

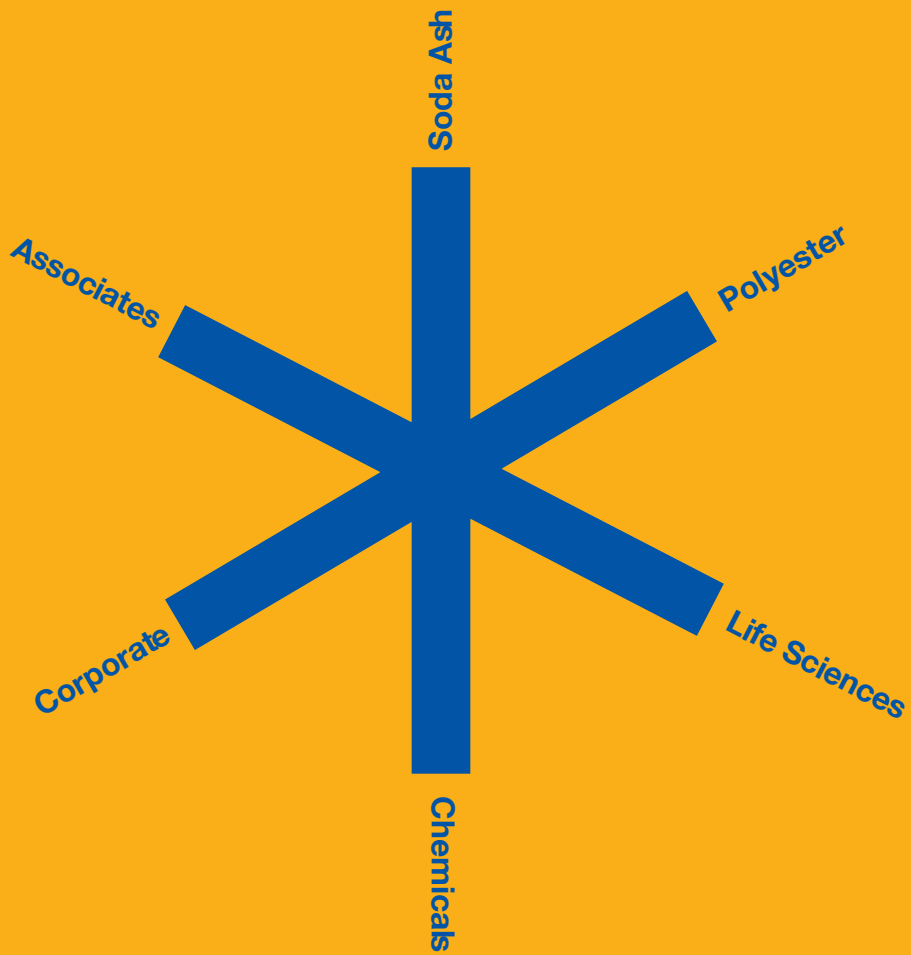
*engage



In the beginning, there was an idea. A thought. Little more than a dot. Seemingly small, but holding infinite potential and tremendous power.

And then, it awakened...

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Fueled by drive and determination, the dot started to expand. It started to grow, to take concrete shape. Soon, it had formed an entire universe around itself. But it didn't stop there. It continued to grow, year after year, faster than ever before.

Today, that idea continues to expand and evolve, the embodiment of Cultivating Growth. The idea is ICI Pakistan Limited.

The six points of the Engage asterisk signify our four Businesses, our Corporate Functions and our Associates, depicting our collective ambition for ongoing growth.

Leon C. Megginson, In a summation of Charles Darwin's theory of evolution

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

Dear *Engage* readers,

This quarter, Engage takes a slightly different spin on things. Along with our usual news and updates, we bring you a bit of history, in the form of our cover story on the evolution of ICI Pakistan Limited: 'Of Origin and Evolution'.

We truly feel the journey of our Company is unique. From inception to the golden years, and from change that became the catalyst for a revival, to the start of something bigger and better than ever, it is a fascinating story of transformation, adaptation and advancement.

As with all things pertaining to growth and evolution, perhaps the most important part of our story is its continuity. Time may go on and circumstances in the world around us may change, but in order to achieve any measure of success, the one thing that must remain constant is our drive for growth and achievement. That is precisely why we maintain our focus on Cultivating Growth, and that is why living up to this vital promise guides us in everything we do.

You will see this promise reflected in this issue. The last quarter has been full of new developments for the Company. From our exciting new partnership with Morinaga and Unibrands, to our acquisition of a pharmaceutical manufacturing company, and from an adventurous leadership outbreak at Life Sciences and defining new horizons at Chemicals, to innovative solutions at Soda Ash and process optimisation at Polyester, a sense of purpose and energy radiates throughout the news we share with you.

And so, the story of ICI Pakistan Limited continues, stronger than ever before, as we collectively evolve to create greater value for all those that are a part of our universe.

**Enjoy your read,
Team CCPA**

**We would love to hear
your feedback**

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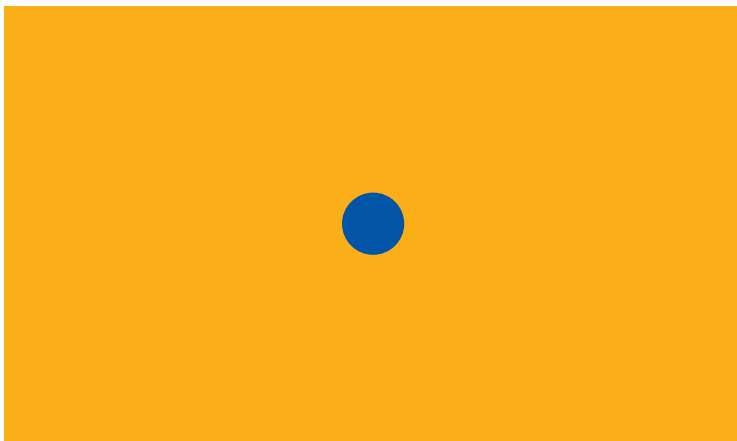
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Cover Design

Origin

by CCPA

This issue's cover is a depiction of the origin of life. The blue dot is a representation of our Company's beginnings, and a reminder of how everything in this universe starts out from a single point of origin.



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A Formula for Success

ICI Pakistan Limited to establish first ever Morinaga infant formula manufacturing facility in Pakistan

By CCPA

On September 27, 2016, we announced our Company's intent to enter into a joint venture with Morinaga Milk Industry Company Limited of Japan, and Unibrands Private Limited, to set up a manufacturing facility in Pakistan to produce Morinaga infant formula products.

This is big news for us as a Company. The state-of-the-art facility, which is expected to come online by 2018, will be the first ever Morinaga manufacturing facility established in Pakistan. The partnership will include the distribution, marketing and sales of the locally manufactured infant formula.

Morinaga was founded in 1917, and has had a presence in Pakistan for more than 38 years. Morinaga isn't just a well reputed brand in Pakistan, but a household name trusted by consumers around the world. It enjoys a reputation for excellence, with a clear emphasis on food safety, reliability and delivering value to customers through beneficial products.

Currently, the details of the partnership are being worked out, following which the relevant regulatory approvals will be sought. ICI Pakistan Limited's equity stake in the proposed joint venture is intended to be 51%. The combined equity stake of Morinaga Milk Industry Company Limited and Unibrands Private Limited is intended to be 49%. The project will entail an investment of up to PKR 4.8 billion.

Asif Jooma, Chief Executive, ICI Pakistan Limited shared his views on the joint venture, saying: "This new venture is in perfect alignment with our strategy, and the Company's brand promise, Cultivating Growth. At ICI Pakistan Limited, everything we do is motivated by our desire to create greater value for our customers. And in collaboration with our partners at Morinaga Milk Industry Company Limited and Unibrands Private Limited, we look forward to providing quality nutrition to children across Pakistan through this new initiative."



Improving Lives

On October 25, 2016, ICI Pakistan Limited announced that its Board of Directors had approved the decision to acquire a local pharmaceutical manufacturing company

By CCPA

The company being acquired is Cirin Pharmaceuticals Private Limited, which was established in 1992. At its manufacturing facility in Hattar Industrial Estate, KPK, Cirin Pharmaceuticals currently manufactures a range of products that include hospital / emergency care and primary care, specifically, products for pain management (including anti-inflammatories), anti-infectives, gastrointestinal products and anti-allergy products. The facility is well equipped, with areas dedicated to the production of cephalosporin, penicillin, steroids and psychotropics, as well as areas for aseptic vial and ampoule filling, tableting, encapsulation and powder filling. The facility has been expanded and upgraded regularly over the years and meets current Good Manufacturing Practice (cGMP) requirements as well as recommended guidelines set out by the Drug Regulatory Authority of Pakistan (DRAP).

Currently, the Pharmaceuticals Division of ICI Pakistan Limited's Life Sciences Business markets a range of products that hold leadership positions in key therapeutic categories.

Asif Jooma, Chief Executive, ICI Pakistan Limited, explains how the acquisition of Cirin Pharmaceuticals Private Limited is a monumental step for our Company as it "enables ICI Pakistan Limited to expand its footprint with its own manufacturing base for pharmaceutical products" and thus, is "an important move forward in alignment with the Company's growth ambitions."

The acquisition of Cirin Pharmaceuticals will also present ICI Pakistan Limited with the opportunity to enter into export markets. Cirin Pharmaceuticals currently has registrations and approvals under process in regional markets, and partnerships under development in South-East Asia and Africa.

Asif Jooma, went on to say that "by offering quality products to meet the diverse healthcare needs of patients across the country, we directly impact countless lives, leading to better health, and ultimately, fuller and more productive lifestyles." This development is therefore, "yet another example of our focus on Cultivating Growth in everything we set out to do."





Long Live Pakistan

ICI Pakistan Limited celebrates Independence Day

By CCPA

As a proudly Pakistani company, we take our Independence Day celebrations seriously. Fittingly, the August 14 celebrations across the Company began well before the day itself.

To get the spirit of patriotism going, we held a week-long, Company-wide Azaadi Quiz, with questions about Pakistan's history. Those with the fastest correct daily responses were proclaimed winners.

As the anticipated day neared, the real festivities began. As August 14 fell on a Sunday this year, the official celebrations took place on Friday, August 12, 2016.

The Karachi Head Office began the day with a flag hoisting ceremony led by Asif Jooma, Chief Executive, who addressed Head Office colleagues with a rousing Independence Day

message. The ceremony was followed by Azaadi Nashta arranged for all colleagues.

At our Mozang Office, Lahore, a flag hoisting ceremony conducted by Suhail Aslam Khan, Vice President Polyester & Soda Ash Businesses, was followed by a festive cake cutting ceremony attended by all colleagues.

The Soda Ash Business outdid themselves with their Azaadi Celebrations in Khewra. Here, the flag hoisting ceremony was led by Umar Mushtaq, Works Manager Soda Ash Business, followed by a cake cutting ceremony. Special engagement activities for children were also conducted including a debating competition, national songs and a cycle rally. The Azaadi Festivities ended grandly with a car rally and a dazzling display of fireworks.



Asif Jooma (CE), leads the ceremony by hoisting the green flag.
Photograph: CCPA Team



Showing their true colours, Karachi Head Office colleagues gather for a group photo before breakfast.
Photograph: CCPA Team



Suhail Aslam Khan (VP Polyester and Soda Ash Businesses), addressing colleagues at the Mozang Office, Lahore.

Photograph: Mozang Office Team



Umar Mushtaq (Works Manager, Soda Ash Business), hoists the flag at the Soda Ash plant, Khewra.

Photograph: Soda Ash Team

Azaadi Quiz Winners

Saad Jahanzeb Khan
Anas Ahmed Jafri
M Amjad Chughtai
Shahzad Mehar Ali
Niamatullah Najfi
Muhammad Usman
Sundus Mehr Ali
Noman K Dar

Azaadi Champion

Haroon Malik

Lucky Draw Winner

Asif Ayub



Celebrations at the Sheikhupura Office led by Khalid Mahmood (Works Manager, Polyester Business).

Photograph: Polyester Team



Children singing patriotic songs to celebrate Independence Day.

Photograph: Soda Team



Umar Mushtaq (Works Manager, Soda Ash) presenting awards to participants of the competitions.

Photograph: Soda Ash Team

The celebrations at our Polyester plant, Sheikhupura, were just as festive and jovial. A flag hoisting ceremony led by Khalid Mahmood, Works Manager, Polyester Business, was followed by the national anthem and a hearty breakfast that was enjoyed by all.

The Azaadi Quiz ended with a bonus question and a Lucky Draw; all correct responses throughout the week were awarded

with prizes. The respondent of the Bonus Question received the title of 'Azaadi Champion', while the Lucky Draw winner received an android mobile phone. As the celebrations drew to a close, colleagues across ICI Pakistan Limited were glad to have had the opportunity to enjoy the patriotic festivities with one another and be reminded of the nationalistic pride that unites us all.



CE Session

**Chief Executive Asif Jooma brings the Company together
at his recent CE session in Karachi.**

By Amina Raza

Chief Executive's Communication sessions are important because they allow the CE to reach out personally to people, ensuring that all colleagues are on board with his vision and goals for the Company.

Our most recent CE session was held at the Head Office in Karachi on September 7, 2016 and video-linked live to the Company's other sites and regional offices, allowing colleagues across the Company to attend in real-time. This session took place soon after the end of the financial year 2015-16, making it the perfect opportunity for a discussion of the year's progress as well as plans going forward. The theme of this CE Session was Sustaining Our Velocity, which entailed a detailed evaluation of the Company's performance in line our goal of growing up to three times in five years.

The session gave Asif Jooma a platform to present an overview of the highlights, challenges and financial results of the year 2015-16, as well as the opportunity to bring all employees in on a discussion of matters of importance to the Company, including future plans.

The CE's comprehensive presentation was followed by a Q&A session that gave colleagues the chance to ask questions, highlight concerns and even just to share their thoughts on aspects of the Company's performance with Asif Jooma and the audience. Several of the questions raised led to engaging discussions, and the session closed on a positive note following a rousing reiteration of our collective purpose by Asif Jooma, in which he reminded all present of the tremendous responsibility we as a Company have to our stakeholders and customers.

Recognition and Rewards

ICI Pakistan Limited Annual Report 2014-15 Receives Awards at the ICAP & ICMAP Best Corporate and Sustainability Awards 2015

By CCPA

The Institute of Chartered Accountants of Pakistan (ICAP) and the Institute of Cost & Management Accountants of Pakistan (ICMAP) have been holding the Best Corporate Report (BCR) Award ceremonies for the last fifteen years. These awards recognise excellence in corporate and sustainability reports and encourage responsible reporting by companies across the corporate sector.

On Friday, October 7, 2016 ICAP and ICMAP jointly held the Best Corporate & Sustainability Awards 2015 at the Mövenpick Hotel, Karachi. The Chief Guest of the event was Syed Murad Ali Shah, Chief Minister, Sindh, and the Guests of Honour included Past Presidents of ICAP, Saqib Masood and Shabbar Zaidi; and Past Presidents of ICMAP, M.A. Lodhi and Ashraf Bawany.

ICI Pakistan Limited won awards in not one, but two categories, for its Annual Report for the financial year 2014-15.

This is a significant achievement given the diverse array of companies nominated for the awards. Executive Director and Chief Financial Officer Muhammad Abid Ganatra received the awards on behalf of the Company, and representatives from the Company's Finance and Corporate Communications and Public Affairs team also attended the ceremony. ICI Pakistan Limited won fifth place in the category for the "Best Corporate Report Award 2015" in the Chemicals sector and was presented the award by Past President ICMAP M.A. Lodhi.

ICI Pakistan Limited also won second place for the "Best Sustainability Report Award 2015" and was presented the award by Past President ICAP Shabbar Zaidi.

Congratulations to all those colleagues whose hard work earned our Company these awards.



Abid Ganatra (Executive Director & CFO) accepts the award for second place in the Best Sustainability Report Award category.

Photograph: CCPA Team

Focusing on Fitness

A brand new, fully equipped gym opens its doors at the Karachi Head Office

By Col. (Retd) Tariq Ali

It is essential for any modern workplace to effectively manage its employees' emotional, physical and mental wellbeing, in addition to managing their careers.

To support physical wellbeing at work, ICI Pakistan Limited has launched a state-of-the-art and fully equipped gym facility at the Head Office. Employees can choose to use this gym in any window throughout their work day under the supervision of a qualified trainer. To facilitate our female employees and ensure their comfort, a 'ladies only' time slot has also been fixed in the day.

The gym was inaugurated by Asif Jooma, Chief Executive, on August 10, 2016 at the Head Office. He was accompanied by Fathema Zuberi, General Manager, Human Resources, and other members of the Executive Management team along with the Corporate Administration team.

We are happy to report that our gym is being used by a sizable number of colleagues, with overwhelmingly positive feedback.

Let's hear from some of our frequent gym users.

"The gym is such a great initiative! It's really well made and allows me to be more active and engaged during my work hours."

Sara Lone, Commercial Trainee Officer, Life Sciences, HR

"Having a gym at work leaves few excuses to not exercise. I've been trying to hit the gym every morning before work, which helps start the day on a positive and energetic note."

Zulfiqar Khan, Human Resource Coordinator, Shared Services

"I am grateful to ICI Pakistan Limited for opening up the gym facility which shows that they care for their employees' health and well-being."

Dilnawaz Malbari, Executive Secretary

"Because of my long daily commute, I rarely get a chance to exercise. Now I can workout and get back to work. It's a great feeling."

Anam Haleem, Assistant Brand Manager, Corporate Communications and Public Affairs

"I work out on the treadmill for nearly 25-30 minutes every day and it really helps me to feel relaxed, happy and less stressed."

Diana Francis, Corporate HR Manager

"The gym at ICI Pakistan Limited is comparable to an upscale gym in Karachi. In fact, I switched from my neighbourhood gym to our gym at the office because of greater convenience and value"

Syed Umair Sohail, Graduate Recruit, Marketing, Specialty Chemicals.



Asif Jooma (CE), officially inaugurates the new gym.

Photograph: CCPA Team



Colleagues admiring the state-of-the-art equipment at the new gym.

Photograph: CCPA Team



A view of the new gym.

Photograph: CCPA Team



Sustaining Endurance

CTED adapts to the new GRI-G4 sustainability reporting guidelines

By Syed Adnan Ali

The Corporate Technical and Engineering Department has always stretched its limits to add enduring value in the activities it carries out. This quarter, the compilation of the Annual Sustainability Report 2015-16 presented CTED with a unique opportunity.

Last year, the Annual Sustainability Report was formulated according to GRI-G3.1 guidelines but, this year, it was mandatory to report on the more extensive reporting guidelines of GRI-G4. The data collection required according to the revised reporting format was comprehensive, and CTED had to gather the required data across the Company. A process was developed, comprising company-wide data collection, validation by United Registrar of Systems (URS) Pakistan and alignment with G4 guidelines. Comprehensive specimens based on reporting categories i.e. Economic, Environment and Social were developed and circulated to all the stakeholders facilitate greater understanding. Focal persons were nominated for each category by the Sustainability Council and the collaborative effort was led by

CTED through effective coordination for data collection through businesses and focal persons. Afterwards, the data was validated by URS through visits across the company along with Corporate HSE and CTED nominees. The validated data was then aligned with GRI-G4 requirements and URS recommendations. The ICI Pakistan Limited Sustainability Report 2015-16 is now available in print and online on the ICI Pakistan Limited website, as part of the Company's Annual Report 2015-16.

Similarly, in pursuit of delivering enduring value, CTED has also taken an initiative to extend its resources towards Manufacturing Support. Technology evaluation and detailed engineering are areas of expertise for CTED, as historically demonstrated by the back-to-back execution of company-wide developmental projects. Being the custodian of process-related technology at ICI Pakistan Limited, CTED contacted all Businesses to identify projects that require support and adequate resources will be extended by CTED to execute these projects. This will help the Businesses and CTED sustain their momentum.

News in Brief | Engagement Rises

By Syed Adnan Ali

ICI Pakistan Limited has shown its passion for people in various ways and the Gallup Survey, conducted consecutively for two years now, is one of them. Based on last year's survey, action planning sessions, engagement activities and other strategies

were developed throughout the company to achieve a global 75th percentile in engagement by 2018. Similar activities were carried out in CTED based on strategy developed after analysing previous results and identifying areas of improvement. Consequently, the results of this year's survey have

shown exceptional improvement in CTED's engagement levels. The department has achieved an exceptional increase of 47% compared to last year's score. CTED looks forward to maintaining this success while identifying further improvements.



Data compilation review for the Sustainability Report.

Photograph: CTED Team

The Engagement Difference

Engagement Survey results exceed all expectations

By *Sonia Chagani*

At ICI Pakistan Limited, we firmly believe that success comes from employees being engaged and aligned with the Company's vision, and when they feel valued and heard. Therefore, as the Company continues to build its brand promise of Cultivating Growth, people remain a top priority objective.

Your Words, Our Work!

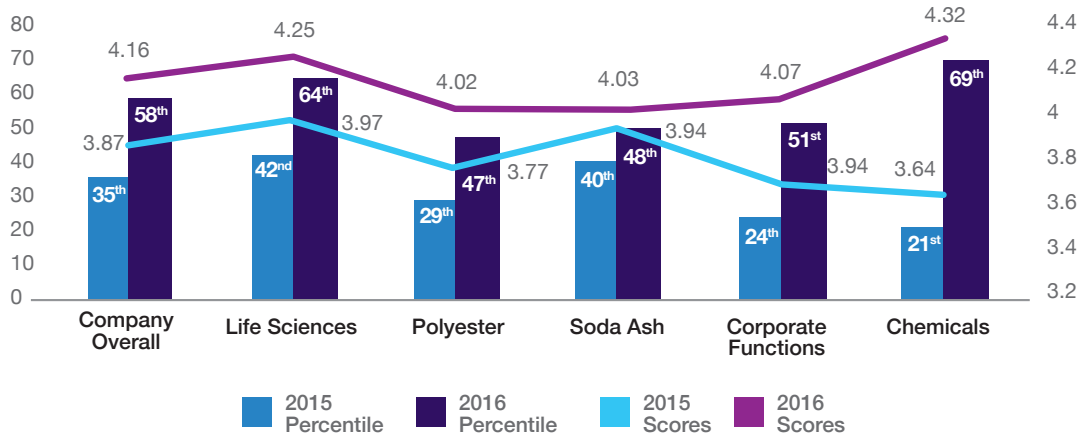
Enterprise Level Initiatives taken post 'IMPOWER 2015

- ◆ 147 managers have attended either online or face-to-face action planning training since August 2015 from Gallup or Internal trainers.
- ◆ 110 Action Planning Meetings held post 'IMPOWER 2015
- ◆ Leadership Development Roadmap (LDRM) launched in January 2016. 803 Managers have attended at least one LDRM training since then (from January-September 2016).
- ◆ 85 people managers have participated in our in-house "HR for Non HR Managers" workshop since the last survey.
- ◆ 17% year-on-year increase in trainings with 27,448 man-hours of training being invested from July 2015 to June 2016.
- ◆ 14% talent movement across the Company in the fiscal year 2015-16.

In line with this belief, ICI Pakistan Limited partnered with Gallup in 2015 to conduct its famous Q12 Employee Engagement Survey to take a stock of organisational effectiveness and engagement levels. 2016 was the second year of the survey, in which more than 99% of our employees made their voices heard. With a stellar performance across all businesses and functions, we are pleased to share that ICI Pakistan Limited scored 4.16 on a five-point scale with an impressive increase of 0.29 points as compared to last year's score of 3.87. This score is way ahead of Gallup's recommended trajectory of 4.07 for 2016 and places our Company in the 58th percentile compared with other companies in the Gallup Global Database, as opposed to the 35th percentile last year.

These outstanding results are a true reflection of our collective commitment to employee engagement, and a living example of our passion for people. The results were made possible by enterprise level initiatives taken by the Company throughout the year, as well as by local level initiatives taken by people managers on actions identified during action planning meetings.

After all that has been done both at the enterprise level and at team levels, this year's target remains in line with sustaining momentum, enabling stakeholders, along with focusing on quality action plans in order to further improve upon our scores and achieve our engagement target of 4.26 for 2017. We will ensure that we as an organisation don't look at increasing engagement by chasing a number, but by making meaningful changes, at both team and enterprise levels. This will result in our score



being reflective of the actual engagement of our employees. In order to achieve this, we will be driving the engagement agenda for ICI Pakistan Limited by following the 1-2-2 model. This model involves one organisational/enterprise level objective, two business level objectives and two team level objectives. This way, every people manager will have five objectives in

total, ensuring both organisational and business unit alignment.

We are certain that with all of us continuing to build on ICI Pakistan Limited's ambition of creating a culture of candour, care, confidence, mutual trust and respect, we will achieve our ambition of becoming a Company with world class engagement levels.

News in Brief | ICI Pakistan Limited Takes Part in British Council's Career Fair

By Filzah Ahsun

In order to connect recently returned UK alumni with the top employers in Pakistan, the British Council organised Career Fairs in Lahore and Karachi on July 30 and August 6, 2016 respectively.

Such fairs offer important opportunities for graduates

to network with employers, understand the job market, seek guidance on their long-term career ambitions and secure jobs. Our HR representatives attended fairs in both Karachi and Lahore, and interacted with over 600 recent graduates from the UK, sharing information about the recruitment

programmes at ICI Pakistan Limited. Additionally, Aqil Karim, Corporate OD Manager, and Faiza Savul, HR Manager, Chemicals Business, conducted sessions around personal branding in Lahore and Karachi, respectively.

Fueling Functional Competence

Engineers receive extensive training to accelerate expertise

By Zahid Hussain

In December 2015, we re-launched our Core Development Programme for Engineers to strengthen the professional competence of our engineering population across the Company. This programme includes various functional training modules that have been created for our engineering population from year 1 to year 5 in the Company, in order to continuously build their engineering expertise as their experience increases. Our objective for this programme is to eventually transform these engineers into experts in their area of work.

So far, nine engineering modules have been designed for the purpose of this programme. Six of these have been delivered amounting to 2088 man-hours, covering a population of 150 engineers. We are immensely happy to share that three of these six modules were delivered by our own managers and are listed below. Apart from these, four more modules are under development - Environment Protection Course, Hazard Study Appreciation, Quality Assurance Management, Hazard Area Zone Classification.

Of the nine engineering modules, here are all the delivered modules:

- ◆ HSE Awareness, with trainers Fahad Yousaf, Plant and Supply Chain Manager, Chemicals; Mohammad Zafar Farid, Corporate HSE Manager, CTED; and Sabir Mahmood, Production Manager, Soda Ash.
- ◆ Foundation of Engineering Applications, with trainers Adeel Mirza, Engineering Manager, PE; Muhammad Farhan Anwar, E&I Manager, PE; and Rehman Ali, Plant Manager Services, PE.
- ◆ Accident Investigation, with trainer Mohammad Zafar Farid, Corporate HSE Manager, CTED.
- ◆ Project Management, with trainer Kamran Rashid from CMD Lahore.
- ◆ Vibration Analysis (Condition Monitoring) with trainer Zaheer Malik from SKF Pakistan.
- ◆ Bearing and Mounting Techniques (Rotating Equipment Maintenance) with trainer Khurram Shahzad of The Ideya Training Institute.

The following modules still remain to be delivered:

- ◆ Practical Aspects of Chemical Engineering with trainers Wasim Ahmad Qureshi, Technical Manager, PE, and Sabir Mahmood, Production Manager, Soda Ash.
- ◆ Introduction to Engineering Standards and Procedures with trainer Mohsin Ali, Engineering Consultant, and Hasaan Iqbal, Engineering Manager, Soda Ash.
- ◆ Plant and Maintenance Management with trainers Hasaan Iqbal, Engineering Manager, Soda Ash and Adeel Mirza, Engineering Manager, PE.

We would like to express our sincere gratitude to our internal trainers for partnering with us and taking time out of their busy schedules to design and conduct these sessions, thereby adding to the knowledge base of our younger engineers. We are certain that their partnership will bring great benefits by creating functional experts within the Company.



The Foundation of Engineering Applications group along with their three trainers: Adeel Mirza, Muhammad Farhan Anwar, and Rehman Ali.
Photograph: HR Team



Adeel Mirza lays the groundwork with a course on the Foundation of Engineering Applications.
Photograph: HR Team



Sabir Mahmood conducts the HSE Awareness Course in Khewra.
Photograph: HR Team



Mohammad Zafar Farid conducts the Accident Investigation Workshop.
Photograph: HR Team



Fahad Yousaf brings passion and enthusiasm to the HSE Awareness Course.
Photograph: HR Team

Accelerating Achievement Together

Life Sciences Leadership Outbreak 2016-17

By Anum Shaheen

The Life Sciences Leadership Outbreak was held in Swat, Pakistan from September 2 to September 5, 2016. The Leadership Outbreak provides a platform for the Business Executive Team to unite at an offsite location and set strategic priorities for Life Sciences and create execution plans with their teams. The Outbreak conducted last year led to the development of the Life Sciences Vision (We Improve Lives!) as well as five strategic business plans spanning from 2015 to 2018.

This year's Outbreak was facilitated by Paul Keijzer of Engage Consulting. Samie Cashmiri, Vice President Life Sciences & Strategy, and Fathema Zuberi, General Manager Human Resources led the event from ICI Pakistan Limited.

The Outbreak was utilised to launch the theme for 2016-17, "Accelerate". True to the theme, participants were led through an intensive three-day itinerary which was a blend of strategic action planning and exhilarating team-building activities.



Life Sciences team members demonstrate their collaborative skills during river rafting.
Photograph: Life Sciences Team



Strategising the Life Sciences Business goals for 2016-17.

Photograph: Life Sciences Team



The Life Sciences team takes a selfie at dinner.

Photograph: Life Sciences Team



The team during an outdoor brainstorming session.

Photograph: Life Sciences Team



Members of the Life Sciences Business participate in a fun team building activity.

Photograph: Life Sciences Team

The participants were constantly challenged to think radically and develop bold plans that would enable Life Sciences to explore new horizons and better serve its customers – both internal and external. The sessions began with breaking down the barriers that inhibit radical thinking, and moved towards reviewing business plans for each of the three segments as well as the support functions, identifying new objectives as well as making objectives to the strategic plans, where required, for 2016-17 and 2017-18. The growth of the Business, development of leaders, boosting innovation and accelerating achievement were central discussion points for the participants.

Intensive strategic discussions were incorporated into adventurous team building activities. The first day, the team took on the challenge of white-water rafting; the participants split into their Business and functional teams and braved the rapids of Swat River together. The following day, the participants were led to a beautiful river-valley path where a high-energy paintball competition was held and the Support Functions team emerged as the champions. On the last day, the team came together in the early morning for a relaxing and invigorating yoga session.

The scenic vistas of Swat provided the team with the perfect opportunity to reflect, re-charge and come together to talk about overcoming challenges and seizing opportunities. The Life Sciences team has returned recharged and committed to Accelerating and Improving Lives!



Samie Cashmiri (VP Life Sciences & Strategy) gears up for river rafting.
Photograph: Life Sciences Team



Pharmaceuticals team ready for paint ball.
Photograph: Life Sciences Team

Breeding Success

Animal Health Division launches Cogent Breeding Limited products in Pakistan

By Dr Shakeel Ahmad Khan

In July 2016, seminars and meetings were held by ICI Pakistan Limited with livestock breeders in Sargodha, Khanewal and Multan to exclusively launch world-leading bovine genetics across Pakistan. This development follows a strategic collaboration between ICI Pakistan Limited and Cogent Breeding Limited, UK.

Cogent Breeding Limited is the UK's largest bull farm and a pioneer in sexed semen technology. Based on the commercial requirements of today's dairy farmer, Cogent Breeding Limited has successfully developed a breeding programme founded on production, type, and reliability.

The Animal Health and Cogent Breeding Limited teams partnered for the successful delivery of the seminars. The events were hosted by Saboor Ahmad, Business Manager Animal Health, Dr. Shehzad Majeed, Business Unit Head, and Umer Sattar, Product Manager from ICI Pakistan Limited. From Cogent Breeding Limited, Dr. Umair, International Market Development Manager, Mr. Stuart Boothman, International Sales & Operations Manager of Cogent Breeding Limited and Mr. John Cochrane, International Sales Manager Cogent hosted the events.

The seminars were conducted to introduce Cogent Breeding Limited into the market and were attended by more than 1,300 dairy farmers, public and private sector veterinary professionals and Artificial Insemination (AI) technicians.

The seminars covered the importance of artificial insemination, explaining how using Cogent Breeding Limited semen products can lead to enhanced milk production and improve the quality of livestock. The audience was given a detailed introduction to Cogent Breeding Limited including information on the new technology being used in the production of sexed semen, breeding and Artificial insemination, and the impact of breed improvement on overall productivity of the livestock industry. The new semen sexing machines and purpose-built quality control laboratory will enable dairy and beef farmers to improve the way they manage their herds' breeding programmes, increasing production capacity and ultimately, farm profits.

At the end of the seminars, an interactive session was held with the participants in which questions regarding the technical issues of artificial insemination and genetics were asked. These questions were effectively answered by Dr. Umer Sattar, Dr. Shehzad Majeed and John Cochrane.

The seminars were successful and were well received by all participants. The renewed focus on Cogent Breeding Limited through these three seminars signals the importance the Division places on this flagship product; the Division hopes that such events would prove crucial in enhancing grass-roots level penetration of Cogent Breeding Limited products and will boost its linkages with customers and veterinary professionals.

News in Brief | HSE Training Programmes for Cotton Pickers

By Saqib Hussain

Out in the field, cotton pickers should exercise caution to minimise unnecessary exposure to pesticides or other substances. The Agri Division recently conducted HSE awareness and training sessions for cotton pickers to

help them better understand the practices they can implement in this regard. The first of their kind, these sessions were conducted for cotton pickers in Multan and Bahawalpur, the two major cotton producing areas of Pakistan. A majority of cotton pickers are

women and around 80 female workers participated in the sessions. The participants were also provided with sanitation staples such as anti-bacterial soap to help them exercise necessary precautions in their line of work.



Saboor Ahmad (Business Manager, Animal Health) hosting the launch seminar.

Photograph: Life Sciences Team



Members of the Animal Health and Cogent teams along with government officials.

Photograph: Life Sciences Team

Supplementing Growth

Pharmaceuticals Division launches seven exciting new nutraceuticals products

By *Saman Khalid*

With a new team and leadership in place, the Marketing team of the Pharmaceuticals Division was ready to set a new benchmark in the nutraceuticals category. In the month of August, the Division simultaneously launched seven new products.

The launches officially commenced from August 10, 2016 in Karachi, followed by Lahore, concluding in Islamabad.

We are proud to announce the launch of the following new brands:

Lipiron: Introduced for the first time in Pakistan, Lipiron contains iron in a microencapsulated form - the future of drug dosage delivery systems. Lipiron is designed for pregnant women and ICI Pakistan Limited is proud to be associated with Lipofer, a successful European brand of microencapsulated iron.

Rejuva Sachets: After the success of Rejuva tablets, an extension of the brand was launched in sachet form. The sachets contain the same formulation as Rejuva tablets, but with the added benefits of vitamin C, calcium, vitamin D and MK7, which aids the absorption of calcium into bones.

TriLeaf: Pakistan's first triple-action cough syrup, Trileaf offers the benefits of natural ingredients, immunity boosters and honey.

This one-of-a-kind formulation treats coughs in children and adults, while also enabling a healthy metabolism.

QCo: A dietary supplement to address the issue of male fertility, QCo contains the coenzyme Q10, found in every cell of the body, that helps provide the energy required for cell growth. QCo also acts as an antioxidant and protects the body from harmful molecules.

Aptimax Plus: An appetite stimulant targeted to children between the ages of 1 to 12 years, Aptimax Plus is enriched with natural ingredients and lysine, which is considered vital for bone growth development and has also been discovered to increase appetite.

Regnum Men: A health supplement for men, Regnum Men was launched with the aim of stimulating energy, vitality and men's overall health. The product also supports men's sexual health and supplements daily vitamin intake.

Sunplus: Sunplus is a vitamin D supplement designed for people with, or at risk of developing, vitamin D deficiency. Sunplus boasts a convenient dosage requirement; it only needs to be taken once in 30 to 40 days.

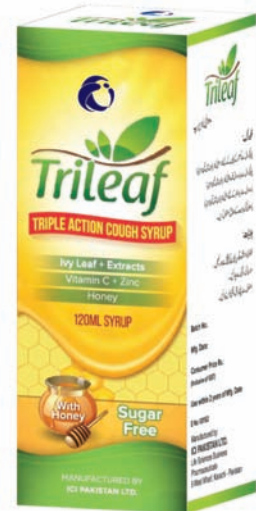
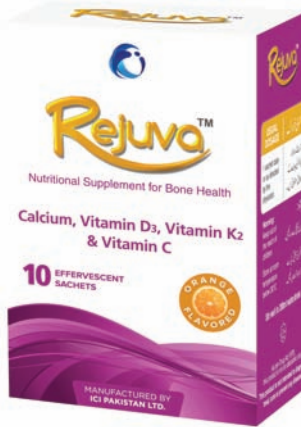
News in Brief | Development Campaign of Ulala

By *Kashif Riaz*

Ulala is a new insecticide developed to prevent damage inflicted by pests to cotton and rice crops. It is a strategically important product of our Agri Division's Agrochemical's portfolio and for its launch, the marketing team initiated a mass media campaign. This campaign

included television commercials, FM radio advertisements, press advertisements and wall paintings along highways. The media campaign not only included leading television channels such as GEO News and Duniya News but also included regional channels such as KTN and Waseeb TV to reach a wider audience. The FM radio

advertisements were broadcast through six different FM radio channels, and more than 1,000 product demonstrations of Ulala are planned across Pakistan. The Agri Division is hopeful that the campaign will be successful in developing awareness and a demand for Ulala in the market.



News in Brief | Karachi Warehouse Refurbishment

By S Muhammad Amir

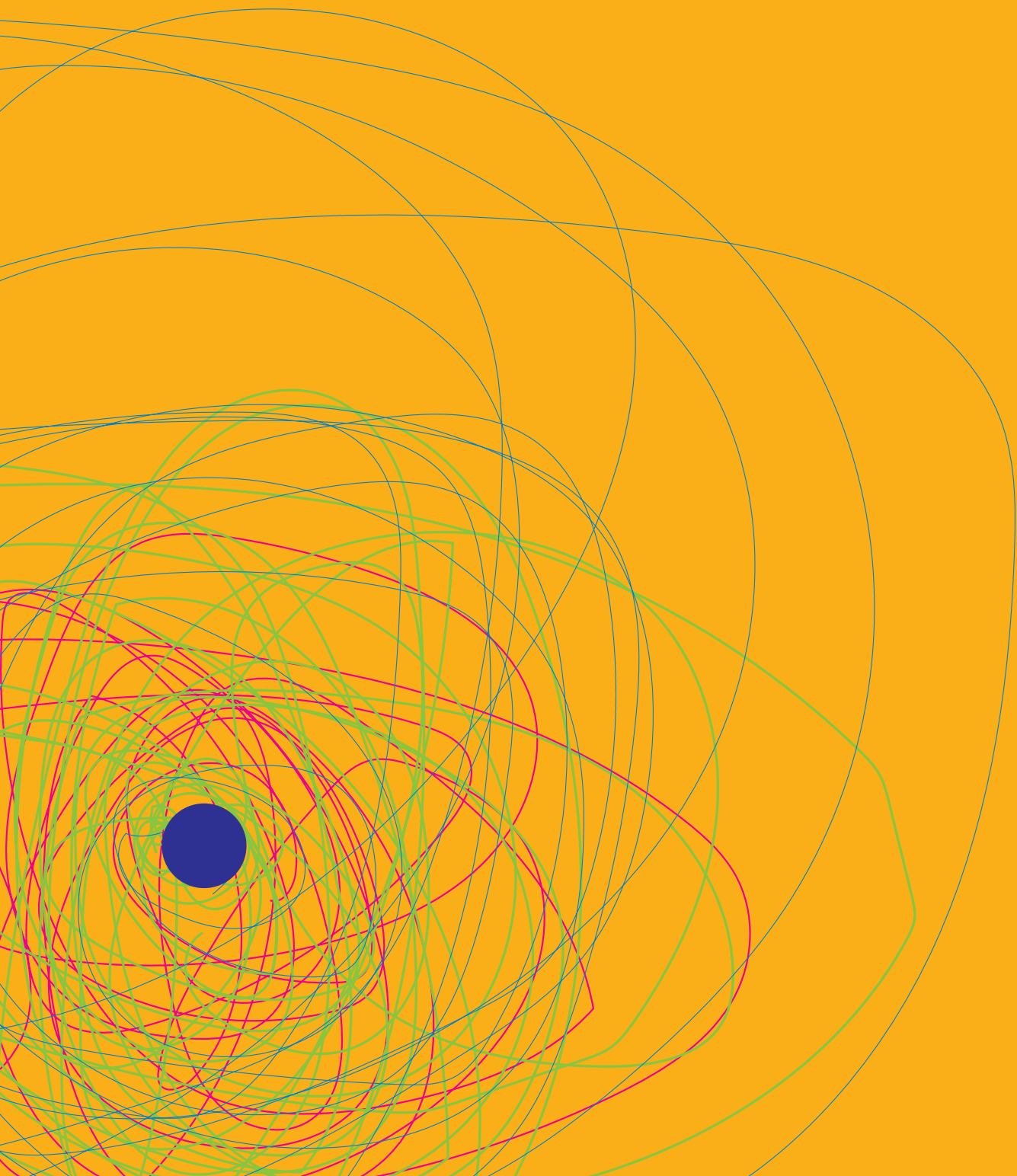
The Life Sciences Business has experienced exceptional growth in the last few years. To facilitate the growing Business, our warehouse team was given the challenging task of bringing the Karachi warehouse in line with required standards while ensuring that

operations remained unaffected.

The warehouse team acquired space from their distributor in Karachi and Lahore and began the renovations. Project activities included the clearing and repairing of the passage floors, painting of the walls and floors, installation of digital thermometer and

segregation of nutraceuticals' raw materials, packaging material and finished goods warehouses.

Stacking, tagging, temperature maintenance, and segregation of the materials on the entire floor was done according to the material type. As a result the warehouse is now structured and organised.



Of Origin and Evolution

By Amina Raza

Everything begins at a single point of origin. Where once there was nothing, something begins to emerge. No matter how great or complex an idea, creation is the same across the universe.

When we trace the history of our Company's origins, what emerges is a long and complex story of evolution, of constant change. It is remarkable how the need of the hour, coupled with determination, created one of the world's most iconic companies out of little more than an idea brimming with infinite potential.

The Beginning

At the time of the first World War, Germany began to emerge as a superpower in the industrial market. With seven German chemical firms forming one of the world's largest associations in 1925, it became impossible for British companies to compete. As a result, four British companies made the decision to come together to present a challenge to the rest of the world's chemical producers. The result of this merger was Imperial Chemical Industries - a premier chemical manufacturing company of Great Britain that would go on to give the world plastics, polyester, and beta blockers. At its zenith, the Company was so central to the economy of Great Britain that the entire city of London would come to a halt when ICI's results were announced to the London Stock Exchange.

Imperial Chemical Industries was ready for business on January 1, 1927. In its first year of trading, the new chemical giant sold £27 million worth of products and made a pre-tax profit of £4.5 million. The newly formed Imperial Chemical Industries was divided into nine groups: alkalis, cellulose products, dyestuffs, explosives, fertilisers, general chemicals, "leathercloth", lime and metals.

However, things did not go as smoothly as expected. ICI's success had been hinged on success in the fertilizer plant but overestimating native demand and incurring heavy losses, by the end of 1929, ICI found itself in a financially challenging period.



Brunner & Mond
Executives
Photograph: Archive



Early explorations.
Photograph: Archive

The Evolution

Then, an innovation changed the future outlook for ICI. In 1933, researchers in an ICI laboratory stumbled upon a new polymer, a landmark in the development of polythene (or polyethylene), the very first plastic. This product would go on to revolutionise industrial manufacturing in the twentieth century and facilitate the consumer revolution of the post-World War II era. The first full-scale polythene plant went into production in 1939. The war would have a profound effect on ICI's development in many areas – plastics, man-made fibres, pharmaceuticals and agricultural chemicals. ICI dominated Britain's chemical industry and played a pivotal role in Britain's war effort.

In the glory years after the Second World War, ICI was vital to the war effort and established itself as a formidable pioneer,

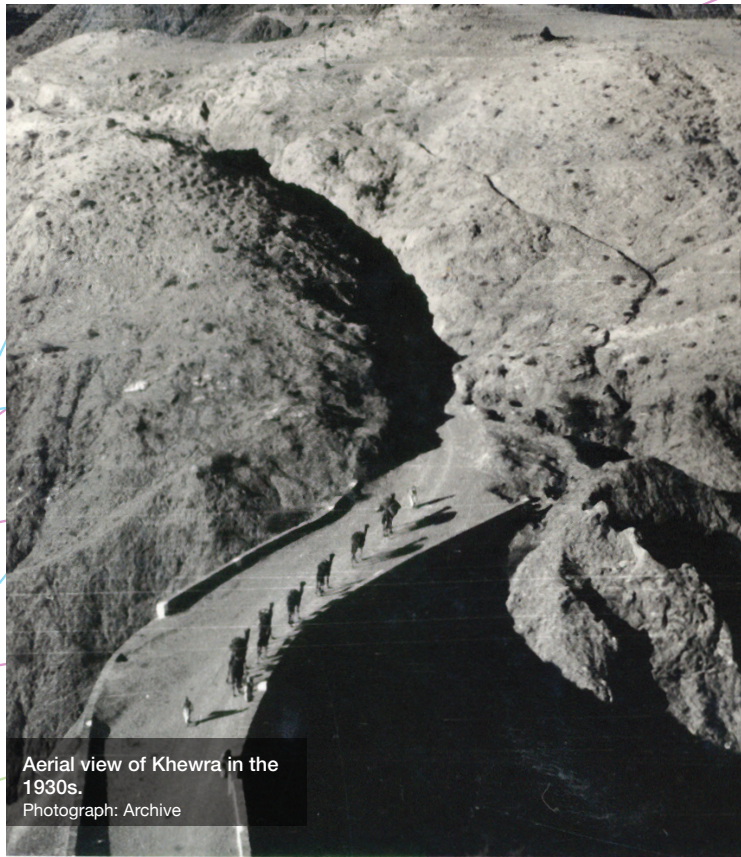
testing new technologies and creating innovative products.

The next few decades were eventful and significant for ICI. In the 1950s, ICI introduced an important ingredient in the manufacture of polyurethane foam, used as insulation in refrigerators and freezers. In 1963, its paints division grew with the introduction of new products and the cardiac medication Tenormin, still marketed by ICI Pakistan Limited to date, was launched in 1976. Tenormin soon became the best-selling beta-blocker in almost every market around the world.

In 1984, ICI was the first UK company to achieve £1 billion in annual pre-tax profits. With the purchase of Glidden Paints of the U.S. in 1986, ICI became one of the largest paints companies in the world. In 1985, Imperial Chemicals Industries became ICI Pakistan Manufacturers Limited.



Laboratory testing of
Polymer – 1951.
Photograph: Archive



Aerial view of Khewra in the 1930s.
Photograph: Archive

In 1991, ICI decided to spin off its fast-growing pharmaceutical arm as Zeneca. By then, the global market conditions for chemicals were also unfavourable to growth and for a period of time, ICI was no longer flourishing as it once was.

In 2008, Fortune 500 Company Akzo Nobel and German Consumer Products Group Henkel acquired ICI's remaining divisions of paints and adhesives for £8.1 billion. On April 25, 2008, Akzo Nobel refreshed its corporate brand globally and ICI

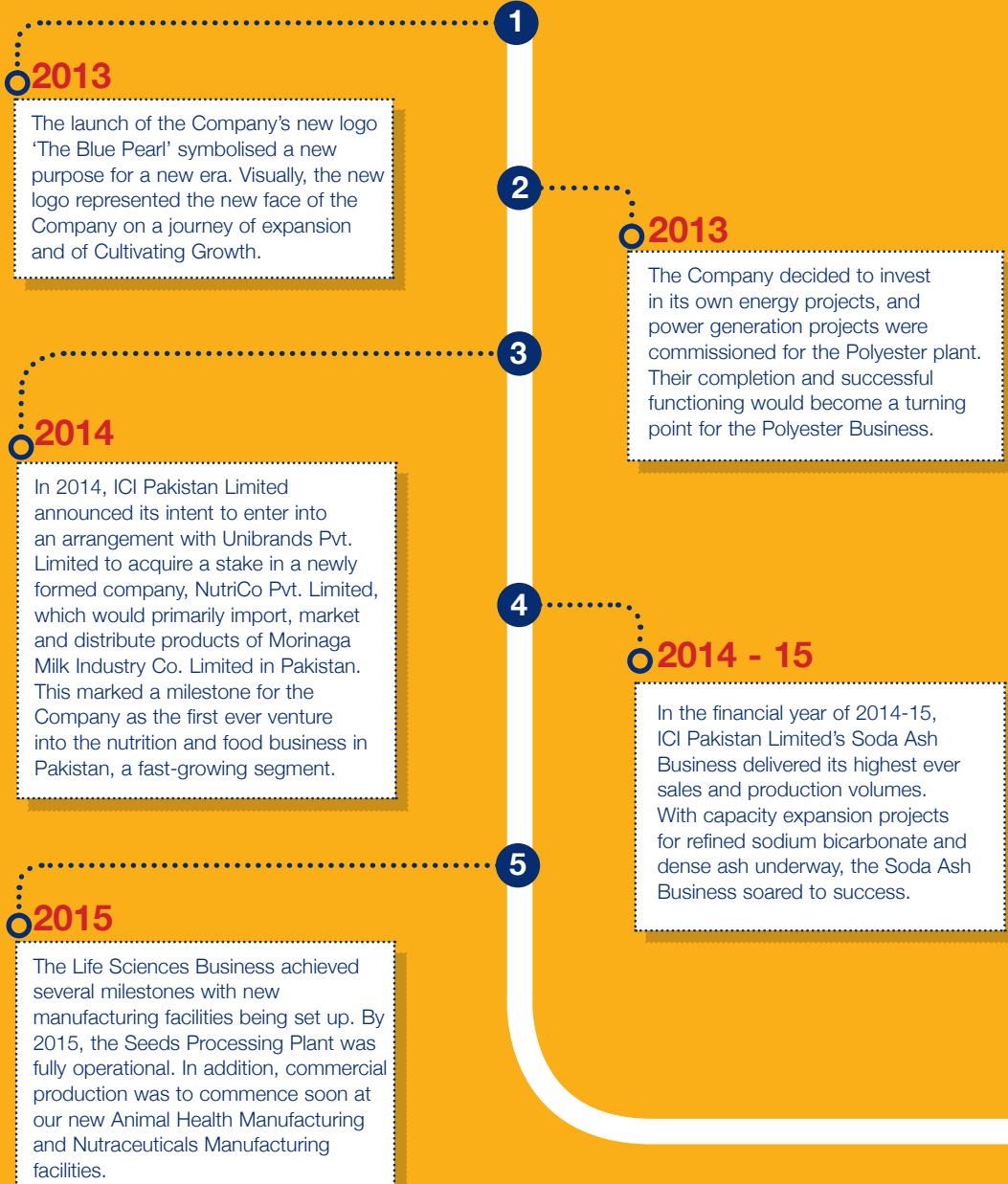
became a part of Akzo Nobel's global portfolio. The Company continued to consist of the following five businesses: Paints, Soda Ash, Polyester, Life Sciences and Chemicals.

In 2011, Akzonobel decided to streamline its Pakistan portfolio in line with its global portfolio and focus on Paints. A decision was made to demerge the highly successful Paints Business, now Akzonobel Pakistan Limited, from the remaining four businesses.

The New Era

In 2012, the Yunus Brothers Group acquired the company. Established in 1962, Yunus Brothers Group (YBG), is one of the fastest-growing and most progressive conglomerates in Pakistan. The group consists of a wide portfolio of businesses including cement, textiles, power generation and commodity trading, and has been a major driving force in Pakistan's economy for decades.

Now with a brand new logo, the Blue Pearl, ICI Pakistan Limited became a proudly national company in every sense of the word, with four main Businesses: Polyester, Soda Ash, Chemicals and Life Sciences. Consistent with its promise of Cultivating Growth, ICI Pakistan Limited began to expand and explore newer avenues. Here are just a few of our many achievements since then.



6

2015

By the end of the year 2015, the steam and power project at the Polyester Business had been successfully commissioned, and the Life Sciences' Nutraceuticals manufacturing facility had been commercialised. For the Soda Ash Business, following the highest ever Dense Ash production, a new Dense Ash plant was commissioned.

7

2016

In 2016, ICI Pakistan Limited increased its total shareholding in NutriCo Pakistan Private Limited to 40%. In September, ICI Pakistan Limited announced a joint venture with Morinaga Milk Industry Company Limited of Japan, and Unibrands Private Limited, to set up a facility in Pakistan to manufacture Morinaga infant formula products.

8

2016

The Soda Ash Business commissioned two new power and steam generation projects and a 14KTPA expansion for the refined sodium bicarbonate plant, which raised the plant's capacity to 40KTPA.

9

2016

In October 2016, the Board of Directors approved the decision to acquire Cirin Pharmaceuticals Private Limited, a local pharmaceutical manufacturing company. This enables the Company to expand its footprint with its own manufacturing base for pharmaceuticals.

10

2016

The Chemicals Business celebrated the safety milestone of 20 years without Lost Time Injury (LTI) on October 29, 2016. Having also delivered its best ever results in the year 2015-16, the Chemicals Business has set its sights on expanding its horizons. One of the many projects underway is a new technical lab, which is expected to reach completion within 2016-17.

Photographs from our archives



Entrance to the Khewra site.

Photograph: Archive



Textile Auxilliary Plant.

Photograph: Archive



Laying foundations at Khewra.

Photograph: Archive



Polyester Plant under construction.

Photograph: Archive



Winnington Hospital.

Photograph: Archive



Karachi Head Office in the 1980s.

Photograph: Archive

Important milestones from 2013 - 2016



Photograph from the new identity launch in 2013

Photograph: CCPA Team



Arshaduddin Ahmed (GM Chemicals) lauds his team's efforts on successfully completing 19 years without LTI, on October 29, 2015.

Photograph: Chemicals Team



NutriCo signing ceremony.

Photograph: CCPA Team



Power generation project under construction at Polyester.

Photograph: Polyester Team



Lime bed expansion project at Soda Ash, Khewra.

Photograph: Soda Ash Team



Asif Jooma, CE, tours the Animal Health manufacturing facility in Lahore.

Photograph: Soda Ash Team

Our story is far from over. Today, ICI Pakistan Limited touches countless lives across Pakistan. We remain dedicated to the expansion and growth of our universe. Our Businesses span across a wide spectrum. From the production of soda ash, used in the manufacture of commodities ranging from baking soda and detergent to paper and glass to polyester staple fibre, used in clothing and home furnishings amongst other applications; from agricultural and animal health products that support the country's most vital sectors through seeds, agrochemicals, bovine genetics and other animal healthcare products, to marketing a diverse range of pharmaceutical products to meet the healthcare needs of patients across the country as well as nutraceuticals to support health and well-being; and chemicals ranging from polyurethanes to other general and specialty chemicals that are used in almost every major industry in Pakistan, you will find us everywhere.

Even so, we remain focused on expanding our presence in existing markets, venturing into newer markets, and constantly delivering enduring value to our customers. We realise that evolution never ceases; it continually finds areas of improvement and it works constantly to perpetuate life, in the most successful manner possible. In a summation of Charles Darwin's theory of evolution, Leon C. Megginson once said, "It is not the strongest of the species that survive, not the most intelligent, but the one most responsive to change." As an organisation that has thrived on change, on overcoming challenging conditions and surmounting barriers to reach where it stands today, ICI Pakistan Limited embraces change and endeavours to Cultivate Growth and remain committed to constant improvement, innovation and evolution.



Thinking Outside the Box

The Soda Ash Business demonstrates cost saving ingenuity

By Khawaja Ameer Moavia

The completion of projects within time constraints and budget requirements, whilst also ensuring all safety requirements are met, requires thinking outside the box.

As part of pre-commissioning activities for the new Coal Fired Boilers (CFB) 3 and 4 at the Soda Ash Business, the Project team was faced with a challenge. The Distributed Control System (DCS) is an integrated control sector of the plant that allows control over temperature, air pressure and other factors. Although the DCS for CFB 3 and 4 was yet to go online and be ready for use, the Project team was ready to conduct a leak test of the new boilers, a task impossible without the DCS.







Khawaja Ameer Moavia with the suction strainer he designed.

Photograph: Soda Ash Team

Taking up this challenge and thinking outside the box, the Project Commissioning team developed a DCS screen arrangement by using an old CFB 1 and 2 DCS screen shot as a template with an A0 colored print and display meters for every installed pressure transmitter. The screen was pasted on a wooden board for showing the overall boiler systems and pressure readings were showed on each specific portion/area of boiler as in sequence of pressure transmitter. This arrangement ensured that the testing was completed before time and without having to compromise on the safety of the associated equipment.

Another such initiative was taken when the suction strainers for the CFB 3&4 were deemed to be of poor quality. The suction strainer of any pump is considered to constitute the front line safety mechanism of the machine, especially on a newly built plant during its commissioning phase.

The minimum quotation for three strainers, befitting the quality requirements of the Plant, from an average valve and strainer manufacturing company was about PKR 9 million, which exceeded the budget. The construction team, committed to remaining within the budget, decided to design and fabricate these strainers at site using standards, good practice guidelines and design drawings of similar strainers.

The team used pipe material of minimal value for the strainers' bodies and plates available at the site for top covers. The only new materials ordered were bolts and the SS mesh sheet for the internal basket. The total cost of material and fabrication was less than PKR 1.5 million for all three strainers combined, bringing about a saving of PKR 7.5 million, and improved quality, reliability and operational ease of the machinery.

News in Brief | Backpackers

By Muhammad Waqar Khawaja

It is customary in the Soda Ash Business for employees to set off on spontaneous trips for the beautiful neighboring areas. Muhammad Arif, Muhammad Yaseen Akram, Muhammad Abdul Qadir and Hissan Qureshi took

such a trip to the Naltar valley. After a day's drive to Gilgit, they journeyed to the Naltar Valley, visiting sights such as Nagarkhas, Pasu Glacier and the Baltit fort.* The second part of their trip was a journey to the Killer Mountain, Nanga Parbat base camp. They

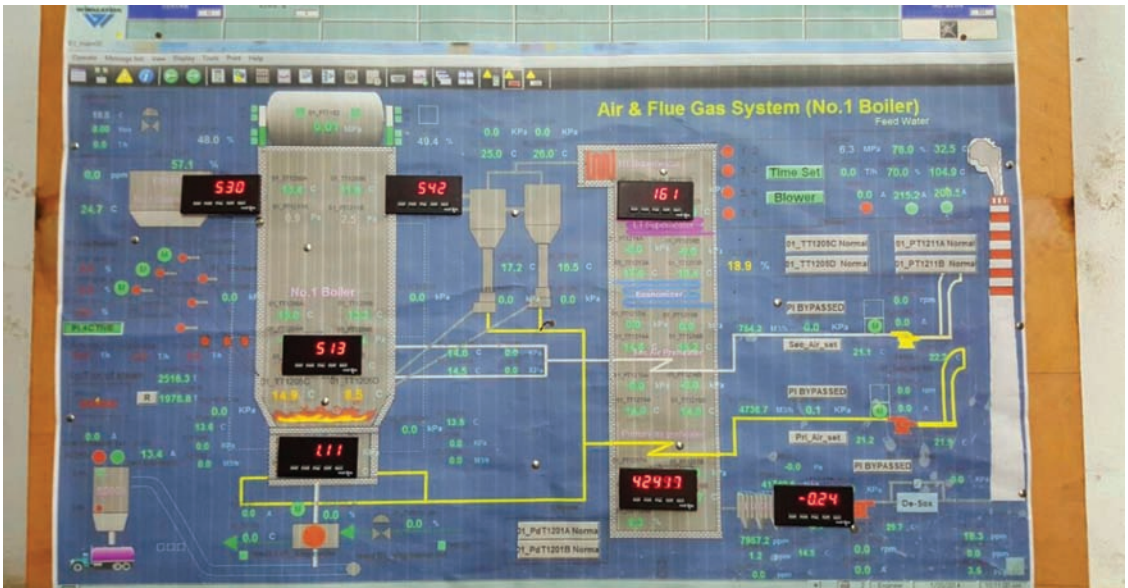
persevered through dangerous roads and unfavorable weather conditions and reached their destination and were able to witness the mountain in all its glory, making their spontaneous adventure a successful one.

*A photograph from this trip is included in the Photograph of the Quarter section on page 79.



The E&I team at the Soda Ash plant.

Photograph: Soda Ash Team



The DCS board hand built by the E&I team.

Photograph: Soda Ash Team

Innovative Solutions

The Soda Ash project team builds a new water pipeline from innovative construction material

By Syed Abid Mehdi

In the last quarter of 2014, it became apparent that more water lines were needed to fulfil the requirements of the new 18 megawatt (MW) power plant and Light Soda Ash 150 kilotonnes per annum (KTPA) expansion. The previous three lines had been constructed using a composite concrete material. They were prone to damage due to their fragile nature and inability to handle surges in water pressure. This resulted in frequent leakages.

The search for new and innovative construction material for the line began and the team discovered Huachuang Tianyuan Industrial Development Co. (HTIDC), a subsidiary of China Aerospace Science & Industry Corporation (CASIC). CASIC previously developed the JF-17 Thunder fighter jet in collaboration with the Pakistan Aeronautical Complex. HTIDC's invention, the steel mesh reinforced polyethylene pipe is a revolutionary technology which combines the flexibility of injection molded polyethylene and the strength of copper plated steel wire. The result is a light weight, highly corrosion-and-abrasion-resistant, high pressure, durable pipe with a smooth inner surface, which can withstand up to 16 bars of pressure.

The Soda Ash Business decided to use this pipeline, marking its first ever usage on a large scale in Pakistan.

The Soda Ash Project team successfully completed the laying of the fourth 10 kilometre long water line along the Jhelum river in a record time of five months and twenty days. The new line was laid between the two existing operational lines with utmost care and caused no interruption in the plant's operations. The efforts of the contractor's staff, the support from the Works operations team and the efforts of the Soda Ash/Projects administration were instrumental in the success of this endeavour.

By the end of March 2016, the line was successfully commissioned and started supplying water directly to the plant. Since then, even the outage of two of the old lines does not affect the plant production, which is a great success. The decision of the Soda Ash Business to select a relatively new material and the resulting success illustrates the Business's agility and its dedication to a core value of ICI Pakistan Limited: Innovation.

News in Brief | Khewra Premier Junior League

By Adeel Hassan

It was an exciting time for the children who reside in Khewra with the revival of the KPL Junior League.

A total of four teams called the Dominators, Assassins, Blazing Fire and Black Ops, consisting of

six children each registered for the event. Each team played three matches and in the end, the final match, of six overs each, was held between the Dominators, led by Asad Taufiq Cheema, and Blazing Fire led by Hadi Umar with the Dominators skillfully securing

their position as the champions of KPL Junior. A prize distribution ceremony was held where gifts and trophies were awarded to the winning team, the man of the match and runners up.



Excavation for the water pipeline in progress

Photograph: Soda Ash Team



ICI Pakistan Limited team visits HTIDC manufacturing facility in Beijing, China.

Photograph: Soda Ash Team

Safety First!

Initiatives of the Health, Safety and Environment department at Soda Ash, Khewra

By Saeed Iqbal

The Health, Safety and Environment Department at the Soda Ash Business ensures that safety remains top priority.

Here are some recent initiatives of the HSE department at Soda Ash:

Installation of Fire Extinguishing Equipment

A large fire extinguisher was installed at Winnington Hospital, followed by a demonstration of the operation of fire extinguishers.

Use of Personal Protective Equipment

A special training session for contractor staff was conducted on the use of Personal Protective Equipment (PPE) during which practical demonstrations were given. The HSE & Training Manager held a detailed discussion on each PPE, complete with videos and clips and a detailed Q&A session.

First aid and CPR Training

A training session on first aid and Cardiopulmonary Resuscitation (CPR) was conducted by Dr Muhammad Rashid Khan and Winnington Hospital employees at the training centre.

Safety improvement teams meeting

For the past two decades, the Soda Ash Business has had the practice of creating Safety Improvement Teams to overlook different departments, and oversee safety in their allocated areas. Team members identify risks and develop effective solutions as a team and meet every month to present their achievements. This month, the teams reviewed the safety performance of 2015-16 in a meeting led by Health Safety and Environment Manager Saeed Iqbal.



Dr. M Rashid Khan conducting an informative session on CPR.

Photograph: Soda Ash Team



Winnington hospital staff during training.

Photograph: Soda Ash Team



A trainer demonstrating the use of PPEs.

Photograph: Soda Ash Team



The HSE department holds a safety improvement team meeting.

Photograph: Soda Ash Team

Go Green

HSE Department conducts Tree Plantation Campaign 2016

By Saeed Iqbal

Trees are vital to our environment; they sustain life on our planet. The HSE Department at Soda Ash has been conducting tree plantation drives since 2014. The efforts of the HSE Department have also received appreciation from the Pakistan Environment Protection Association (EPA).

This year, through the Tree Plantation (GO GREEN) Campaign 2016, the HSE department conducted tree plantation ceremonies on July 20 and August 11, with both ceremonies inaugurated by the District Officer Environment Jhelum. The first tree plantation ceremony was held in the administration lawn and the second was held near the project site inside the plant, where a special patch of land was prepared for the trees. Later, the Tree Plantation campaign was extended to the residential areas, Winnington School, Winnington Hospital, and the Alkali Club, Lime Stone Quarry, and Bella pumping station. The participants in the tree plantation ceremonies included men, women and children, with everyone participating with enthusiasm.

Through this campaign, the HSE department has successfully managed to plant around 500 trees in, and around, the Soda Ash Plant.



District Officer Environment inaugurating the tree plantation.

Photograph: Soda Ash Team



District Officer Environment at the second round of tree plantation.

Photograph: Soda Ash Team



The Soda Ash plant security guards take part in the plantation drive.

Photograph: Soda Ash Team

Winningtonians Shine Again

Students from Winnington School top the BISE Board results

By Jamal Malik

The Board of Intermediary and Secondary Education (BISE) Rawalpindi announced the result of its Secondary School Certificate (SSC) examinations recently. As per expectations, all the students who appeared from Winnington School showed a result par excellence.

A total number of 13 students appeared in the SSC exam. 11 students successfully scored A+s while two got As. Both Tooba Shoaib and Sehr Javed simultaneously tied as the toppers of the school with 95.5% aggregate marks.

In the SSC part one exam conducted by the BISE Rawalpindi, a total number of 19 students (5 boys and 14 girls) appeared from our school and all successfully scored A+s.

Two of our students, Noor ul Ain Haider and Maryam Khalid, attained 498 / 505 marks (98.6%), setting a new record for the school and for the entire BISE Rawalpindi. These are the highest marks obtained in the Rawalpindi Board, which comprises the four districts of Rawalpindi, Chakwal, Jhelum and Attock. For the part one exam this year, 15 out of 19 students attained more than 90% marks and the lowest score was 84.5%.

This outstanding performance of the Winnington School students is a momentous achievement and source of great pride for the school, the Soda Ash Business and for ICI Pakistan Limited.

News in Brief | Physiotherapy Unit at Winnington Hospital

By Dr. Muhammad Rashid Khan

Winnington Hospital proudly announces the inauguration of its very own physiotherapy unit. The Winnington Hospital Team will now be able to aid patients with chronic illnesses such as stroke, cervical spondylosis, sciatica, mechanical

backaches and problems such as impaired joint mobility, impaired muscle performance and posture. The equipment includes ultrasound radiation, infrared radiation, short wave diathermy and transcutaneous electric nerve stimulation. A certified female

physiotherapist will be available six days a week, reducing both the cost and fatigue of travelling to nearby hospitals for therapy. This is the only physiotherapy facility in the Khewra vicinity and the third best facility in the Jhelum District.

**The talented students of Winnington School who excelled in the
Secondary School Certificate Exams**



**Tooba Shoaib, overall 1st position
95.5%.**

Photograph: Soda Ash Team



Sehr Javed, overall 1st position 95.5%.

Photograph: Soda Ash Team



**Noor ul Ain Haider, SSC-I 1st position
98.6%.**

Photograph: Soda Ash Team



**Maryam Khalid, SSC-I 1st position
98.6%.**

Photograph: Soda Ash Team



**Humaila Ayub, SSC-I 2nd position
98%.**

Photograph: Soda Ash Team



**Janice Farzam Gondol, SSC-I 3rd
position 97.6%.**

Photograph: Soda Ash Team

Traditional Iftaar Dinner

Soda Ash Business welcomes the local community

By Muhammad Akram

The month of Ramadan is the perfect time to bring the community together. Iftar dinners are traditionally hosted at the Soda Ash Business to gather and celebrate the auspicious time of the year.

One such Iftaar Dinner was held at Alkali Sports Club for all employees and for select members of the Khewra Community and the local administration. The function was attended by employees, prominent members of the community, elected representatives, press reporters, Union members and management staff of the surrounding industries. These functions allow the management

staff to interact with everyone from the workforce to the management staff of local /surrounding industries and members of the local community and administration.

Another iftaar tradition is the annual reception dinner held at the House No. 1 Lawns and hosted by Mr. & Mrs. Muhammad Umar Mushtaq, Works Manager, Soda Ash Business. The reception was attended by all management staff members along with their spouses. After enjoying the ambiance and the delicious food, the dinner concluded with a speech from the Works Manager, thanking the management staff and their families.

News in Brief | Rasm-e-Hina at Diners

By Muhammad Yaseen Akram

At Soda Ash we pride ourselves on lively and engaging traditions that build a sense of community for residents. One such tradition centres around our strong fraternity of bachelors, known as the 'Diners'

in Khewra. For most, membership in this community is transient, and when upcoming nuptials are announced for soon to be ex-bachelors, the rest of the Diners organise lively and festive 'Rasm-e-Hina' events to celebrate. Such a

celebration was recently held for Shahzil Minallah and Ali Abrar, with music, dancing, games, lots of food, and of course, the traditional meethai (sweets), making it an evening to remember for all who attended.



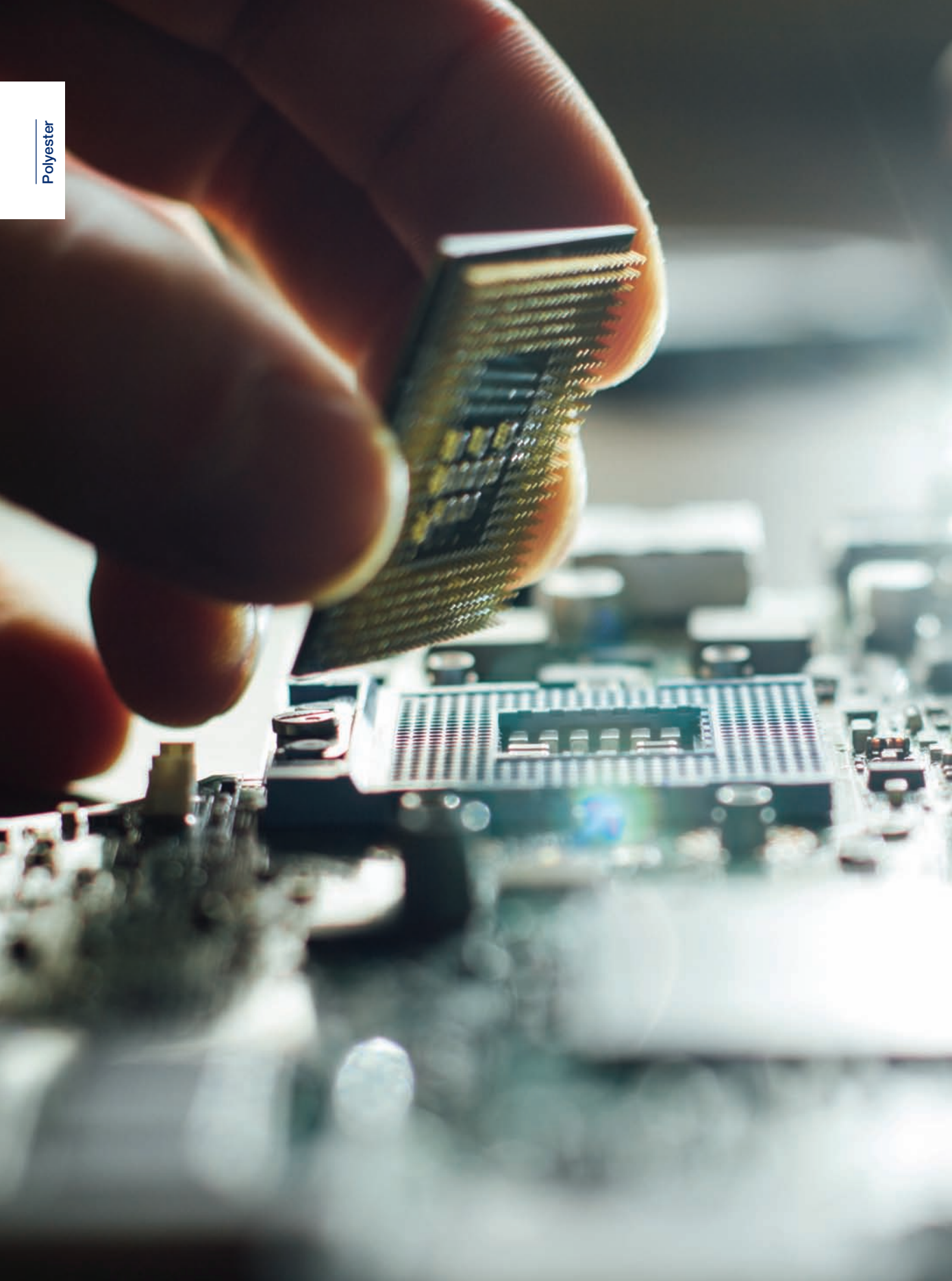
The Alkali Club welcomes the Works Manager.

Photograph: Soda Ash Team



Guests gather at House no.1 for the annual reception dinner.

Photograph: Soda Ash Team



Optimising Efficiency

The E&I team successfully completes the first phase of its upgradation project

By Bassam Raza

The Electrical and Instruments (E&I) Section at Polyester continues to strive towards progressively higher standards of maintenance with each passing quarter. The roadmap laid down comprises both short and long-term milestones that are contingent upon improved maintenance schedules and periodic upgrades of the electrical and instrument installations. With each upgrade/migration project, E&I seeks to minimise production loss times and ensure the longevity of all interconnected machines. With these goals in mind, the projects undertaken primarily target progress on four core fronts:

- ◆ Uniform, cost effective and readily available spares
- ◆ Minimal breakdown potential
- ◆ Enhancement in troubleshooting aids
- ◆ Ease of access/operation

Following upgradation projects in recent years, the E&I Fibres Team endeavoured to replace and upgrade the efficiency of its electrical equipment. This was done by replacing the motor back end drives that control the speed at which the motors run.

E&I has successfully completed the first phase of the three-part plan to migrate from the obsolete Siemens Simoreg DC-Drives at Draw-Line 4 to the Siemens Sinamics DCM Series.

The area electrical team carried out the project with some assistance from Siemens Pakistan. This process allowed the

team to become acquainted with the Sinamics DCM during the pre-commissioning preparations and then during the commissioning outage itself. This approach, coupled with the management's decision to carry out formal trainings encompassing both the software and hardware aspects of the upgraded drives, helped the team develop a sound understanding of the drives.

The project has had an immediate impact on operations by preventing the wastage of valuable time and eliminating communication interruptions that occur between the control system and the drives. The previous drives encountered problems such as the FieldBus communication error frequently, desynchronising the drives and causing erratic shutdowns, thereby disturbing the polyester fibre and at times, causing it to break. The Sinamics DCM uses more state of the art and user-friendly technology and helps identify faults instantly.

Furthermore, the new drives are substantially more compact, comprising of two fundamental electronic cards, both of which are common to all three drives currently installed. E&I's execution of the drive migration is a major step towards establishing efficient remedial responses to various faults that can occur in the technical process, leading to improved inventory management and consequently, a higher standard of maintenance in the long term.

A Site to Remember

Stakeholders of the Polyester Business visit the plant site

By Rizwan Afzal Chaudhary

Technical Directors from Monnoo Group visit Sheikhpura Plant

Executive / Technical Directors from 3 units of one of the Polyester Business's largest customers, Monnoo Group, visited the Polyester Fibres plant site. The directors were taken on a tour of the plant followed by a detailed meeting with the plant Technical team to receive feedback on fibre performance. They appreciated the improvement in the consistency of our Polyester Staple Fibre (PSF) and the services provided by the Technical team. Their visit is expected to further strengthen the relationship of the Polyester Business with the Technical Directors of various mills.

The Takemoto finish team visits Sheikhpura Plant

The Takemoto spin finish team, one of the Polyester Business's stakeholders, visited the Sheikhpura Polyester plant and had discussions with the Plant Technical /Technical services team over spin finish performance and other issues. They recommended a component of spin finish which is expected to provide smoother processing of our PSF at mills end and improve quality. The entire activity provided great insights and clarity to both parties involved and proved to be a highly productive engagement.

News in Brief | Iftar Dinners of the Technical Team with Technical Directors of Various Mills

By Rafia Murtaza

The Polyester Business held Iftar dinners in Lahore, Islamabad and Karachi with Technical Directors of various mills. In line with providing

quality service, the Technical Team strengthens its relationships by with customers through such events. These events provide the stakeholders with the opportunity

to meet and discuss new developments and challenges in an informal and social setting.



Technical Directors from Monnoo Group visit the Polyester plant, Sheikhpura.

Photograph: Polyester Team



The Takemoto finish team on a visit to the Polyester plant, Sheikhpura.

Photograph: Polyester Team



ICI PAKIS

REDEFINING HORIZON

CHEMICALS BUSINESS CONFERENCE 2016 - SINGAPOR

KISTAN LTD.

NS

ORE

Redefining Horizons

Chemicals Annual Business Conference 2016

By Mahvish Siddique

In September 2016, the Chemicals Business set off to Singapore for the most anticipated event of the year: The Annual Business Conference 2015-16. Celebrations began on September 22 with the team arriving at their destination. The first day was dedicated to exploring the city with the entire Chemicals Business team taking a tour to experience Singapore. The day ended with a ride on Asia's largest observation wheel, the Singapore flyer, which offered a breath-taking view of the entire city.



Asif Jooma (CE), addresses the participants of the conference.
Photograph: Chemicals Team



Arshaduddin Ahmed (GM, Chemicals) sharing his vision for the Chemicals Business.
Photograph: Chemicals Team



The Chemicals Business Executive Team answers questions from the audience.
Photograph: Chemicals Team



Attendees pay close attention to the speakers.
Photograph: Chemicals Team



Colleagues from the Chemicals team discuss Business strategy.
Photograph: Chemicals Team



Syed Naveed Raza Taqvi (Production Manager, Chemicals) asks a question during an interactive Q&A session
Photograph: Chemicals Team

On September 23, Chief Executive, Asif Jooma, opened the conference, congratulating the Business on its recent performance and wishing the team success going forward. Next, Arshaduddin Ahmed, General Manager Chemicals, took the stage to share his vision for 2020. He reminded all those present of the potential that they possess, that enabled them to perform so well in 2015-16, and then urged the team to redefine their horizons and create new history in the new financial year. An energising session with Master Trainer Rahid Sami continued the conference. Rahid helped the team see that their personal and professional goals are interconnected and that aligning them can create a dynamic and progressive organisation. The informative and inspiring session renewed attendees' sense of motivation.

After a day of informative sessions, the team moved on to the most anticipated event of the Business Conference: The Gala Dinner. An entertaining skit by the Chemicals Plant team kicked off the evening, which was emceed by Ahmad Ali Butt, whose humourous repartee with the audience kept all present thoroughly entertained through the evening. The highlight of the evening, however, was definitely a surprise performance by popular band Josh.

The next morning, the Chemicals team headed to Universal Studios for a fun-filled day of rides, shows and attractions, before beginning the journey home, inspired and revitalised.



Bhangra band Josh gives an electric performance.

Photograph: Chemicals Team



Chemicals Plant team performs a skit at the Gala evening.

Photograph: Chemicals Team



The audience enjoys the skit.

Photograph: Chemicals Team



Ahmad Butt shares a light moment with the team.

Photograph: Chemicals Team

Chemicals at UTECH Asia

Our PU team attends the largest Polyurethane expo in Asia

By Muhammad Mustafa Khan

The Polyurethanes (PU) team of the Chemicals Business is always proactively looking for new opportunities to broaden its portfolio and strengthen ICI Pakistan Limited's leadership in the PU market of the country. This entails keeping abreast of the latest product and equipment technologies, and a constant effort to strengthen existing relationships with suppliers, while finding new partners through which they can diversify their offerings to customers in different industries.

Following up on last year's visit, the Chemicals Business decided to send the PU Team to UTECH Asia held in Shanghai from August 2 - 4, 2016. UTECH Asia is the largest expo for the latest technologies related to products and equipment in the Polyurethane market of China. The expo serves as an excellent forum for networking, with participation from over 100 companies in the PU market that operate across a broad cross section of the industry. In addition to this, UTECH provides a rich source of new ideas and applications that serve to sustain the conduit

of the business's strategic planning and development process.

The team, led by Mohammad Ayub Qureshi, Marketing Manager, GC & PU, and including Mohammad Hafeez, Technical Manager and Faiz Uddin, National Sales Manager PU, spent three engaging days at the expo, attending multiple exhibitions and trying to accommodate as many meetings as possible. Meetings were held with a number of leading companies in the PU market regarding partnerships in existing product portfolios, as well as untapped or unstructured segments of the PU market in Pakistan, where the market growth projects a strong case for ICI Pakistan Limited's entrance. Several leads were identified and plans for their development in 2016-17 were made. Meetings were also held with existing suppliers to ensure smooth business continuity and to plan out strategies for foreseeable challenges. The Chemicals Business is confident that the efforts made during the visit to the expo will expedite the existing developments in the PU business and, in addition, will help us chalk out new avenues for growth.

News in Brief | A Day to Remember

By Anas Ahmed Jafri

The Chemicals Business traditionally organises an Annual Picnic for non-management staff. This year's event was planned on July 31, 2016 at Sunway Lagoon Water Park situated in Gharo

City, Thatta District. It was an opportunity for the staff to get a break from their hectic work lives and enjoy a carefree day together. The picnic goes left early in the morning, with breakfast arranged for them on the way, at a highway

restaurant. After a day of frolicking in the pools and enjoying delicious meals, the cheerful day came to an end.



Our PU team with their business partners.

Photograph: Chemicals Team

End of a Successful Year

The Chemicals Business celebrates performance with high tea

By Mahvish Siddique

The breakthrough performance of the Chemicals Business in 2015-16, with growth in EBITDA of 31% compared to last year was truly a cause for celebration.

To celebrate, a high tea was organised on July 25, 2016 across all locations, Karachi, Lahore and Faisalabad, as a token of appreciation for the Chemicals family. Members of the Executive Management Team were also present at the high tea at the Head Office to congratulate colleagues for their contributions to their

Business's performance. Asif Jooma, Chief Executive, spoke about the Business's growth aspirations and went on to discuss the bright future of the Chemicals Business. Arshaduddin Ahmed, General Manager Chemicals, congratulated everyone on the occasion and extended his gratitude to all the employees' families who helped provide the support system that allowed the Business to deliver its best ever results.

News in Brief | SPANCOP Quiz

By Muhammad Mustafa Khan

SPANCOP which stands for 'Suspect', 'Prospect', 'Analyse', 'Negotiate', 'Close', 'Order' and 'Payment', is a sales pipeline management tool implemented by the Chemicals Business. The tool helps the sales team maintain

a record of their sales leads and track their progress to evaluate the team's effectiveness.

An online SPANCOP Quiz was held on Friday July 29, 2016 with the General Chemicals (GC) and Polyurethanes (PU) sales teams to gauge their existing knowledge.

Usama Jahangir from GC and Rehan Alam from PU tied for the top spot at 84%. On a test as extensive as the SPANCOP Quiz, the sales team performed well with more than half of the sales team scoring more than 70%.



Asif Jooma commending the Business's efforts.

Photograph: Chemicals Team



Chemicals employees in Karachi gathered at the high tea.

Photograph: Chemicals Team



The event ended with great food.

Photograph: Chemicals Team

News in Brief | Sales Value Behaviour GC & PU Marketing

By Muhammad Mustafa Khan

The General Chemicals (GC) and Polyurethanes (PU) segments of the Chemicals Business choose an employee from their marketing department as the Sales Value Behaviour Champion every quarter. The criteria for the champion title include visit plans/

visit reports, demonstrating our core values with customers and effectively using the SPANCOP sales pipeline management tool. The past three Sales Value Behaviour Champions have all been from the GC department, increasing the competitive spirit in the PU segment. Ultimately, the

winner was Shahid Javeed from PU, who not only met the criteria with ease but also conducted HSE and product trainings for customers. Shahid received the 'SVB Champion' title and a laptop as a prize.

Photograph of the Quarter



Photograph of the Quarter Winner: Anum Shaheen

Ride down from Nathiagali, Abbottabad, Khyber Pakhtunkhwa



Other Selected Photographs



ICI Pakistan Limited rest house, Nathiagali.

Photograph: Sanam Ahmar Khan



Dolmabahçe Palace in Istanbul, Turkey.

Photograph: Ayub Qureshi



Intramuros, Philippines.
Photograph: Uzair Khan



View of the 'Savage Mountain' (K2) as
seen from Concordia.

Photograph: Ali Shuja Jafri



Scenic view of Naltar valley, photograph taken from the 'Backpackers' story in Soda Ash section on page 50.

Photograph: Soda Ash Team



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