived there for a year and my husband and I visited Tokyo, Kyoto and Nagasaki. It is hauntingly beautiful and, the quiet courtesy and civilised behaviour of the Japanese is unforgettable. The Nagasaki Nuclear Holocaust Museum is a living museum, visited by schoolchildren and families of those who died. They leave origami paper cranes at the museum. The Japanese say it is a bird of happiness and believe that the crane carries souls to paradise. The Nagasaki Peace Declaration which I read during my visit there, states "[T]o the young generation I ask that you do not push wartime experiences aside saying that they are stories of the past. Understand that the wartime generations tell you their stories because what they speak of could, in the future happen to you as well. Therefore, please inherit their wish for peace." This message resonates with me as a Pakistani as I have heard from my parents stories of partition in 1947 and experienced the turmoil of 1971 as we lived in Dhaka at that time.

What's the toughest decision you have ever made? What did you learn from it?

Truthfully leaving ICI Pakistan in 2006 was a difficult decision. I was so comfortable here. However, ICI Plc had indicated that

ICI Pakistan housed non-core businesses and therefore growth capital would be limited. This meant less interesting work for the Legal Department. Banking was booming and when HBL approached me I had to ask myself if I was upto the challenge of working in a new industry and a company which was being privatized, but still carried its public sector roots. I am so glad I took that plunge.

Any hobbies outside of work that you would like to share with us?

My current obsession is Netflix which has allowed me to explore world cinema and television.

What do you consider to be a good work-life balance?

Work-life balance is not only about the hours you work but also about how you feel when you get home. If work is highly stressful, you are exhausted and irritable when you get home. So the priority for me is to work in a supportive, non-political environment in which I feel free to contribute. If I feel calm when I am leaving work at the end of the day, this means that I have energy to do other things post my work day.

Can you tell us what success means to you in three words or phrases?

Success to me is a life well lived.

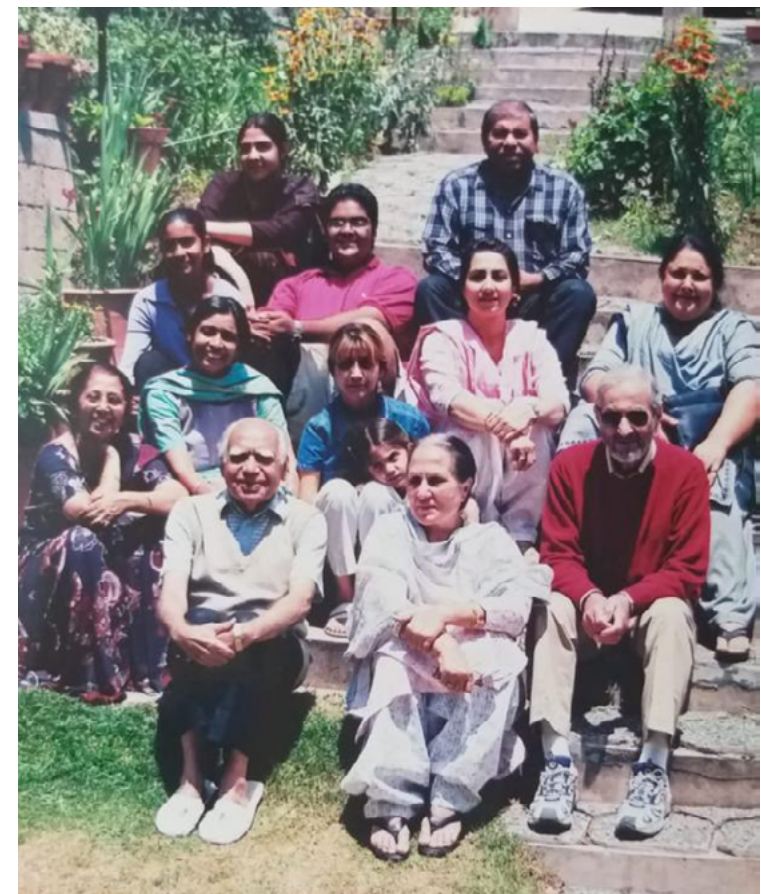
Any word of advice for the younger generation of employees and managers?

The younger generation is driven by passion and want to invest their time in activities which they believe are meaningful. I admire that. If you can make money doing what you love to do, you are lucky. But work can get mundane and boring even when you are doing what you enjoy. To be successful you have to be able to persist and be consistent in your endeavours. Don't take a short sighted view of either your career or life. At

the same time if you have an open mind even things that you may not start off by liking can become meaningful with time. So be open to ideas and experiences, as these can take you to unexpected places.

What is the top item on your wish list right now?

To be able to groom and support the next generation of managers and cultivate within them the discipline and tenacity which will help them to succeed in their careers. Many lawyers I have worked with in-house are now extremely successful and I am privileged to have played a part in their professional development.



With friends and family at ICI Pakistan's Summer House in Murree - 2005

Photo Gallery

Features

Winner: Sarwat Til Vusqa

SAP Analyst, Corporate IT
Fairy Meadows famous pond showing reflection of Nanga Parbat



Features

Runners-up



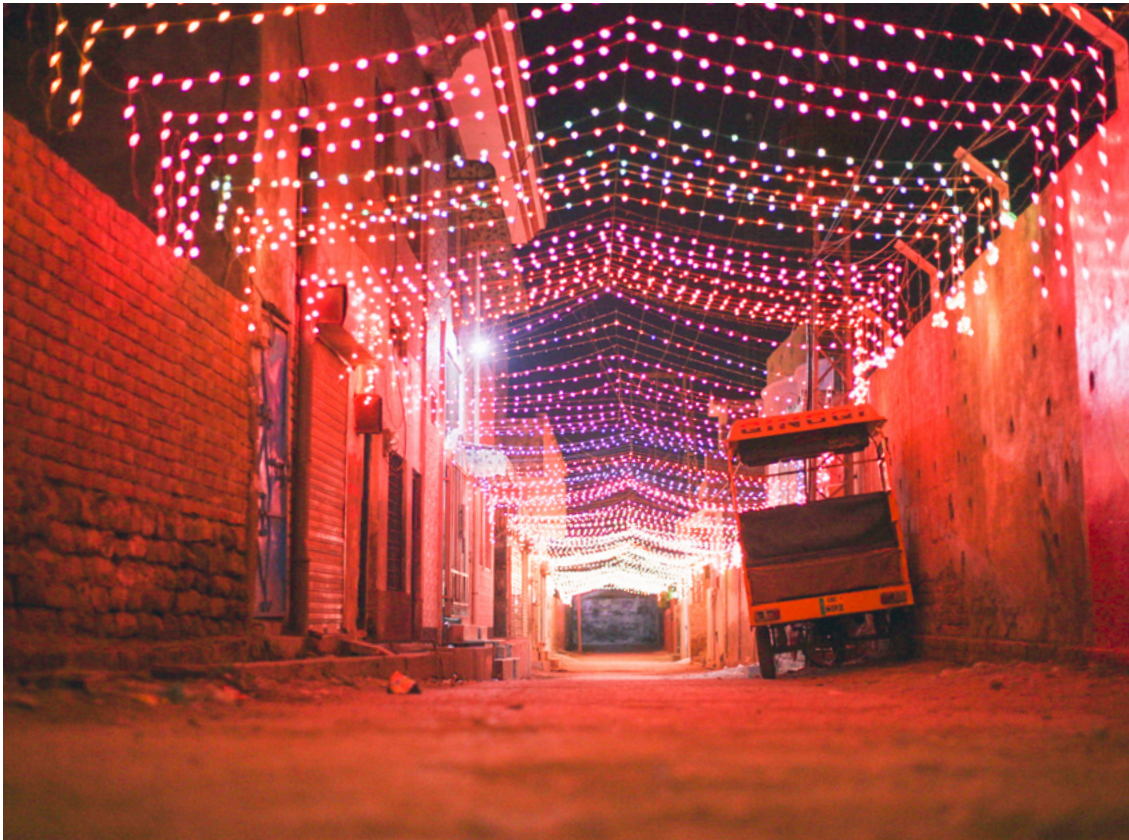
An Epic Sunrise
Photograph: Sharjeel Shahid
Shift Coordinator, Soda Ash



Oriental Village Langkawi, Malaysia.
Photograph: Jawwad Ahmed Siddiqui
Assistant Manager HRIS & People Analytic, Corporate HR



Rohtas Fort, Jehlum
Photograph: Ahmed Alam Ansari
GR, Soda Ash



12 Rabbiul Awwal
Photograph: Sharjeel Shahid
Shift Coordinator, Soda Ash



Maasai Mara National Reserve, Kenya
Photograph: Zeenia Cawasji
Legal Trainee Officer, Legal Department



Sethi Mohalla, Peshawar
Photograph: Muhammad Ali Mirza
Head of Internal Audit, Internal Audit



Tomb of Shah Rukn-e-Alam, Multan
Photograph: Umair Pervaiz
Maintenance Manager Power Services, Soda Ash



Heydar Aliyev Museum, Baku
Photograph: Osama Iqbal Changi
NutriCo Morinaga



Khanpur Dam
Photograph: Mohammad Ali
Supply Chain - Soda Ash



Be the light that helps other see
Photograph: Qamar Abbas Sheikh
Project Engineer E&I - Soda Ash



ICI PAKISTAN LTD.

A publication of the Corporate Communications &
Public Affairs Department

ICI Pakistan Limited
5 West Wharf PO Box 4731
Karachi 7400
Pakistan

T +92 21 111 100 200
T +92 21 3231 3717 - 22
F +92 21 32311739
E ccpa.pakistan@ici.com.pk

www.ici.com.pk

