

# FLARE

Business News Magazine

August 2015

facebook.com/FlareMagazineOfficial

twitter.com/flaremagazinepk

Free download: flare.pk



## 3 دن کی بے فکری

## 50 روپے میں



500  
MBs  
LTE انٹرنیٹ

500  
وارد منٹس

30  
منٹس  
تمام نیٹ ورکس پر

500  
SMS

#1\*99\* ڈائل کریں

MAKE it  
**POSSIBLE**



# Charismatic **Gold** Series

Introducing Huawei's Gold Series



## P8lite

- 5 Inch HD Display
- 13MP Back & 5MP Front Camera
- Octa-core 1.2Ghz Processor
- 2GB RAM / 16GB ROM

## P8

- 5.2 Inch True HD 1080p
- 13MP Back & 8MP Front Camera
- Octa-core 2Ghz Processor
- 3GB RAM / 64GB ROM

## G7

- 5.5 Inch HD
- 13MP Back & 5MP Front Camera
- Octa-core 1.2Ghz Processor
- 2GB RAM / 16GB ROM

## Honor 4C

- 5 Inch 720p IPS Display
- 13MP Back & 5MP Front Camera
- Octa-core 1.2Ghz Processor
- 2GB RAM / 8GB ROM

# Haier

MOBILE

## ESTEEM i70



1.4GHz Octa-Core Processor

5" HD IPS Display

Back Camera 13MP AF (with dual flash light)  
Front Camera 5MP FF

Android 4.4 KitKat

1GB RAM  
16GB ROM





# AIRLINK COMMUNICATION

Innovation at your doorstep

## Winning Trust Customer by Customer



[airlinkcommunication.net/](http://airlinkcommunication.net/)



[www.facebook.com/airlink.comm1](http://www.facebook.com/airlink.comm1)

Tel : 0092-42-35774478-79  
Email : [support@airlinkcommunication.net](mailto:support@airlinkcommunication.net)  
Address : 18D, E-2, Gulberg III, Lahore, Pakistan  
UAN : 111 667 468



Official Partner of  
**Huawei Handsets**

# FLARE

Business News Magazine

14<sup>TH</sup>  
AUGUST  
HAPPY INDEPENDENCE DAY

August 2015

facebook.com/FlareMagazineOfficial

twitter.com/flaremagazinepk

CALLUS - 0323-9999999

FREEDOWNLOAD | FLARE.PK

## QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

## ENERGY PROJECTS MERELY EYEWASH

COVER STORY: PAGE 28



**RIVO**<sup>TM</sup>  
MOBILE FAILS TO ATTRACT THE CUSTOMERS  
READ AN EXCLUSIVE STORY IN NEXT ISSUE

**CHENONE INTRODUCES  
DECENTRALIZED RETAILING**

INTERVIEW: PAGE 24

**08 | EDITOR'S NOTE**  
Editorial

**09 | READER'S RESPONSE**  
Letters to the Editor

### INTERVIEW

- 24 | Kashif Ashfaq, CEO ChenOne
- 34 | Suneel SarfarazMunj, Chairman Pakweel.com
- 38 | Dr. Manzoor Q. Unar, Chairman Manzoor's Hair Transplant
- 45 | Faiz Rehan Pirzada GM of PC Hotel, Karachi

### TELEPEDIA

- 14 | BISP asks public not to pay heed to fake SMS
- 16 | Mobile Phone users
- 17 | Mobilink Foundation holds Iftar dinners
- 32 | Torrential rains devastated telecom infrastructure
- 42 | PTCL stands with the flood-hit people
- 46 | WhatsApp, Snapchat and iMessage
- 58 | Top ten nations with Gold
- 60 | Most expensive Hotel Suits

### COVER STORY

**28 | Energy Projects merely eyewash**

### INSIGHT

- 18 | Voice call effects
- 21 | Eid frustrations
- 33 | Broadband: Making education and health services
- 37 | Great CM Punjab orders reversal of 19.5% internet tax
- 41 | Fake App exposes Android
- 44 | PFA Seals Shezan
- 48 | Google lists Modi among
- 50 | Mobilink & Pakistan Centre & Phone Zero2
- 54 | Mobile devices tearing up printing
- 56 | 3D-printed smart caps to detect spoilage

### EVENTS

- 26 | TVC gives over 2000 bikes
- 27 | Huawei Pakistan Y3&Y5

### ECONOMY

- 10 | Govt Being spent Rs 1000 billion
- 12 | FWO sets world record
- 14 | PM appreciates role & investment by Telenor
- 20 | National exchequer suffered Rs 40 billion loss
- 36 | E-Commerce fraud

### AUTOMOBILE

**52 | Toyota recalls Prius hybrid cars**

### MOSAIC

- 62 | National Mosaic
- 74 | International Mosaic

### NEWS

- 64 | National News
- 76 | International News

### TECH TOOLS

- 79 | Mobile Rates
- 83 | Appliances Rates
- 84 | Upcoming Mobiles
- 86 | Current Mobiles
- 96 | Haier Mobile Review
- 97 | Gaming Zone



**COVER STORY 28**



**17 | Mobilink Foundation holds Iftar dinners for under-privileged citizens**



**21 | Eid frustrations**



**27 | Huawei Pakistan Y3&Y5**



**44 | PFA seals Shezan for germ ingredients found**



**26 | TCS gives over 2,000 free bikes to its couriers**

Qualcomm  
snapdragon



Z9  
NOIR

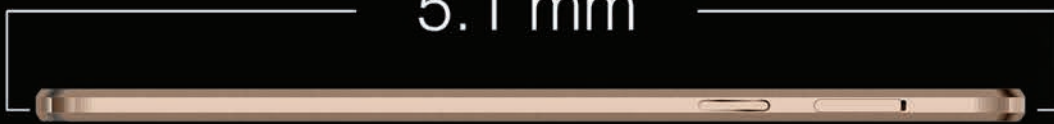


# Slimmest Smartphone Ever!

## The Sleek. The Beautiful

Experience the most fine finished Z9 - With the dimensions of just 141 x 68 x 5.1 mm, it achieves the title of being the slimmest smartphone in town with a non-removable Li-Ion 2000mAh battery for longer work time.

5.1 mm



4.8"  
AMOLED HD

Rear Camera 8MP  
Front Camera 5MP

1.2GHz Quadcore  
Processor

16GB ROM &  
2GB RAM

4G  
4G Network  
Supported

Coming Gorilla  
Glass

QMobile

# Editor's Note

## Tax on banking transactions condemned

The Pakistan Muslim League Nawaz government seems willing to do all possible measures in obedience of of IMF. The withholding tax on banking transaction is also part of it. The government has levied countless taxes from utility bills to motor vehicles. There is not different between rich and poor both pay taxes equally.

Everybody paid taxes through direct or indirect as follow Income Tax, GST, Capital Value Tax, Value Added Tax, Service Tax, Fuel Adjustment Charges, Petrol Levy, Excise Duty, Customs Duty, Octroi Tax, TDS Tax, Employment Status Indicator Tax, Property Tax, Stamp Duty, Aabiana, Ushr, Zakat, PTV Licence fee, CGT, Water Tax, Flood Tax, Professional Tax, Road Tax, Securities Transaction Tax (STT), Wealth Tax, Transient Occupancy Tax (TOT), Congestion Levy Compulsory Deduction, Super Tax and Withholding Taxes.

With all backing out from different trade organizations and political parties, the traders have observed countrywide shutter-down against withholding tax on bank transactions worth Rs.50,000 and above.

The traders supported the strike and announced to keep all commercial activities and business centers closed.

It should be mentioned here that the government whittled down the withholding tax from 0.6 percent to 0.3 rate. But, the traders demanded the termination of this tax altogether.

Traders have rejected any kind of tax on withdrawing cash from their banking accounts.

It should be noted here that the withholding tax was announced in the budget 2015-16 on banking transactions for the non-filers of income tax.

Documentation is of utmost importance for enhancing tax base. There should be no compromise on efforts deployed to achieve the goals. This government has a policy of penalizing the undocumented businesses or undocumented transactions through advance taxes, higher sales tax or higher withholding taxes. The idea is to incentivize them to file returns, and those who are under filling, declare their original numbers.



**Zubair Ahmed Kasuri** Editor-in-Chief 0300-522 6666

**Muhammad Ismail** Senior Sub-Editor 0324-549 6654

**Usman Yaqoob** Director Marketing  
**Syed Farhat Ali** Manager Marketing  
**Muhammad Habib** Resident Director

**Zafar Khan Afridi** Senior Graphic Designer  
**M. Naeem Mughal** Senior Graphic Designer

**Legal Panel**  
**Mirza Nabeel Tahir** 0321-520 7551  
Advocate High Court and Federal Shariat Court  
**Raja Muhammad Shafaat**  
**Mr. Ali Gauhar**  
Advocate Lahore High Court 0322-657 7798

**Azhar Javed** | General Manager

**Lahore Office**  
46J-Gulberg III, Lahore-Pakistan. Ph: +92-42-35880183

**Islamabad Office**  
House No.120, Main Double Road G-8/1 Jhelum Road,  
Islamabad Phone: +92-51-2331530

**Karachi Office**  
513-B, 5th Floor, Saima Trade Tower, Tower Block "B" I.I. Chundrigar Road  
Karachi Phone: +92-21-32272110

**Kasur Office**  
Allah Dita town Kadi, wind Road Kasur. Phone: 0321-307 9999

**Arifwala Office**  
Qaboola Chowk, Arifwala. Ph 0457 830900

<b>Ahmed Ali</b>	Manager Marketing Mix FM 100	0300-0552653
<b>Tanveer Ahmed</b>	Manager Marketing Mix FM 99	0300-0552659
<b>Ali Hassan</b>	Manager Social Media	0300-0552657
<b>Rizwan Farooq</b>	Manager Circulation Islamabad	0300-0552651
<b>Muhammad Sagheer</b>	Assistant Manager Circulation	0300-0552650
<b>Rashid Mughal</b>	Manager Circulation Karachi	0300-0552669
<b>Farrukh Sumeer</b>	Manager Production, Mix FM Team	0300-0552668
<b>Ghafoor Ahmed</b>	Manager IT Division	0300-0552652

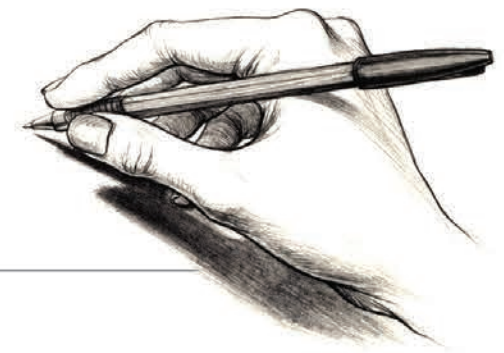
Registration No. PCPB/105

(Vol. 11 Issue:10) | Price Rs: 500  
www.flare.pk | Email: flare.mag@gmail.com

**Colour Separation:**  
Fotoscan Process, 25-C Lower Mall, Lahore. Ph: 042-37111906, 37234042

Zubair Ahmed Kasuri, (Editor-in-Chief) publisher of FLARE leading telecom magazine, printed it from **Qasim Naeem Art Press**, Near Bank Road, Main Bund Road, Lahore and published from 46J, Gulberg III, Lahore.





## Land mafia against computerized land records

Despite repeated promises by comparatively better governed Punjab Provincial Government, headed by CM Shahbaz Sharif, the powerful land mafia and corrupt civil bureaucracy have prevented computerised documentation of land records, along with location of constructed bridges, amenity parks, state and private owned storage buildings etc. The credibility of CM Punjab is at stake, because he has been in power for seven years now.

If Punjab takes the lead, other provinces will be forced to follow. This would increase state revenue; documentation would prevent illegal grabbing of state and private land, by those who benefit from this trade in collaboration with corrupt elements within paid bureaucracy and few rotten eggs in politics. It is time for CM Punjab to 'walk his talk' and enforce complete documentation of existing land records, a process that can be completed in 120 days.

Pakistan faces a threat of water scarcity, which coupled with diminishing green belts and massive deforestation, to make way for concrete jungles owned by powerful land developers with insatiable greed for plot allotments.

Thousands of acres of prime real estate in Karachi, earmarked for amenity parks, such as Kidney Hill have been illegally occupied and converted into illegal private housing societies, which continue to exist. Billions of rupees have been misappropriated on ghost bridges, schools, health centers and roads that exist only on paper, in an era where a satellite scan can verify authenticity of documented land records. Powerful people with vested interests, in collaboration with corrupt public office holders, have succeeded in preventing this documentation which would protect rights of individual land owners and make it impossible for patwaris and land revenue officials to indulge in institutionalised corruption.

*Ali M Tariq, Dubai.*

## Shoddy baker and fast food

A team of government officers raided franchises of multi-national fast food chains and well reputed confectionary (bakery) shops in Karachi. It was startling to notice that specially leading confessionary shop' kitchens were filthy by any standards. They were dirty and foul smelling. The pictures and videos shown on electronic media and subsequently shared in social media have gone viral. One has a clear understanding of the fact that our businessmen dealing in the fast foods and confessionary industry have no interest in health of customers. Such unhygienic practices can lead to waterborne and food-borne illnesses.

Health is very important but with no governance and checks and balances anyone can do anything they want. It is a well known fact that the people from FDA who come to check would take money and the business would be working again. Some of these franchises and confessionary shops were penalised but this is not sufficient.

Fast food is convenient, cheap, and readymade that's why millions choose to eat it but at the same time it causes serious health problems. Fast food is prepared and stored unhygienic and is bad for health. Government must devise some strict laws which can ensure that this food, if not very healthy, is at least edible. The local bakeries could have been easily managed if we did not have corrupt officials who sell their souls for a few coins.

*Nasir Soomro, Hyderabad*

## Need to streamline PTCL complaint service

I draw the high-ups of Pakistan Telecommunication Company Limited (PTCL) through your esteemed periodical that I visited many times to PTCL Telephone Exchange, Gulshan-e-Ravi and lodged dozens complaints of broadband connection on my phone number 042 7412767 faulty for many days. I also complaints on 1218 after long wait 10 to 20 minutes, a representative attended the call, thank God. I told my story about broadband is not working, the representative check the system online and informed me that the problem in the telephone exchange when the PTCL worker visited at home, he said that the DSL modem is faulty. I don't know who is right and wrong. At last I decided to disconnected my telephone both landline service and broadband and said to the customer care representative that disconnected my phone facility immediately because I fed up the system. The broadband connection restored with no time. I got the telephone bill where DSL charge appeared on the bill when almost one month DSL did not work. I request to concerned authority look into the matter and give relief to the customers rather than create problems for them.

*Akhtar Javed, Lahore*

## Traders united against tax

Finance Minister Ishaq Dar by profession is Chartered Accountant and never misses the opportunity to expanding the tax net but this time traders strongly resisted and lamented the withholding tax on banking transactions.

Many meeting held between government and trade bodies representatives but fail to resolve the issue. The All Pakistan Anjuman-e-Tajran has announced to stop the dialogue process with the government over controversial issue regarding the imposition of withholding tax on bank transactions over Rs 50,000. Traders showed annoyance, as the seven-hour-long negotiation between traders and a committee of government ended meaningless the other day. Traders said that the government seemed non-serious to tackle the issue that is creating trouble all over the country. Due to not receiving any positive response from officials, trade unions including Anjuman-e-Tajran (Naeem Group), Qaumi Tajir Ithad (Shiekh Mushtaq Group), Lahore Traders Alliance, Anjuman-e-Tajran (Ashraf Bhatti Group), Chamber of Commerce Progressive Alliance, Lahore Chamber of Commerce and Industry, Lahore United Business Group and others unanimously decided to take to the streets against the imposition of revised 0.3 percent tax on banking transactions. Until the withdrawal of the WHT, traders will not continue any kind of negotiation with the government.

*Bashir Ahmad, Lahore*

## Why internet taxation?

I surprised to read the news in section of Press that the Shahbaz Sharif government levied again and ignored the huge protest against this tax. I must say here that the internet taxation become the major issue of the hour. With 19.5% taxes the charges on internet are likely to go high and Punjab government, despite its assurances to withdraw tax, has failed to do anything. However, the FBR did not responded to the pledge and did not issue the tax exemption for the internet.

Punjab government assured that it would withdraw the notification of imposing tax on internet on June 12 through announcement made by Punjab Finance Minister Dr Ayesha Ghous Pasha, however, the operators have not received any notification after the lapse of nearly 50 days.

*Awais Munwar, Faisalabad.*

Write us at: [flaremagazine@flare.pk](mailto:flaremagazine@flare.pk)

We received too many letters from our valued readers every month through mail and e-mail, however, due to shortage of space, we are publishing only few selected letters.

# Govt being spent Rs 1,000 billion on Pak-Iran gas pipeline, LNG



“Pakistan would kick off construction work on Pak-Iran gas pipeline project in October following the signing of a historic nuclear deal between Tehran and world powers. Under the agreement, Pakistan had to lay down 700 km pipeline which may take over two years”

Minister for Petroleum and Natural Resources Shahid Khaqan Abbasi informed the Senate Special Committee about projects worth Rs 1000 billion are needed for completion of Pak-Iran gas pipeline and LNG smart gas. The Special Committee met under the chairmanship of Senator Zafar Iqbal Jhagra at Parliament House.

Pakistan would kick off construction work on Pak-Iran gas pipeline project in October following the signing of a historic nuclear deal between Tehran and world powers. Under the agreement, Pakistan had to lay down 700 km pipeline which may take over two years. He said as per the agreement, construction work is due to be completed within 30 months but the government is trying its level best to complete it in two years.

“Islamabad has linked the project with China-Pakistan Economic Corridor for which funds have been provided and Chinese companies are ready to start work.”

He hoped that Iran would also complete 250 km pipeline on its soil in the same time. He said that after completion of this project, more agreements of pipelines could be signed with Tehran.

To a query, Abbasi said that Islamabad would re-negotiate gas tariff with Tehran.

“As per a clause of the agreement, gas tariff can be re-negotiated one year before the gas supply resumes. So, we intent to make use of this clause for re-negotiating gas tariff,” he said.

To a query regarding India’s participation in the project, the minister said Pakistan has no objection but New Delhi has to lay-down a separate pipeline for its use. India was part of the pact when it was signed but New Delhi succumbed to international pressure and left the deal. Launched in 2010, the project envisages the creation of 1,800 kilometre (1,100 mile) pipeline from Iran to Pakistan, which has for years been blighted by an energy crisis that has stunted its economic growth. Iran completed its part of the project in 2013, but Pakistan put con-

struction on hold citing the US and European sanctions on Tehran linked to its nuclear programme.

The International Atomic Energy Agency is set to verify Iran has implemented its commitments in December, paving the way for sanctions to be lifted from the start of next year. “A lot of issues that have built up over the years will be resolved, especially the Iran-Pakistan pipeline, where we have a contractual obligation to buy the gas and they have the obligation to deliver the gas but that has been hit by the sanctions,” Shahid Khaqan Abbasi said.

“Now hopefully, as the sanctions are removed, it will facilitate us in addressing our energy needs and also meet the contractual obligation,” Abbasi said added.”

He further said that projects worth Rs 1,000 billion are underway for completion of Iran-Pakistan gas pipeline and LNG smart gas projects. Pakistan’s key ally China is currently financing the construction of a gas pipeline from the southern town of Nawabshah to the deepwater port of Gwadar, not far from Iran.

Once that is built, Pakistan will only have to build another 80 kilometres of pipeline to link up to Iran, and could eventually extend the project as far as its northern border with China, said Abbasi.

While, after strongly opposing Iran-Pakistan gas pipeline for years, the United States on Tuesday signalled to review its position on the project only after Iran implements the Joint Comprehensive Plan of Action.

“Though the Joint Comprehensive Plan of Action (JCPOA) negotiations have concluded, the world powers will begin implementing the sanctions relief outlined in the JCPOA only after the International Atomic Energy Agency (IAEA) verifies that Iran has taken all of its key nuclear -related steps,” the US embassy spokesman said.

Iran and a group of six nations, led by the United States, reached a landmark deal to significantly limit Tehran’s nuclear ability for more than a decade in return for lifting international oil and financial sanctions. According to the US Energy Information Administration, Iran holds the world’s fourth-largest crude reserves and the second-largest natural gas reserves. After the deal not only international business giants are eyeing new opportunities, but also Pakistan hopes to reap benefits. And Iran-Pakistan gas pipeline is the first in the long list. The US believes the process of lifting sanctions could be time-consuming. “We anticipate that it will take approximately six months to one year. When the IAEA verifies that Iran has taken all the steps necessary to implement the JCPOA, we will provide guidance to governments and businesses regarding the US sanctions on Iran,” the spokesman said.

The spokesman categorically denied any change in its policy on the Iran-Pakistan gas

“Islamabad has linked the project with China-Pakistan Economic Corridor for which funds have been provided and Chinese companies are ready to start work”

pipeline until the satisfactory completion of the whole process.

“Ensuring that Iran does not benefit from premature sanctions relief is important in incentivising Iran to fulfill its nuclear commitments to implementation of the JCPOA. We hope we can count on the continued cooperation of our international partners in this regard,” the spokesman observed.

As per expert estimates, if the US-Iran deal is implemented in one year, the laying of the pipeline would take two years, which means Pakistan would be able to materialise the dream of importing gas from Iran in next 3-4 years if everything works according to the plan. ■

# G'FIVE

Inspire Possibilities

# XHERO 7

Play with Fashion



Be a fashion leader with the cutting-edge metal style

Stay ahead of the curve thanks to **Nano Molding Technology (NMT)**

Smart Link makes mobile life even smarter

**8.0 MP** camera for stunning image clarity

Faster speed with Quad-core 1.3GHz

**8GB** storage (ROM) and 1GB memory (RAM)

Free 8GB built-in memory card

Double tap to turn off screen; Air gesture adds more fun

HotKnot app creates new experience of technology

**Free**

**8 GB** built-in memory card

**Smart Link**

Selfie + Powerbank



upto: 21MBps\*



03-111-888-000

Buy Online : [www.gfive.com.pk](http://www.gfive.com.pk)

 **GFivePak**

# FWO sets world record as completes 502 km road network for CPEC



“On the directives of the Chief of Army Staff (COAS) General Raheel Sharif, FWO took the challenge to connect Gwadar Port with the rest of the country by road network, which later became part of the western alignment of China-Pakistan Economic Corridor”

The Pakistan Army's design-build construction outfit Frontier Works Organization (FWO) has completed 502 kilometres of the 870 kilometre road network project in less than 18 months for linking Gwadar Port with the rest of the country — a feat unprecedented by international standards.

“On the directives of the Chief of Army Staff (COAS) General Raheel Sharif, FWO took the challenge to connect Gwadar Port with the rest of the country by road network, which later became part of the western alignment of China-Pakistan Economic Corridor (CPEC),” ISPR statement said.

which is unprecedented in field of road construction throughout the world.

FWO has faced armed attacks from insurgents many times. “Six military personnel and 10 civilian employees of FWO have been martyred and 29 severely injured in 136 security-related incidents,” the statement said.

**China has committed \$46 billion for the corridor that will serve as oil and trade passage linking Gawadar to its western province**

Construction of these roads will link Gawadar Port with upcountry by multiple routes including Chaman through N-25, Dera Ismail Khan through N-50 and Indus Highway N-55.



According to the statement the project encompasses construction of 870 kilometres of road. Deployment was approved in February 2014 and FWO units were mobilized in March 2014.

Presently, are 11 units were employed on various road projects in Balochistan. To date 502 kilometres of road has been completed in less than one-and-a-half year.

The average progress of work is approximately 1.5 kilometres per day on international standards



China has committed \$46 billion for the corridor that will serve as oil and trade passage linking Gawadar to its western province.

Pakistan plans to make Gwadar a smart port city having commercial and tourist facilities like Singapore or Dubai.

Pakistan and China have also signed agreements for constructing an international airport in Gwadar.

Meanwhile, the government has allocated Rs 2300 million for Western alignment project under China-Pak Economic Corridor (CPEC).

An official of National Highway Authority (NHA) said in Islamabad that Rs 2800 million have been allocated for Gwadar-Turbat-Hoshab section of Gwadar-Ratodero Highway.

He said Rs 2500 million have been earmarked for widening and improvement of Hoshab-Nag-Basima-Surab Highway.



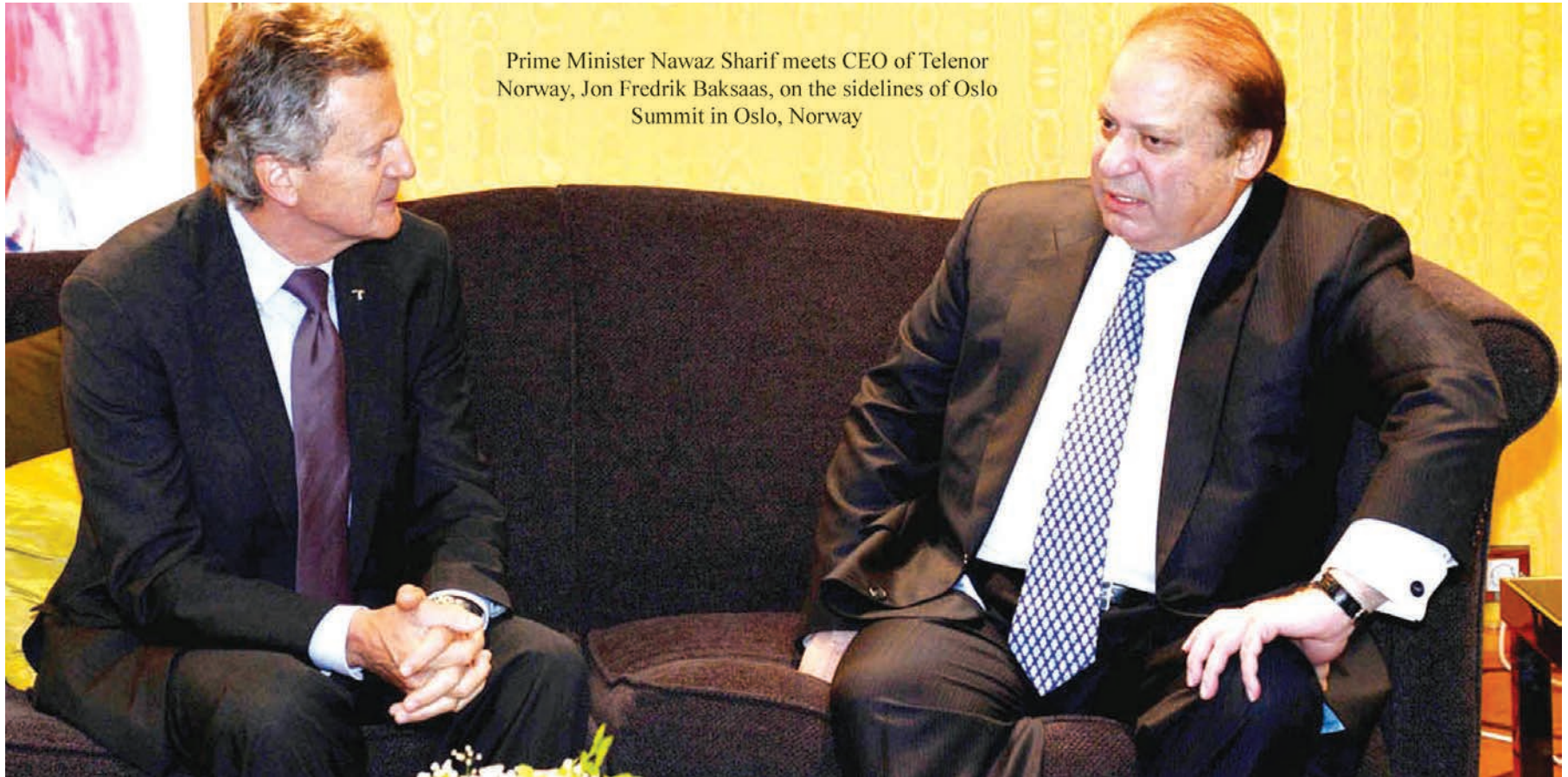
Rs 3000 million have been approved for Zhob-Mughal Kot section of Kuchlak-Zhob-D.I.Khan.

The official said Rs 10000 million have also been allocated for land acquisition and construction of western alignment and other CPEC projects.

To a question, the NHA official said that western alignment of China-Pakistan Economic Corridor (CPEC) would become operational by December next year.

He said that Balochistan province will be the biggest beneficiary of CPEC. ■

# Prime Minister appreciates role & investment by Telenor



Prime Minister Nawaz Sharif meets CEO of Telenor Norway, Jon Fredrik Baksaas, on the sidelines of Oslo Summit in Oslo, Norway

“Baksaas briefed the Prime Minister about the history of Telenor, which came to Pakistan in 2004. The company currently employs over 2000 people directly and between 30,000-40,000 people indirectly”

Prime Minister Nawaz Sharif said government's policies offer a market-driven and pragmatic approach supported by an evolving institutional framework that facilitates regional trade and investment flows.

Talking to the chief executive officer (CEO) of Telenor Norway Jon Fredrik Baksaas, on the sidelines of the Oslo Summit, the PM said investment policy has been designed to provide a comprehensive framework for creating a conducive business environment for the attraction of Foreign Direct Investment. The PM appreciated the role and investment by Telenor in Pakistan. He said Pakistan's strategic advantage in being the gateway to Central Asia, Gulf and the West Asia makes it a market full of opportunities.

He said Pakistan's policy trends have been consistent, with liberalization, deregulation, privatization and facilitation being its cornerstones. Sharif said the consumer market in Pakistan was growing at a very fast pace as was reflected by tele-density which has now reached 125 million. He said telecom sector of Pakistan has attracted substantial investment after deregulation and during the last 10 years billions of dollars have been invested in telecom infrastructure in the country. The CEO of Telenor appreciated the reforms and initiatives taken by the government towards stabilizing the economy and improving macro-economic stability. Baksaas briefed the Prime Minister about the history of Telenor, which came to Pakistan in 2004. He said the company currently employs over 2000 people directly and between 30,000-40,000 people indirectly. He said the company has 34 million customers in Pakistan with a market share of more than 50% and in the longer run the company also wants to enter in micro-finance sector.

He said Pakistan was the only country in the world to have done biometric verification of mobile phone SIMs which can go a long way in digitalization of the country. Advisor to PM, Sartaj Aziz; Special Assistant to PM Tariq Fatemi and MoS for Education Baligh ur Rahman were also present during the meeting. Meanwhile, Pakistan and Norway signed Memorandum of Understanding (MoU) of cooperation in the field of solar energy. Prime Minister of Pakistan



PM Nawaz Sharif and Norway's Prime Minister Erna Solberg witnessing signing ceremony of an MoU between Scatec Solar of Norway and Nizam Energy of Pakistan in Oslo, Norway

signed this important MoU during his first official visit to Norway. During his visit he with his counterpart and discuss the current situation. He also met with the Crown Prince of Norway. Nawaz Sharif also attended the Summit on Education. While addressing Oslo Summit on Education at Norway, he said that educa-

**The CEO of Telenor appreciated the reforms and initiatives taken by the government towards stabilizing the economy and improving macro-economic stability**

tion remain on top priority of government. He also told that government is striving hard to ensure quality education for every children in Pakistan.

“Natural climates caused huge damages to schools

in Pakistan,” he added. PM revealed that Pakistan literacy rate gone up to two percent during last two years. He also told that government of Pakistan also plans to spend four percent of GDP for education by the end of tenure.

PM said that 600,000 children admitted in school across the country. Earlier, Prime Minister Nawaz Sharif said that Pakistan aimed to expand ties with Norway. Prime Minister expressed these views during a meeting with Norwegian Foreign Minister in Oslo. He said, “Pakistan wants to continue cooperation with Norway in various fields.”

Further, Nawaz said Pakistan considers its relations with Norway of great importance as the two countries extend support to each other at various international fora. The Norwegian foreign minister appreciated the PM's commitment to education and said there were about 35,000 Pakistanis living in Norway contributing towards prosperity of the country. ■

Never settle for less than the best

waridLTE

waridtel.com

# BISP asks public not to pay heed to fake SMS

“Even after the biometric verification of SIMs, SMS have not stopped and apparently no one is putting any attention to the matter just because victims are from rural areas of the country and with less influence on the elite class that makes decision. All in all, nothing is stopping these fraudsters in looting hundreds of thousands of rupees from innocent people”

**S**MS for “Benazir Income Support Programme (BISP)” and similar lottery prizes vanish away the general public. Even after the biometric verification of SIMs, SMS have not stopped and apparently no one is putting any attention to the matter just because victims are from rural areas of the country and with less influence on the elite class that makes decision. All in all, nothing is stopping these fraudsters in looting hundreds of thousands of rupees from innocent people.

Although, the Benazir Income Support Programme (BISP) said that the organization has no connection with such messages or schemes which are only aimed at defrauding the public.

The BISP has asked the people not to pay heed to these fake messages. The numbers of those sending these messages should be sent to the cell numbers: 0335-1058051 and 0335-1058050.

Benazir Income Support Programme – which was started by the last government provides financial assistance to low-income families through bi-monthly cash payments. Now few fraudulent people are using the name of this Benazir Income Support Programme to loot innocent people.

Fraud people send a fake SMS to the people, informing them that you have won a prize of Rs. 25,500, Rs 30,000 and then they make fool through a very tricky way. If you receive any such SMS, immediately inform the police or FIA.

Listen my words carefully, this is Rashid, Manager Benazir Income Scheme Programme, I am giving the telephone number of Supervisor for further details. As you know, a survey of BISE conducted recently in which mobile phone numbers registered the eligible of this scheme. We have registered Rs 30000 in your phone number.

You can receive this payment of any easypaisa shops across the country. When you reach easypaisa shop you will talk to our supervisor Rana Naveed, he dispatches two drafts of amounting Rs 15000 each.

It is remembered that you must not disclose the name of Rana Naveed which belong to BISE. If you tell him he deducted the tax from your payment be-

**The BISP has asked the people not to pay heed to these fake messages. The numbers of those sending these messages should be sent to the cell numbers: 0335-1058051 and 0335-1058050**

cause this payment release by government and they bound to deduct the tax if shopkeeper does not deduct the tax than government cancelled the licence of the easypaisa shop. You must tell him that Rana Naveed is my brother or friend and cousin. You don't pay any amount to the shopkeeper. When we conducted the Rana Naveed, he said first you load Rs 1500 than I will send the above mentioned amount to you. It is proof that they are using fraudulent tactics and befool the innocent people of the



**بیتظیر انکم سپورٹ پروگرام**

یہ پیغام کامیابی کا ناجائز فائدہ اٹھانے والوں سے ہے۔

**ہوشیار!**

بیتظیر انکم سپورٹ پروگرام (بی آئی ایس پی) کے نام پر 25000 روپے یا مختلف رقم کے حوالے سے سراسر جعلی اور جھوٹ پرتی ہیں اور اس کا مقصد صرف اور صرف عوام سے ناجائز طور پر پیسہ ہٹانا ہے۔ لہذا ایسے جعلی اور نقلی پیغامات پر توجہ نہ دیں۔ ایسا پیغام اور بھیجئے والے کا نمبر ان نمبروں پر ارسال کریں۔ 0335-1058050.0335-1058051

بیتظیر انکم سپورٹ پروگرام کے نام پر 25000 روپے یا مختلف رقم کے حوالے سے سراسر جعلی اور جھوٹ پرتی ہیں اور اس کا مقصد صرف اور صرف عوام سے ناجائز طور پر پیسہ ہٹانا ہے۔ لہذا ایسے جعلی اور نقلی پیغامات پر توجہ نہ دیں۔ ایسا پیغام اور بھیجئے والے کا نمبر ان نمبروں پر ارسال کریں۔ 0335-1058050.0335-1058051

بیتظیر انکم سپورٹ پروگرام کے نام پر 25000 روپے یا مختلف رقم کے حوالے سے سراسر جعلی اور جھوٹ پرتی ہیں اور اس کا مقصد صرف اور صرف عوام سے ناجائز طور پر پیسہ ہٹانا ہے۔ لہذا ایسے جعلی اور نقلی پیغامات پر توجہ نہ دیں۔ ایسا پیغام اور بھیجئے والے کا نمبر ان نمبروں پر ارسال کریں۔ 0335-1058050.0335-1058051

country. Ahmad Ali received SMS in which mentioned that Benazir income sport program ghr ghr sarway ka thet apko ,30000 mobarek ho. Apka number BSIP mein register tha. Ap apana CNIC card or form lekr 03226711016 call kerin from: 03038223643.

Mazharul Haq received SMS, Benazir Income support ki taraf se ghr ghr sarvey k that apka 30,000 manzoor howa ha apka yea no. 03214325840 register he pls call me this No. 03006187429 from 03407023006.

Benazir Income Support ki taraf say ghr ghr survey kay teht ap ka 25000 manzoor ho gaya ap ka yah number 03364581171 register hay pls call me 03033909441 from 0346-1633935.

In another SMS, Benazir Income Support ki taraf say ghr ghr survey kay teht ap ka 25000 manzoor ho gaya ap ka yah number 03364581171 register hay pls call me 03460884894 from 023460884894.

Imran, who was about to enter the list of victims of the scam, that he had received an SMS from cell phone number 0304-6180749, and was asked to call on 0323-9756345. “When I made the call, some less-literate man with a poor Urdu accent said that he was Kashif from the Benazir Income Support Programme.

He gave me another cell phone number 0301-6997044 and said it was the number of his supervisor named Naveed. He told me to let him talk to the person at the Easypaisa shop. He asked the shopkeeper to get Rs 2,000 transferred on the number.

When the shopkeeper demanded Rs 2,000 for the transfer, I realised it was a fraud and disconnect the call.”

He said that Kashif had also strictly prohibited him from telling the shopkeeper about the BISP grant; otherwise the approved money would not be sent.

“He had hold me that Easypaisa dealers were not happy with the scheme because the federal government was not giving them commission on such transactions,” he said.

Another man named Asghar Jatt said that some of his acquaintances had lost Rs 1,000 to Rs 5,000 through the same fraud. He said that fraudsters were deceiving the people very tactfully.

When I called the given number, in response Mohammad Shahzad said: “You have enrolled three years ago in the Benazir Income Support Programme and you have entitled for amount of Rs 25000. You should visit Islamabad to collect the money or contact our senior supervisor Ali Raza, phone No. 0333 1727417 when called him but did not response.

“This will create a loophole. People might start registering fake complaints against those who they don't like or want to make a target.”

He said that the company entertains such requests if made by law enforcement agencies, so “the citizens should approach the police in such cases”.

It is pertaining to mention here that call to prize and received the SMS both different numbers. ■



Inspired by Nature

KETCHUP

COFFEE

INK



"A clean wall is just a wipe away."

**Big Stains are no longer a Big Problem**

REMOVES STUBBORN STAINS FROM WALLS WITHOUT FADING THE COLOR



Repels stubborn stains of  
ketchup, ink and coffee

**Brighto**<sup>TM</sup>  
PAINTS

Pakistan Telecommunication Authority (PTA) has ordered Cellular Mobile Operators (CMOs) in the country to present only biometrically verified data of the monthly subscribers. As a result, the mobile phone user base in the country got reduced by around 22 million.

Pakistan had 140 million at the end of March 2014. This data got reduced to 114.7 million by the end of June 2015 after Biometric Verification System (BVS).

The operator Mobilink lost 4.5 million users, which amounts to 12 percent of its subscribers due to BVS system. It still holds the top position in terms of mobile subscribers with 34 million users by the end of June.

Telenor stands at the second position with 31.4 million users. The provider lost around 14% of its users after BVS. Zong stays at the third position with 22.7 million active SIMs after losing 3.6 million users or 14 percent of its users.

Ufone and Warid are the two operators who lost heavily, around 20 percent and 21 percent respectively. Ufone now has 17.6 million users, whereas Warid has 9.8 million subscribers.

The new system of BVS was enforced after an unfortunate incident of militants attack that killed 150 students and teachers at an army public school in Peshawar district in December 2014. The six terrorists in the incident were found to be using mobile phones registered in the name of a woman, who had no connection to the incident.

The telecom industry in Pakistan invested around Rs. 25 billion to install 60,000 BVS devices across country and another Rs. 22 billion on verification and re-verification exercises. Verification process includes the process of collecting personal data such as mother's name, place of birth etc., which will be verified by National Database and Registration Authority (NADRA). Once the verification is successful, the SIM will come under the category of temporarily verified SIM cards.

Re-verification is conducting the BVS verification. The deadline given to CMOs to conduct verification and re-verification was April 12.

PTA has issued a date of 31 March 2016 as deadline to conduct the BVS verification of temporary verified SIM cards.

The subscriber can perform his verification during this period to get his/her card unblocked. For those SIM cards owned by an overseas Pakistan citizen, but not used by him/her should perform a 'Change of ownership' to the name of a family member as per the order. A proof of relationship with the owner needs to be submitted in such cases.

On the other hand, the government is planning to bring all Afghan Refugees' SIMs under

## The new system of BVS was enforced after an unfortunate incident of militants attack that killed 150 students and teachers at an army school in Peshawar in December 2014

biometric system on the cards issued to them by the United Nations High Commissioner for Refugees (UNHCR).

This was revealed by Pakistan Telecommunication Authority Chairman Ismail Shah while addressing a seminar.

Afghanis having refugee cards and their SIMs will be verified. According to the available data, about 1.2 million Afghan refugees' are registered and their SIMs' verification process may be initiated soon.

The PTA chairman said the government has decided to bring all SIMs in the name of Afghanis who used Pakistani cellular facility. Up to

# Mobile phone operators combined lost 22 million subscribers



“PTA has ordered CMOs to present only biometrically verified data of the monthly subscribers. As a result, the mobile phone user base in the country got reduced by around 20 million”

April 12, he said, 35,000 Afghan nationals have had SIMs on their own cards.

Shah also informed the journalists that by 2025 there would be need of about two billion SIMs of all mobile operators and the government is properly planning for it. In this regard, the sys-

SIMs would rise with the increase in the verification process.

Earlier, PTA Director Consumer Protection Nabaha Mehmood told journalists that it is mandatory for the authority to protect consumer interests and ensure the redressal of consumer complaints against telecom licensees through effective regulatory framework. However, she said that resolving complaints and satisfying the users of the telecom services is primarily the responsibility of the service provider. If the consumers' complaints could not be addressed by the service providers, then PTA may be approached for intervention.

She further said that the PTA strongly believes that the key to consumer activism is through creating awareness among the consumers regarding their telecom rights as well as knowledge about the service contract and procedures to lodge complaints. There is a complete complaint handling mechanism at PTA and the consumers are already availing this facility.

PTA Enforcement Division Director General Yawar Yasin said 'Enforcement' is one of the major divisions of PTA with the main task to ensure licence compliance.

He said the PTA also took effective measures to discourage grey traffic. Such traffic bypasses the legal route to avoid taxes, which can be termed as smuggling of telecom traffic that causes loss to the national exchequer. ■

CMOs	SIMs LOST
Mobilink	12% Market Share
telenor	14% Market Share
ZONG	14% Market Share
ufone	20% Market Share
warid	21% Market Share

tem has been upgraded and localisation of data storage is under consideration. These SIMs might be used in power and water metres and other utility services, the chairman maintained.

Shah said that after biometric verification the total number of active verified SIMs would reach 108 million by April 12, however, about .2 million blocked or unverified SIMs were being verified on daily bases.

In this way, he said the number of verified



# Mobilink Foundation holds Iftar dinners for under-privileged citizens



Iftar-dinners were organized for 300 residents of old-age homes and orphanages organized through 50 Mobilink Torchbearers from local Mobilink offices. Mobilink Foundation also distributed giveaways among the residents which included new bedding, clothes and other household items

Continuing with the tradition of sharing the blessings of Ramadan with the under-privileged citizens of Pakistan, Mobilink Foundation organized Iftar-dinners for residents of old-age homes and orphanage across major cities. Iftar-dinners were organized for 300 residents of old-age homes and orphanages organized through 50 Mobilink Torchbearers from local Mobilink offices. Mobilink Foundation also distributed giveaways among the residents which included new bedding, clothes and other household items.

Omar Manzur Head of Corporate Communication, Mobilink said: "We believe that senior citizens and orphans are as important in our society as any other community. Through such initiatives, we share the blessings of the month of Ramadan with those who do not enjoy the same facilities in life as the rest of us. This is our way of displaying gratitude and extending our support to them during the holy month of Ramadan."

The Iftar-dinners offered Mobilink Torchbearers a chance to interact with the residents at the old-age

homes and the orphanage as they spent time caring for them. The Iftars were conducted at Aafia Old age home (Islamabad), Bint-e-Fatima Old Home (Karachi), Aafia Old Age Home (Lahore) and Dar-ul-Atfal Orphanage, Peshawar.

Mobilink also carried out fund raising activities for Pink Ribbon Pakistan, LRBT and Shaukat Khanum memorial Hospital during Ramadan. The activities included nationwide SMS dissemination (SMS appeal) and Out of Home Hoardings in Karachi, Lahore, and Islamabad.



Never settle for less than the best

waridLTE

waridtel.com

The popular messaging service owned by Facebook is preparing to roll out the new feature on iOS and Windows phones, part of its ongoing march to become an all-around communications service for the masses.

WhatsApp began rolling out voice calling to select users in February. The feature is already being used by around 20 million people.

WhatsApp offered an application file on its website, which when downloaded, let anyone with an Android phone call other WhatsApp users.

When Facebook bought the start-up for \$22 billion in February 2014, it was already a force to be reckoned with. Now it has the backing of a publicly traded company.

At last count WhatsApp had 700 million users. Its growth rate puts it on track to surpass 1 billion users by the end of 2015. And that is making telecom carriers very nervous. Voice minutes on mobile, globally declining. Voice calling has the potential to affect mobile voice revenues more so than LINE or Viber or even Skype, which is not that big on mobile.

Facebook CEO Mark Zuckerberg has struck a conciliatory tone with telecom companies, seeking to repair his company's often tense relationship with the industry by saying telecom will share in the wealth being created.

While speaking at the Mobile World Congress in Barcelona last month, Zuckerberg credited telecom companies with doing the heavy lifting (and spending) in connecting the world.

"The reason why we're here in Barcelona is because the folks who are here, who are part of this industry, are the ones leading the charge to connect everyone in the world and have been for decades," Zuckerberg said. "There's a long legacy and history and sense of mission in the industry. And that's why these folks are doing all the work to lay the fiber and build the towers to actually get this done."

Zuckerberg was responding to criticism leveled by telecom companies that Facebook and other tech companies are undermining their businesses. Telecom companies argue they invest in building costly networks while Facebook-owned WhatsApp build apps that let users communicate for free.

Meanwhile, in Pakistan, the officials of the mobile phone companies agreed that the mobile phone companies traffic of SMS, local and international calls have decreased slightly compared with the previous year due to services such as Facebook, Whatsapp, Snapchat, LINE, Viber etc.

According to PTA, the total number of SMS exchanged over the cellular mobile networks dropped to 301.7 billion during 2014-15 as compared to 315.7 billion of 2013-14 showing a decline of 4%.

Similarly, the average SMS per cellular subscriber in a month also reduced to 180 as compared to 214 last year, which showed that the situation will continue to aggravate for SMS traffic this year not only on festivals but in routine also.

The rising using of smartphones coupled with use of mobile internet, Over the Top (OTT) and social media applications such as Whatsapp, Viber, Facebook messenger etc., which allow free messaging and calls, has reduced the dependence of a subscriber on traditional mode of SMS resulting into reduced number of SMS exchanges over cellular mobile networks, the authority made its comment in the last annual report.

The traffic of international calls has routed mainly to Skype and Whatsapp from conventional calls whereas domestic calls witnessed very little shift from customers side from conventional to new channels of social media apps.

The shift of using telecom operators conventional services to social media apps is an emerging trend worldwide and is not unique in Pakistan but the subscribers base using mobile internet is considerably thin in our country as compared with the similar and developed telecom economies.

At present, instant messaging apps are free on all mobile network, however, Ufone started charging Whatsapp calls whereas Telenor on its Djuice brand introduced an offer of SMS bundles with Whatsapp service quite recently.

# Voice calling affect mobile voice revenues



“At last count WhatsApp had 700 million users. Its growth rate puts it on track to surpass 1 billion users by the end of 2015. And that is making telecom carriers very nervous. Voice minutes on mobile, globally declining. Voice calling has the potential to affect mobile voice revenues more so than LINE or Viber or even Skype, which is not that big on mobile”

In the highly competitive environment, telecom operators, in a move to generate money, may introduce bundles of social media apps associated with their conventional services.

With voice-over-Internet Protocol (VoIP) clients Skype and Viber showing impressive growth, the Long Distance International (LDI) segment of the telecom industry expressed the need for regulating these services to avoid security threats.

## The traffic of international calls has routed mainly to Skype and Whatsapp from conventional calls whereas domestic calls witnessed very little shift from customers side from conventional to new channels of social media apps

The OTT services are growing increasingly popular among the tech savvy youth of the country and widely used by expatriates due to their free nature – a challenge for the LDI operators whose revenues are shrinking with more people shifting to these services as opposed to conventional calls.

In India, a high-level government committee has

upheld the concept of net neutrality, but its recommendations have raised some major concerns for consumers and startups. Those hooked to applications like WhatsApp, Skype and Viber may no longer be able to make free domestic calls (barring negligible data charges) through these voice over internet protocol (VoIP) services. However, instant messaging and international calls through these services will remain free, if these recommendations are implemented.

Another suggestion by the committee — that zero-rating platforms be treated on a case-by-case basis and clearance sought from telecom regulator Trai — opens up the worrying possibility of discrimination in favour of established, cash-rich internet application providers. This could potentially stifle innovation and kill the burgeoning start-up culture in the country. On the positive side, it did not recommend any regulatory controls for fast-growing over-the-top (OTT) services that deliver varied internet applications.

The committee points out that "India is the land of the Buddha, who preached the middle path". But in its effort to follow his philosophy, the report may end up satisfying nobody — something the six-member DoT panel is probably aware of. So, the over 100-page report says, "The committee unhesitatingly recommends that the core principles of net neutrality must be adhered to", but then qualifies: "Clearly, the debate on Net Neutrality is multi-dimensional and solution to this cannot therefore be unidimensional." ■

Roofs to enjoy any weather  
**ALL OVER THE WORLD!**

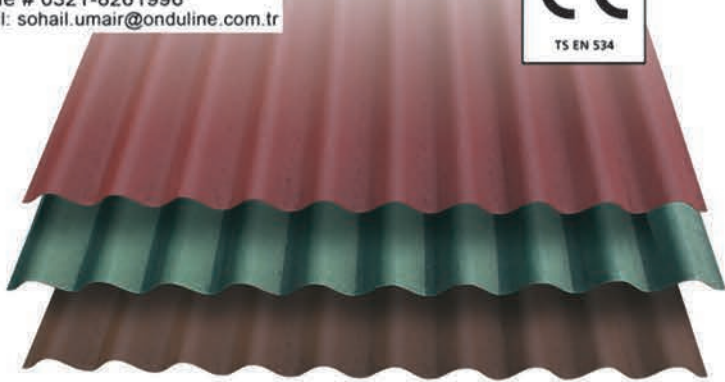


[www.onduline.com.tr](http://www.onduline.com.tr)

# ONDULINE<sup>®</sup> HR

Bituminous Roofing Sheets

**Pakistan Representative:**  
 M. Sohail UMAIR  
 Mobile # 0321-8261996  
 E-mail: sohail.umair@onduline.com.tr



# ONDUVILLA

Bituminous Roofing Tiles



*Worldwide leader  
 in lightweight roofing systems*

## Best For:

### INDUSTRIES:

Food & Dairy  
 Pharmaceuticals  
 Textile  
 Petroleum & Refinery  
 Pulp & Paper  
 Construction  
 Chemicals & Processing  
 etc.

### COMMERCIAL:

Offices  
 Educational Institute  
 Farm Houses  
 Beach Huts  
 Hotel & Restaurants  
 Amusement Parks etc.

### RESEDENTIAL:

Houses

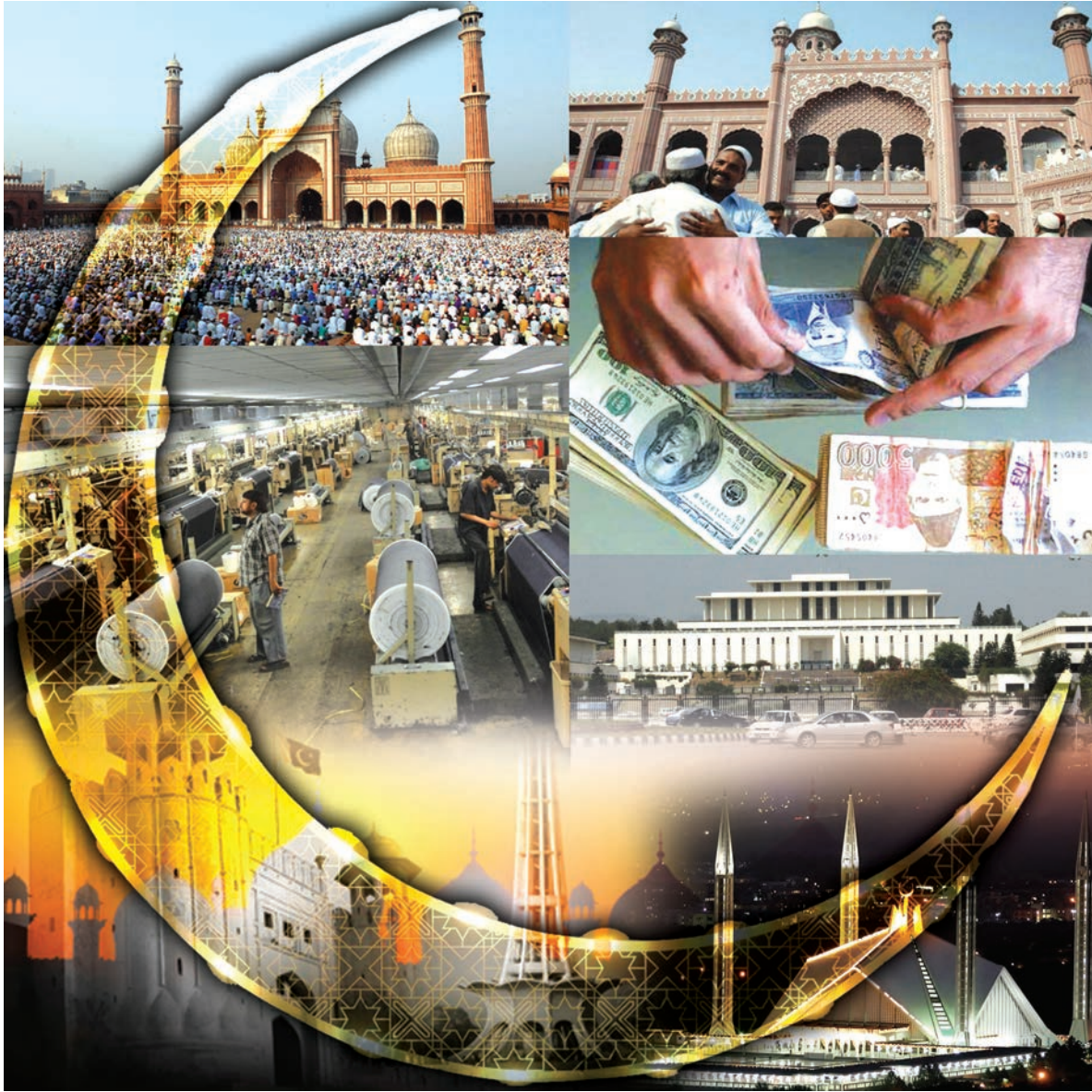
### ADVANTAGES:

- WATERPROOF
- LIGHT WEIGHT
- RESISTANCE TO UV RAYS
- RESISTANCE TO HIGH AND LOW TEMPERATURE
- BIOLOGICAL & CHEMICAL CHARACTERISTICS
- NO ASBESTOS



**CARBON FOOTPRINT** 4kg eq CO<sub>2</sub>/m<sup>2</sup>

# National exchequer suffered Rs 40 billion loss due to 5-day holidays



“The government has announced five holidays of Eid, instead of three, but it did not count its affects on economy. It is also a fact that the government employees would like to enjoy whole week holidays. But private sector’s work in these holidays had less impact on revenue collection”

**N**ational exchequer suffered an estimated Rs 40 billion loss due to 5-day holidays of Eid-ul-Fitr as revenue target of the first month of FY2014-15 could not be achieved.

Acting FBR Chairman Shahid Hussain Asad told Flare that closure of businesses during Eid holidays affected the revenue collection. “At least Rs 6 billion revenue being collected daily in the month of July, however, we will try to achieve the revenue target of first quarter,” he added.

The government has announced five holidays of Eid, instead of three holidays, but it did not count its affects on economy. It is also a fact that the government employees would like to enjoy whole week holidays. But private sector’s work in these holidays had less impact on revenue collection.

However, Shahid Hussain Asad committed to achieve the revenue target of first quarter.

Sources in FBR informed that aforesaid revenue shortfall would hit the government’s efforts to reach the ambitious tax collection target of Rs 2.81 trillion, which seems challenging at the time when FBR has already missed target in previous year.

The FBR had fixed its target at Rs2475 billion in last fiscal year, which was revised downward to Rs2345 billion and again to Rs2275 billion. However, the tax department even failed to achieve its revised target by the end of June 2014 despite taking additional taxation measures. The FBR collected Rs 2266 billion during previous fiscal year 2013-2014 against the twice-revised tax collection target of Rs 2275 billion, leaving shortfall at Rs9 billion. It is worth mentioning here that the government has officially announced four Eid’s vacations from July 29 to August 31 2014 that would be followed by two weekly holidays. Therefore, the economic activities if the country would remain standstill for six days.

Due to one of the longest ever holidays’ spell during Eid-ul-Fitr, the country has remained cut off from outer world the whole week, halting all kind of trade and exports with foreign countries, this was stated by the President Lasbela Chamber of Commerce and Industry (LCCI), Ismail Suttar.

He claimed that due to these long and unnecessary holidays country has to suffer an irreparable monetary loss. The President LCCI and Vice President Federation of Pakistan Chambers of Commerce and Industry (FPCCI), while com-

menting on the long spell of Eid Holidays together with weekly holidays said that due to these nine-day holidays, the industrial and commercial activities were stopped thus rendering heavy losses to the national exchequer, besides no contact with international business community for more than a week, which is not desirable for a country like Pakistan, whose economy is already in oxygen tent. He argued that if taken one day’s exports as \$71 million on the basis of Pakistan’s total annual exports of \$26 billion, we have lost over \$356 million in just five days.

“The government has made it a precedent to declare long holidays just to please government employees who already do not have tendency to work honestly”, Ismail said adding that Pakistan’s bureaucracy is one of the most incompetent and dishonest in the world and the present government should not further encourage to its incompetency.

He also pointed out that due to these long holidays, the public resorted to unhealthy activities causing great losses, as is evident from the incidents at Sea View Karachi and the historic traffic jams at Murree and other big cities.

He urged the power-corridors in Islamabad to refrain from allowing such a long spell of holidays, which the nation cannot afford both economically and socially, as the public resorts to unhealthy practices in the name of entertainment, which the local administrations of big cities are not fully equipped to cope with such abnormal public activity thus causing great losses of life and property.

Last year on Eidul Azha, the spending on different goods and services touched Rs 600 billion to Rs 650 billion during two weeks. An estimated 7.5 to eight million small animals including goats, sheep and big cattle like cows, camels, bull and buffalo were scarified during the recent religious festival in Pakistan, of which some three million were big cattle heads and between 4.5 to five million small animals.

The experts opined no institute in Pakistan had carried out any research on the massive economic activity generated during Eidul Azha and the resultant liquidity flow from urban areas to rural areas. Considering total number of animals scarified on this Eid were 7.5 million to eight million as benchmark with an average price of a small animal at least at Rs 10,000 and of big animal at least Rs 50,000 per head the money in circulation increased by an estimated Rs 250 billion within 10 days before and immediately after Eid on account of sale/purchase of animals and transportation cost of animals.

**The FBR had fixed its target at Rs2475 billion in last fiscal year, which was revised downward to Rs2345 billion and again to Rs2275 billion**

Furthermore, during 10 days before Eid an estimated amount of Rs 2,000 was spent on fodder of each sacrificial animal which implies spending on fodder of sacrificial animals touched Rs 15 billion. As per rough estimates, some 10 million people across the country travelled from their workplaces to native areas to spend the festival with near and dear ones. Considering an average Rs 500 was spent by each person on movement from one area to another an estimated Rs 50 billion was spent on transportation.

Spending on clothing and footwear may have touched Rs 150 billion, considering an estimated 10 million people purchased new clothes and shoes on the Eid with average spending of Rs 1,500 per person, while spending on Eid specific spices and other items are estimated to have touched Rs 1 billion. ■

**M**ostly people have faced problems on Eidul Fitr to get fresh currency notes, to draw cash from ATMs. I appreciated the efforts of State Bank of Pakistan to introduce SMS services to get fresh currency notes but I can not receive SMS due to immense traffic of SMS.

State Bank of Pakistan advised the masses to stop using the SMS services started to facilitate getting fresh currency notes for the purpose of Eidi distribution.

The central bank claimed that the SMS service (8877) initiated by State Bank of Pakistan as pilot project had received overwhelming response of the general public and people in 28 cities availed the service for obtaining fresh currency notes.

Keeping in view the overwhelming response of general public vis-à-vis the arrangements made during the pilot project, SBP has decided to stop issuing new transaction codes.

By the close of business on 14th July, 2015 a total of 277,499 members of general public have applied for SMS facility as per the procedure, out of which 164,882 have already availed the fresh notes from 150 branches in 28 cities, SBP claims.

It may be recalled that a couple of days ago, SBP shared with general public its intention and the procedure for use of the mobile SMS services as a pilot project for issuance of fresh currency notes to interested individuals.

The general public is advised not to send further SMS to 8877.

Amid growing demand, bankers were being pushed and pulled by customers, relatives, friends, neighbours and acquaintances for provision of fresh currency notes ahead of Eidul Fitr.

In almost every branch of commercial banks in the City, people were demanding new currency notes.

The State Bank of Pakistan (SBP) said it has issued Rs249 billion fresh currency notes to meet the high demand ahead of Eidul Fitr.

The central bank said it had made elaborate arrangements in this regard, with a focus to cover maximum stakeholders, including the general public.

The SBP issued Rs154bn last year.

Out of this year's Rs249bn, around Rs31bn comprises lower denomination notes (up to Rs100), while banknotes worth Rs218bn of higher denomination were issued to meet heavy payments and automated tellers machines (ATMs) needs of commercial banks.

To ensure maximum issuance, all 16 field offices of the SBP Banking Services Corporation (BSC) issued fresh notes to the general public from its counters during Ramazan. In addition, SBP-BSC established its own counters in 150 designated branches of commercial banks. Fresh banknotes valuing Rs12bn were issued through these two sources.

Moreover, commercial banks across the country provided fresh banknotes worth Rs16bn of lower denomination to their account holders and walk-in customers.

"We, the bankers, have to face a very complicated situation every year on Eid as customers, relatives, friends, neighbours and acquaintances expect that they will get the notes from us; it is impossible for us to appease everyone," a branch manager said.

Like previous occasions, this Eid also cellular networks halted SMS and call bundles packages.

The cellular service provider companies claimed that the stopping of SMS and call bundles packages on different occasions is to help networks keep up traffic smooth but users especially the youth showed anguish over the halted the SMS and call packages on the special occasions like Eid.

Account holders of various banks are frustrated due to out-of-order automated teller machines (ATMs) ahead of Eidul Fitr when

# Eid frustrations



**"The central bank claimed that the SMS service (8877) initiated by State Bank of Pakistan as pilot project had received overwhelming response of the general public and people in 28 cities availed the service for obtaining fresh currency notes."**

everyone requires money to meet his urgent needs.

People have also complained about the absence of cash in machines, seizure of ATM cards and out-of-order network.

Every year, State Bank of Pakistan (SBP) has issued a notification to all government and private banks of Pakistan. As per the notification, it has been informed to all the banks that they should maintain excess amount of money within their ATMs during the month of Ramadan, till Eid-ul-Fitr.

**I appreciated the efforts of State Bank of Pakistan to introduce SMS services to get fresh currency notes but couldn't avail due to immense traffic of SMS**

State Bank of Pakistan (SBP) strictly said that if any bank ATM found out of cash or with any kind of issue, than strict action will be taken against that specific Bank. SBP has sent a notice to all scheduled banks of Pakistan in this regards that all banks should have enough amount of currency available during the month of Ramadan till

Eid-ul-Fitr, so that people should not face any kind of problem during this time. State Bank of Pakistan has also directed all the Banks that no ATM machine should be out of order during this time. If there is any problem going on during this time-frame, than they should fix those problems within 48 hours. After the deadline strict actions will be taken against that particular bank, if any of ATM found out of order.

The government and private banks openly violated the instructions of State Bank of Pakistan (SBP) and disable to run ATMs smoothly.

It seems that most of banks are interested in the government's papers, investment in stocks and properties while reluctant to provide customers in the needful hours particularly on the occasion of Eids.

Scores of ATMs of different private and multinational banks have been reported running out of cash or hit technical problems despite the banking regulator clear instructions to keep electronic payment system update on special occasions.

Customers in need of cash having accounts in different banks have been left in the lurch as they don't have any choice to withdraw cash during the Eid holidays or search ATMs running smoothly with cash.

ATMs located in densely populated areas, posh localities and near shopping centers were running out of cash. ■

Never settle for less than the best

waridLTE

waridtel.com

# LENOVO P70

SMARTPHONE

UP TO 3 DAYS OF BATTERY LIFE\*  
CHOOSE HOW TO USE IT



\*Battery life based on simulation for active use and is an estimated maximum average



**BIG 4000mAh BATTERY CAPACITY**



**CHARGES OTHER DEVICES**



**CHARGES IN JUST 3 HOURS**



**ENERGY-SAVING SOFTWARE**

# Lenovo™

# ChenOne introduces decentralized retailing

**Flare: Please share few words about yourself, education and professional life?**

**Kashif Ashfaq:** When I came back after completion my higher studies from the University of Leeds, UK, I decided to do something different. I decided to do something exclusively that no one else was doing in the textile sector. Later, Group Chairman assigned me responsibility to establish a chain of stores. With the grace of Almighty Allah, in short span of time, I turned his dream into reality. I made ChenOne Store a pioneer chain of stores in Pakistan. Presently, I am CEO of ChenOne Stores Limited.

I am really proud of my success and I believe in good work where every player has his role to play.

**Flare: Share the success of your brand under the umbrella of the Chenab Group.**

**Kashif Ashfaq:** I was related to a business group and right from the days when I was in my matriculation, I was used to actively take part in and learn about running a business. When I came back after completion of my higher studies from the UK, I decided to do something different. I decided to do something exclusively that no one else was doing in the textile sector. At that time, we were exporting a lot of home textile products, so the product was already with us. Gradually, I took over and began to

look after everything. The main challenge was that there was no good human resource in the retail sector as there was no concept of decentralized retailing. However, we progressed and today we have 31 branches in Pakistan and 6 in the Middle East.

**Flare: Where do you see ChenOne in future?**

**Kashif Ashfaq:** We want to expand to Europe and the US. We don't want to have exclusive standalone stores; we'd rather have store-in-store and later we will have our own stores worldwide.

**Flare: How many people are on the payroll of ChenOne? How do you develop your human resource?**

**Kashif Ashfaq:** There are about 1500 people and 95% are permanent. Human resource is a very challenging issue; all new brands that came simply took employees trained by ChenOne, without going through lengthy trainings like we do. Now we have in-house training department that offer customized training. External training is also being provided to our employees.

**Flare: How do you ensure top customer service by your brand?**

**Kashif Ashfaq:** The key training area for our employees is customer service, where our main focus is to train our workers about art of dealing customers with smile which is normally a missing factor in Pakistan. We have developed a Customer Care Department which keeps a record of all communication with the customers. Thus, we do not miss any complain. We have a toll-free number and we are promoting that number thoroughly. We are also following the mystery shopping concept, through which we evaluate the performance of our managers and regional



## PROFILE

Mian Muhammad Kashif Ashfaq was born on March 25, 1976 in Toba Tek Singh. He belongs to a well-known industrialist family. Having basic education from Faisalabad and higher education from abroad, He is well-known in Faisalabad and Lahore in his business and social circle.

Mian Muhammad Kashif Ashfaq is CEO of ChenOne Stores Limited. ChenOne is a subsidiary of Chenab Limited, formerly Chenab Fabrics and Processing Mills Ltd. Chenab Group is one of the largest exporters of home textiles, apparel and value added products from Pakistan. Chenab continues to win the Best Export Award of the Pakistan Federation of Chambers of Commerce and Industry (FPCCI) for the seven consecutive years. With confidence gained from the overwhelming success, acceptance for quality and unprecedented appreciation of Chenab products around the world, the dream of ChenOne went into realization. The Group Chairman assigned this responsibility to establish a chain of stores to Mian Muhammad Kashif Ashfaq. He turned this dream into reality and within couple of years, he made ChenOne - a pioneer chain of stores and a brand people proud to associate with. Here we share his views and vision for his success so far.





managers. We also have an internal compliance management department which audits our branches according to different parameters. So this check and balance is all about our policy of quality control. We want a very good environment and feeling for our customers in all our stores.

**Flare: How do you define the corporate culture at ChenOne?**

**Kashif Ashfaq:** Currently, there is a mixed culture at ChenOne and I'm not satisfied with it. At times, people who are good with their work are not loyal to the company, while those who are loyal are not that good at their work. We want a culture of ownership and career development with 100% loyalty. We can't get involved with each and everything and this is a major issue, not just in our company, but all over Pakistan. I can't intervene in everything, but employees sometimes won't work with dedication unless the CEO asks them to. For this purpose, I have a good plan to motivate all workers and get the best of them. I personally believe that workers are our asset and key to our success.

**Flare: There is a market perception that ChenOne is an upper middle class brand? Have you ever thought to cater the lower middle class?**

**Kashif Ashfaq:** This is true; the target market of ChenOne is the upper middle class. We want to keep it exclusive and maintain our quality of designs and services. We believe that we offer value for money; in fact, you will see a remarkable difference in the quality we offer. Instead of lowering our quality, our focus is on more reach out. We want to reach more and more our target market.

**Flare: What are the recent achievements of ChenOne locally and internationally?**

**Kashif Ashfaq:** Our major achievement is an agreement with a Chinese group recently which have started buying ChenOne home brands from Pakistan and they are keeping ChenOne products along with their furniture and they will also have exclusive ChenOne stores in China. Considering China is a very big market, we are very positive about this achievement.

**Flare: How would you define entrepreneurship in your own words?**

**Kashif Ashfaq:** Entrepreneurship is based on initiatives; you have to make some innovation, creation, development and you have to make a lot of sacrifices, especially in terms of social life.

**Flare: So how you maintain a work-life balance as an entrepreneur?**

**Kashif Ashfaq:** This is what we need to manage at higher level while handling a big business like ChenOne. A work and life balance is a core concern in today's life and thanks God, I am 100% satisfied that I am doing well. I have the honor of a good and caring life partner. I think, I have the edge that my wife helps me in business. She understands the issues and problems I face and is much more accommodating. This helps me a lot to create balance and give proper time to my family as well.

**Flare: How do you manage the cash flow in your business?**

**Kashif Ashfaq:** The main strength of the retail business is that it is cash-based and we get the money by the next day only. So there is no cash flow issue as such, unlike in other B-to-B businesses.

**Flare: Which key numbers in the balance sheet do you keep a particular eye out for?**

**Kashif Ashfaq:** We set a goal that we have to achieve 15% of the total sales as net profit. This is the target we work on. However, it is becoming more and more difficult. Still, I'm positive that it will improve in next few years.

**Flare: What has been your average growth in the last 2-3 years?**

**Kashif Ashfaq:** At average, we have been growing between 15-18%. Now, We are projecting a 22% growth this year and a turnover of about Rs. 300 billion. We will be opening some big stores this year in Karachi, Quetta and Hyderabad and that's why our projections have gone up for this year.

**Flare: What is the reason that your brand has been a bit slow in introducing more innovative products in the last 4-5 years?**

**Kashif Ashfaq:** I think we have been catching up quite fast. We launched several brands for women and

men for a wide range of fabrics and ready-made apparel and home textiles. Our sales have been increasing thanks to the introduction of these new brands and also various new marketing strategies, such as package selling, turnkey-basis home decoration, etc. In turnkey home decoration, we have in-house interior designers who will help decorate clients' homes within their budget.

**Flare: What has been the most difficult decision you have taken in your professional career?**

**Kashif Ashfaq:** Closing a store has been a very difficult decision for me. I have been very positive person; I opened shop in the Diplomatic Enclave of Islamabad, thinking that they will take the products to their companies and build Pakistan's image abroad. But, ultimately it had to be closed down because of minimal success due to security reasons during last few years. Other than that, we started with a very big setup in the food sector, and there are huge overheads and we can't even close it now. We should have started with a smaller setup, but now we are intensively working to improve our management in food business.

**Flare: How do you manage your anger?**

**Kashif Ashfaq:** I'm not a very angry person. I generally do not talk harsh when I am upset over something. That is the best way to suppress my anger.

**Flare: How do you define success in three key words?**

**Kashif Ashfaq:** Success is continuous hard work, honesty and dedication.

**Flare: Who is your role model?**

**Kashif Ashfaq:** My parents and my family are my true inspiration, especially Uncle Latif. He sowed the seed and his assiduous work has built our business

to where it stands today.

**Flare: How do you define leadership?**

**Kashif Ashfaq:** A leader has to be very proactive and fast in making decisions. You can't succeed if you can't procrastinate the future.

**Flare: Are you happy with the new business graduates?**

**Kashif Ashfaq:** Not at all. Even designers that come have bookish knowledge and they're not practically trained. More practical training during studies should be inculcated in education system.

**Flare: How many women are working in the ChenOne group?**

**Kashif Ashfaq:** We encourage women a lot. We facilitate them in various ways and I strongly believe they are more serious and more committed. But the only disadvantage is that due to social issues, they do not continue their jobs after they get married. We prefer hiring females as customer service executives. We have even decided to have a female on the cash counter. **Flare:**

**Any message for the youth of Pakistan?**

**Kashif Ashfaq:** The youth either want to become managers or they want to go abroad. My message to them is that they should be patient and must go through a

process of hard work. If

they want to excel,

they must have to

perform ex-

traordinar-

ily, right

from the

start. If

they can

do hard

work

more

than oth-

ers, they

will be a

successful

in their

career in

Pakistan

and there

will be

no need to

go abroad.

This

way they

will also

be able to

serve their

coun-



waridLTE Never settle for less than the best

waridtel.com

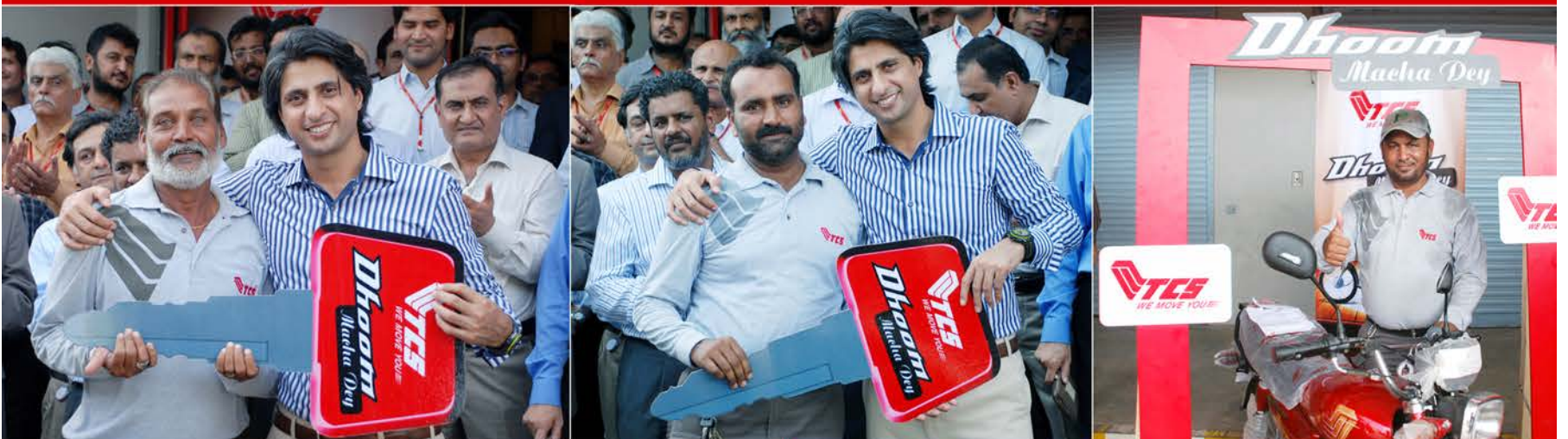
Flare

25

# TCS gives over 2,000 free bikes to its couriers



Khalid Awan, Chairman and M. A. Mannan, President & CEO, TCS Holdings (Pvt.) Limited personally handed over the motorbikes to couriers who have served TCS for more than one year



TCS, one of the leading domestic and international express services providers, has distributed over 2000 motorbikes among its couriers free of cost under its newly conceived initiative, 'Dhoom Project'. Distribution of the motorbikes has already begun with much fanfare. The first batch was presented at ceremonies held in Karachi, Lahore and Islamabad recently to honour couriers' hard work and dedication to the company.

Khalid Awan, Chairman and M. A. Mannan, President & CEO, TCS Holdings (Pvt.) Limited personally handed over the motorbikes to couriers who have served TCS for more than one year. Speaking on the occasion, the President & CEO said: "You (the couriers) represent everything that this company stands for. We will invest on you, develop you, train you and most of all, give you opportunities to grow in this company just like everyone else." Mannan also shared how he values the efforts put in by TCS's couriers and their crucial role in making TCS an ethical and a trustworthy brand, and a market leader in the country.

"I am excited and I eagerly wait to see our highly committed and proficient couriers riding their very own TCS branded motorbikes", he added. The 'Dhoom Project' was conceived and put into action by Mannan himself as a special 'thank you' to the couriers.

Dawood Yamaha Limited (DYL Motorcycles) has partnered with TCS for this first-of-its-kind project in Pakistan.

# Huawei Pakistan debuts high tech features Y3 & Y5 smartphones

“Director Marketing Devices Huawei Pakistan Fanhong Bruce said:” We are happy to have Shehroz and Syra, as brand ambassadors for Huawei. We are really looking forward to working with them in future because they are the nation’s favourites and so is our brand Huawei, so this venture is definitely going to be very exciting for our customer’s as well.”

After being endorsed by Mahira Khan and Sheheryar Munawar Siddiqui, Huawei has now introduced its new Brand Ambassadors for its two new smartphones Y5 & Y3. Y5 is feature powered while ultra cool smartphone and Y3 is a splendid entry-level smartphone.

Huawei is the top mobile brand which is winning the customers hearts and leading the mobile world with its innovative technologies.

Director Marketing Devices Huawei Pakistan Fanhong Bruce said:” We are happy to have Shehroz and Syra, as brand ambassadors for Huawei. We are really looking forward to working with them in future because they are the nation’s favourites and so is our brand Huawei, so this venture is definitely going to be very exciting for our customer’s as well.”

Huawei, with its each and every successful step, is proving that it knows what exactly its users want and Huawei has also been fulfilling their requirements accordingly.

Since Huawei has initiated its mobile journey in Pakistan, it has set new sale records and marketing trends in the country, providing a tough competitions to the competitor Brands. Huawei’s launched smart phones ranging from high to low end category, have got tremendous and amazing reception from smart phone using community and achieved milestones in sales and popularity.

Y5 smartphone is loaded with high tech features and apps, latest Android OS, Quad-core processor, finest quality camera and battery which is a backed by power-saving technology.



Zong has given an amazing offer of free 6GB for 6 months with the Huawei Y5 purchase. Customers from all the walks of life, who want an eye catchy, color vibrant, power-packed and feature rich smartphone with a simplified UI and all of this at an economical price then Huawei Y5, would suit them the best.

Mr. Fanhong Bruce, Huawei Pakistan’s, Director Marketing Device, expressed, “Huawei Y5 is a smartphone which has been manufactured to facilitate the customers belonging to all the walks



of life. The trust of our customers on us has always been our greatest priority and keeping that in view we deliver them such devices which would add technological comfort and ease in their lives.”

Huawei Y5 is a 3G enabled dual SIM smartphone which has a 4.5 inch exquisite screen. It has capability of giving seamless internet browsing experience without any lag or hindrance. This smartphone possesses Android KitKat 4.4 OS, quad-core processor, 1GB RAM, 8GB ROM, memory that extends upto 32GB, unique EMUI 3.0 lite, multi-themes, magazine lock-screen, amazing camera quality, 8MP rear and 2MP front with fast shutter speed, which is capable of capturing pictures with Panoramic effect and also function is low light with dual flash.

## Huawei Y5 is a smartphone which has been manufactured to facilitate the customers belonging to all walks of life

The battery of this device is also one of its many top features, battery power i.e. 1730 mAh with power-saving technology. This Huawei Y5 smartphone is indeed a promising one and it ensures that the Global technology giant would always fulfill the expectations of its valuable and loyal customers, as Huawei keeps their interests at the top. This unique gadget, Y5 is an example

that Huawei manufactures such devices which provide its users with an unforgettable experience by bringing technology within their reach and making their lives connected.

While, the Huawei Y3 with its 4.0 inch LCD screen runs on a quad core processor Android 4.4 operating system with 4GB of internet memory.

The slim Huawei Y3 weighs only about 120g and is available in black, white, red and blue colors.

On the back, there is a 5MP camera that comes with “smart beauty” function to smoothen your photography experience. A dual flash ensures great pictures even in a dark environment. The 2MP front camera also helps you take selfies.

Huawei Y3 comes with 1730 mAh battery that lasts longer due to Huawei’s super power-saving technology that provides ultra-long endurance.

The Director of Huawei Devices Pakistan, Fanhong Bruce said “The overwhelming response received in the global markets shows that this powerful device will gain rapid popularity in Pakistan’s smartphone market.

Huawei Y3 is designed to win the hearts of various segments of the customers, who are already appreciating its powerful features and rich performance. It will surely give a real tough time to the competing smart-phones range available in the country.”

Y5 smartphone price Rs. 10,999 while Y3 price is just Rs. 8,499. ■

Never settle for less than the best

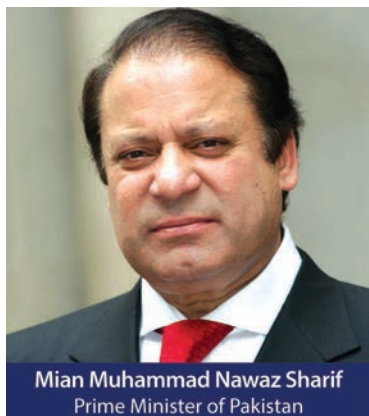
waridLTE

waridtel.com

# ENERGY PROJECTS MEREPLY EYEWASH

Energy is now the talk of the town in Pakistan. Starting from housewives, traders, businessmen, students, ministers are all the victims of the shortage of energy. The current energy crisis has become a critical socio-economic issue for Pakistan and is deep rooted in the country's poor governance. Energy crisis is not going to be resolved till 2018 but the government again take a u-turn on energy crisis promises to be resolved within 2.5 years.

**T**he masses have been facing acute shortage of energy and suffering from power crisis, which has badly affected social and industrial sector that left irreparable losses to the economy. The government must shift on alternatives that are coal, nuclear, wind and solar to meet the increasing needs of power and energy in the country because all on-going projects will not in working conditions in given time as just photo sessions are not enough to do the miracle to overcome this mega crisis. Pakistan can generate sufficient electricity to meet the demand if the government takes serious steps.



Mian Muhammad Nawaz Sharif  
Prime Minister of Pakistan

The government has claimed to launched 12,000 MW which energy projects are not yet visible. For Sahiwal Power Project, there is need to dedicated rail tracks, special trains to be assigned for this project from Sahiwal to Karachi for transportation of coal round-the-clock. It needs oil where coal will be refine if it was refine then the mega project will affect life in the area by burning 16,667 tonne coal daily and throwing ashes and smoke into the air. After assessing the situation and much criticism by the people and the experts, the government reduces the project to 600 MW.

Where is the feasibility report before launching the project? The project is not feasible at this stage so government spent public's wealth millions of rupees on the advertisements of this project.

Now let see the Nelum-Jhelum project, the prices of project increases multiple because government have no clear policy of 1,000 MW Nelum-Jhelum project during last few years.

Lenders from the Middle East have stopped a planned loan of \$433 million to fund the strategically important 969-megawatt Neelum-Jhelum hydropower project following the surge in cost estimate to \$4.21 billion.

During the previous government of PPP, the project cost had jumped to \$2.74 billion from \$1.8 billion and during the rule of the present government, the cost estimates has gone up to \$4.21 billion.

Pakistan had kicked off work on the Neelum-Jhelum River in Azad Jammu and Kashmir to secure water sup-

**Most important issue is, government proposes to produce 3,600 MW through import of LNG, there are so many problems which includes, the Port Qasim policy violation by government.**

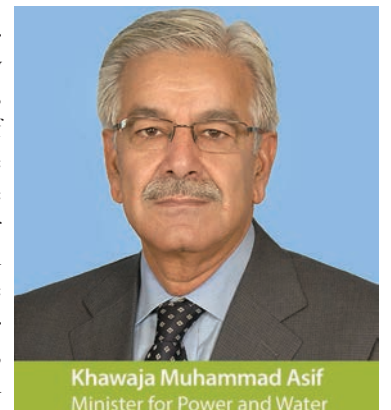
plies but India also developed the Kishanganga hydroelectric power project on the river, which led to a legal battle between the two countries in the International Court of Arbitration.

Another project shelved the much hyped 6,600 MW Gadani Power Project in Balochistan mainly due to lack of investor interest. The idea to set up the project comprising 10 coal-based power plants of 660 MW each was floated in early 2014 with the prospect of receiving Chinese investment. However, it seems the Chinese in-

vestors wanted to take up the project on their own terms without following the prescribed Public Procurement Rules. Later, the government invited expressions of interest from local and foreign investors on the basis of international competitive bidding through the Private Power Infrastructure Board. However, due to the absence of any infrastructure and visible policies, very few serious investors were ready to take the risk. So the result is obvious. The project has even been excluded from the Pak-China Economic Corridor Programme. The rationale behind the launching of this mega project with seed money of Rs 1 billion was to overcome the energy crisis.

Presently, the government has to pay billions of rupees on purchase of diesel and furnace oil for keeping the thermal power plants operational to produce the much needed electricity. However, thermal generation costs about Rs 16-18 per unit while the highest slab bill to consumers is Rs 9 per unit. The difference, in the form of subsidies, is borne by the government. The government intended try and change the energy mix to bring down costs and make it more affordable. Coal, albeit imported until such time as the huge Thar reserves can be tapped, seems a cheaper alternative.

Another report revealed that the Nandipur power project cost has been increased by 157% from Rs22.335 billion to Rs57.380 billion without any justification; rather it has been approved in haste apparently because



Khawaja Muhammad Asif  
Minister for Power and Water



Never settle for less than the best

waridLTE

waridtel.com

of the role of some influential officials who have advisory role. The National Electric Power Regulatory Authority (Nepra) approved an average tariff, for 30 years, of Rs11.3 per unit.

The 95-megawatt (MW) first turbine of the Nandipur power plant, which was inaugurated by Prime Minister Nawaz Sharif five months ago, produced electricity at Rs36 per unit and is currently shut down, admitted the managing director of the project.

In a testimony to the National Assembly Standing Committee on Planning and Development, Mohammad Mehmood, the MD of the 425MW power plant, defended the decision of producing electricity at Rs36 per unit.



He went on to claim that the Rs36 per unit cost was affordable when compared with the loss of economic opportunities due to less availability of electricity. He said the management has requested the National Electric Power Regulatory Authority (Nepra) to give it Rs36 per unit cost of production on diesel.

The high cost of generation disturbs the overall cost of the fuel mix, putting additional burden on the end consumers.

Further 100 MW solar power project have launched in Bahawalpur but its output is below the capacity to 40-50 MW but the government has spent millions of rupees of the project at the inauguration ceremony.



**Shahid Khaqan Abbasi**  
Minister of Petroleum and Natural Resources

Most important issue is LNG, government proposes to produce 3,600 MW through import of LNG, there are so many problems which includes, the Port Qasim policy violation by government, violation of energy policy i.e. government not sure how to transport LNG from post to terminal, another fact is that the demand of gas is 2.5 billion cubic feet overall but government import agreement is 200 cubic feet. Due to government mismanagement, the parties are in court and criticizing on bid decision.

The board of directors of Sui Southern Gas Company (SSGC) scrapped the tender for the second liquefied natural gas (LNG) tolling terminal, putting an investment of \$5 billion at stake after the lowest bidder was found to have submitted fake bank documents.

Eight board members voted in favour of cancelling the tender and all government nominees supported the Ministry of Petroleum's stance on the issue.

However, non-government board members voted against cancellation of the bids and took serious notice of the work done by SSGC's bid consultants, AF Capital, which took a \$3 million fee.

EngroElengy Terminal received its first shipment of LNG through an LNG vessel. The vessel which was suc-

cessfully berthed by PQA in the afternoon by Port Qasim Operations alongside the FSRU in a double banking arrangement, will allow for a ship-to-ship transfer of the LNG cargo - a feat which will be performed in the country for the first time.

The LNG vessel has brought in approximately 130,000 cubic metre of LNG which at current re-gasification rate of 325 mmscfd will discharge in approximately 8 days. Previously the FSRU was tasked to transport the LNG cargo itself and based on the successful tendering by PSO, this is the first of the 6 cargoes which will now deliver a continuous flow of gas in to the gas grid.

Sheikh Imran ul Haque - CEO EngroElengy Terminal Limited said: "EngroElengy had fulfilled its commitment by constructing all infrastructure facilities of the terminal earlier than committed and in a record time period anywhere in the world. The successful culmination of the ship-to-ship transfer for the first time in the country's history is again a testament to Engro's expertise in deploying world-class solutions against challenging circumstances. This also provides a strong signal to those who doubted the achievement of all stakeholders in creating another source of energy for Pakistan which has been in operation for only 110-days and is handling the 7 cargoes received to-date. Engro has and is committed to delivering on its promise of deploying an energy solution that will full economic growth plans of GoP and assist in alleviating energy shortage by 25%."

MP&NR strategy of spot cargo purchase with long term arrangements is starting to pay dividends and the number of suppliers interested in delivering LNG to Pakistan is increasing; a clear testament to quality of terminal built to international standards. EETL is working round the clock alongside SSGC to ensure that Pakistan has more clean fuel and that the existing power generation capacity is utilized in an optimal manner. ■

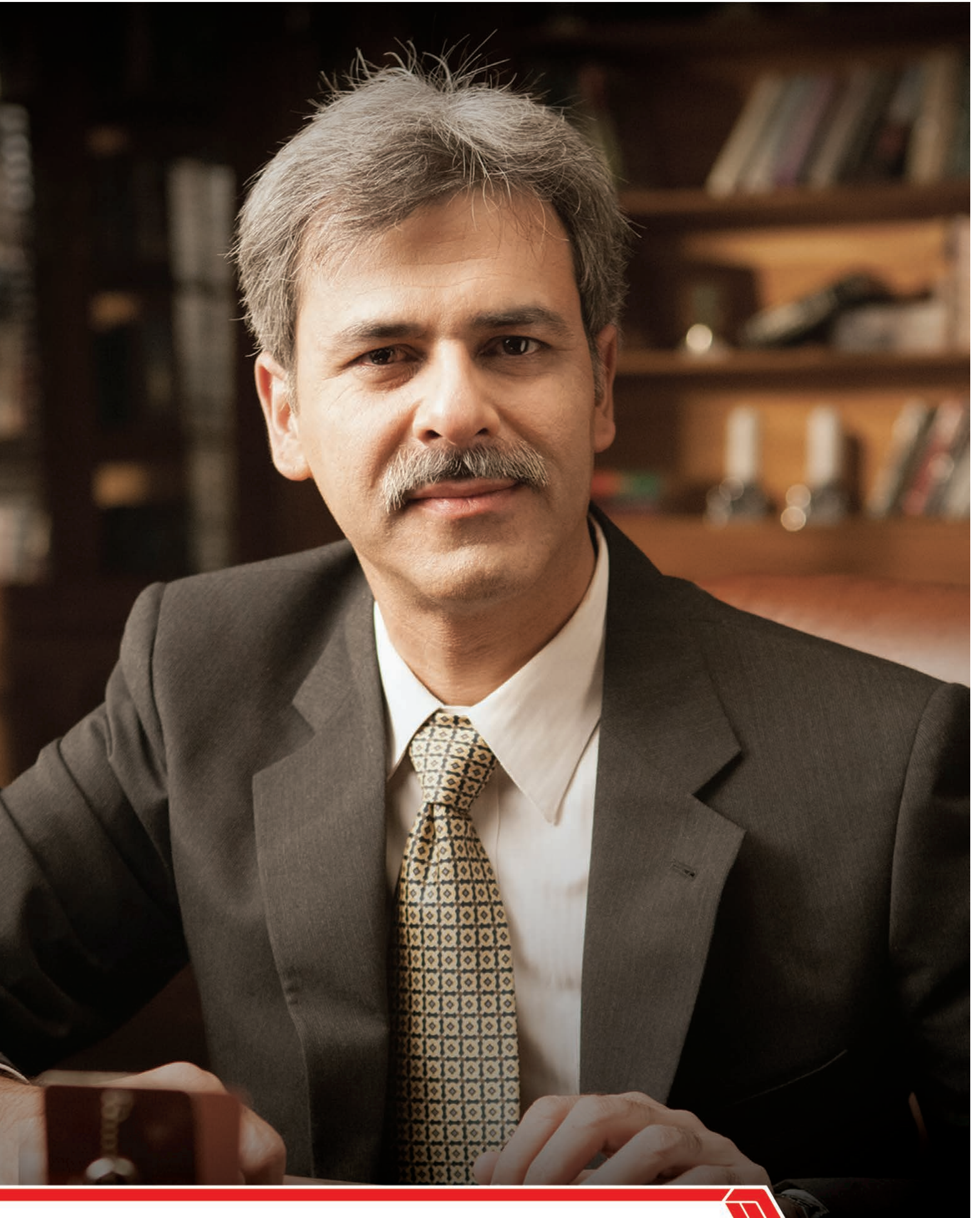
*We don't just move shipments.  
We move goals, aspirations  
and possibilities...just like the  
way we enabled Mr. Akram's  
business.*

# *We* **MOVE** *You*

IAL Saatchi & Saatchi



☎ 111-123-456 🌐 [www.tcs.com.pk](http://www.tcs.com.pk)  
📘 /TCScouriers 📧 @TCS\_couriers



# Torrential rains devastated telecom infrastructure



“Telecom and internet companies fear massive losses as their networks infrastructure have been hit by ravaging floods and heavy rains that have unabatedly caused havoc in many cities and villages of the country”

**L**ike the previous year, this year the heavy rains and floods have caused great damage to the properties of the people as well as the entire infrastructure. Public transport, basic infrastructure such as houses, schools, health centres, bridges, roads, rail links and telecommunication networks have been severely damaged. Pakistan battled to cope with the worst floods in living memory affecting more than 25 million people and killing up to 300. Local and foreign aid agencies have warned that the destruction of transport and communication links is leaving many victims of the Pakistani floods virtually “cut off” from outside help.

It is difficult to estimate the loss due to rains and floods but at least 5.3 million people and 1.2 million homes have been affected, with 1.7 million acres of arable land inundated but the losses to high.

Telecom and internet companies fear massive losses as their network infrastructure have been hit by ravaging floods and heavy rains that have unabatedly caused havoc in many cities and villages of the country. The telephony and internet services have been widely disrupted and paralysed in flood and rain hit areas particularly in cities of Sindh, Punjab, Balochistan, Khyber Pakhtunkhwa, Balistan and Kashmir.

Telecommunication and Internet infrastructure lying underground are believed to have been dented by rains and floods such as telephone exchanges, optic fibres and connectivity wires at large. The traders and general public have showed worried as the cellular companies services halt in the rain affected areas. The mobile phone operators are working to restore services at earliest. The PTCL has restored communication services in flood-hit Chitral area.

Moreover, wireless-based telecommunication and Internet network infrastructure such as cellular, wireless loops services and WiMAX broadband services might also face slight damages but their services witnessed interruptions in many areas owing to frequent rains and shortage of electricity supply in Base Transceiver Towers (BST) or signal transmission sites. A telecom analyst said the stranded floodwater destroyed the undersurface infrastructure in cities and caused financial losses to landline telephone operators in order to

carry out massive repair work afterwards.

Chief Minister Shahbaz Sharif has said that SMS service has been started for giving advance warning to the people living near rivers regarding flood situation. He said the SMS service had been launched for shifting these people to safer places.

He instructed that the Cabinet Committee on Flood and administrations of districts concerned should complete all protective arrangements in time to cope with flood. He said that timely evacuation of the people of the areas where there was a threat of flood should be ensured and all-out measures should be taken for the protection of life and property of citizens. He said that no excuse would be acceptable regarding safe evacuation of the people. He said that every need of the flood affected areas would be fulfilled. He said army, administration, police, Rescue 1122 and other institutions concerned were working in an active manner. India released more water into Pakistani rivers as

**Relief and rescue operations are underway in the flood hit areas across the country. Civil administration and Army contingents are actively participating in these operations**

floods continued to play havoc in different areas affecting hundreds of thousands of people.

India released 170,000 cusecs water, resulting high flood warning has been issued for River Sutlaj near Kasur. District administration has issued warning to evacuate the house near the river.

Earlier, India had released 100, 900 cusecs water from Harike Head Works. Around 84,000 cusecs water, released from Ferozpur Head Works of India, has entered Pakistani limits and will reach at Ganda Singhwala near Kasur. Meanwhile, with 170,000 cusecs floodwater in Ravi River has wreaked havoc in the adjacent area of Sahiwal by destroying mud houses and standing crops on thousands of acres.

Relief and rescue operations are underway in the flood hit areas across the country. Civil administration

and Army contingents are actively participating in these operations.

The Provincial Disaster Management Authority Punjab is providing three time meal to flood affectees in relief camps set up in seven flood hit districts of the province. Relief Commissioner Punjab Nadeem Ashraf said the authority has so far provided eight thousand six hundred tents and two hundred and thirty two boats to the district administrations.

The Punjab Relief Commissioner said vaccination of livestock is also being carried out in the flood hit areas.



Relief and rescue operations are in full swing in the flood hit Katcha areas of Ghotki, Kashmor, Larkana, Sukkur and Khairpur in Sindh. More than five hundred villages of these areas have been inundated due to rising flood water in river Indus.

In Chitral, relief items are being air-dropped in the flood hit areas while in Gilgit Baltistan, the government has accelerated relief activities for the flood affected people.

Member Disaster Risk Reduction of National Disaster Management Authority Ahmad Kamal says so far one hundred and fifty six thousand people have been shifted to safer places from flood affected areas.

Director-General PDMA KPK Amir Afaq said different organizations are making coordinated efforts to provide shelters, clean drinking water and health facilities to the flood affected people. He said a help desk has been established by PDMA for prompt removal of grievances of affected people. ■



# Broadband: Making education and health services accessible to masses



“Today, universities across Pakistan provide distance education programs through e-learning made possible by broadband internet. Institutions such as the Allama Iqbal Open University (AIOU) and University of Peshawar are examples of educational institutions that are harnessing the power of broadband for extending education reach”

The internet is today has become a basic utility for homes and businesses in the same way as electricity and water. The impact of high-speed broadband is gradually being felt across Pakistan, due to its availability and access for high quality education and training, facilitation in health services and improved business sustainability.

High-speed broadband connections make it easier for them to extend the classroom's reach.

Today, universities across Pakistan provide distance education programs through e-learning made possible by broadband internet. Institutions such as the Allama Iqbal Open University (AIOU) and University of Peshawar are examples of educational institutions that are harnessing the power of broadband for extending education reach. This is enabling knowledge seekers to access updated information, course materials and lectures more conveniently online.

Broadband is also opening doors to learning for girls in many rural communities. Females are getting access to education in their homes and communities which is helping raise standard of living of families improves and turn help build stronger and stable communities.

Similarly, health care is an area where broadband makes a huge difference. Broadband radically alters the health landscape, by making possible for people to receive quality health care through tele-medicine, helping combat physician shortages and bridges the urban-rural gap. This is particularly useful for rural communities that often do not have access to proper doctors, medicines and quality healthcare facilities.

Large healthcare providers require high speed internet and greater reliability to support acute service provision – an option that is now available to medical professionals and institutes across Pakistan through broadband service. District hospitals and health cen-

ters also get connected with specialty hospitals in major cities to provide consultation to rural patients. Specialists are now able to examine patients and see their medical history and reports plus check their vital signs through the ICT infrastructure.

Broadband internet is increasingly becoming a vehicle of transformation in various key aspects of national life, enabling economic gains and influx of new services and opportunities. The national carrier PTCL is the torchbearer in the regards, which took it upon itself to extend broadband service nationwide. The incumbent's broadband network is available in more than 2000 cities and towns and connecting schools, universities and hospitals. PTCL's broadband spectrum forms the basis of e-education, e-medicine and e-commerce and is contributing to the economic prosperity of the country.

## Large healthcare providers require high speed internet and greater reliability to support acute service provision – an option that is now available to medical professionals and institutes across Pakistan through broadband service

From changing the way education is dispensed and overcoming barriers such as shortage of teachers, gender disparity and limited access to educational facilities in rural areas to provision of e-health facilities, there are no two opinions about the fact that the advent of broadband in Pakistan has changed life immensely. To maintain the momentum of this transformational process, PTCL is further expanding

its network both in terms of reach and bandwidth to provide even faster speeds and cover smaller town and villages.

Simultaneous focus is also being laid on mapping wireless broadband services for regions which are not yet covered specially with in accessible terrain. Knowledge is a great power and PTCL is harnessing its resources so that more and more people can access health and education facilities online.

PTCL Broadband is the leading and the most rapidly growing Broadband service in Pakistan. Since its inception in 2007, it has completely changed and revolutionized the way people connect to the internet. PTCL Broadband Internet has acquired over 2 million Broadband customers. PTCL provides Broadband Internet service in almost all the cities and towns of the country, making it a household name.

PTCL Broadband users enjoy both PTCL landline number along with internet service through which they can simultaneously browse the internet and make telephone calls. Before Broadband Pakistan, there was very little awareness in the country about broadband & high speed internet services.

PTCL Broadband service is available in various speeds starting from 1 MB up to 50MB for Commercial users. It is also available in 3G with the Brand Name of PTCL EVO 3G Wireless Broadband, which is a USB Internet device with Internet on-the-go facility. PTCL EVO has revolutionized the way people connect to the internet by offering true mobility. PTCL EVO is offering its customers the advantage of nationwide roaming with seamless internet connectivity across Pakistan. PTCL's Broadband Internet is among the most affordable Internet facility and has very reasonable rates which makes it for the common man to enjoy high-speed Internet at a price which is in their reach. ■

Never settle for less than the best

waridLTE

waridtel.com

**Flare: What role has PakWheels played in the Pakistani auto sector?**

**Suneel Sarfaraz Munj:** Before PakWheels, buyers and sellers used newspapers, car bazaars or dealers to buy and sell their cars, which was an utterly time consuming and cumbersome process. Now, with PakWheels.com, not only buyers and sellers meet, but they can also conduct relevant research on their desired vehicle, get valuable info from reviews of a particular model, troubleshoot various car-related problems and engage with other like-minded car enthusiasts through our discussion forums.

Therefore, when it comes to changing industry dynamics, the manner in which buyers and sellers interact with each other as well as how potential buyers do research, PakWheels has been at the forefront of it.

**Flare: Which is the most popular car model on your website?**

**Suneel Sarfaraz Munj:** There is no particular model, to be honest. There are different categories of vehicles with 2 or 3 immensely popular vehicles in each category. For example, in the small hatchback category, Suzuki Mehran, Daihatsu Mira, etc. are the most popular. In mid-size sedans, the Toyota Corolla and Honda Civic are in high demand. Similarly, in the SUV segment, Toyota Prado and Toyota Land Cruiser garner a lot of attention whereas in the hybrid category, the Toyota Prius and Honda Vezel have managed to gain quite a bit of appeal.

**Flare: What is expected in the auto policy 2015-16?**

**Suneel Sarfaraz Munj:** Rightnow comments would be based on nothing but mere speculation and I believe speculation is not good for business. We take the automotive business very seriously so no comments on the upcoming auto policy and its draft. However, I can assure you, that if you ask for a list of suggestions, it would be very long.

**Flare: How successful are the PakWheels auto shows and what do they achieve?**

**Suneel Sarfaraz Munj:** The success of the PakWheels Auto Shows can be gauged from the fact that each year's auto show turns out to be bigger than last year's show, both in terms of number of cars displayed and the people who attend. This has all been made possible by the support and encouragement of the PakWheels community.

**Flare: Does PakWheels support the import of used cars?**

**Suneel Sarfaraz Munj:** PakWheels has always been consumer-centric; hence, we believe that car imports create a competitive environment in the industry, which is good for both the industry and the consumers.



Yet, we believe that it is necessary to provide local car manufacturers an opportunity to improve their production and technological processes. This is something that the government can encourage leading to increased growth of the auto industry. Local auto manufacturers will also benefit from the innovations and new ideas that are generated as a result.

**Flare: Where does the company see itself in the next 5 years?**

**Suneel Sarfaraz Munj:** According to some indus-

# PakWheels leads from the front



SUNEEL SARFARAZ MUNJ  
Chairman, PakWheels.com

“Chairman, PakWheels.com, Suneel Sarfaraz Munj talks to Flare panel in the exclusive interview about the inroads PakWheels.com has made in the auto sector and future plans. It is Pakistan's first ever online marketplace for cars encouraging buyers and sellers to trade all kinds of vehicles, both new and old. It is also a first of its kind web portal with an extensive resource library on various automobiles and which provides an interactive forum that enables car enthusiasts to engage in conversation and exchange ideas.”

try analysts, the internet population of Pakistan will increase from 30 million users currently to 100 million users in the next 5 years. With developments such as these, provided the auto industry and the economy continue their upward trend, we expect to see PakWheels cross the \$1 billion valuation in the next 5 five years. This will be a big target and we believe in achieving big targets.

**Flare: What is the status of PakWheels industry relations in the market?**

**Suneel Sarfaraz Munj:** The consumer has been the foremost important for us from the very beginning; yet, that doesn't mean that we take the industry for granted. PakWheels is well connected to all its stakeholders such as consumers, automakers, car dealers and even auto workshops. We are working in close collaboration with all of them so that we support products and services that are of value.

**Flare: Was a service like PakWheels needed in the Pakistani market?**

**Suneel Sarfaraz Munj:** There are more than 3 million cars in Pakistan. Out of that figure, 0.7 to 0.8 mil-

lion are traded each year. Some 40 to 50% of those cars have already been placed online. The estimates are that they would all shift completely online in the next 5 years. This is because with the ever-increasing number of people currently online, there is an increase in the demand for easy accessibility to information related to cars as well as a process that facilitates the smooth buying and selling of cars. So yes, there was definitely a need for this kind of service, even back in 2003.

**Flare: In what ways can PakWheels become even more useful for auto enthusiasts?**

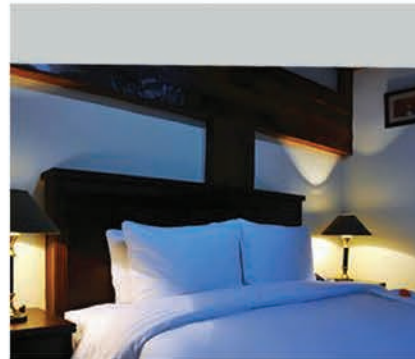
**Suneel Sarfaraz Munj:** We have a motto, “Think Wheels, Think PakWheels.” This motto drives us to keep adding new and innovative products and services that are of interest to auto enthusiasts across the country. We currently have some projects lined up which are expected to drastically improve the user experience of PakWheels.com. We are also open to suggestions, hence, we regularly conduct surveys to find out what our users want and introduce new features based on their needs. ■

# Hotel One

MURREE - SKARDU - ABBOTTABAD



MAKE YOUR  
GOOD TIMES  
BETTER!



Hotel  
One  
By Pearl-Continental

## HOTEL ONE MURREE

Bhurban Road, Murree, Pakistan. Tel: +92 51 3004900-5

## HOTEL ONE SKARDU

## HOTEL ONE ABBOTTABAD

Mansehra Road, Abbottabad, Pakistan. Tel: +92 992 385777 / 385999



Central Reservation:  
+92 341 2201111

✉ [sales@hotelone.com.pk](mailto:sales@hotelone.com.pk) [facebook.com/hotel.one.by.pc](https://www.facebook.com/hotel.one.by.pc) [www.hotelone.com.pk](http://www.hotelone.com.pk)

The e-commerce sector in Pakistan is growing for the last couple of years but needs some regulations as appropriate actions would determine its future. The field of electronic commerce is relatively new and its usages are alien to most business enterprises in developing countries. Pakistan constitutes around 200 million individuals, 9 percent of which went online during last year while another 30 percent are likely to get connected to Internet in next three to five years.

Despite such huge potentials, our e-commerce industry – like any other thing in Pakistan – is operating with near to zero regulations. Currently, the whole commerce industry is operating on trust which is just a wrong way of doing e-commerce.

Trust is an important factor in doing business but in absence of any laws or rules, just the trust element poses threat to industry in long run.

Such fraudulent activities are in fact already happening, for example a person from Peshawar lost his Rs. 126,000 that he paid online to acquire some computer items. His order was never delivered neither he has received any refund even after three months of initial transaction.

Saleem from Rawalpindi ordered something online few months back but the products that were delivered were different from what he had originally paid for. The online company denied him any refund for more than two months until he decided a legal action. Matter was later resolved through negotiation.

Similarly, a person from Karachi Gaffar Ahmad ordered an Air Conditioner (AC) from Daraz.pk and paid the bill through credit card in advance. After two weeks, instead of delivering the order, Daraz notified him that AC was out of stock and that his payment will be refunded after 45 days because that's how banking system works.

When Ahmad highlighted the issue to social media, Daraz.pk CEO had to intervene himself to get his refund. There are countless other cases – that never made onto the radar – where people were either frauded by getting wrong products or by no deliveries at all.

Time has come for us to regulate our e-commerce industry. If we want our online stores not to destroy such a huge potential or if we want to get AliBaba and Amazon replicas in Pakistan, then there is a need to regulate the industry at earliest to make sure that everyone has a set of defined protocol for carrying out e-commerce business processes.

The best way of going about regulating e-commerce industry is to have a separate government body that should regularize e-commerce businesses and it should be mandated with implementation of commerce policies.

With such stats, Pakistan is bound to become next major internet market – in terms of number of connected people – within next few years and this is a potential that should be kept in mind while dealing with all things online.

**The best way of going about regulating e-commerce industry is to have a separate government body that should regularize e-commerce businesses and it should be mandated with implementation of commerce policies**

Best thing about internet is that you get practically unlimited number of potential customers. Unlike a physical store, an online store is potentially available to whole of Pakistan, if not whole of the world. So if you are curtain stitcher for example and you do this well and people have started liking you, then expect thousands of orders if not hundreds of thousands of orders per day, an e-com-

# E-commerce fraud victimisation growing fast



“Gaffar Ahmad ordered an AC from Daraz.pk and paid the bill through credit card in advance. After two weeks, instead of delivering the order, Daraz notified him that AC was out of stock and payment will be refunded after 45 days because that's how banking system works”

merce expert said. He said online stores and businesses have potential of growing larger than airline companies, both in terms of size and revenues. This is exactly how online store and businesses in West have grown larger than their airline companies (both in terms of revenues and valuations); which shows the magnitude and amount of stakes that we are dealing with here.

No doubt, Pakistan's e-commerce sector has witnessed exponential growth in the last few years and a vast majority of its population has increasingly moved towards online shopping. At present, there are 30 million internet users in the country with more than 15 million of them accessing internet through mobile phones. According to World Bank statistics, the internet users in Pakistan have shown a double digit growth in the last few years, which is one of the highest growth rates in this region and this trend is expected to continue.

The primary reason behind the success of online shopping is the fact that it offers both convenience and affordability to the buyers. Furthermore, the number of working women is on rise in Pakistan and for these women, time is a luxury so they also prefer to resort to online shopping in order to

avoid the hassle of physically searching for the products that they need. Another reason encouraging online shopping is that it offers a consumer to consumer platform as well where the consumers can easily buy and sell products among themselves.

The products that are high in demand when it comes to online shopping purchased include mainly laptops, mobile phones, clothes and accessories. However, there has been a recent shift in consumer behavior as people have now started buying immovable and movable property as well through online channels.

Lastly, with the introduction of 3G and 4G internet services and increasing internet penetration, availability of high-speed internet and mobile subscriptions, the future of online shopping seems very bright in Pakistan.

When talk about developed countries, e-commerce is the fastest growing market in Europe. Sales in the UK, Germany, France, Sweden, The Netherlands, Italy, Poland and Spain are expected to grow from £132.05 billion in 2014 to £156.67 billion in 2015 overall online sales are expected to grow by 18.4% but 13.8% in the US on a much larger total. ■

# Great CM Punjab orders reversal of 19.5% internet tax



“Tax is to be imposed on all kinds of Internet services in Punjab, including 3G, 4G, DSL, EVO, fiber if CM did not order to withdraw the tax. It is believed that SRO for imposition of 19.5% tax on wired and mobile internet is finally going to get de-notified”

**P**unjab Chief Minister Shahbaz Sharif has ordered the reversal of 19.5% internet tax on wired and mobile broadband as the internet community lamented the imposition of unjustified 19.5% tax. It is believed that SRO for imposition of 19.5% tax on wired and mobile internet is finally going to get de-notified.

Tax is to be imposed on all kinds of Internet services in Punjab, including 3G, 4G, DSL, EVO, fiber if CM did not order to withdraw the tax.

Finance Minister of Punjab had announced reversal of internet taxes during her budget speech. However, official notification for the same was never issued and instead PRA Chairman was cited as saying that tax was never withdrawn.

Before it, Punjab government has decided to impose 19.5pc tax on Internet use by mobile phone consumers. Internet Service Providers (ISPs) will remain exempted.

The decision has elicited criticism as people say the Punjab authorities have backed out of their commitment that no such tax will be imposed.

The Punjab government on May 28 had introduced 19.5% tax on broadband internet connection of Rs1,500 above and 2 Mbps above speed through SRO. The digital publishers and bloggers had

launched a ‘blackout’ campaign to prevent the government from implementing this tax.

Punjab Finance Minister Dr Ayesha Ghaus-Pasha announced during her budget speech that this tax had been withdrawn and a decision to the effect was taken in the cabinet meeting presided over by Chief Minister Shahbaz Sharif.

The Internet users and service providers have rejected 19.5 percent general sales tax imposed by the Punjab government on Internet and data usage from May 29 because of emerging market and protest against withholding tax. The cellular operators, who have successful purchased \$1.2 billion worth 3G/4G are main affected due to the decision after.

According to the notification issued by the Punjab government, tax is imposed on all kinds of Internet services in Punjab, including 3G, 4G, DSL, EVDO, fiber, etc. except for educational purposes users.

On the other hand, telecom operators have started the charging of 19.5% tax to the subscribers because no clear picture draws about the imposition of tax on internet. To watch the scenario, two out of the five cellular operators in the country passed the tax to the customers at 19.5%.

Pakistan Telecommunication Company Limited (PTCL) has deducted the 14% Withholding Tax to its customers from July 13, 2015. The customers of the PTCL have received SMS.

The Government of Pakistan levied 14% Withholding Tax on all EVO prepaid & postpaid packages.

Despite to relief the users of telecom sector, government is imposing taxes and now with the implementation of withholding tax, it wants to increase the miseries of people.

The internet tax has increased the charges of various 3G and 2.5G services, which would increase the additional burden of Rs 1.95 to Rs 195 on various packages ranging from Rs 10 to Rs 1,000, varying from daily to monthly period.

An operator, with higher number of mobile phone and 3G subscribers, has imposed the tax a couple of days ago, whereas another operator would charge the same tax to its customers from August 4. Besides, the rest of the three operators are optimistic for positive response from the provincial governments but these companies are also likely to follow the suit.

It would not be justified if the new tax is imposed on the customers belonging to Islamabad, Gilgit-Baltistan, Azad Kashmir, Balochistan and FATA, as these regions are being administered by the federal government for revenue collection, which did not introduce any tax on internet services.

It may be mentioned that the Punjab government assured that it would withdraw the notification of imposing tax on internet on June 12 through announcement made by Punjab Finance Minister Dr Ayesha Ghaus Pasha, however the operators have not received any notification after the lapse of nearly 50 days.

The imposition of tax on internet was introduced by the Sindh government for the financial year 2014-15 on above Rs 1,500 connection at 19.5% GST whereas the KP government also replicated the same tax. However, a leading broadband and telecom operator filed cases in the Peshawar High Court (PHC) to get stay.

The telecom operators have been submitting taxes to the court from their own pockets rather than passing on to the consumers. It is because of the fact that the operators believe the tax on data services and internet would hamper growth on the utility of newly launched 3G/4G services, though it is not possible for companies to bear the burden for a longer time.

Pakistan is one of the two countries after Bhutan that taxed data services but its tax rate is higher, that is, 19.5% against 5% of Bhutan.

The country leapt to secure first position in the world’s ranking of highest tax regime with 53% of the overall taxes including 19.5% on call and voice services, 14% withholding tax (WHT) and now 19.5% additional service tax that was levied by the Punjab government last month on the above 2 Mbps speed (or Rs 1,500 monthly connection charges), hence technically imposing charges on 3G/4G/LTE of the telecom services.

## Finance Minister of Punjab had announced reversal of internet taxes during her budget speech but still no action

Pakistan has left behind Turkey with less than 50% tax, followed by Gabon with 40% and Tanzania with 34%. The data services or mobile internet have been exempted throughout the world from the taxes because of its unparalleled benefits to the masses and its ripple effects on social developments and economic growth.

The new tax is likely to affect the consumption of internet broadband, which is being used by 10% (13 million customers) of the total subscribers base of 130 million in more than 100 cities. ■

Never settle for less than the best

waridLTE

waridtel.com

Flare

37

**H**e has taken the hair restoration surgery to a new dimension by performing a Mega Session of Transplanting 4000+ Grafts. He plays a vital role in the hair transplanting surgery in Pakistan. He has performed and attends many academic activities and research work and publication and presentation in many countries.

**Flare: What kind of technology does the use?**

**Dr Manzoor:** At present, Single Follicle Hair Transplantation is the most advanced hair transplant procedure in practice across the world. The MHT uses varying graft techniques, providing the patient with benefit of a combination of micro and mini graft procedures. This tissue is dissected under high magnification microscope by a highly trained and skilled team. All disposable micro instruments and medicines used during the procedure are imported from the USA and the UAE.

**Flare: How does the actual hair transplantation take place?**

**Dr Manzoor:** Following the extensive assessment of transplantation area, the patient undergoes four blood tests. Next the area in the back of the patient's head is locally frozen (anesthetized), this is followed by the harvesting of live hair tissue from the donor area, and closing with stitches/staples. This is followed by the design of a final hairline, and following approval by the patient, the bald area is prepared for reception of grafts. For further information, please view Surgical Procedure, here.

**Flare: What is the cause of hair loss?**

**Dr Manzoor:** Hair loss is caused by a combination of hormones and balding genes. When testosterone is changed chemically by an enzyme in the skin (5-alpha reductase), it becomes a more potent hormone known as Dihydrotestosterone (Dht). However, Dht alone does not responsible for hair loss, it only has an effect when it comes in contact with hair that is genetically programmed to suffer its influence. Hair loss, therefore, occurs from a combination of two factors, the hormone Dht, plus the gene inherited from one's parents.

**Flare: Are there any side effects to this surgery?**

**Dr Manzoor:** Single Follicle Hair Transplant is one of the safest form or restorative procedures and is free from any kind of risk or complication. Although there is occurrence of mild pain in the donor area post surgery, pain and swelling subsides within three to five days; with patients managing to avoid all side effects if they follow post-operation instructions carefully.

**Flare: What factors affect the density of the new hair?**

Density of hair is usually affected by the following factors:

- Quality of hair in the donor area
- The size of the area of baldness

If the quality of tissue in the back of the patient's scalp is excellent and the area of baldness is small, it ensures a dense packing of grafts, resulting in good density and body of hair. If the quality of the hair in the back is not good and this is augmented by an area of baldness that is extensive, the first session might not result in thick packing and there may be a need for a second session.

**Flare: How much does the process cost?**

**Dr Manzoor:** Pending actual physical examination or with the help of photographs, a Hair Transplant Consultant can determine whether a patient is a suitable candidate for hair transplant, and also provide an answer regarding how the cost of the procedure in that particular case.

How many follow up visits are required post-surgery?

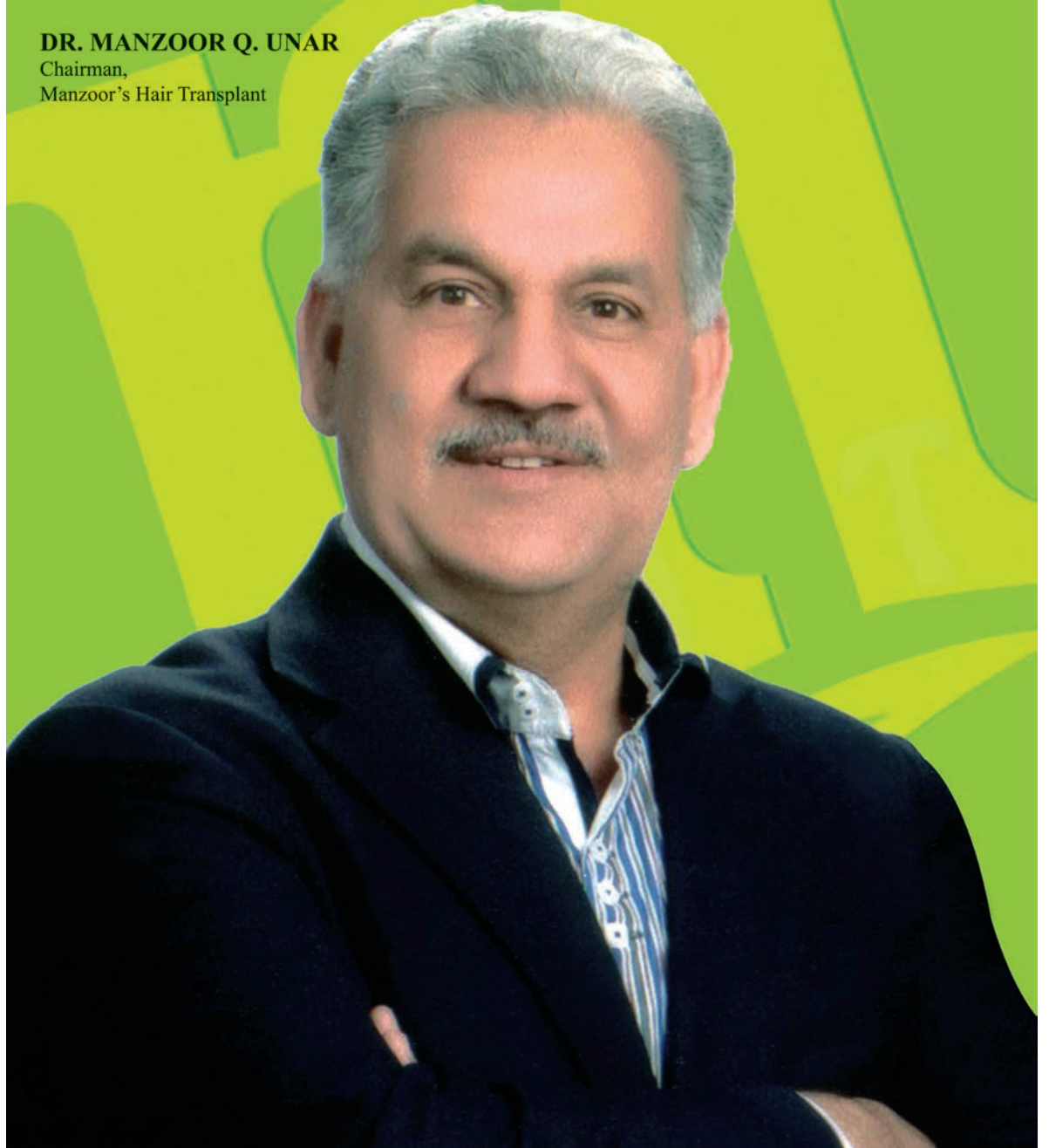
**Dr Manzoor:** Patients are required to visit the clinic ten-day after the procedure to remove stitches/staples in the back of the scalp. Further visits are advised after a period of three and six months respectively, to help monitor progress.

**Flare: How many days does a patient need to rest and recuperate?**

**Dr Manzoor:** The time needed varies with different people, although a minimum recommended

# Hair transplant procedure is 100 % religion acceptable

**DR. MANZOOR Q. UNAR**  
Chairman,  
Manzoor's Hair Transplant



“Dr Manzoor Q. Unar is a highly-skilled professional. He has done his MBBS from LUMHS, Jamshoro and expert in Hair Restorative Surgeon and a member of the International Society of Hair Restoration Surgery, USA.”

time period would be three days off from work. Patients can resume light exercises within a week of surgery, with heavy exercises possible after 2 to 3 weeks. A complete recuperation can be expected within two weeks.

**Flare: Is the procedure painful?**

**Dr Manzoor:** The procedure is carried out under local anesthesia; with the donor area frozen with a fine 30 gauge needle. Though most patients are apprehensive about the procedure initially, they begin to get quite comfortable about the entire process within an hour of the procedure. MHT also arranges meetings with past patients to enable the prospective patient with a firsthand account of the procedure.

**Flare: Will hair fall again after surgery?**

**Dr Manzoor:** Transplanted hair has the same age as hair taken from the donor areas, i.e. the back of the scalp, which is usually guaranteed to last for a lifetime. Tissue harvested from a permanent zone ensures that the new hair should stay permanently, making it less likely to fall off after surgery. The body many lose already existing hair, although this can be controlled to a large extent by using medication.

**Flare: Does the procedure guarantee 100% successful results?**

**Dr Manzoor:** A number of studies conducted internally by the MHT, have revealed a success ratio on the uptake of tissue between 93% to 97%; which comes in second only to results achieved by a modern Centre in the USA.

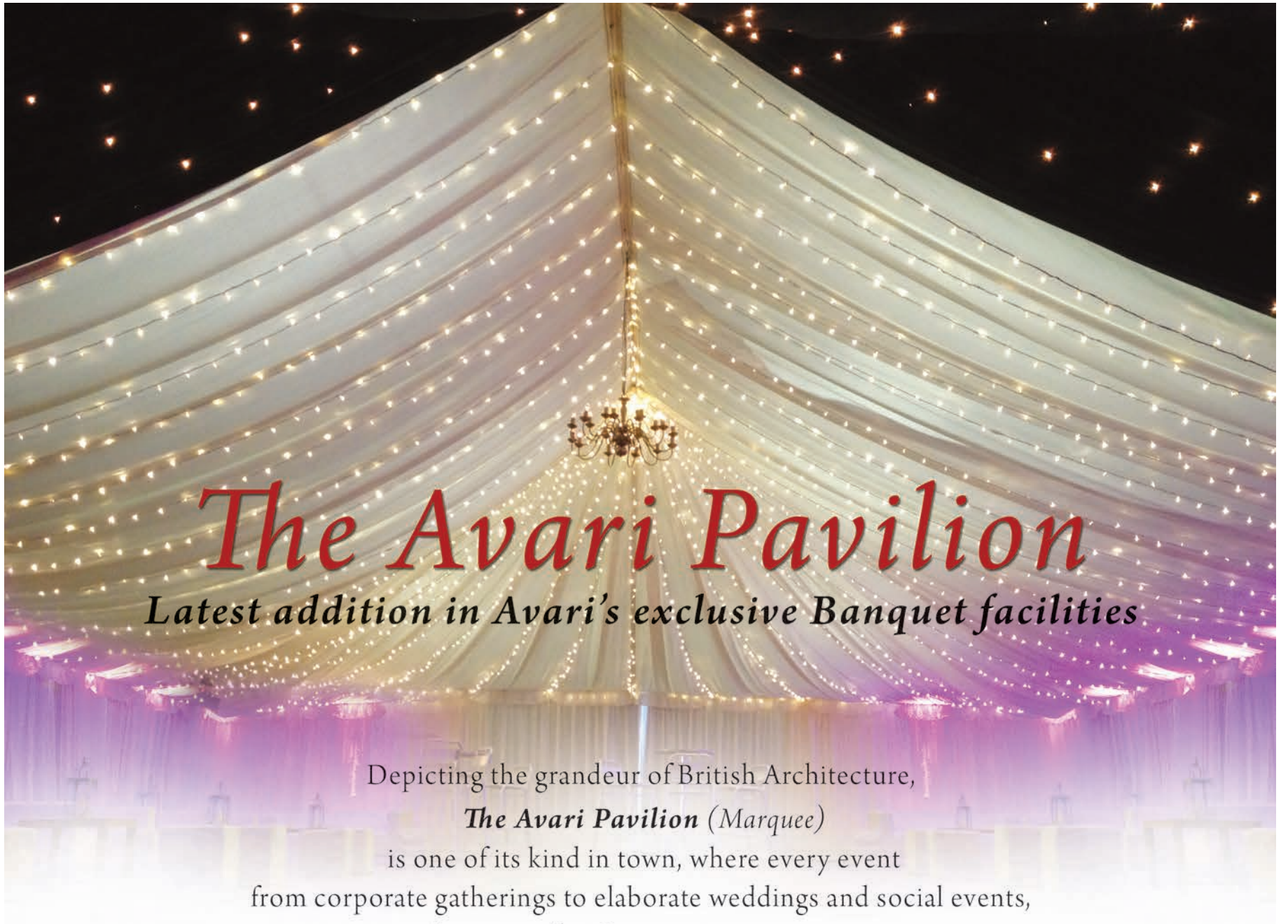
**Flare: Is there an age limitation for the surgical procedure?**

**Dr Manzoor:** Single hair follicle transplantation poses no age limitations for those requiring the treatment. The MHT has a current portfolio that ranges from patients as young as 18 years old up to 72 years old.

**Flare: Why should we select Manzoor's hair transplant?**

**Dr Manzoor:** Manzoor's Hair Transplant Center in current working on perfection, primary emphasis on the transplant hair in the natural looking center is also specialized in recreating moustaches beard and eyebrows.

The most important part is that the procedure adopted by Manzoor's Hair Transplant Center is safe and given a completely natural look. ■



# *The Avari Pavilion*

*Latest addition in Avari's exclusive Banquet facilities*

Depicting the grandeur of British Architecture,  
*The Avari Pavilion (Marquee)*  
is one of its kind in town, where every event  
from corporate gatherings to elaborate weddings and social events,  
is taken care of with exquisite arrangements.



*With the capacity to cater-up to 1000 persons,  
turn your event into a lifetime of cherished memories.*

FOR RESERVATION PLEASE CALL:  
111 282 747 EXT: 589



JOIN US ON FACEBOOK



# Onduline presents its products at "Pak-China Business Forum 2015"

Onduline Avrasya A.S, Turkey, A worldwide specialist in lightweight roofing has taken part in the Pak-China Business Forum 2015 exhibition held in Pak China Friendship Center, Islamabad recently and presented its products i.e "Onduline HR Roofing Sheets, Onduvilla Roofing Tiles, Bituline Water Proofing Membranes and Fondaline Damp Proofing Sheets".

Onduline Group is the world leader in Cellulo-Mineral and Bitumen based Roofing and Siding Sheets, having pursued activities in Eurasia since many years, decided in 1994 to invest directly in Turkey. Onduline Avrasya was established as a subsidiary of the group in Istanbul in August 1994. Beginning from its foundation, the product range which was limited to Onduline roofing sheets only, was intensively developed resulting today in a range inclusive of those for the roofs and foundations, in a way to meet all the requirements of the end users, with related products and systems.



Pakistan representative: **M. Sohail Umair** | Mobile # 0321 8261996 | Email: sohail.umair@onduline.com.tr



# Fake App exposes Android users' personal and banking data

“Malicious malware has been a rapidly growing concern for Android users, as they continue to be a prime target for more and more advanced mobile threats. Researches also warned that given the sophistication of this imitation app, it could be possible that more robust mobile banking threats could be seen in the near future”

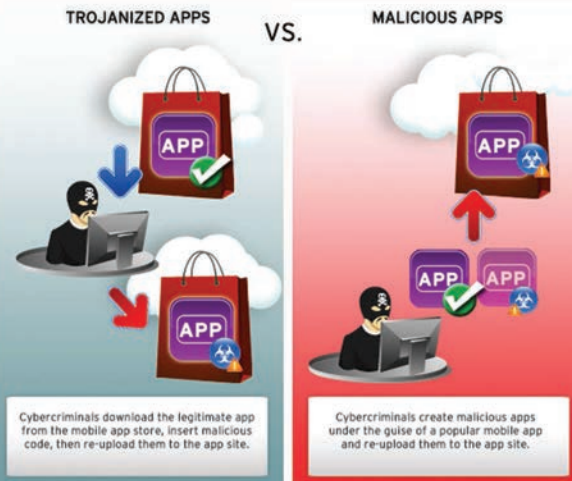
With an increasing amount of people using mobile devices for work, security of the data stored therein has become a hot topic. And since people also use mobile devices to access their finances, that makes them a prime target for cybercriminals. Android are the most popular mobile OS in the world right now, and the most targeted. How are users attacked and what is the current security status of Android? Security researchers have discovered one of the most advanced HijackRAT malware apps designed to hack users' private data by granting hackers remote access to their Android device. The fake app, posing as 'Google Service Framework', is capable of stealing and sending SMS messages, banking credentials, contact lists and initiating malicious app updates. Researchers reported the app was one of the most sophisticated

to be uncovered. “In the past, we've seen Android malware that executes privacy leakage, banking credential theft, or remote access separately, but this sample takes Android malware to a new level by combining all those activities into one app.”

The researchers also stated the malware is currently being used to defraud customers of eight top Korean banks, but could easily be manipulated by the hackers to begin targeting European financial institutions, as well. “We suspected in the near future there will be a batch of bank hijacking malware once the framework is completed,” reported security researchers. “Right now, eight Korean banks are recognized by the attacker, yet the hacker can quickly expand to new banks with just 30 minutes of work.”

Researches claimed the 'Google Service Framework' app is seen to be especially dangerous as it is developed to bypass most traditional antivirus tools. The malware app appears with the default Android icon and has a package name of 'com.ll'. However, it is still unclear what the replacement fake banking apps are designed to do. Malicious malware has been a rapidly growing concern for Android users, as they continue to be a prime target for more and more advanced mobile threats.

The torrent of malware invading the Android ecosystem continues unabated, proliferating at a rate of approximately 4,900 new malware threats per day, according to a report from G Data SecurityLabs released recently. In fact, the report indi-



cates that Android is increasingly becoming the target of course for cyber-criminals, as the potential rewards for hacking into largely unsecured Android devices become ever greater.

To wit, the report indicates that the number of new malware strains could rise exponentially this year, potentially reaching as high as 2 million, as the number of new strains is already up 21 percent over Q1 of last year. The reason that Android continues to garner the increasing interest of cyber-criminals and other ne'er-do-wells is not hard to

**Security researchers have discovered one of the most advanced HijackRAT malware apps designed to hack users' private data by granting hackers remote access to their Android device**

find, as recent studies have found that almost half of all smartphone users both in Europe and in North America use their mobile devices for financial transactions...and that's money for the taking for cyber-thieves.

“The report shows that the OS has a bigger market share than the others, and thus is more interesting to security researchers and malware au-

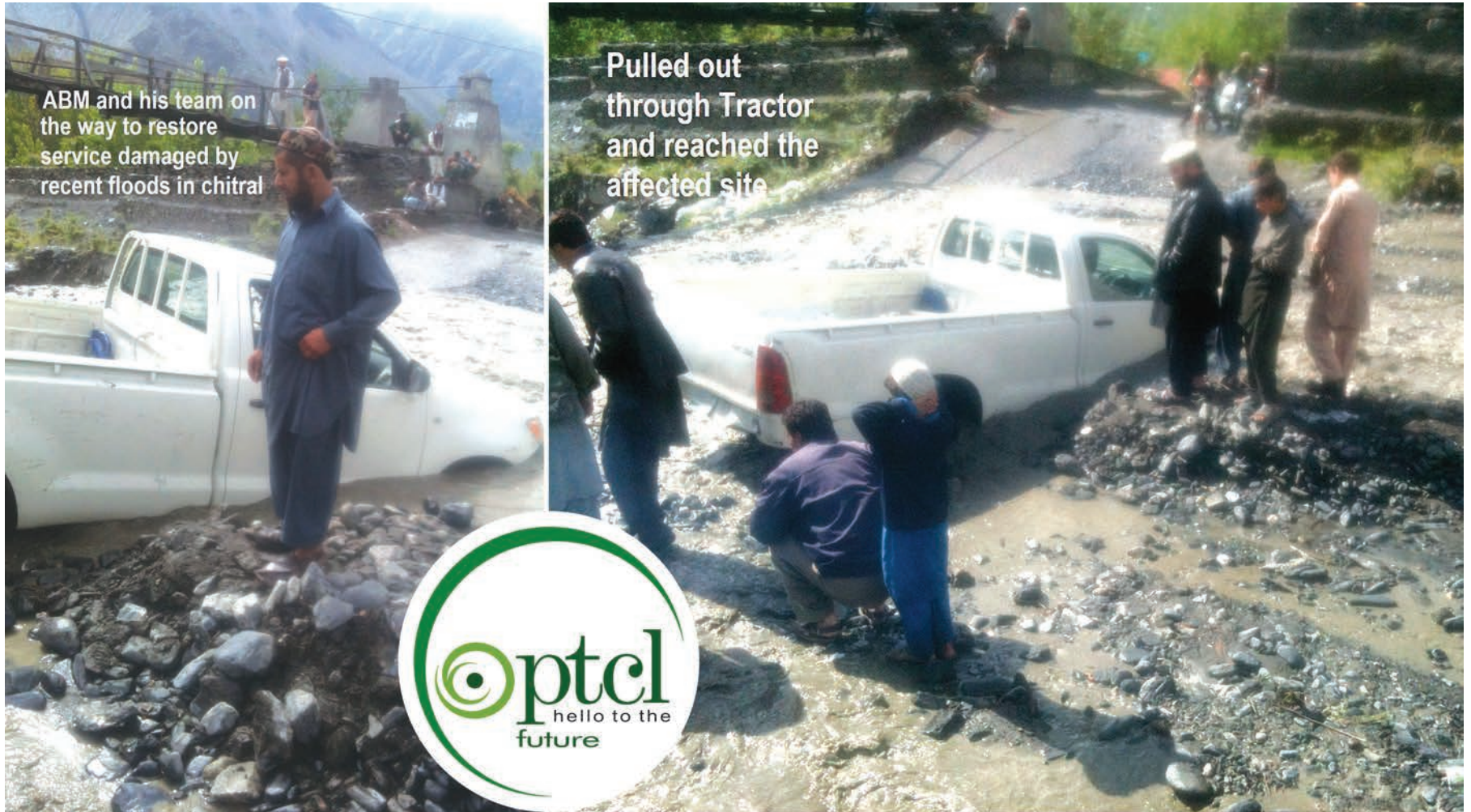
thors alike. Also, a lot of vendors offer Android devices varying in quality standards, but that is not a problem of the OS itself, but rather of the vendor in question,” said security evangelist for G Data Andy Hayter. But it's not like we didn't see this coming. Not only has Android long been vulnerable to a variety of malware intrusions due to system fragmentation and substandard security protocols, but security experts like G Data have been predicting this sharp spike for years now.

As G Data's Eddy Williams wrote more than two years ago, “Mobile malware has developed into a lucrative eCrime business for online criminals. The perpetrators are mainly using Trojans horses to exploit this, as these can be deployed in numerous ways. The malware enables not only the theft of personal data, but also fraud using expensive premium rate services, for example...Because of the lucrative possibilities for criminals to make a profit.

The greatest threat however, as it has always been, is the end user, as the report indicates that free apps and other such software downloaded from discount third party sites are the more appealing malware vectors for cyber-criminals, as such sites usually lack the security checks of established app stores like Google Play. Once downloaded, these malicious pieces of code now increasingly target banking and purchasing software on mobile devices, with LinuxInsider writer Jack Germain reporting that “At least half of all Android malware now in circulation includes banking Trojans, SMS Trojans and similar malware components.”

But lets be honest, while careless user behaviour is the strongest contributing factor to Android vulnerability, Google has never really cared about the security of its cash cow, depending solely on mobile vendors to shore up that problem. As tech insider said Rob Enderle explains, “Google's lack of focus on this problem, reminiscent of Microsoft's similar mistake in the late 1990s — which resulted in their having to rethink their OS and create Windows XP — has created a massive exposure for Android users.” For that reason, Android has always been rife with vulnerabilities, a problem not only now with the platform's deployment in financial transactions, but in the future when it will undoubtedly become the centrepiece of the growing IoT market as well. ■

# PTCL stands with the flood-hit people of Chitral



ABM and his team on the way to restore service damaged by recent floods in Chitral

Pulled out through Tractor and reached the affected site



“PTCL special teams worked diligently even during the Eid holidays to rapidly reconnect the affected areas of Chitral to the rest of the country, restoring landline, broadband and wireless internet services”

Floods are a perennial occurrence in the part of the world where Pakistan is located and causes severe loss of life and property every year. With increasing havoc caused by climate change, floods are impacting Pakistan and the whole region with even greater ferocity. This calls for greater preparedness but while the various disaster relief agencies attend to this aspect, there is a lot that can be done in terms of relief efforts by those who are on the ground.

It is during times of such catastrophe and disaster that one needs to rise above and go beyond to help out the people in need. One is pleased to see many sections of society including private and public organizations, stepping in to provide much-needed assistance in flood-struck areas. The devastating floods that recently hit Chitral washed away roads, bridges and communications infrastructure in its wake, leaving people homeless and without basic necessities.

The damage was compounded as the rescue services and local communities found it very difficult to provide relief due to non-availability of communication services. Nearly 300,000 families located in the upper and lower districts of Chitral suffered as a result of flash floods induced by torrential monsoon rains and fast-melting glaciers. The areas affected mainly included Mastuj, Kalash Valley, Boni, Garam Chashma and Orgoch. Although the government of Khyber-Pakhtunkhwa had declared a relief package worth Rs140 million for the restoration of link roads and efforts were underway to provide potable water from the Golen Gol water supply scheme to the people affected by the floods, there was still major concern surrounding the sorry state of the area's communication facilities.

PTCL joined the local government and civic agencies in their effort to provide relief to the af-

ected people. The company not only handled the communication crisis judiciously, but also set up various medical camps in Chitral for the people in need. PTCL special teams worked diligently even during the Eid holidays to rapidly reconnect the affected areas of Chitral to the rest of the country, restoring landline, broadband and wireless internet services. This is a testament to the fact that the private sector can act with as much effectiveness, if not more, and implement sustainable disaster management strategies.



The floods damaged more than 50% exchanges of PTCL, along with relevant technical infrastructure in flood hit areas. However, with the hard work of PTCL teams on ground, most of the services were restored. PTCL remained the first public service organizations to spring into action and restore the vital communication services to connect relief agencies and people with their loved ones.

During the ensuing power outage, backup power source were used to keep all service sites online. Mules and horses were also used in various areas to transport fuel and replacement equipment

for timely restoration.

PTCL was also the first to provide medical relief to the affected people in otherwise inaccessible Reshwan Village, which was hit by a big flood wave. PTCL medical teams and staff provided emergency cover and treatment to more than 250 residents of the village which had no other relief service, as the bridge leading to the area was damaged by the flash floods. PTCL dispensary and ambulance remained stationed at the PTCL Exchange nearby to provide continuous medical aid until the Army reached the area.

PTCL stand with the nation in this hour of need and is making all to keep communications link open

This isn't the first time the national carrier has stepped forward in times of adversity to lend its services. Previously, the company lent a hand to support internally displaced people (IDPs) of Swat and Waristan as well as provided relief to flood affected people in Punjab and Sindh.

**PTCL joined the local government and civic agencies in their effort to provide relief to the affected people**

In a country where the government is not as equipped to meet the needs of the public in times of adversity and misfortune, having business corporations devoted towards helping people pursue a better standard of living is indeed a godsend. Public and private entities must join hands and pool in resources to provide relief during such national disasters. This not only makes the work of civic and relief agencies easier, but also builds trust in the national organizations. ■



*Since 1880*  
Faletti's Hotel Lahore

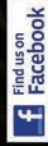


It's Not  
"Just Cake"

For Orders & Bookings  
Call: 111-444-333

BAKERY

at  
Faletti's



FalettisHotelOfficial  
24 Edgerton Road Lahore  
UAN: 111-444-333

# PFA seals Shezan for germ ingredients found



“Pickle Section of the Shezan Factory has been sealed owing to fungal growth in raw carrots in turnips to be used for preparing pickle, open drain in pickle section, improper screening of pickle processing area. Opening for rodents and no medical certificate of female food handlers/workers”

A special squad of Punjab Food Authority (PFA) in the supervision of Ayesha Mumtaz Director Operations inspected the Shezan International Bund Road, Lahore and Pickle Section of the Factory has been sealed owing to fungal growth in raw carrots in turnips to be used for preparing pickle, open drain in pickle section, improper screening of pickle processing area. Opening for rodents and no medical certificate of female food handlers/workers.

According to PFA, the place was host to fungal growth in raw carrots and turnips, unhygienic drainage system, improper screening of pickle processing area and other multiple health issues. The incident will definitely affect Shezan's brand image and sales.

Food industry in Lahore has found itself in hot water as Punjab Food Authority (PFA) continues to seal outlets and slap heavy penalties, causing sales to slash down by a shocking 50 percent.

Even famous hotels and fast food restaurants none has been spared from PFA's nosy crackdown against substandard conditions in the hotels, cafes and restaurants of the Lahore.

A sudden backlash by the restaurant owners has erupted in Lahore. Claiming to slander them on social media, the outraged owners accused PFA of charging false accusations on popular eatery brands and exposing a deceptive side of food scene in Pakistan.

Meanwhile, PFA Director Operations Ayesha

Mumtaz has made it clear that the campaign will continue to unleash the businesses who failed to adhere to the rules and regulations of food inspection.

The message is quite clear. If you want to run a restaurant or food business in Punjab, you have to provide the best quality of food to the consumers and there is no way you can get away with the punishment for your negligence because the Ayesha Mumtaz is out to fix all the eateries in the province.

Director Operations Punjab Food Authority (PFA) Ayesha Mumtaz is getting praise from all sides (almost) for the last few months as she has been raiding the restaurants and hotels in Lahore without any discrimination on the basis of size, status and reputation of the business or its owner.

On the directions of Punjab Chief Minister Shehbaz Sharif, Punjab Food Authority (PFA) is continuing campaign against those selling poor, unhygienic and adulterated items. CM categorically stated that no leniency will be shown to those playing with human lives by selling substandard edible items. So far PFA conducted raids against more than thousand food units, took action against more than 500 restaurants and issued notices to 284 shopkeepers for improvement of cleanliness. DCOs of all 36 districts of Punjab are also directed to carry out this exercise in their respective districts. CM appreciated the efforts of PFA team and warranted them his full support to ensure sanitary conditions in restaurants without any dis-

crimination.

It is pertinent to note that the department of Punjab Food Authority was established by Chief Minister Shahbaz Sharif in July 2012 under "Punjab Food Authority Act 2011" to ensure availability of safe and wholesome food for human consumption.

To take it one step ahead as a permanent solution to this problem, CM has announced that the restaurants all over Punjab will be graded on the basis of standard of food, security, cleanliness, quality of water etc. and the grades will be displayed at the gates of all the restaurants. Punjab Food Authority in collaboration with CM's Special Monitoring Unit -SMU has already started working on this project.

The owners of restaurants protested against her strict adherence to the law, Ayesha Mumtaz said that all she has done is in accordance with the law and that is how she is going to work in the future as well. "If they're providing substandard food, they can't get away from punishment or fine. They can do whatever they want to, we will continue our job with the same, in fact better, momentum", said Mumtaz.

Chief Minister Punjab Shahbaz Sharif was all praises for Ayesha while chairing a meeting of the Cabinet Committee when he said that he was extremely pleased with the performance of her team and promised her complete support from the government. Ayesha also thanked the CM for his support and said that it wouldn't have been possible without the free hand given by the government to her. CM also awarded her a shield for her brilliant performance.

It is usually said that Shehbaz Sharif is a very strict and demanding administrator who always seeks perfection from his officers and hardly appreciates their efforts.

Even famous hotels and fast food restaurants none has been spared from PFA's nosy crackdown against substandard conditions in the hotels, cafes and restaurants of the Lahore

Attached is a glimpse of his cabinet committee meeting held earlier today to review the progress of Punjab Food Authority (PFA) and the measures needed to enhance its capacity to other areas of Punjab. CM appreciated the efforts of DG PFA and his team especially Director Operations Ayesha Mumtaz who has been doing wonderful job and enjoys full support of the Chief Minister to carry out operation against restaurants selling adulterated and substandard edible items without any discrimination.



There is criticism as well. Some say she has damaged the reputation of all the restaurants in the city while others say that her team doesn't follow the protocols. Some say she doesn't go out of Lahore while others suspect her of doing it all to earn praise and money for herself.

Cynicism aside, Ayesha Mumtaz has definitely sent shockwaves throughout the hospitality industry. With a few more officers like her, at least the quality of food provided by the restaurants in the country can be ensured. ■

**Flare: How long have you been in the hospitality industry?**

**Pirzada:** I have been in the hospitality industry for the past 21 years. I started from Serena Hotel in 1994. After two and a half year, I switched to Hashoo Group and now serving PC Karachi as General Manager. I associated with the Hashoo Group of Hotels since 1996. I served on different assignments in the group, which includes Sales and Marketing, Rooms Division & Renovation Projects.

**Flare: Why did you choose this profession?**

**Pirzada:** I have longed to work in the hospitality industry and very honestly saying this is my dream to work in the hospitality industry.

I have always been a fond of formal makeover and people working at the hotels always inspired me. Most importantly, this job offers an opportunity to study people closely. Working at a hotel like PC requires interacting with people of different countries, cultures, language and professions. I come across scores of people every day which is a unique charm in itself as this provides me an opportunity to understand different cultures. Although, it is a very demanding job but being in this profession for over 21 years, it gives me satisfaction.

**Flare: What are the future plans of PC Hotels?**

**Pirzada:** We have nine hotels across the country and the construction of three hotels in Multan, Mirpurkhas and Hyderabad has already started which will be completed by 2017.

Mr Hashwani has a vision to expand the business despite of many challenges like terrorism, law and order situation, political uncertainty for last five years wherein hotel industry suffered a lot but PC continued with its renovations and expansion programmes.

Although there is less margins of profit but Mr Hashwani has a vision to maintain the standard of the hotels like those of foreign chains of hotels.

**Flare: What new attractions do you plan for the industry?**

**Pirzada:** A clientele is must which enable us to arrange services and facilities of high quality.

Primarily, we need the government's support in the sense that law and order situation is improved, as this would attract foreign guests. If we talk about the 90s, Pakistan's tourism was flourishing and a lot of tourists from all over the world visited Pakistan, particularly the northern areas. I remember there was a time when a large number of guests used to arrive in Karachi for a couple of days stay and then head to northern areas. Hotels in Karachi and other major cities were benefitting and growing. Only if the security concerns are removed, tourism of Pakistan will get a boost and then obviously we would have to upgrade our facilities and services according to the international standards.

As the entire hotel chain has been renovated, we are now focused on technological advancements. We are installing cutting-edge technology which would provide fast and reliable internet connection to our guests.

**Flare: What challenges do volatile security situation in Karachi pose for your business?**

**Pirzada:** It is true that security issues in Karachi lately have impacted our business which has also increased the security related costs. But, now the things are improving as compared to previous five years while occupancy ratio has improved to a considerable extent. Local travelling has increased significantly and international travelers from regional countries are also coming.

The European and American businessmen which used to be our major targeted segments such as Italy, Germany, Spain, France and other countries are still away. However, I am quite optimistic and it is hoped that things would improve.

Hotel industry is the right scale to gauge country's economy as higher occupancy suggests that investors are evincing interest and confidence in country's economic environment. Talking about the past five years when even the local businessmen from Lahore, Islamabad, Peshawar and other cities were reluctant to come to Karachi. But, now their confidence is restoring and local travelling to Karachi has increased

# PC: A pearl of Pakistan's hotel industry



**FAIZ REHAN PIRZADA**  
GM of PC Hotel,  
Karachi

“Flare panel talks to Faiz Rehan Pirzada, General Manager, Pearl Continental Hotel, Karachi who portrays a promising outlook of the country's hotel industry vis-à-vis Pearl Continental. PC has planned three more hotels in the country. The Group already has nine hotels under the banner. Hashoo Group is in the hospitality industry since decades and has been expanding ever since.”

which is quite encouraging.

**Flare: Corporate Sector is switched to offshore destinations for their corporate events? How are you dealing with this aspect?**

**Pirzada:** Yes, it is true that corporate sector was going abroad and majority of the groups were having their board meetings and annual general meetings in Dubai, Singapore and Malaysia. Karachi is the business hub of the country and majority of corporate sector is based in Karachi.

Things have improved a lot in past one and a half year and these clients are returning to local destinations.

**Flare: What are the security issues in Gwadar?**

**Pirzada:** As such there are no security issues in Gwadar. It is just that the negative things are exaggerated and propagated. If our media start promoting the positives things, it would be fruitful for the country and the locals as well as the foreign guests who will start coming to Gwadar to experience its beauty. There might be some disturbances in the surroundings but Gwadar is a peaceful place.

**Flare: What differentiates PC Karachi from its competitors?**

**Pirzada:** Its heritage, which is the biggest advantage of this hotel. PC Karachi was established in 1964 and guests who got married in this hotel back then, we hosted the weddings of their children and grandchildren. Besides, we have been retaining our em-

ployees who have been with us for over 30-35 years. It must be mentioned that a number of our guests know the employees by their names and they have developed a sort of an association with the hotel and its employees. Moreover, PC Karachi has the largest food and beverage outlet hotel in the country, which is out biggest strength.

PC Karachi houses seven restaurants offering a large variety of cuisines of our guests. We have Chinese, Pakistani, Continental, Japanese and Western restaurants. Moreover, PC Karachi observes no discrimination when it comes to employees. Not only that, we have considerable number of female employees but we have also employed disabled persons.

**Flare: What are the most important marketing avenues you use?**

**Pirzada:** The marketing dynamics have observed a drastic shift with the advent of social media which has increased our reach.

**Flare: What are your views about the hotel industry of Pakistan?**

**Pirzada:** Pakistan's hospitality industry has a bright future and a number of hotels are being established all over the country. Within the next five years around 10 new hotels will be added including those of Hashoo Group's. Besides, Grand Hyatt and Sheraton have also planned establishing hotels in Pakistan. The market, at the moment, offers space for new-comers. ■

Never settle for less than the best

waridLTE

waridtel.com

Flare

45

# WhatsApp, Snapchat and iMessage could be banned in the UK



“Following the Charlie Hebdo shootings in Paris this year, we were warned that if the Conservatives won the next election PM David Cameron would ban your favourite instant messaging apps, including WhatsApp, Snapchat and Apple's iMessage. Seven months and a spate of terror attacks later, we're facing the Communications Data Bill. So, should you be worried, and what can you do to stop it?”

Following the Charlie Hebdo shootings in Paris earlier this year, we were warned that if the Conservatives won the next election PM David Cameron would ban your favourite instant messaging apps, including WhatsApp, Snapchat and Apple's iMessage. Seven months and a spate of terror attacks later, without the Lib Dems to put a stop to it, we're facing the fact that the Communications Data Bill or Snooper's Charter may well become law - and soon. So, should you be worried, and what can you do to stop it? Also see: [New WhatsApp charging hoax surfaces](#)

Cameron's problem with instant-messaging services such as WhatsApp is that all use encryption that prevents security services from keeping tabs on us and our conversations. Also see: [Security Advisor](#)

Back in January, Cameron said: "In our country, do we want to allow a means of communication between people which, even in extremis, with a signed warrant from the home secretary personally, that we cannot read? Now, up until now, governments of this country have said no, we must not have such a

means of communication. That is why, in extremis, it has been possible to read someone's letter; that is why, in extremis, it has been possible to listen in to someone's telephone call; that is why the same applies with mobile communications.

"Let me stress again: this cannot happen unless the home secretary personally signs a warrant. We have a better system for safeguarding this very intrusive power than probably any other country I can think of.

"But the question remains: are we going to allow a means of communication where it simply isn't possible to do that? And my answer to that question is no we must not. The first duty of any government is to keep our people and our country safe."

London Mayor Boris Johnson also commented at the time: "I'm not interested in this civil liberties stuff. If they're a threat, I want their emails and calls listened to." Also see: [Facebook Messenger isn't evil and it isn't about to spy on you](#).

Now in July 2015, the potential WhatsApp ban is back in the news. Home secretary Theresa May is

planning to bring a new draft of the Data Communications Bill (aka Snooper's Charter) in the autumn. With the Conservatives now having the majority, there are increasing fears that the bill will be passed and we could be looking at a WhatsApp ban as early as 2016.

WhatsApp ban: What does it mean for you?

Back in January we wrote that under Cameron's plans there are only two viable options - and neither sound good. Either these instant messaging services will be taken offline and people will be forced to use less-secure, unencrypted services, or backdoors will be opened within the apps that make it possible to decrypt messages, which may present new opportunities to hackers and allow the messages of ordinary people to be checked on by the government. In other words, in Cameron's attempts to improve national security from terrorism he will reduce personal privacy and security. What the government is now pushing for is for internet services companies to document the activity of their customers and keep those records for 12 months. If services such as WhatsApp are willing to meet these terms, there is actually no need for them to close. It's not a WhatsApp ban so much as a restriction.

WhatsApp ban: Should you be worried?

WhatsApp, iMessage and the like are not about to be banned. And if you've got nothing to hide, you have no reason to be worried. Yes, if the law goes ahead the government will be able to see what you send via these services if it has cause to do so, but that won't stop you sending it. And while you might want to die with embarrassment that someone other than the intended recipient has read your message, we bet your message isn't so special that it will stand out among the millions of similar conversations passing under government noses.

London Mayor Boris Johnson also commented at the time: "I'm not interested in this civil liberties stuff. If they're a threat, I want their emails and calls listened to." Also see: [Facebook Messenger isn't evil and it isn't about to spy on you](#)

Cameron's original remarks were a knee-jerk reaction in response to the Charlie Hebdo Paris shootings, and in reality banning instant messaging services is not a solution.

If terrorists want to collude in private then they will continue to do so, and spying on the normal person on the street won't solve the problem. There's an entire Dark Web out there, which proves just how much of the internet is beyond the government's remit. Then there are VPNs, the ability to send an encrypted attachment with an email and, oh, communication that is not conducted over the internet.



He might have the Conservative party on his side, but Cameron faces a great deal of opposition to his desire to decrypt IM.

Peter Sommer, professor of cybersecurity and digital evidence at de Montford and the Open Universities, told media: "You can pass laws in Westminster until you're blue in the face, but you can't enforce them." ■

5 GREAT FLAVOURS,  
ALL UNDER ONE UMBRELLA  
"THE AVARI ON THE MALL"



**Fujiyama DYNASTY**

Japanese Restaurant  
(Located at SP level)

*The Lakhnavi* **Kim's**

Chinese Restaurant  
(Located at Lobby Level)

Awadhi Restaurant  
(Located at Lobby Level)

Continental Restaurant  
(Located at Lobby Level)

**The Tollington**  
RESTAURANT

BBQ Restaurant  
(Located on the lawns)

For reservation please call: **111 282 747**



**AVARI LAHORE**  
HOTEL

87, Shahrah-e-Quaid-e-Azam, Lahore-54000, Pakistan.  
UAN: (92 42) 111 282 747 Fax: (92 42) 3636 5367 lahore@avari.com  
[www.avari.com](http://www.avari.com)

# Google lists Modi in 'Most Stupid Prime Ministers in the World'



Cameron, Canadian Prime Minister Stephen Harper and Turkish President Recep Tayyip Erdoğan.

Modi is crazy of selfie and never miss the opportunities to takes selfie with world leaders. In a rare show of everyman charm from one of China's most elite politicians, Premier Li Keqiang appeared in a grinning selfie with Indian Prime



Minister Narendra Modi. Modi is also the active member of Twitter.

Despite of Google lists PM Narendra Modi among "Most Stupid Prime Ministers of the world" he has urged supporters who are active on social media, especially Twitter, to "be positive" because "abuse will finish this exciting medium."

Sources said the PM, who has leveraged social media skillfully in both his election campaign and to communicate his policies since taking office, met yesterday at his home with nearly 100 people who are staunch backers on platforms like



“Google’s search engine results of “most stupid prime ministers of the world” has also featured Australian Prime Minister Tony Abbott images and the British Prime Minister David Cameron, Canadian Prime Minister Stephen Harper and Turkish President Recep Tayyip Erdoğan”

Tech giant and mega search engine Google does it again after listing Indian Prime Minister Narendra Modi in the “Top 10 Criminals of the World” list. Google now lists Modi in yet another embarrassing list. A Google search for “Most Stupid Prime Ministers in the World”! Now Google search engine breaking the internet in Indian domain displaying and listing the Indian prime minister Narendra Modi among the search results of “Most Stupid Prime Ministers” and the “Most Stupid Prime Ministers World”. These search results is being condemned by the Narendra Modi fans and Bharatiya Janata Party (BJP) activists across the India.

Few months earlier it was found that the most relied search engine in India was displaying PM Narendra Modi in the search results of “Top 10 criminals of the world” for which they had to apologize too. Although earlier Google denied of listing India’s Prime Minister Narendra Modi in 10 criminals search results which was assured as the technical glitch and the fault wasn’t with

them. Top tech professionals in the search engine optimization claimed that Google was right as the Google search engine results of top 10 results was due to the search related algorithm.

Google’s search engine results of “most stupid prime ministers of the world” has also featured Australian Prime Minister Tony Abbott images and the British Prime Minister David



Twitter. "If all the abuses I receive are printed, that paper will cover the entire Taj Mahal," he is reported to have said to them, while asking them to refrain from responding to negative comments with harsh words.

The PM allegedly said that despite the invective often hurled at him by critics on Twitter, he "has not blocked anyone". Mr Modi has 13 million followers on Twitter.

## Google now lists Modi in yet another embarrassing list. A Google search for “Most Stupid Prime Ministers in the World”

He met with social media influencers hours before the launch of his Digital India initiative, which seeks to connect 2,50,000 villages by 2019. At a sports stadium in Delhi, India's top industrialists including the Ambani brothers pledged over 70 billion dollars to back the campaign to provide mobile governance and universal phone connectivity to empower rural India. Digital India also hopes to create jobs and ramp up investments in manufacturing.

According to opindia.com, those who received the PM's advice on social media etiquette were chosen from among those who are regular contributors to My Gov, which seeks feedback from the public online. ■





...on the move

...onward & upward



ADVERTISING • MEDIA BUYING • PRODUCTIONS • EVENTS & PR

13, Hill Road  
Islamabad - Pakistan  
UAN: 111 111 627  
Fax: 227 4200  
[www.mcpakistan.com](http://www.mcpakistan.com)

# Mobilink & Pakistan Centre for Philanthropy partner-up to support education

“Telco to provide six state-of-the-art ICT labs to charity schools under its ‘Make Your Mark’ initiative”

Islamabad: Mobilink and Pakistan Centre for Philanthropy (PCP) held a signing ceremony under which the telco will provide six state-of-the-art ICT labs to schools run by NGOs across Pakistan. Under the agreement, PCP as the project partner will recommend the schools in need of these ICT labs and will be responsible for the due diligence of the NGOs by ensuring that the recipients are serving marginalized social classes. This social investment project is being carried out by Mobilink under their ‘Make Your Mark’ (MYM) ICT Enhancement Program to support and uplift the local education sector.

Speaking at the signing ceremony, Omar Manzur, Head of Corporate Communications – Mobilink said, “This partnership with Pakistan Centre for Philanthropy enables us to further expand on our social investment projects to enhance the local education sector through the latest in IT equipment. PCP being our partner will facilitate our initiative by short listing NGO run schools in need of these labs and ensuring these schools continue providing marginalized social classes access to these labs through routine checks.” He further added, “The initiatives planned under our ‘Make Your Mark’ program will offer support to a variety of beneficiaries to tackle the socio-economic challenges in Pakistan. The ultimate aim of MYM is enabling a generation of educated and tech-literate young people.”

Further elaborating on this partnership, Shazia Maqsood Amjad, Executive Director – PCP stated, “Corporations today are more involved in social and economic development around the world and Mobilink is right there amongst the most philanthropic companies owning to the work they have



Omar Manzur Head of Corporate Communication Mobilink and Shazia Maqsood Amjad Executive Director PCP at the signing ceremony for Make Your Mark.

been doing since the past decade or more in Pakistan. We are elated to be a part of their ‘Make Your Mark’ program and will ensure we support their cause to the best of our abilities.” She said, PCP is a specialized intermediary not-for-profit institution dedicated to promoting national philanthropy for social development. As part of its endeavor to promoting philanthropic culture in the country, the Centre is engaged with all the three segments of society to help them work in a strengthened partnership for social development.

The ‘Make Your Mark’ initiative, launched by Mobilink recently, is a key element of Vimpel-Com’s corporate responsibility strategy, with the

objective of ‘Helping young people shape their future’. It aims to provide young people with technology tools, support and mentoring, and in some cases access to basic education, to help them tackle these challenges at an individual, community and national level – to shape their future. Under the Make Your Mark umbrella, Mobilink has also partnered with LUMS Center of Entrepreneurship, Institute of Social and Policy Sciences, and GuarantCo and is working on setting up an incubator for budding entrepreneurs, expanding its mLiteracy program to reach out to an additional 3750 rural females in addition to establishing state-of-the-art ICT labs. ■

# Infinix Mobility unveils French designed Phone Zero2

“Infinix introduces its new smartphone Zero2 with the promise of superior user experience”



Karachi: Infinix Mobility, originating from France is one of the fastest growing global leaders of trendy smartphone manufacturing, has launched Infinix Zero2 their flagship smart

phone in Pakistan. The state-of-the-art device was designed in Paris and Shanghai; Zero2 will be available for purchase exclusively through Pakistan’s leading online retail store Daraz.pk.

On the occasion, Mr. Andy Yan, Group Vice President Transsion stated that “Zero 2 is a top notch flagship device positioned to adequately address the gap in the Pakistani market. Infinix Zero 2 will capture the hearts and minds of youth and give its contemporaries a tough competition due to its affordable price and trendy style”

Mr. Peter Zhou, Head of Marketing, Infinix Mobility said: “Infinix Zero 2 sports Kevlar, which makes the device lighter, tougher and slimmer making it apt to match the lifestyle of the youth in Pakistan. Our target market is young and smart with a trendy stance towards product patronage. They crave for affordable products which would impeccably compliment them in every aspect. Infinix is delighted to provide communication solutions packed with innovation, quality leadership and style through our smart phones and Zero2 is a flagship device manifesting the mandate of Infinix.”

“It brings us tremendous joy that our smartphones are actually meeting varying demands of the Pakistani market. We are overwhelmed with the response and acceptance of our range of products in the country. We pledge to continuously introduce quality products with high functionality in the market” said Zhou. ■



# 14 AUGUST

## HAPPY INDEPENDENCE DAY



**Available at all Metro Cash & Carry**



Available at Leading Stores in Pakistan

Plot No. 4, E-1 Road, RCCI, Industrial Estate Rawat Islamabad.  
Ph: +92-51-4499371-72, 0305-5880880, 0300-8473912

# Toyota recalls Prius hybrid cars over software bug



“The recall is for Prius vehicles sold between 2012 and 2014 and affects 109,000 vehicles in the US, 340,000 in Japan and 160,000 in Europe. Toyota didn’t say how many cases the Prius had suffered, but did mention that there were no reports of injury as a result of the flaw”

**T**oyota has become the third car manufacturer within a month to recall its cars because of software problems with over 625,000 Prius hybrids needing an upgrade to stop the engine suddenly cutting out.

Jaguar Land Rover recalled 65,000 of its Range Rover models over a software glitch that caused the cars to spontaneously unlock their doors than it was Ford’s turn, with 433,000 2015 Focus, C-MAX, and Escape cars called in because owners couldn’t switch them off, even if they removed the key.

Now it’s Toyota’s turn. The recall is for Prius vehicles sold between 2012 and 2014 and affects 109,000 vehicles in the US, 340,000 in Japan, 160,000 in Europe, and sundry other locales. Toyota didn’t say how many cases the Prius had suffered, but did mention that there were no reports of injury as a result of the flaw.

“In the involved vehicles, the current software settings for the motor/generator control engine control unit (ECU) and hybrid control ECU could result in higher thermal stress in certain transistors, potentially causing them to become damaged,” Toyota said in the recall notice.

“If this happens, various warning lights will illuminate and the vehicle can enter a failsafe mode. In rare circumstances, the hybrid system might shut down while the vehicle is being driven, resulting in the loss of power and the vehicle coming to a stop.”

Toyota recalled 625,000 hybrid vehicles globally, mostly the Prius model favoured by the eco-conscious including Hollywood celebrities, over a defect that can bring the car to an unexpected stop.

Toyota, the world’s biggest car maker, added that no accidents or injuries had been reported.

The latest call back affected the Prius V, which is also sold as the Prius Alpha and Prius+, as well as some Auris hybrid vehicles.

The Prius was one of the first hybrid cars to go mainstream and was quickly adopted as a symbol of green technology, with the likes of actors Leonardo DiCaprio and Cameron Diaz snapped behind the wheel.

Toyota has sold more than seven million hybrid cars globally since the debut of its Prius hybrid in 1997 in the first mass production of green cars. It has roughly 30 hybrid models sold in more than 90 countries worldwide.

Meanwhile, in USA, General Motors said it will invest \$1.4 billion at its Arlington Assembly Plant in Texas to help it better produce full-size SUVs at the lone global facility that builds full-size SUVs for the company.

The automaker said the investment includes a new paint shop and body shop and upgrading general assembly areas. Construction is slated to begin this year and will take three years to finish. GM said production of the SUVs it builds at the plant — the Chevrolet Tahoe and Suburban, GMC Yukon and Yukon XL and Cadillac Escalade — won’t be affected during construction.

**The latest call back affected the Prius V, which is also sold as the Prius Alpha and Prius+, as well as some Auris hybrid vehicles.**

“This super-sized investment reflects GM’s commitment to our full-size SUV customers who expect nothing but the absolute best from us and their vehicles,” Cathy Clegg, GM vice president of North America manufacturing and labor relations, said in a statement.

GM spokesman Bill Grotz said no new jobs are tied to the investment that will reconfigure the plant. Grotz said the investment will not add capacity or manufacturing volume to the plant.

The investment is part of the \$5.4 billion GM said in April said it would invest in U.S. plants over three years, creating 650 new jobs. Those jobs include 300 at GM’s Orion Assembly Plant in Orion Township and 300 at GM’s components plant in Wyoming near Grand Rapids. GM said it will identify about \$900 million more in investments by the end of the year.

The more than 60-year-old, 4.4-million square-foot Arlington plant employs about 4,100 workers on three shifts. They are working overtime to build the popular selling SUVs for GM amid lower gasoline prices. GM added a \$200 million stamping facility in Arlington that opened in 2013 and added a third shift and 800 new jobs the same year. In 2011, it spent \$331 million to upgrade the facility and add new production tooling and equipment.

The plant recently produced its 10-millionth vehicle and built more than 280,000 vehicles last year.

The city of Arlington recently approved a 10-year tax break worth about \$30 million for GM for a 1.2 million square-foot expansion project.

Tarrant County also considered an abatement for the project at a July 7 meeting. County documents say the abatement would be for 10 years, valued at about \$2.5 million to \$3.5 million from the county and \$2 million to \$3 million from the county’s hospital district. GM must keep 3,179 jobs at the site — nearly 600 more jobs than tied to previous tax breaks — and construction is to be completed by the end of 2019.

“By working together, the UAW and GM are making a difference in communities across the United States,” UAW Vice President Cindy Estrada, who leads the union’s GM Department, said in a statement. “These investments represent the power of our collaboration to create jobs and improve competitiveness, quality and our manufacturing base in this country.” ■

it doesn't just taste good...

**it's good for you!**

**yummi flavors  
premium topping**



**serves fresh and healthy yogurt  
imported from las angeles, usa**

**mall of lahore**



**menchie's<sup>®</sup>**  
**frozen yogurt**

The printing, scanning and document management landscape is in the midst of profound and significant change. That's according to industry analyst firm IDC, who says the change is being driven by the explosion of smartphones and tablets.

As organisations adopt mobile devices at a rapid pace, opportunities for document solutions continue to grow, the analyst explains.

According to IDC's research, mobile device users can print, scan, document management, worldwide, large and medium companies are leading the charge, accounting for 54% of smartphone and tablet users.

Additionally, six vertical markets stand out as having a statistically higher percentage of smartphone and tablet users, one of these being Information Technology. Wholesale Trade, Banking, Life Sciences, Resource Industries, and Securities make up the rest.

"The business value for smartphone/tablet printing is enormously clear, and yet support for this is shockingly lacking in 2015," says Angèle Boyd, group vice president and general manager, IDC Document Solutions. "This is a huge missed productivity opportunity for both businesses and print providers."

A whopping 75% of users say the business value is similar to PC printing, and another 15% say it's actually greater, IDC says.

The top four benefits mentioned by 32-57% of respondents were speed of reviewing documents, customer satisfaction, the number of transactions processed, and the number of new customers brought on board. Only 56% of users are satisfied.

"While smartphone and tablet adoption rates continue to grow and the capabilities are available, the pent-up demand for smartphone and/or tablet users is significant," Boyd says.

Thirty-five percent of smartphone users and 34% of tablet users cannot print and want to.

The research found smartphone and tablet users prefer to read documents on a PC rather than in print, but they prefer to read documents in print rather than on a smartphone or tablet (likely due to screen size). Indeed, they have a greater tendency to print from their PC than non-users.

### Survey respondents expect their share of prints from smartphones and tablets to increase from 20-21% today to 28-30% in three years

Survey respondents expect their share of prints from smartphones and tablets to increase from 20-21% today to 28-30% in three years.

IDC says its mobile print forecast for the six countries surveyed as part of the research is a huge bright spot with double-digit growth compared to flat to declining growth for the rest of the print market.

According to the data, cloud file services and smartphone/tablet camera use have the highest usage rates amongst document solutions tested.

Top scan drivers in the study include the company is scanning more documents, cost to store electronically is lower than print cost, security related to documents, green/sustainable environment, smartphone information access anywhere/anytime, and tablet information access anywhere/anytime.

IDC says smartphone and/or tablet users make significant use of the camera on their device for document capture, and smartphone/tablet users are more likely than non-users to scan a wide range of document types, especially accounting, financial, legal, education, marketing/customer communications, and sales documents.

In another report revealed that with screen sizes increasing, smartphones continue to lead total area demand in the cover glass market however, as the markets for smartphones and tablets mature, cover glass industry revenue growth is declining from 39 percent year over year in 2013 to 11 percent in 2015.

While the overall cover glass market growth is falling, increasing popularity of the Apple Watch is leading to growth in smart watch cover glass ship-

# Mobile devices tearing up printing & scanning landscape



"The top four benefits mentioned by 32-57% of respondents were speed of reviewing documents, customer satisfaction, the number of transactions processed, and the number of new customers brought on board. Only 56% of users are satisfied"

ments, according to IHS.

"Although the average display size for tablets is increasing, simpler industrial design and weak device demand are causing average selling prices for cover glass to fall quickly," according to Terry Yu, senior analyst for small and medium displays for IHS. "Cover glass makers are now pinning hopes on smart watches, as a way to shore up flagging revenue growth caused by the maturation of the smartphone and tablet segments."

Smartphones are forecast to comprise more than half (55 percent) of all cover glass area demand in 2015, followed by tablet PCs. More complicated requirements for smartphone cover glass -- including higher aluminosilicate glass penetration, more drilling holes and more ink layers -- are causing average selling prices (ASPs) to rise faster than area demand; smartphone cover glass is therefore expected to make up 63 percent of revenues in 2015. By way of comparison, tablet cover glass is expected to reach 29 percent share of total area demand in 2015, but will only comprise 25 percent of all cover glass revenue, according to the most recent Touch Panel Cover Glass Report from IHS.

Due largely to consumer demand for the Apple

Watch, overall smart watch cover glass area demand is forecast to increase by five-fold in 2015, reaching 33,000 square meters. That is still only a tenth of a percent of total cover glass area shipments, as cover glasses for wearable devices are much smaller than those used in smartphones and tablet PCs. The slightly curved design known as 2.5D, along with higher sapphire glass penetration, will keep ASPs significantly higher, which will help smart watch cover glass revenue share rise to 3 percent of the total market in 2015.

Higher costs for aluminosilicate glass and sapphire glass can significantly affect total cover glass costs. In fact sapphire glass material costs in smart watches can be up to 12 times higher than the cost of aluminosilicate glass. "Sapphire glass used in wearable devices commands a premium price, so growth in that area would help shore up industry revenues," Yu said. "In addition, sapphire glass is already used in the traditional watch industry, which makes it easier to adopt by smart watch cover glass manufacturers."

Note that this market analysis from IHS covers only front cover glass, and does not include glass used in rear covers, such as the Gorilla glass used on the back of the Galaxy S6. ■

# FAST & RELIABLE now AFFORDABLE



**Telephone**  
zero line rent



**HD Cable TV**  
Pakistan's only



**Internet**  
that always work

Starting from

**Rs. 2,099/month**  
including hardware installment



Note: Price is exclusive of HDBox and it's subscription.



on single fiber line



UAN: (051) 111 11 44 44 EXT: 2 (Sales)

[www.nayatel.com](http://www.nayatel.com)

[f/Nayatel](https://www.facebook.com/Nayatel)

# 3D-printed smart caps to detect spoilage of food storage



“Researchers from the University of California at Berkley and National Chiao Tung University in Taiwan created a "smart cap" for food storage containers that can detect spoilage. Using 3D-printed electronics, the lids house circuits and passive wireless sensors that are capable of determining if milk or juice has spoiled when it comes in contact with the lid”

3D printing has recently emerged as tech's topic with the greatest expectations. It gets touted as the innovation destined to transform nearly everything, from manufacturing to medicine to entrepreneurship. With the rise of low-cost 3D printers in recent years, the technology has turned into a movement and a catalyst to disrupt industries, businesses, and conventional ways of doing lots different things from buying replacement parts to designing your own custom jewellery and accessories and now focusing the safe food storage.

Not only is 3D printing quickly becoming popular with the average consumer and small business owner, and unleashing a whole movement of entrepreneurial makers, it is also changing the way big-name manufacturers like Boeing and General Electric build their products. The two companies now use 3D printers to make dozens of parts for airplanes and jet engines, for example. If you're not a fan on the ol' smell test to see if milk, juice or any food stuff has spoiled, you might soon be in luck. Researchers from the University of California at Berkley and National Chiao Tung University in Taiwan created a "smart cap" for food storage containers that can detect spoilage. Using

3D-printed electronics, the lids house circuits and passive wireless sensors that are capable of determining if milk or juice has spoiled when it comes in contact with the lid. The components can detect changes in the liquid due to the presence of bacteria and transmit details wirelessly in real time. This means that you could potentially use a mobile app to check the freshness of food before you decide to buy it, for example. The group of engineers sees other uses for the technology too, including so-called smart implants that can relay pressure and drug concentrations to an external device.

Recently, surveys indicate that more than 30 percent of the top 300 largest global brands are now using or evaluating 3D printing (often with printing technology in-house) whether for prototyping and other innovation projects or in actual production of what they sell. Over 200 universities and colleges already offer 3D coursework in their curricula – covering aspects of not only 3D printing but also 3D scanning and design. To my mind, there is no question that 3D has reached, as Dartmouth's Richard D'Aveni argues in a recent HBR article, a tipping point.

Even Terry Wohlers, founder of Wohlers Associates and publisher of the most cited research tracking

the rise of 3D technology, is impressed. In a recent email exchange he told me: “We're seeing a level of investment in 3D printing that we have not seen in the past — not even close.” As much of a champion as Wohlers is for the technology, he marvels at how the pace is picking up: “It's really very interesting, and to some extent, mind-boggling, especially given that 3D printing has been around for more than 25 years.”

But perhaps there is a simple reason that the tipping point is arriving now. I think it's connected to the recent arrival of very affordable desktop 3D printers – which means it isn't only big corporate R&D departments that are coming down the 3D learning curve.

In the California leg of the 3DRV roadtrip, I talked with Jason Lopes of Legacy Effects, best known for its ingenious contributions to *The Avengers*, *Avatar*, and other Hollywood films requiring special effects, animatronics, and creature designs. It was Jason who first helped me see how having a new level of access to a technology can lead to different ways of thinking. The company has always relied on service bureaus with very high-end equipment to render its character designs, but a few years ago, it purchased a 3D printer to use for simple tasks in-house. Unexpectedly, that ended up changing a lot about its design project workflows. At the same time, having 3D printing technology right at hand opened people's minds to possibilities for using it beyond the modeling of the characters themselves – for example, to print the parts, jigs, and fixtures also needed to complete work and deliver it to clients. Jason says that having a 3D printer in the office has changed the way he and his colleagues approach design overall.

The same can be said about the 3D software tools that are becoming widely available. As just one example, apps now exist to allow smartphone users to snap some pictures of an object and get a digital 3D rendering of it. That means, of course, that you can print a scale model of something – like an action figure of yourself, for example. But more importantly, if some approximation of an object you wish to create already exists, you now have a starting point for it rather than beginning with a blank screen. Beyond being a time-saver, that might spell the difference between pursuing your novel idea or never getting around to it.

3D technology has a special ability to capture people's imaginations. In Florida, we connected with 350 seventh-graders at the Electa Lee Middle School in Bradenton, where educator Bekka Stasny invited us to demonstrate the process. My 11 year-old son was the natural spokesman for this stop, showing off simple toys he had created en route with an app and printer we had on board the 3DRV. You would not guess that 350 middle school students could watch and listen with such rapt attention.

It might not always occur to us that this is true, but the people who work as operations management executives in large manufacturing concerns are also people with outside lives, who take interest in new trends and who have hobbies and side projects suited to their skills. Some of the people going to work in today's big businesses are young people who were not long ago learning about 3D in classrooms and science museums. Some aren't so young but have kids doing that.

## Some of the people going to work in today's big businesses are young people who were not long ago learning about 3D in classrooms and science museums

Some are “makers” or even casual entrepreneurs, earning extra cash selling 3D printer access to their neighbors. The more people like this who arrive in a workplace, the more likely that workplace will be to undergo a change. This is how tipping points are reached: not when some key percentage of big companies has installed a technology, but when enough people see its possibilities. Expect to see global manufacturing transformed as more people see new ways to make things, because they're thinking in 3D. ■



Dr. OBT™

Dr. Osman Bashir Tahir

Consultant Plastic & Aesthetic Surgeon  
Skin Health Expert

At Halcyon, we believe  
in giving our clients  
world-class treatments,  
at an affordable cost.

*Here are a few of the points  
which make us unique:*

Cutting edge Hair restoration techniques, including DHI- Direct Hair Implantation, for scar-free hair transplantation and HRI- Hair regrowth injections with PRP- Platelet rich Plasma for better hair regeneration.

Three-step infection control, virtually eliminating any chance of infection.

Excellent after-care services, free follow-up visits and advice for best results.


Hair Restoration Surgery carried out by a Consultant Plastic and Aesthetic Surgeon, trained and qualified from U.K.



Plastic & Aesthetic Surgery | Skin Health  
Advanced Laser Aesthetics | Hair Restoration

9-R-2, MM Alam Road, Gulberg II,  
Behind blue Mall (Domino's Pizza)  
Lahore, Pakistan-54660

 [halcyoninstitute](#)

 [HalcyonMediCare](#)

Cell: 03320146630

Clinic: 042-35710470

Clinic timings 12 pm - 9 pm

# Top 10 nations with the largest gold reserves

Here are the top ten nations with the largest gold reserves. The G6 nations combined are the highest single-organization holder of gold in the world, while the International Monetary Fund is ranked number three.

## 1 *United States*

The world's largest economy currently holds 8,133.5 tonnes of gold, representing approximately 72% of its foreign reserves. Interestingly, U.S. gold reserves have been pegged at approximately 8,133.5 since the first quarter of 2005. While few people can actually claim to have seen any of the country's supposed gold reserves, we'll have to take their word for it.

## 2 *Germany*

The largest economy in the eurozone is the second-largest hoarder of gold bullion. The country currently has 3,384.2 tonnes (\$141 billion) of gold, which accounts for 67.0% of total foreign reserves. Germany only keeps 31% of its gold at home. The rest is being held by the Federal Reserve in New York (45%), London (13%), and Paris (11%).

## 3 *Italy*

At 2,451.8 tonnes (65.9% of foreign reserves), Italy might have the third-largest holding of gold reserves, but they haven't been that aggressive with adding to their haul. Italy's central bank hasn't added to its reserves since well before the new millennium.

## 4 *France*

France currently holds 2,435.4 tonnes of gold, representing about 65.3% of its total foreign reserves. France has been pretty quiet on the gold front—neither buying nor selling gold since before 2010. The Bank of France says it won't sell gold because it provides “a level of confidence, an element of diversification, and can absorb some volatility from the central bank's balance sheet.” Not a bad idea since the country is teetering on a recession.

## 5 *Russia*

Between the first quarter of 2009 and the third quarter of 2014, Russia's gold reserves soared 116%, from 531.87 tonnes to 1,149.80 tonnes. Gold currently accounts for 9.9% of the country's foreign reserves. Why the sudden love for gold? Some see it as a sign the country is reducing its dependence on the U.S. dollar and the euro. Others see it as Russia fortifying its foreign reserves in the face of economic sanctions and a recession.

## 6 *China*

From 2008 to 2009, China's central bank increased its gold reserves 75% to 1,054 tonnes. China has not updated its bullion reserves since then. As the world's largest producer of gold, suffice it to say, China has been quietly adding to its reserves.

## 7 *Switzerland*

Banking may be big in Switzerland, but gold is also important. The country currently has 1,040 tonnes of gold, accounting for 7.5% of its foreign reserves. Switzerland recently rejected an initiative that would have seen the country's central bank hold 20% of its assets in gold.

## 8 *Japan*

Japan's gold reserves have remained unchanged at 765.22 tonnes since the first quarter of 2001. After two decades of ultra-low interest rates, Japan recently announced another round of quantitative easing. As one of the world's major economies, Japan could add gold to its holdings to stabilize its currency.

## 9 *Netherlands*

A small country with a lot of gold, the Netherlands has 612.54 tonnes of the precious metal, accounting for a whopping 54.1% of its foreign reserves. The central bank in the Netherlands said that it recently repatriated 120 tonnes of gold shipped to Amsterdam from New York. The goal is to keep 31% of its reserves at the central bank vaults in Amsterdam, versus the current 11%.

## 10 *India*

India currently holds 557.7 tonnes of gold, representing 6.8% of its reserves. India's central bank increased its gold holdings by 56% in 2009, from 357.75 tonnes in Q1 to 557.7 tonnes in Q4. As a side note, India is the second-largest importer and buyer of gold. In September, shipments of gold soared 450% year-over-year to \$3.75 billion. Not so coincidentally, India recently removed its import tax (and other restrictions) on gold bullion.

Courtesy: [thestreet.com](http://thestreet.com)

The Leading Education and Motoring Services Website

# car4u<sup>®</sup>

Proud to Serve the Nation

## Road Safety and You



## Everyone's Responsible



Avari Hotels are Proud to Support **car4u's** Road Safety Initiative



**car4u.com.pk**

### Road Safety Information and Services Available at **car4u**

<b>Driving in Bad Weather</b> 	<b>Driving on Motorways</b> You should only use the outer lane to overtake slower moving vehicles when the left-hand and middle lanes are occupied with slower moving traffic.	<b>Road Signs</b> 	<b>Car Import Policy</b> <b>Important Forms</b> Car4u Route Planner
<b>Advanced Used Car Search</b> Try our new advanced used car search form. Find the right car for you by choosing from 16 different search criteria from make and model to colour and body type.	<b>Safe Driving Practices</b> 	<b>Safety &amp; Security</b> <b>Car Finance</b> Car Breakdown	<b>Useful Numbers</b> 
<b>Accident &amp; Emergency</b> 	<b>Driving Schools</b> <b>Car Parts &amp; Accessories</b> Car Rentals	<b>Terrorism Alerts</b> 	<b>Car4u Insurance</b> A Car4u motor insurance policy gives you the maximum coverage with greater benefits, innovative features and hassle free post and pre insurance processing
<b>Government Policies</b> <b>Current Fuel Prices</b> Traffic Updates	<b>Take Our Quick Test</b> 	<b>Dealing With Car Breakdowns</b> Get your vehicle off the road if possible and warn other traffic by using your hazard warning lights, particularly if your vehicle is causing an obstruction.	<b>Seasonal Advice</b> 

### Road Safety Facts

1. Today, approximately 3000 people will die in road accidents. That represents roughly ten aircraft crashes every day.
2. Globally, road traffic crashes have become the leading cause of death for young people aged 15-29 years.
3. Low- and middle-income countries account for more than 85% of global deaths from road traffic crashes.
4. Nearly half of those dying on the world's roads are pedestrians, cyclists and motorcyclists. Millions more people often remain disabled for life.
5. The global financial cost of road traffic injuries is US\$518 billion each year – we are losing an economy the size of Switzerland every year.
6. The cost to low- and middle-income countries is US\$ 65 billion, more than all incoming development aid.
7. Road crashes take up much-needed health care resources in communities that often suffer from other severe health issues.
8. By 2020, unless action is taken, road traffic injuries are predicted to rise overall by about 65 per cent.

for reference visit our statistics page

### Avari Hotels & car4u - a Joint Effort

In an attempt to reduce the needless loss of life on the roads of Pakistan, Car4u have created a state of the art Road Safety and Driving Education website. With advice and instructions covering all hazardous driving situations, we are addressing this national cause as our number one priority.

Avari Hotels are proud to offer full support and assistance to ensure the Car4u road safety initiative reaches the largest audience. Road safety is everyone's responsibility. The more people know and understand the hazards is a step closer to safer roads. We encourage you to take the Quick Test at the **car4u** website.



Join **car4u** in this noble cause and help raise awareness of Road Safety in Pakistan

For your feedback please contact us at [info@car4u.com.pk](mailto:info@car4u.com.pk)

**car4u.com.pk**

# The 10 most expensive hotel suites in the world

We are talking about the most luxurious and expensive hotel suites who claim to be among the best in the business. Here is the list of top 10 most expensive hotel suites in the world.

## 1 *Royal Penthouse Suit at the Hotel President in Geneva, Switzerland*



At a whopping \$67,000 average per night price, the Royal Penthouse Suite is the most expensive hotel room in the world.

Guest can choose from one of 12 bedrooms, each accompanied by its own bathroom. This 1,800 square meter suite includes panoramic views of Lake Geneva and the Swiss Alps, a handpicked art collection, a Bang 7 Olufsen BeoVision 4 103 inch plasma TV, and a Steinway grand piano.

## 2 *Ty Warner Penthouse at the Four Seasons Hotel in NYC*



Come to New York and you'll likely hear residents complaining about the cost of rent. But if you are spending your vacation lounging in this \$45,000 per night penthouse, rent is likely the least of your worries. It took seven years and \$50 million to complete this project. The room offers guests a night of serene sleep when they lay their heads down on the 18th century Japanese silk pillows. The room has its own library, which is stacked with over 100 books on art and culture. This suite is the highest hotel room in the city and offers 360 degree floor to ceiling views.

## 3 *Hilltop Estate Owner's Accommodation at the Laucala Island Resort on the Laucala Island, Fiji*



In order to stay in this \$40,000 per night exclusive villa guests must first fill out an application and then wait to be invited by the property's owner, Red Bull billionaire Dietrick Mateschitz, says Billionaire.com.

The Hilltop estate is just one of many villas located on the island. The resort is made up of 25-luxurious villas and island activities include horseback riding on the beach, a welcome massage at the spa, and gourmet dining.

## 4 *Penthouse Suite at the Grand Hyatt Cannes Hotel Martinez in Cannes, France*



Here you can spend your evenings soaking in your own Jacuzzi located on the private terrace overlooking the Bay of Cannes. For \$37,500 a night guests can stay in this seventh floor penthouse equipped with two master bedrooms, a living room, a dining room, and two marble bathrooms.

## 5 *Royal Villa at the Grand Resort Lagonissi in Athens, Greece*



If you have a hard time relaxing in this Mediterranean villa you're probably doing something wrong. For an average of \$35,000 per night you can enjoy one of two master bedrooms, an over-sized bathroom, and a private butler that stays onsite in order to cater to your every whim. And if that still isn't enough to help you forget all of your cares, take full advantage of the massage table while enjoying sun bathing on your private deck.

## 6 *Royal Suite at the Hotel Plaza Athenee in Paris, France*



For an average of \$27,000 per night, guests staying in the largest hotel room in Paris can enjoy an 18th century Regence period theme, sleep in one of four bedrooms, rest in their choice of three living rooms, dine in a private kitchen, soak in a Jacuzzi, and make use of their own steam room.

## 7 *Presidential Suite at the Mandarin Oriental in Pudong, Shanghai, China*



At an average price of \$26,450, a night the Presidential Suite offers guests their own private wine cellar, a fully equipped kitchen, and a private dining room.

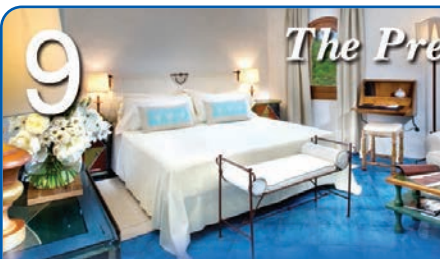
Then head to one of the two private roof gardens for a view of the city after soaking in a bathtub located in a bathroom, Billionaire.com says, that is bigger than most Hong Kong apartments.

## 8 *Shangri-La Suite at the Shangri-La Bosphorus in Istanbul, Turkey*



Just one night at the Shangri-La Suite will cost you \$26,385. The suite overlooks the Bosphorus straight and has three separate terraces. The marble bathroom offers a heated floor and a 19-inch TV embedded in the mirror, Billionaire.com says.

## 9 *The Presidential Suite at the Hotel Cala di Volpe in Porto Cervo, Italy*



The average price for a night in this suite is \$26,000. The presidential suite has three bedrooms, a solarium, a gym, and a large private swimming pool. Guests can also step out onto the terrace for a spectacular view of the coastline.

## 10 *The Apartment at the Connaught Hotel in London, England.*



The average price per night is \$23,500. The penthouse was designed by the late David Collins and features a living room which houses a collection of specially made furniture, limited edition books, and a selection of unique antiques, says Billionaire.com.



# FREEDOM IS HOW WE FLARE

Flare team wishes a very happy Independence Day to its valued clients, readers, well-wishers and whole the nation. This is the day that our nation sings. This is the day that the liberty bell starts to ring. This is the day we all start to remember what we stand for and to celebrate our Independence. We stand up high, as we all start to cry as we think about all that died for you, for me, for our whole country. Risking life each and every day here is a salute to all that lay ...

**HAPPY 69TH INDEPENDENCE DAY**

MixFM  
100

**FLARE**  
Business News Magazine

MixFM  
99





Prime Minister Nawaz Sharif meets with Saudi King Salman bin Abdul Aziz al Saud at Al-Safa Palace Makkah.



Chief Minister GB Hafiz Hafeez-ur-Rehman calls on Governor Gilgit-Baltistan/Minister Kashmir Affairs & Gilgit-Baltistan, Ch. Muhammad Barjees Tahir in Gilgit.



Finance Minister Ishaq Dar witnesses agreement signing ceremony between EAD and ADB at Ministry of Finance, Islamabad



Wife of Indian HC Mrs. Raghavan in a group photo with ladies on the occasion of Iftar-dinner hosted by Indian High Commissioner TCA Raghavan.



Chairperson Benazir Income Support Program Ms. Marvi Memon listening problems of deserving women in Bahawalnagar



Qamar Zaman Chaudhry, Chairman NAB inaugurating construction/repair work of NAB KP Building during his visit to NAB KP Regional Bureau.



Chinese Ambassador to Pakistan, Sun Weidong inspecting different varieties of cotton plants at Cotton Research Station during his visit to Multan.



Dean of the Diplomatic Corps Rodolfo Martin Saravia in a group photo on the occasion of farewell reception hosted by him in honour of outgoing Ambassadors Czech Republic Miroslav Krenek and Madam, Ambassador of Spain Javier Carbajosa Sanchez, US Ambassador Richard G. Olson and to welcome new ambassadors of Brazil Claudio Raja Gabaglia Lins and Germany Ina Lepel.



Minister of State for National Health Services Regulation and Coordination Saira Afzal Tarar addresses the launch of the Rockefeller Foundation Lancet Commission Report on Planetary Health in Islamabad.



Delegation of US Institute of Peace called on speaker National Assembly Sardar Ayaz Sadiq at Parliament House.



Group photo of representatives of telecom industry and academia with Deputy Minister for Sri Lanka Sanath Jayasuria and Chairman PTA Dr Ismail Shah.



Rector COMSATS institute of information technology (CIIT) Dr Junaid Zaidi shield to Dr Aysa during signed the MoU ceremony held in Islamabad.



Desmond Swayne MP, Minister of State for International Development, visit PITB and Exchange of views with young software developers and innovators in Lahore.



Babar Alam (3L) VP Head of Corporate Sales Dawlance and Muhammad Arshad (2L), Head of Procurement UBL at the MoU signing ceremony as Dawlance & UBL join hands to reduce energy consumption by 50% at each UBL branch by installing Dawlance inverter ACs.



Zafar Abbas Jafri, Director Public Affairs and Communication at Coca-Cola distributing ration boxes to the needy people.



An Eid Millan get together for PIA employees was held at the airline's Head Office. Chairman PIA, Nasser N S Jaffer, MD PIA, Shahnawaz Rehman, Director Customer Services, Mr. Khurram Mushtaq along with PIA officers.

WWW.MANZOORHAIRTRANSPLANT.COM



# MANZOOR'S HAIR TRANSPLANT | Beauty You Deserve|



| Ranks High in Quality of Work |



Clifton Hospital-F 175-1 Block-5,  
Near Do Talwar Clifton, Karachi  
Tel: 35364303-06  
Cell: 0324-2294942



Never settle for less than the best

waridLTE

## Samsung Electronics gets Intertek's Green Leaf Mark certification

“Certification recognizes Samsung’s latest five SE200, SE450, SE650, SE650C and UE850 business displays for environmentally-friendly composition and performance”

Lahore: Samsung Electronics announced that all of its 2015 business monitor models – SE200, SE450, SE650, SE650C and UE850 – have earned Green Leaf Mark Certification from Intertek, a UK-based provider of inspection, testing, training, consultancy, quality assurance and certification services. The certification underscores Samsung’s commitment to developing and providing environmentally-friendly displays that feature state-of-the-art technologies.

The Green Leaf Mark, an environmental certification awarded by Intertek, is issued to products that meet a series of eco-friendly qualifications.

Through rigorous independent testing, Intertek verified that Samsung’s entire 2015 business monitor lineup is composed of 30 percent recycled plastics – the highest level in the industry. Additionally, Intertek recognized Samsung’s monitors for their PVC-free products, which do not release hazardous chemicals that result in environmental damages and health problems.

“Achieving Green Leaf Mark certification from Intertek further demonstrates our environmentally-friendly design and manufacturing processes to our global consumers,” said Seok-gi Kim, Senior Vice President, Visual



Display Business, Samsung Electronics. “We will continue to devote our R&D efforts to developing innovative green products that improve

energy efficiency while simultaneously maximizing users’ visual comfort.”

In addition to certifying the eco-friendly composition

of Samsung’s 2015 business monitors, Intertek also recognized the SE450 and SE650 series models for their energy efficiency. Both models earned Green Leaf Mark certification for their built-in ECO-Power Off function, which offers 0.00W off-mode power consumption (less than 0.005W based on IEC 62301 and EN 50564:2011).

Intertek operates more than 1,000 laboratories and offices in more than 100 countries. For more than 130 years, the world’s leading brands have collaborated with Intertek to ensure that their products and systems meet quality, safety and environmental standards. ■

## Yahsat signs with ClickSatin Pakistan for internet broadband service

Islamabad: Yahsat, the Abu Dhabi-based satellite operator, announced that it has signed an agreement with new service partner Clicksat

to offer the best possible service to the customer. Located in four major cities of Pakistan - Karachi, Lahore, Islamabad and Mul-

of installation that YahClick offers, is a powerful combination to roll out this new service.”

Nadeem Younes, Chief



to distribute its internet broadband service, YahClick, to users across Pakistan.

Users will now be able to instantly connect to satellite broadband anywhere in the country using a compact satellite dish and modem, without the frustration of congested networks, including areas where terrestrial infrastructure is currently not available. YahClick’s broadband service will be delivered by Clicksat offering in country technical, operational and customer care.

Clicksat, a Marketing Company of REDtone Pakistan, is one of the fastest growing satellite solution companies in Southern Asia, deploying over 300 VSATs in last year. Its services ensure seamless integration and sta-

ble solutions to offer the best possible service to the customer. Located in four major cities of Pakistan - Karachi, Lahore, Islamabad and Mul-

Executive Officer, Clicksat said: “In the past, satellite broadband internet connection was regarded as a luxury for the tech savvy people, however it is now critical technology for anyone requiring fast and reliable broadband services. Economic growth in rural communities is being hampered because there is little or poor access to the internet, and YahClick addresses these issues by being a cost effective, and versatile product that suits consumers, SMEs and corporations requiring reliable, fast internet access in untapped and underserved areas of Pakistan. We are delighted to be Yahsat’s partner in bringing internet access to everyone in our country who needs it.” ■

David Murphy, Chief Commercial Officer, Yahsat said: “YahClick has already enjoyed great success across the Middle East, Africa Central and South West Asia, with notable installations in banking, education and public services, and with the ever growing demand for widespread access to reliable broadband internet, we are delighted to partner with Clicksat to extend our reach and enjoy similar successes in Pakistan”.

He further commented: “Clicksat bring critical knowledge of the market and customer requirements, so their expertise coupled with the flexibility, reliability and ease

## Huawei launches P8, P8 Lite, Honor 4C & G7 in gold versions

Lahore: Great news for Huawei users, the supremely elegant smartphones of Huawei P8, P8 Lite, Honor 4C and G7 are now available in the market in gold versions. These smart phones have already captured the mobile market and now their new appearance is surely going to tempt more customers. These latest gold versions are now available on all the Huawei authorized mobile stores.

Keeping in focus, the ever changing market needs and the diversified tastes of the smart phone users, Huawei has been producing such gadgets which soon after their launch, have proved to be a big market success. The global reception of Huawei’s recent state of the art high-end smart phone, P8 and P8 Lite has proved to the competitors that now they have big and tough competition up against them and soon they would have to match high benchmarks of sales and technological innovations.

Huawei Pakistan’s Country Marketing Head, Fraz M Khan said: “We have been striving

since the beginning to bring to our users such smart devices which are unique and have a stylish edge in them, which would make them stand out among their peers. Because of this need, we have now introduced the Gold versions of our Market topping smart phones P8, P8 Lite, Honor 4C and G7. We are very hopeful that these uniquely amazing versions would be loved by our customers and would sell like hot cakes.”

It is now a well established fact that Huawei is a trend setter in the field of technological advancements and innovation. This globally leading brand is maintaining its strong pace towards supreme success in sales and it is also pioneering many new technologies through their smart phones and other technology devices. The customer’s faith in the brand is quite evident from the sky rocketing sales this Brand has achieved in the first half of 2015 and it can be predicted that this figure is going to increase even more after the launch of gold series. ■

## Dawlance assists in cleaning up after torrential rains

Karachi: Dawlance’s employee volunteers recently joined hands with municipal authorities to conduct a clean-up drive in areas around Dawlance’s factory in Hyderabad. Torrential rains in Hyderabad had resulted in the overflow of drainage which caused inundation of roads linking the URIL factory to Fateh Chowk, a commuting hub for residents of the nearby

Hazara Colony. To expedite the drainage of this main artery, Dawlance’s employee volunteers assisted the municipal authority by lending a hand in operating movable drainage pumps along the flooded areas. This Brand has achieved in the first half of 2015 and it can be predicted that this figure is going to increase even more after the launch of gold series. ■



## Zong gives BMW & 2 Toyota Corolla cars to lucky winners

Islamabad: Zong announced the lucky customers of its blockbuster 'Zong's Mega Recharge Campaign', the winners won a brand new BMW car and two Toyota Corolla cars. Through this mega campaign, Adil Hussain of Sahiwal has been declared the winner of brand new BMW car, while Ali Asghar of Karachi and Inamullah of Karak have won brand new Toyota Corolla cars. A grand hand-over ceremony was held at Zong Headquarters in Islamabad where these lucky winners received their cars.

'Zong's Mega Recharge Campaign' that took the subscribers by storm was effective from 17th April to 31st May 2015. In order to qualify for

the lucky draw for the BMW car, customers needed to recharge Rs.300 or more before 31st May while for Toyota Corolla cars, customers were required to recharge a



minimum balance of Rs.200 or more. Speaking at the occasion, Babar Bajwa, Chief Commercial Officer, Zong said, "Having ones own car is still a dream for many Pakistani's, but through this campaign Zong has facilitated the customers and helped make their dream a reality". "We have ensured absolute transparency throughout the process and feel proud that we deliver what we promise to our valued customers" he added.

After fulfilling legal formalities Adil Hussain himself drove BMW car to Sahiwal while Ali Aghar of Karachi and Inamullah of Karak will be provided their cars in their respective cities. ■

## WhatsApp to be launched in Urdu soon



Islamabad: WhatsApp has announced to launch the app in Urdu language for Android version soon. WhatsApp Urdu Translation Administrator Ahsan Saeed wrote in his Facebook fanpage that the app has been completely translated into Urdu and is ready for a launch soon.

"Alhamdulillah! WhatsApp Urdu for Android is now 100% translated and will

be launched soon," Ahsan Saeed wrote, "being a Translation Administrator, I translated 753 strings and moderated 2089 strings in less than 3 months and made Urdu 18th language in which WhatsApp for Android has been fully translated."

He also credited his volunteers' support in making the task complete and thanked them for their devotion towards the task. ■

## Non tax filers to pay extra annual vehicle token fee

Islamabad: The annual vehicle token fee payers must carry photo copies of their Computerised National Identity Card, Vehicle Registration Book and Income Tax Payment Certificate to avoid any inconvenience. This year, the non-income tax payers are being charged more as compared to tax payers, whose data is available on Federal Board of Revenue's (FBR) website.

Accordingly, for a vehicle having engine capacity of upto 1000cc, the tax filers (TF) are being charged Rs 800, while non-tax filers (NTF) are being charged Rs 1200. Similarly from 1000cc to 1199cc, Rs 1500 are being charged from TF and Rs 4000 from NTF, from 1200cc to 1299cc, Rs 1750 from TF and Rs 5000 from NTF, from 1300cc to 1499cc, Rs 2500 from TF and Rs 7500 from NTF, from 1500cc to 1599cc, Rs 3750 from TF and Rs 12,000 from NTF, from 1600cc to 1999cc, Rs 4500 from TF and Rs 15,000 from NTF

and 2000cc and above Rs 10,000 are being charged from TF and Rs 30,000 from NTF.

To a query regarding extra charges for non tax payers, Chief Post Master, GPO, Muhammad Nawaz informed that the tax payers bringing valid tax certificates from FBR are verified online and not charged extra amount. The salaried class is exempted from tax certificates as their tax is automatically deducted from their salaries but they have to submit the FBR's tax payer list showing his name.

The Chief Post Master informed that in routine, the GPO entertains about 5,000 customers on monthly basis but in July, it deals with as many as 25,000 token fee payers.

Muhammad Nawaz said that extra counters had been set up for collection of taken fee and he himself monitors the performance of the staff deployed on these counters. ■

## PTCL declares 10% interim cash dividend

Islamabad: Pakistan Telecommunication Company Limited (PTCL), the largest Information Communications Technology (ICT) services provider in Pakistan, has declared sound financial results for the first six months of FY 2015.

PTCL announced revenues of Rs. 39.4 billion for the period ended June 30, 2015 while gross and net profit of the Company stood at Rs. 12.9 billion and Rs. 6.1 billion respectively.

Based on the sound performance, the Board of Directors has declared 10% interim cash dividend.

PTCL group earned revenues of Rs. 61.0 billion, while gross and net profit of the group stood at Rs. 17.4 billion and Rs. 3.2 billion respectively. PTCL cash flows remained stable owing to the strong market position backed by the Company's innovative services and focus on high speed broadband portfolio. ■

## PTA bans cordless phones as it disrupt 3G frequencies

Pakistan Telecommunication Authority is running a drive to curb the usage of cordless phones as they disrupt 3G services in the vicinity. Authority has termed these cordless phones illegal and said that no body should use them for their homes or offices. PTA said that these phones are mostly dumped by European countries into places like Pakistan as they had started causing disruption in 1800Mhz band that run 3G services. ■

## FDI falls by 58% over decreasing foreign investment

Karachi: The representatives of overseas business community have expressed its concerns over decreasing foreign direct investment (FDI) during the last financial year, when FDI fell 58 per cent to \$0.7 billion in 2014-15 from \$1.7 billion

Overseas Investors Chamber of Commerce and Industry (OICCI) President Atif Bajwa, in a press release, said that the situation shows that "potential overseas investors have not been able to shake

off their negative perception of Pakistan despite recent stabilisation of the economic and security situation and improved business confidence within the country".

It seems that before committing medium- to long-term investments, foreign investors would like to see further evidence of improvement in policy implementation, transparency in governance, and sustained stability in the security environment, he added. ■

## QMobile unveils slimmest smartphone Noir Z9

QMobile, Pakistan No. 1 mobile phone selling brand, has introduced another unique and slimmest smartphone in its smartphone popular "Z" series. After nearly four months of release of Noir Z8, QMobile introduces Noir Z9 smartphone with the tag of "Slimmest Phone Ever".

QMobile has fast taken over the mobile phone industry with its diverse col-

lection of smartphones, ranging from low-end to high-end ones. Moreover, with mega-stars from across the border like Kareena Kapoor and Priyanka Chopra and local ones like Atif Aslam and Fahad Mustafa endorsing the brand, QMobile has quickly become one of the more preferred mobile brands in Pakistan.. ■

## PTA directs no sell PTCL EVO & Nitro connections without BVS

Pakistan Telecommunication Authority (PTA) has directed the Pakistan Telecommunication Company Limited (PTCL) for no sell new EVO and Nitro connections without Biometric Verification System (BVS) across the country and also di-

rected the PTCL to re-verified already EVO and Nitro connections within three months. PTCL has more than two million EVO and Nitro users in the country. Currently, PTCL has introduced different packages of EVO and Nitro devices.

## Telenor to power 30% of its phone towers by solar energy

“Work on the solar-run sites for Telenor Pakistan in Chitral, Upper Dir, and Lower Dir is already underway”

Islamabad: Telenor has granted a \$30 million contract for the purpose of installing solar-run power supplies at 5000 cellular sites across Pakistan and Bangladesh. The project is estimated to run its course for a period of 3 years. 2,800 of these cellular sites will be upgraded with the new power supplies for Telenor in Pakistan, while the remaining 2,200 sites will be upgraded for Grameenphone in Bangladesh.

According to the company which was awarded the contract, it will install solar-based power systems at the base transceiver station (BTS)

points at each cellular site over the course of 3 years, which in turn would allow Telenor to reduce operational costs by as much as 25-30%. They added that while the long suggested solution had been available for a few years, it had not been viable due to the technology being expensive back then.

It was further explained that the BTS towers would not depend entirely on electricity produced by solar energy, as other sources of energy would also be consumed in parallel. These alternate sources would come from utility companies. How-



ever, the availability of solar power as a source of energy would effectively reduce the need for carriers to depend on more conventional and unre-

liable sources. In addition, power distribution companies will deploy solar-powered BTS towers with storage systems, through which Telenor

will gain the opportunity to expand its cellular coverage to far-flung, remote areas.

A total of 37,576 telecom operator sites are spread across different parts of Pakistan, effectively covering around 92% of the country's land area. Work on the solar-run sites for Telenor Pakistan in Chitral, Upper Dir, and Lower Dir is already underway, for which the company has been rewarded by the Universal Service Fund. With a reduction in operational costs, Telenor Pakistan is likely to gain a significant edge over its competitors in a market with limited profit margins. ■

## Highest growth marked by Huawei in five years

Lahore: Huawei announced its growth results in the first half of fiscal year 2015, which have marked the highest growth of Huawei in the five years. Huawei owes 30% of the sales to its smart phones and enterprises though Chinese 4G ventures have played an important role in the remarkable growth. This leading technology company is without doubt, on its way to hit the target of 100m smart phones shipments this year.

Huawei has managed to beat its rivals by achieving 20% operating margin, which is twice more than that of its close rivals. Since Huawei started reporting interim results i.e. in 2011, the growth rate of 2015 is the highest and the company has announced that it would achieve “effective growth” in 2015. 2008 was the recent year in which Huawei achieved the highest growth; its full year's revenues went up by 33% where as the growth in the first half of 2015 is 30%.

Huawei has adopted a very complex landscape and different outline for revenues in comparison to its rivals. This emerging tech giant has its main focus on the enterprises, which has also contributed majorly to the tremendous growth of Huawei in the first half of 2015. Huawei is ahead of its schedule in achieving its 100m shipment target in 2015, according to an internal memo seen by Reuters. Although the past targets set by this company haven't been complied with as per expectation but now the ability to predict the market's conditions and control its supply chain has be-

come lot better. As it has been reported by the company's consumer business unit, since May, Huawei has been shipping 10m units every month.

According to Gartner, Huawei was the fourth largest smart phone selling company in the first quarter of 2015 with 18.1m shipments and 5.4% share. Huawei Pakistan's CEO, Aragon Meng, has stated that, “Our mid range Mate 7 and High end P8 models along with the Honor family smart phones have performed really well and have added a lot to the revenue generated through smart phones and Huawei will most certainly boost its growth further



in the second half of this year.”

The officials have stated that they are very confident that Huawei will maintain its effective growth and steady and continuous development in all the business segments in 2015. The smaller units are more likely to become the main drivers in the expansion of Huawei. In 2014, the consumer business and enterprise experienced a rapid growth and the sales were increased, 32.6 percent % and 27.3% respectively. ■

## Telecom companies overcharging subscribers & avoiding taxes

Islamabad: The Senate Committee on Information Technology and Telecommunication has revealed that cellular companies are overcharging subscribers. According to Senator Ms. Rubina Khalid, cellular companies are charging their subscribers for 60 seconds while giving them air time of 45 seconds only.

The Senator has also revealed there is a possibility of tax evasion on prepaid cards. For a 100 rupees card, the companies are deducting Rs. 15 as a tax amount which has not been going into government accounts. The Ministry of IT's Member Telecom

Mudassir Hussain has expressed concern over this matter. According to him, the collection of tax is the domain of the Federal Board of Revenue (FBR).

Highlighting the recent policy of FBR, member finance of Pakistan Telecommunication Authority (PTA), Mr. Tariq Sultan revealed that a forensic audit of the cellular companies will soon be conducted to figure out if there is any tax evasion. Moreover, PTA compliance and enforcement member, Abdul Samad ensured the members that the issue of lesser airtime will also be scrutinized and a report will

soon be presented to the members on the matter.

It is worth noting that Pakistan telecom sector has attracted over \$125 million in investments over the last 12 months. Cellular companies are more interested in increasing product ranges for consumers ever since the introduction of 3G/4G in Pakistan. The cellular operators are looking to upgrade their systems and networks to facilitate the continued growth of the sector. However, a 19.5% GST stands on internet services in KPK and Sindh regions that is duly affecting revenue generation of the cellular companies. ■

## LINE releases Lite Version

Islamabad: LINE announced the release of LINE Lite, a lightweight version of the LINE app that utilizes less storage space and data.

LINE is used by over 205 million users monthly in 230 countries and regions around the world (as of April 2015). At less than 1MB in size, LINE Lite is a lightweight version of the app that promises to make rich communication accessible even to users in areas where network infrastructure is less developed or lower-end smartphones are more widely used.

LINE Lite installs in 1/20 the time of the standard version, and retains LINE's core features of text, sticker, and image-based communication. Users can sign up for new accounts on LINE Lite, or carry over

their existing LINE accounts. While audio and video calls and features such as the Timeline are not included in this initial release, LINE plans to actively introduce new features in the future.

The app will be released in 11 countries in the first phase, including Pakistan, India, Mexico, and Saudi Arabia. More regions will be supported in the future de-

pending on the demands and needs of users in each country.

LINE Lite aims to maximize the user experience while reducing dependence on network infrastructure and the availability of high-spec devices. It promises to play an important role in improving the satisfaction of LINE users around the globe, as well as enlarging LINE's user base. ■



# QMobile & Opera Mini sign MoU

“QMobile will be preinstalling Opera Mini on its upcoming range of Android smartphones and tablets. Opera Mini uses its unique technology to compress webpages up to 10% of its original size and helps users save mobile data”

Karachi: QMobile, Pakistan's number one selling handset brand and Opera Mini, Opera Mini is one of the world's most popular web browsers provides the fastest internet experience, have signed an agreement under which QMobile will be preinstalling Opera Mini on its upcoming range of Android smartphones and tablets. Opera Mini uses its unique technology to compress webpages up to 10% of its original size and helps users save mobile data.

It can also be downloaded

from m.opera.com or from app stores such as Google Play.

At this occasion, CEO QMobile Mr. Zeeshan Akhtar said: Internet access has the power to change lives since it not only helps to bring people closer, but also is a great repository of information. Within a short time frame, QMobile has become the best selling handset brand, because we offer our users a range of affordable and reliable handset.”

Now, we are going a step beyond, making our smart-



phones more compelling by preinstalling useful apps such as Opera Mini so that our users can benefit and enjoy the internet.”

“In the past 20 years, our mission has been to make internet browsing possible on all

kinds of devices, from low-end feature phones to the latest smartphones. The internet should not be the privilege of a limited few,” says Lars Boile-

sen, CEO, Opera Software. QMobile has the biggest portfolio in 3G phones, pio-

neered the first 4GLTE phone in Pakistan and maintains a rapidly growing network. QMobile has always believed in offering affordable, cutting edge and the most advanced technology to suit the needs of everyone. ■

## Over 200 cities now experiencing Mobilink's best in class 3G network

Islamabad: Mobilink has become the first telco to expand its 3G network to over 200 cities of Pakistan. In line with its commitment to focus on the growth of high speed internet across the country, Mobilink sped up its 3G network expansion by adding 178 cities, to the existing 31, in the first half of 2015 alone. Already the largest 3G network in Pakistan, Mobilink ensured its rapid 3G expansion was not hampering performance by certifying optimal performance in each area before moving on to the next.

Coinciding with Mobilink's vision to bridge the digital divide prevalent in the country, this milestone has been achieved in just over a year since the commercial launch of high speed mobile internet in Pakistan. During the course of 2015, Mobilink has expanded its 3G network across the country by providing comprehensive coverage in metros, smaller cities, and towns across

the four provinces. In order to encourage the use of 3G and increase awareness in these newly connected areas, Mobilink also offers its subscribers free 3G for a limited period of time, which has been appreciated by people from all walks of life.

“Mobilink is playing a leading role in expanding the high speed broadband infrastructure in Pakistan. Being the first operator to launch 3G in more than 200 cities strengthens our position as the largest 3G network and also proves Mobilink's commitment in bridging the digital divide by making a technologically advanced Pakistan,” said Aamir Ibrahim, CCO & Deputy CEO Mobilink. Further elaborating on the benefits to the public of a strong 3G presence, and the change in local trends, he stated, “3G broadband facilitates access to knowledge and is a key factor that positively impacts the social-economic canvas in the country. While

call and text performance are important aspects of mobile communications, people are now relying more on the internet to for their productivity and entertainment needs. Mobilink remains committed to providing the benefits of a solid high-speed internet connection to every Pakistani, in every nook and corner of the country.” To support its superior 3G services, Mobilink has in place a robust fiber optic infrastructure that expands to over 8000 kilometers coupled with the latest technology, state-of-the-art equipment and a well versed team of professionals. Mobilink has invested heavily in its 3G network to provide exceptional 3G coverage to its subscribers in more than 200 cities. Mobilink's 3G network connects millions of people who use the Telco's superior internet speeds and affordable data packages for education, businesses, communication, entertainment, and e-learning purposes. ■

## 9th Pakistan SME Forum 2015 on August 25 in Lahore

Lahore: The 9th Pakistan SME Forum 2015 organized annually by SHAMROCK Conferences International will be held on August 25, 2015 at the Pearl Continental Hotel, Lahore. A number of issues now challenging the SME sector in Pakistan will be taken up for discussions for policy interventions. This year's theme is “Fostering SME access to Finance & Innovative Technologies”.

Several key organizations such as the State Bank of Pakistan (SBP), Commercial Banks, Small & Medium Enterprises Development Authority (SMEDA), Business Support Fund (BSF) of the Ministry of Finance, Chambers of Commerce & Industry, IFC-World Bank and Union of Small & Medium Enterprises (UNISAME)

will be participating in the forum which now serves as a bench mark to address issues and pressing needs of the SME sector in Pakistan.

Menin Rodrigues, Chairman, SHAMROCK Conferences International & Convener of the conference said, “The SME Conference is now an annual feature of our conferences program and plays an important role in highlighting the problems faced by the SME sector in Pakistan. There are 3.2 million economic establishments in the country of which more than 90% are SMEs. It employs 75% of the non-agricultural workforce and contributes 30% towards the national GDP. The forum is open to all stakeholders to deliberate on matters that are important to support the life-line of Pakistan's economy.” ■

## PTA arranges training for Afghan Telecom Authority

Islamabad: PTA in collaboration with International Telecommunication Union (ITU) has organized a training program for Afghan Telecommunication Regulatory Authority (ATRA) and Ministry of Communication, Afghanistan on regulatory issues recently at PTA headquarters.

Mr. Sameer, Senior Advisor, ITU Regional Office Asia Pacific also attended the session. Certificate distribution ceremony of the training was organized at PTA Headquarter.

Chairman PTA Dr. Ismail Shah, Dr Yusuf Jamal and Ms Ameena Sohail from Ministry of Information Technology & Telecommunication distributed

certificates to the participants.

During the training, senior officers of PTA as well as Telenor, Mobilink and PMD gave detailed presentations on Pakistan telecom regulation regime and briefed the seven members

ice regulation. Afghan participants of training appreciated the rich content of the program and Pakistan hospitality. Chairman PTA also briefed the visiting delegation and said that its honors for Pakistan to be selected by



delegations about various aspects of law, licensing and serv-

ITU for imparting training to neighbouring countries. ■

## TCS introduces unique service 'Hazir Time Choice'

Lahore: TCS has launched a 24-hour service, TCS Hazir Time Choice, which enables customers to get their shipments delivered on the day and time of their choice.

Unlike conventional courier delivery, with TCS Hazir Time Choice service customers can place their requests on phone or through the TCS website after which a rider picks up the parcel within 60 minutes and it is delivered at the destination at the requested time.

TCS customers can also

choose from an available 60-minute slot for delivery within five days of booking and can also get a refund if the shipment is not delivered on time.

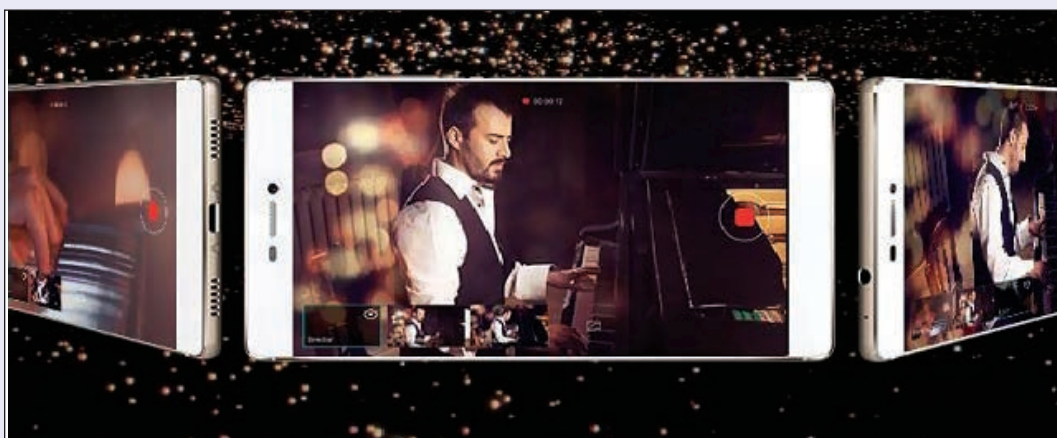
The TCS Hazir Time Choice facility is currently available in Karachi, Lahore, Islamabad, Rawalpindi, Hyderabad, Peshawar, Gujranwala, Sialkot, Faisalabad and Multan.

Customers can call TCS on 021-111-123-456 and book their documents and parcels of up to 25kg.

# Huawei hits sale records in Pakistan with its latest smartphone P8

“Huawei P8, the latest launched high end smartphone of Huawei has countless amazing and unique features to offer to its users”

Lahore: Recently launched Huawei P8, is making the Huawei fans go crazy for this smartphone. According to the latest statistics, the shipment of Huawei units in Pakistan has doubled in number, shipment of Huawei phones in H1 has reached 500,000 in Pakistan and in the previous quarter it was around 270K so Huawei is growing tremendously.



launched high end smartphone of Huawei has countless amazing and unique features to offer to its users. This smartphone, since its inception, is giving a tough competition to competitor brands and setting sky rocketed sale records. After its launch in Pakistan, the local mobile market has witnessed the Huawei's popularity among the smartphone users. This success and growth which has achieved in such a short is surely because of its dedication to serve its customers and bringing such smartphones in the market, which provide latest technologies in the easy access of the users and also doesn't burden the buyer's pocket.

It can be said without any doubt that Huawei is making its ground stronger day by day in the Pakistan's mobile market. The dedicated team at Huawei R&D department is putting in all its energy to build such devices which cater to the needs of users, belonging to all walks of like. Be it a

high-end smartphone or a low-end one, Huawei richly incorporates its devices with latest features and designs and numerous pioneering technologies. To add to the success of Huawei, its Service Centers also play a great role by providing extra ordinary

after sale services and listening to the problems of the customers and resolving their issues at utmost priority which has won over their hearts.

The Director Marketing Devices of Huawei Pakistan, Mr. Fanhong Bruce said, "We

are extremely delighted with the strong response that we have received from our customers in Pakistan. We assure that Huawei would continue to provide them with excellent devices and services in the coming times as well."

Huawei P8, the latest

## PTA launches Smart Pakistan Portal

Islamabad: As part of its effort to encourage the use of mobile broadband, Pakistan Telecommunication Authority (PTA) has launched a web portal named "Smart-Pakistan" (www.smartpakistan.pk). This web portal will provide one stop repository and directory of mobile applications focusing on different thematic areas such as mEducation, mHealth, mGovernment, etc.



It will provide an easy to use platform where a user can search for applications related to their requirements. The aim of 'Smart-Pakistan initiative' is also to engage the application developers and give them an opportunity to showcase their apps through this portal. The Smart Pakistan Initiative is first path-breaking step towards achieving this objective.

ciety and at the same time to encourage operators, Original Equipment Manufacturers (OEMs) and local developers in promoting innovative ideas.

This initiative will bring all stakeholders such as citizens, government, mobile operators, OEMs, international organizations, academia, mobile entrepreneurs and others under one platform to build a sustainable echo-system.

In collaboration with professionals from the industry

PTA has also set up a 'Smart Pakistan m-Lab' at its headquarters to provide mentoring and coaching services for young mobile applications developers and entrepreneurs. It will provide start up, acceleration and launch services to the developers. It may be further added that the Smart Pakistan is an ongoing initiative and its m-Education Platform has been formally launched today at PTA Headquarters Islamabad. ■

## HBFCCL, Easy Paisa sign MoU

Karachi: Pakistan's premier housing finance institution, House Building Finance Company Limited (HBFCCL) has taken a new initiative of signing a Memorandum of Association (MoU) with Pakistan's first and largest branchless banking service, a joint-venture between Tameer Microfinance Bank and Easy Paisa of Telenor Pakistan. The MoU was signed at a ceremony held at a local hotel.

which provides that the borrowers obtaining loans from HBFCCL would be able to repay their loan installments through Easy Paisa outlets or online. Along with the existing facility of repayment of loan installments through postdated cheques, this is an additional facility being offered to HBFCCL customers.

The significance of this MoU is that, under this arrangement HBFCCL and Easy Paisa have reached an understanding to use Easy Paisa Services Network to facilitate HBFCCL customers for paying their installments timely. The MoU partners anticipate that a large number of target customers would prefer to avail this service in view of the unique facility it offers.

At the MoU signing ceremony, HBFCCL was represented by Pervez Said, (Managing Director/CEO), Tahir Siddiqui, (EVP Strategic Planning), Minhaj Qureshi, (EVP Legal). On behalf of Tameer Bank/Easy Paisa, Nadeem Hussain, (CEO Tameer Bank Ltd.), Rehan Ahmed Akhtar, (Director B2B and Post Paid), Ms. Shahbano Hameed, (National Manager, Corporate Solutions), Easy Paisa and others were present at the ceremony. ■

It is a group based model

## Qatar Airways begins flights to Sialkot, Faisalabad



Lahore: Qatar Airways has launched services to two more destinations in Pakistan, Sialkot and Faisalabad, on consecutive days.

istan network with three flights a week.

On July 16th the airline commenced four weekly passenger services to Sialkot where it already operates dedicated freighter services. A day later, Qatar Airways added Faisalabad to its Pak-

Sialkot and Faisalabad have joined Karachi, Lahore, Islamabad and Peshawar as Qatar Airways routes to Pakistan served by non-stop flights from the airline's Doha hub. From Aug 2, Multan will be added as the airline's next Pakistani destination with three flights a week. ■

## Warid offers 3 Day Bundle just Rs 50



Lahore: Warid Telecom, Pakistan's largest and fastest growing LTE network announced the launch of a new power packed "3 Day

Bundle". This exciting offer allows Warid subscribers to get 500 Warid minutes, 30 minutes for all other networks, 500 SMS and

500MBs of lightning fast LTE internet, all this for only just Rs 50 plus tax. These given resources can be utilized for 3 days after which the offer will be automatically renewed.

So now all Warid prepaid customers can dial \*99\*1# and enjoy uninterrupted voice & SMS connectivity, live stream videos, can watch movies and make video calls at a much faster rate than ever before. ■

# Bank Alfalah launches MasterCard Internet Gateway System in Pakistan

“The companies are bringing MasterCard Internet Gateway System (MIGS) to Pakistan, a system that will help connect merchants and websites with customers by linking their credit cards to the internet”

Bank Alfalah and MasterCard have entered into an agreement that could help change the way Pakistani consumers conduct online shopping. The companies are bringing MasterCard Internet Gateway System (MIGS) to Pakistan, a system that will help connect merchants and websites with customers by linking their credit cards to the internet. The partnership stands to help Pakistan and its consumers on building a stronger connection with online retailers and other people in the online trade.

Banks around the world are partnered with MasterCard, Visa, and American Express. Merchants of an online shop or a telco or even a restaurant that offers online delivery accepts cards which are embedded with Visa or MasterCard. Banks themselves don't really have access to completely verify and pay



online transactions to external merchants. They can only do transactions from one account to another, be it within the same bank or another bank.

This is where MIGS comes in, Visa and MasterCard and Amex have been specialising in online transaction portals so that the average consumer is able to make payments online. It's like

how you need to login to Steam to play Dota, Steam is a verified game merchant and their legitimacy prevents fraud and piracy to let you enjoy the real game.

Speaking on the occasion, Atif Bajwa, President & CEO, Bank Alfalah said: “We continue our quest to develop a world class payments ecosystem in Pakistan that creates value and con-

venience for customers, merchants, and partners. Bank Alfalah will leverage its flagship merchant acquiring business to develop the e-commerce space through MIGS in the country.”

Raghu Malhotra, President, Middle East and North Africa, MasterCard comments: “We are delighted to announce this deal with Bank Alfalah as we continue

to drive the evolution of payments in Pakistan. Business owners can now easily take their businesses online and offer their customers the convenience and security of electronic payments.”

The combined synergy of Pakistan's leading card services provider and MasterCard's technological advantage in credit cards can change the way consumers conduct business online as buyers and sellers. Many people in Pakistan are still skeptical of electronic payments, the added security of MIGS might make consumers comfortable with using their credit cards for purchases thus, increasing the growth of e-commerce. MIGS isn't just restricted to purchases in Pakistan, but will be able to help consumers conduct purchases on any internet retailer or website. ■

## Mobicash to provide billing solutions to customers of COMSATS



Islamabad: Mobicash and COMSATS Internet Services (CIS) have signed an agreement whereby Mobicash will provide bill payment solutions to the customers of the internet service provider.

Through this agreement, CIS' customers will have the option of making payments through their mobile account and Mobicash outlets located close to their homes. This initiative provides payment flexibility and ease of access to CIS's customers, which is one of the prime benefits of Mobile Financial Services.

Payments through Mobicash mobile account can be made by the users through their phones by just feeding in their CIS customer ID. For

making payments through Mobicash outlets located across the country, customers will have to provide their CIS customer ID to the retailer for real time processing of the bill. The payment will be instantly marked against customer ID directly into CIS' account. For ensuring transparency, a confirmation message will be sent immediately to the customer once the bill is processed. Payments can be made at any of the 55,000 Mobicash outlets across Pakistan even during non-banking hours. CIS and Mobicash will also set-up a 24 hours help-line support to assist customers with their queries.

Speaking at the ceremony, Bilal Munir Sheikh, Vice

President Mobilink said: Mobicash is continuously expanding its footprint in terms of outreach as well as services that we offer to bring convenience to our customers' lives. Partnering with COMSATS Internet Services, the pioneer ISP of Pakistan, for bill payment solutions is another step towards enhancing customer experience in urban parts of the country and our continued endeavor to bridge the financial gap in the under and unbanked areas of Pakistan. We shall continue to develop similar relations to maximize the benefits available through the usage of our extensive branchless banking network.

Amir Malik, CEO COMSATS Internet Services expressed his views by saying: Signing this document will facilitate CIS customers in their payments, especially for customers in remote areas where banks are not available in their vicinity. This will promote the growth of our organization and give us an edge over our competitors. We are proud of our partnership with Mobicash for payment collection. This is a big step towards the future and we are very proud to be a part of it. ■

## Property market grows by 54%

Lahore: Pakistan's property sector is poised for recovery in the second half of 2015, according to property portal, Lamudi.

The property search on the Lamudi portal for both residential and commercial category has already increased by 54 percent in the first six months of 2015. Real estate experts from all over Pakistan are also expecting the market to show signs of improvement, after the stalling market activity in the first six months.

Both real estate agents and developers have reported an increase in queries from investors, especially from overseas Pakistanis who are back home to celebrate Eid with their loved ones.

This increase in property enquiries is expected to scale up in the second half of 2015 as well, notably around Eid-ul-Azha and New Year, when the overseas Pakistanis will return to their home country again.

Saad Arshed, Country Director, of Lamudi.pk, said: “The increase in customer queries vouches for



the optimism that investors have about the real estate sector in Pakistan.

Its property market is returning back to its former glory days. I would strongly advise investors, especially short-term ones to invest in property now and sell it off within these six months, as prices are expected to shoot up in future.”

The economic conditions of Pakistan have also improved and with the Budget 2015, bringing positive signs for the real estate sector in terms of relaxation in taxes and the launch of Real Estate Investment Trusts (REITs), it is the ideal time for investors to invest in the property market. ■

# UBL Fund bags 2 awards at IPO Summit

“UBL Fund Managers, one of the leading asset management companies in Pakistan and a subsidiary of UBL Bank claimed their awards in two major categories at the Summit”

Lahore: UBL Fund Managers Limited (UBL Funds) received two awards at the IPO Market Development Summit organized by South Asian Federation of Exchanges Pakistan (SAFE) at a ceremony held at the Pearl Continental Hotel, Lahore on June 04, 2015.

UBL Fund Managers, one of the leading asset management companies in Pakistan and a subsidiary of UBL Bank claimed their awards in two major categories at the Summit. First category was of “Islamic Instrument IPO Award – 2014”; and the other category was “Maximum Mutual Fund IPOs Award – 2014.” Earlier in 2013, UBL Funds had also won the Most IPO’s launched award at the Pakistan IPO Summit in February 2014.

UBL Funds launched 3 Islamic Instrument IPO’s in 2014 raising over PKR 4.5



Bn in AUM. This is a distinct achievement for an Asset Management Company for which they received the award for Islamic Instrument IPO award 2014. The funds launched include, Al Ameen Islamic Principal Preservation Fund –III (AIPPF-III) (inception date: 20.6.14), Al Ameen Islamic Principal Preservation Fund –IV (AIPPF-IV (Inception date: 16.10.14) and Al Ameen Islamic Principal Preservation Fund – V

(AIPPF-V) (Inception date: 26.12.14).

The second award conferred upon UBL Funds was for launching the Maximum Mutual Fund IPO s in 2014. UBL Funds launched four new Mutual Funds IPOs in 2014 raising a cumulative amount of PKR 6 Billion. The funds launched under this category include - UBL Principal Protected Fund – III (UPPF-III ) (Inception date: 6.3.14), Al Ameen Islamic Principal Preservation

Fund –III AIPPF-III (Inception date: 20.6.14), Al Ameen Islamic Principal Preservation Fund –IV (AIPPF-IV) (Inception date: 16.10.14) and Al Ameen Islamic Principal Preservation Fund – V (AIPPF-V) (Inception date: 26.12.14).

Speaking of the occasion, Mir Muhammad Ali, CEO UBL Funds, said “It is a great honor for us to have received these awards. We are extremely grateful to our investors for placing their trust

in us and endeavor to continue reaching new heights while keeping our investors needs at the forefront of our business decisions.”

He further added that “This achievement encourages us to continue adding to our product portfolio. It also indicates that investors in Pakistan have an appetite for unique products and have diverse investment needs. We at UBL Funds strive to fulfill the needs of our investors.”

Both the Islamic Instrument IPO and the Maximum Mutual Fund IPO Awards reflect UBL Funds agility in product development and their commitment to meeting demands of their customers. The Company is a pioneer in launching the internationally renowned CPPI based principal protected funds in Pakistan and has a sound and professional track record of over 14 years as one of the leading Asset Management Companies in Pakistan. ■

## Warid Double Bundle offer for postpaid customers



Lahore: Warid Telecom, Pakistan’s largest and growing LTE services provider, has introduced yet another exciting offer for postpaid customers. Now with “Double Bundle Offer”, new Warid Postpaid customers, port-in customers and subscribers switching from Warid Prepaid to Postpaid can enjoy double free minutes at no additional cost for 3 months.

For example, subscribers on W500 plan enjoy 250 free on-net minutes and 250 free off-net minutes, but with double bundle offer customer can enjoy double the regular benefit by getting 500 free on-net minutes and 500 free off-net minutes. Most importantly, this offer is available at no additional cost, and same benefit will be provided every month for next 3 months. Customers

can simply dial \*450\*1#, or send “Double” to 4000 to avail this offer.

Warid Telecom currently boasts largest postpaid& LTE customer base in Pakistan, with over 640,000 postpaid& 100,000 LTE customers. As the operator continues to offer a wide array of customer centric, reliable & quality services, this number continues to grow exponentially. ■

## My Bright Smile’ art contest

Karachi: For 15 years, Colgate Palmolive’s “My Bright Smile” Global Art Contest has given children across the globe a platform to express their creativity and showcase their artistic talents. The contest is held under the umbrella of Colgate’s Oral Health Education Program “Bright Smiles, Bright Futures®” (BSBF), which not only gives children a creative outlet to shine, but also educates them

about the benefits of good oral care.

Participating contestants range from children between the ages of 6 and 9 years, and the contest usually receives thousands of entries from across the country. This year, the “My Bright Smile”™ Global Art Contest saw an overwhelming response from children across Pakistan, with more than 85,000 entries from over 1,285

schools.

Recently, an exhibition displaying various entries was held at the Alliance Francaise in Karachi. Renowned artists Ms Riffat Alvi and Ms Nahid Raza, the chief guests for the event, judged the artworks along with Abdul Jabbar Gul. Prizes were distributed to the 100 best entries and 12 lucky winners were selected for their exemplary pieces of original art. ■

## PTCL announces winners of ‘Eidee Offer’ first lucky draw



Mehmood Aziz Khan of Sialkot, winner of PTCL Eidee Offer, receiving the key of Honda City car from Tariq Siddique, PTCL Regional General Manager, Gujranwala Region.

Islamabad: Pakistan Telecommunication Company Limited (PTCL) has announced the winners of its ‘Eidee Offer’ first lucky draw. The winners were announced through the lucky draw held on July 1st, 2015

Mehmood Aziz Khan from Sialkot won the 1300cc Honda City car. The winners of five motorcycles are Akhter Baig from Rawalpindi, Syed Muhammad Aamir from Karachi, Muhammad Sardar from Okara, Obaid Ullah Khan from Bunair and Hakeem Aziz Ur Rehman from Faisalabad.

Mehmood Aziz Khan, winner of the Honda city car while expressing his pleasure said, “Thanks to PTCL, for

giving me this new car for my family. I have been using PTCL landline and broadband services for past several years and we as a family rely upon PTCL everyday”.

Through this ‘Eidee Offer’, the company is giving away two 1300cc Honda City cars and 10 motorcycles to reward the loyalty and continued trust of customers in PTCL landline products and services.

The Eidee Offer is available for all active Landline, Broadband and SmartTV customers, who can participate in the lucky draw by paying current month’s PTCL bill before the due date. The names of all the winners have been published on PTCL corporate website. ■



# Video game on Metro Bus developed to promote Civic Responsibility

“The video game graphics include beautiful and aesthetic green landscape of Islamabad, with eminent and archaic buildings like Faisal Masjid, ISE Tower, Centaurus Mall, Serena Hotel and many other eye-grabbing views”

Islamabad: In the context of recently-launched Metro Mass Transit System for the people of twin cities of Islamabad and Rawalpindi, a video game titled "XtremeMetro" has been developed by the KWICK High Tech & Solutions to promote the civic responsibility among the general public.

out realizing that it is their property, made for their ease and comfort,” said the team lead for KWICK Android game development, adding that a sense of ownership and responsibility must be prevailed in our society for heading towards a prosperous and developed Pakistan.

“Whenever any topsyturvy situation crops up in the country, people tend to show acrimony by damaging the public assets, with-

Main character of the game, "Bhola Ustaad", is a chronic Pakistani mischievous guy, who savagely breaks the glasses and windows of metro buses and



stations. On the other hand, the coup "Hawalदार" runs to catch and buckle him up. The players need to collect tokens for increasing scores,

jump over the obstacles, and prevent collision with hurdles or metro buses. The game, which is available on Google Play Store, has sev-

eral kinds of pickups and boosters infixed which help players in getting through the game more smoothly, without a hitch.

The video game graphics include beautiful and aesthetic green landscape of Islamabad, with eminent and archaic buildings like Faisal Masjid, ISE Tower, Centaurus Mall, Serena Hotel and many other eye-grabbing views. This game is unique in its concept with peculiar, exotic and fascinating game phases and laps. ■

## Niaz A. Malik appointed Deputy CEO Zong



Islamabad: Senior telecom professional Niaz A. Malik has been appointed Deputy CEO of Zong- China Mobile Pakistan which is a subsidiary of the world's largest telecom operator China Mobile with over 800 million subscribers.

The appointment of Malik marks a greater quest of Zong to have an aggressive growth in the Pakistani market. Malik had been given multiple roles within Zong. As its Chief Strategy Officer he was a fundamental force to carve out the growth plan for China Mobile Pakistan in which the company acquired over 50% market share in the Pakistani market in the year 2013 and hefty market share in the later years. He remained the Chief Corporate Sales Officer, Chief Information Officer, Chief of Enterprise & Governance. He also headed its multi dimension Platform and Partnership (P&P) initiatives along with being head of its PR and its Mobile Financial Unit (MFS) in the recent years.

The appointment is a greater quest of Zong to further enhance its market share as the only 3G and 4G operator in Pakistan which has been flexing its muscle to penetrate further into the corpo-

rate markets. Over the last seven years the company has invested over 3 billion USD to create a competitive edge. Zong injected over 45% of the total investment made in the auction last year, in order to acquire new spectrum. This step was taken to facilitate its ever expanding customer base with the most premium services in the country. With its recent investment of over 1 billion USD, China Mobile Pakistan has aggressive plans to deploy the largest 4G network in Pakistan in coming years.

Malik is respected in the telecom circles as one of the premier strategic brains with immense understanding of operations, technology and aggressive marketing capabilities. Previously, he has served as Executive Vice President Corporate Sales, Executive Vice President Product Development, Executive Vice President Central and Chief Information Officer of Pakistan Telecommunication Company (PTCL). He has worked as management consultant with top fortune 50 companies in the USA and Canada before coming to Pakistan and is a graduate of prestigious universities from USA. ■

## Huawei plans to sale 100 million smartphones

Lahore: Research, innovation and market segmentation have been Huawei's strategies to gain ground in a market as competitive as the technology. In 2014, the global shipment of Huawei smart phones reached 75 million units, with an increase of 45%. In the first quarter of 2015, Huawei sold 17.5 million smart phones; the shipment target of this year is 100 million units. Huawei now is acknowledged as the world's fourth largest influential Smartphone manufacturer. The mid-to-high end Smartphone market will be continually influenced by Huawei.

Huawei, founded in 1987 in China has achieved a turnover of US \$ 12.2 million in 2014, representing an in-

crease of 30% over the previous year. The marketing of units around the globe also rose 45%, reaching 75 million in the same period.

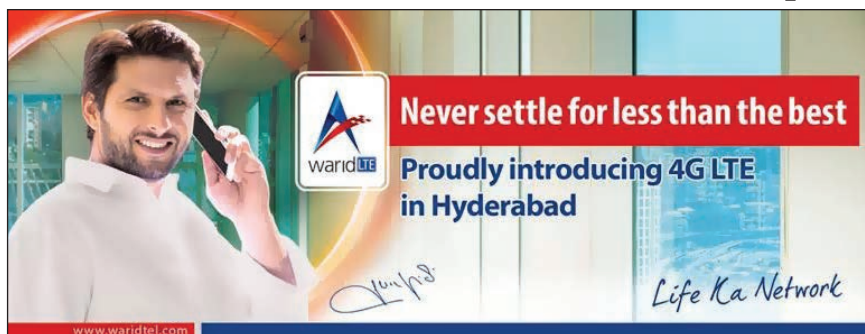
Director Devices, Huawei Pakistan believes that Huawei has little to envy from Apple, which has set many trends in the market, because Huawei has the potential to achieve highest market growth rate in the sector.

The increase in the growth rate and market success Huawei has achieved due to the development, supply chain and marketing strategies, the company has implemented and Huawei deserves the recognition as the fourth most influential manufacturer in the world. Bruce expressed that Huawei aims to come

closer and closer to the target audience, the most recent case is the Mate 7 which is aimed at the users who need a safety device through the fingerprint sensors. He said, “We do not just solve the ordinary problems but think of the infrastructure equipment and we have much to offer in the industry. In the past five years the company has developed its capacities to address different markets.”

This has certainly helped Huawei in getting to competition with technology titans: Apple and Samsung. Definitely one of the greatest interests of Huawei smart phones is and will be to continue betting on medium and high range. ■

## Warid introduces LTE to Hyderabad



Lahore: Warid Telecom, Pakistan's largest and fastest growing LTE provider, announced the launch of its LTE services in Hyderabad. With this, Warid's LTE footprint has spread to Pakistan's 13 major cities. Being the largest local LTE network, Warid Telecom has established itself as a state of art service provider that has been rapidly growing since its launch in December 2014.

In addition to this, Warid is offering free SIM replacements to all customers in Hyderabad with LTE compatible handsets. All new Warid LTE customers and existing customers who switch to LTE will also be given a free LTE trial for 5 days with a massive 1 GB of high-speed internet allowance.

Known for its excellence in service quality and network, the company has also

achieved the highest post-paid customers in the market. With 10 years of customer service excellence, the company maintains outstanding customer loyalty trends.

Warid has also introduced LTE MiFi and Wingle devices in addition to partnering with Daraz.pk to offer LTE devices at affordable rates. Keeping quality as its key performance indicator, the company has proved to be the best customer service provider with affordability and transparency of services which has put Warid at the forefront in the telecommunications sector. ■



# Warid, PwC signs MoU for budget control automation solution



Chief Financial Officer, Warid Telecom, Tariq Gulzar shakes hands with Irfan Faruqui, Partner, PwC after signing the agreement.

Lahore: Warid has signed an agreement with A.F. Ferguson & Company (a member firm of PricewaterhouseCoopers) to implement an automated budget control solution.

This solution will bring ef-

ficiency and accuracy in budget control processes, synchronize the expenditure approval proposals with ERP, provide real time visibility to budget stakeholders as well as deliver automated reports.

Speaking on the agree-

ment, Tariq Gulzar, Chief Financial Officer (CFO), Warid Telecom said: "Budget control automation is part of our technology road map to improve the speed of business and further strengthen the internal control environment. I am

looking forward to the timely implementation of the solution which will greatly help introduce ERP based controls on expenditure approvals and executions."

Irfan Faruqui, Partner, who leads the Technology

Practice in PwC said: "This project will help Warid to streamline and automate its budgetary control in line with the best practices and we are excited to have the opportunity to assist Warid Telecom with this essential initiative." ■

## Mobicash has largest mobile account network in Pakistan

Islamabad: In a bid to facilitate customers, enable ease of access and grow its net-

work, Mobicash has announced it shall now be utilizing its 55,000 strong retailer

base for registration of new Mobile Accounts. This first of its kind initiative enables Mobicash to have the largest number of mobile account registration locations in Pakistan and would help reduce the divide between the banked and unbanked population of Pakistan.

Aniqa Afzal Sandhu, Head of Mobile Financial Services explained the thought behind this development by

stating, "We are continuously striving to ensure a greater part of the population realizes and utilizes the numerous benefits associated with Mobicash Mobile Account. Furthermore, Mobicash has always promoted branchless banking in the country since our vision is to bridge the prevalent divide between the banked and unbanked population."

Mobilink customers can also open a mobile account by

dialing \*786# from their Biometrically verified SIM or by visiting any Mobilink Franchise, Mobilink customer care center or Branch of Waseela Microfinance Bank. Through a Mobicash Mobile Account, customers can avail an array of services like bill payment, money transfer, ATM Cards, IBFT, other mobile operator top-ups and others features all through their mobile handsets. ■



# FLARE

Business News Magazine

Subscribe today!

★ ISLMABAD ★ LAHORE ★ KARACHI

[www.flare.pk](http://www.flare.pk)

Never settle for less than the best

waridLTE

waridtel.com



## Facebook COO attends Allen and Co. media conference

Sheryl Sandberg (L), Chief Operating Officer of Facebook, arrives with Lorna Borenstein for the first day of the annual Allen and Co. media conference in Sun Valley, Idaho.

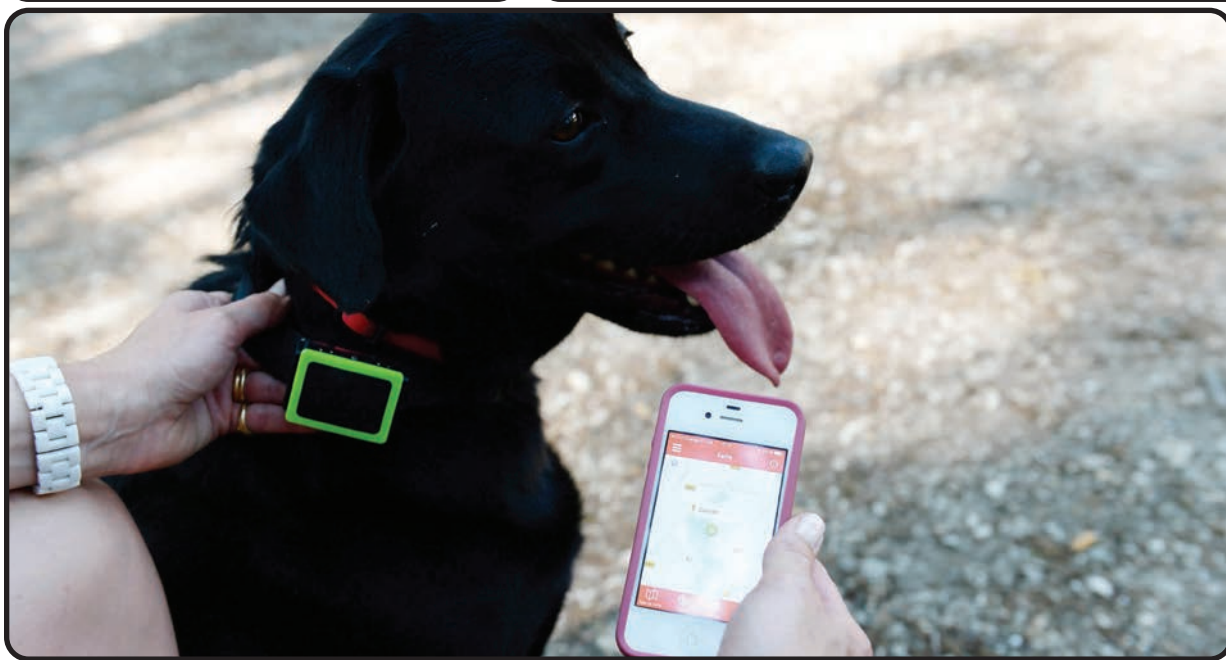
## Paypal relists on Nasdaq

Paypal CEO Dan Schulman (C) celebrates with employees after the company's relisting on the Nasdaq in New York. PayPal Holdings Inc shares jumped as much as 11 percent in their highly anticipated return to the Nasdaq, valuing the company at about \$52 billion.



## Dog wears GSP system

A woman holds her smartphone next to her dog wearing a GPS system on its collar in La Celle-Saint-Cloud. The Global Positioning System (GPS) collar help owners to track their pets remotely.



## All Right! I want to subscribe to FLARE

For a period of:

Tick	Term	Pay	Save
<input type="checkbox"/>	1 Month 1 Issue	Rs. 500	-----
<input type="checkbox"/>	3 Months 3 Issues	Rs. 1250	Rs. 250
<input type="checkbox"/>	6 Months 6 Issues	Rs. 2500	Rs. 500
<input type="checkbox"/>	1 Year 12 Issues	Rs. 5000	Rs. 1000

**IMPORTANT INFORMATION**

- \* Courier charges are included.
  - \* Check should be in the name of "Flare"
  - \* Orders are accepted against PKR only.
  - \* Please allow 1-2 weeks for processing of subscription,
  - \* For further details mail us at: flare.mag@gmail.com
- Send This form Along with cheque at Following address  
House# 120, Main Double Road, (Jhelum Road)  
G8/1 Islamabad. Ph: 051-2254548

Name \_\_\_\_\_

Address \_\_\_\_\_

Post Code \_\_\_\_\_

Tel No. \_\_\_\_\_

Email \_\_\_\_\_

New Subscription

Renewal

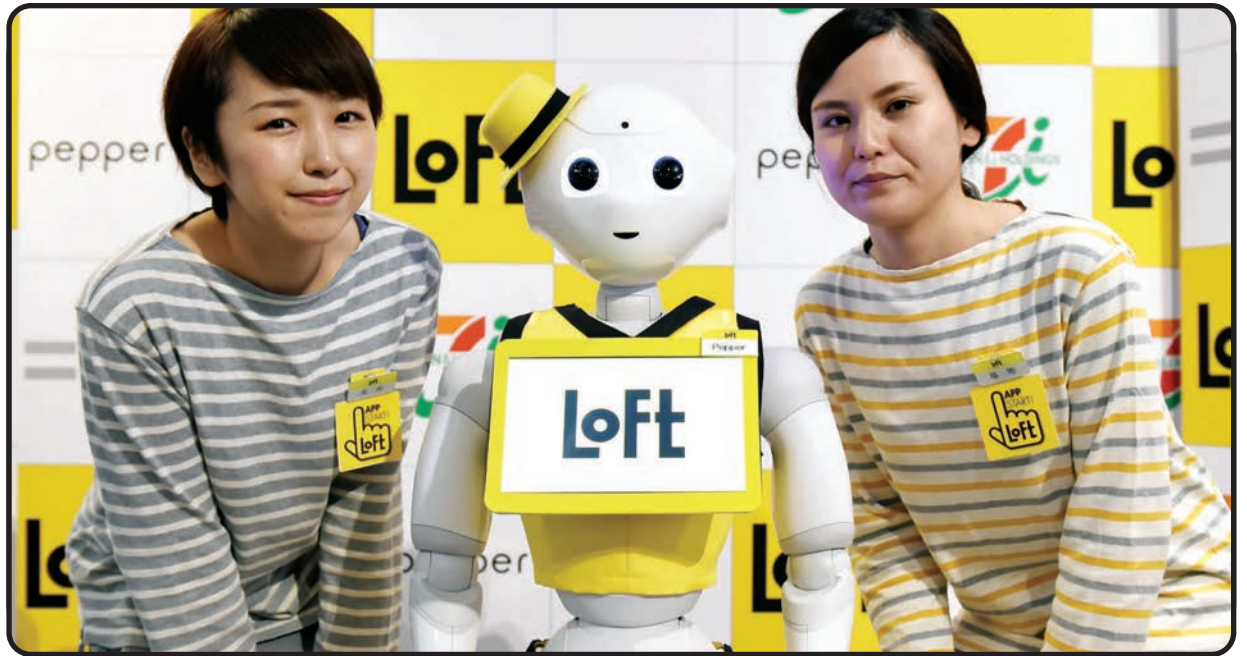
I am paying by Cheque/Draft/Cash \_\_\_\_\_

For Rs. \_\_\_\_\_ Dated: \_\_\_\_\_

“

### Pepper robots as beauty advisers

Japan's telecom giant Softbank's humanoid robot Pepper poses with cosmetic sales clerks of the Loft department store in Tokyo. Loft is hiring Pepper robots as beauty advisers at the cosmetic counter in its Shibuya and Yokohama shops.



### Indian fashion show

Bollywood actress Kriti Kharbanda presents 'Maanay' creation by designer Ashok Maanya on the penultimate day of the four-day Bangalore Fashion Week 2015 in Bangalore



### Tourist makes a selfie

A tourist makes a selfie at the entrance of the Versailles palace (Chateau de Versailles) in Versailles, outside Paris. Versailles Palace, built by King Louis XIV (1638-1715), is one of the most prestigious and most visited historical sites in France.

“

### Twins pose for selfie

Sets of twins pose for a selfie together in New York's Central Park. Over 160 sets of twins and multiple births gathered to take part in attempt to set a Guinness World Record for the largest parade of tandem bicycles as part of a promotional event for the VH1 network series "Twinning." The Guinness adjudicator would not qualify the record.



### Power saving goods

Toru Ichigaya (L), an employee of Japanese power-saving goods venture "Kuchofuku", displays an air-conditioned jacket which has cooling fans on its back, at the Heat Solutions exhibition in Tokyo. Temperatures climbed over 35 degree Celsius in the Tokyo metropolitan area following the conclusion of the rainy season.



Never settle for less than the best

waridLTE

waridtel.com

Flare

75

## NEWS BRIEFS

## Chrome 44 for iOS brings in physical web support

Google has recently released Chrome 44, an update for iOS that offers support for the company's Physical Web project. This new feature will allow smart devices to communicate with smartphones, without downloading other apps. Users can now communicate via web technologies using the Chrome widget from the 'Today view' on iOS. ■

## Chrysler recalls 1.4 million vehicles

Fiat Chrysler recalled 1.4 million vehicles possibly affected by the vulnerability in the UConnect infotainment system that could allow attackers to hijack the vehicle's steering and braking. Car hacking researchers Chris Valasek and Charlie Miller demonstrated proof of concept in striking fashion, when they wirelessly took control of a 2014 Jeep Cherokee driven by Wired reporter Andy Greenberg and brought it from 70 mph to a screeching halt. ■

## Qualcomm to cut 15% of workforce

Qualcomm said that it plans to slash its spending by \$1.4 billion. This includes a 15 percent reduction in its workforce. At last count, the company had 31,300 employees. The San Diego-based company has been under intense pressure recently from Jana Partners, a major shareholder, to make changes. The company will add two Jana Partner picks to its board immediately and plans to add a third, with both Qualcomm and Jana's approval, soon. ■

## Samsung may launch Galaxy s7 by next year

Samsung just released Galaxy s6 on 1st March, 2015. Now the company will reveal its upcoming and most desired flagship Smartphone s7 on February of 2016. Experts are already working on adding new features. ■



# France approves surveillance law over UN objections

"The controversial law gives French authorities warrantless surveillance powers that have been criticized by the United Nations, Amnesty International, and other human rights organizations"

France has expanded its surveillance capabilities under a new law called Loi Renseignement, or Surveillance Law. The law, proposed after the Charlie Hebdo attack and passed in June, was reviewed and approved by France's constitutional council today after several minor changes were made.

The controversial law gives French authorities warrantless surveillance powers that have been criticized by the United Nations, Amnesty International, and other human rights organizations. The United Nations Human Rights Committee called the law overly broad in a report on the new legislation, saying it allows for "very intrusive surveillance on the basis of vast and badly defined objectives, without prior authorization of a judge and without adequate and independent controls."

The law allows French intelligence agencies to arrange wiretaps with phone and Internet companies without first seeking permission from a judge, according to the Guardian. Instead, authorities will be required to consult with an advisory group of French politicians — although they are not required to follow the group's suggestions as they would a judge's orders. The bill originally allowed authorities to bypass the advisory group entirely during an emergency, but that privilege was removed by the constitutional council.

The law also allows for cameras and recording devices to be installed in the homes of individuals under investigation, and for keyloggers, which record computer keystrokes, to be installed on their computers.

The constitutional council's decision was condemned



as a "historic decline in fundamental rights" by La Quadrature du Net, a nonprofit organization that defends digital privacy and civil liberties. "By refusing to implement effective control over the intelligence services, it is rubber-stamping a historic step back for privacy and freedom of communication, thus undermining the very foundations of democracy," the or-

ganization said in a statement.

But French prime minister Manuel Valls defended the law in a tweet, claiming, "France now has a security framework against terrorism that respects liberties." Valls previously said that comparisons of the Surveillance Law to the United States' Patriot Act were inaccurate, telling the Guardian that the bill was "necessary and proportionate." ■

## Microsoft aims to reboot connections with Windows 10

Microsoft is aiming to build lasting relationships with Windows 10, the operating system to be launched and seen as critical to reviving the fortunes of the once-dominant tech giant.

For the first time, Microsoft is making a major new version of Windows available free as an upgrade to anyone using either of the prior two generations of the system.

The goal is to swiftly have Windows 10 powering a billion devices, creating a gigantic audience to induce developers to crank out must-have apps for the platform.

Microsoft hopes to break the cycle in which consumers shun Windows for mobile because it lacks the large catalog of applications found on rival platforms, thus discouraging app makers from creating Windows versions.

Hit apps could ramp up popularity of Windows-driven

hardware made by Microsoft and its partners, and increase opportunities for the company to make money from online activities such as search, shopping and software as services in the Internet cloud.

"This is all in the direction of building a relationship, being connected with you," Forrester Research analyst Frank Gillett said of Windows 10. "They make it free so developers make good stuff. And then create an ongoing relationship instead of just a transaction, which is how Microsoft has operated in the past."

Microsoft has built its empire on packaged software sold to computer users and makers. Windows remains the leading operating system for personal computers but has failed to gain traction on mobile devices such as smartphones and tablets, dominated by Google's Android and Apple's iOS. ■

## Internet users in China zoom to 668 million

The number of people using the internet in China has galloped to 668 million — and most use their mobile phones for access — the authorities said. The number of Internet users in China continued to grow in the first half of this year, with about 90 percent of the users accessing the internet through mobile phones, said the semi-annual report of the China Internet Network Information Center

(CNNIC).

Global Times cited the report as saying that there were a total of 668 million online users in China by the end of June, an increase of 19 million in the past six months.

Among the users, 27.9 percent or 186 million are rural residents, an increase of 8 million. Most of the online users are aged between 20 and 29 and are mainly students and freelancers.

## Google new timeline feature combines maps and photos

Google Photos combined with Google Maps to create the Timeline, which maps the entire routes the user has taken throughout, coupled with photographs taken at the locations

Recently, revealed Google Photos is the photo, video sharing and storage service; it was recently combined with Google Maps to create an accurate timeline of the user's travels, and where they have been. If the user has the location service activated, Your Timeline maps out places, along with complete routes they have been to, on Google's mapping service. The Timeline links with Google Photos to provide relevant snaps taken at each location, allowing users to visually recall past trips.

Now, Google is also releasing version 1.2 of Google Photos for the Android version with the new features such as selecting album covers and creating photo descriptions. Users can add photos to an album from the drop-down menu, and use the familiar slideshow as well as download features. Google Photos' main feature is automatically analyzing and organizing images with relevant categories and labels.

Google Timeline, available on the Android and desktop version of Google Maps, does not reveal results to the general public. Despite

that, users can edit their Timeline to remove places they do not want popping up in their results (for whatever reasons). Users can also tag frequent and favorite spots on the Timeline, but the whole service depends on the user having enabled the location history feature. Google combines Photos' automatic-tagging to map out entire routes while categorizing photos by People, Places and Things.

Google Photos' automatic tagging feature saves a lot of hassle, particularly for individuals who happen to take a lot of pictures. Google Photos can tag people based on their faces, look for landmarks and tag accordingly, and can even recognize animals, food, buildings and birthday events. Users might find it convenient to pull up all the pictures from the past — for example, all pictures tagged "Empire State Building," or "Pizza."

This might make the Google Photos service favorable for some. Coupled with Maps to make the new Timeline feature, Google almost launched a mini social network that keeps tracks of where users have been. Although users see this as an invasion of privacy — they don't want it to be revealed — yet it is to say that the Timeline feature is not public, and hence only for the user. ■

# Huawei revenue skyrockets as company hones in on IoT strategy

“Huawei’s handset business revenue reached \$7.23 billion in 1H 2015, recording a year-on-year increase of 87%”

For the first half of 2015, Huawei Consumer Business Group continued to experience significant business growth. Total revenue reached a total of US\$9.09 billion, showing a year-on-year increase of 69%.

The unit’s sales income represented 32% of the total income of parent company Huawei Technologies, up from 24% in the same period last year.

Huawei’s handset business revenue reached \$7.23 billion in 1H 2015, recording a year-on-year increase of 87%.

This was due to the success of Huawei Consumer BG’s strategy of focusing on mid-to high-end handsets, which contributed to both the increase in shipments and average selling price, the company said in a statement.

“This incredible growth is a testament to our core business strategy to offer premium quality products, bringing our expected earnings for 2015 from US\$16 billion to US\$20 billion,” says Richard Yu, Huawei Consumer BG CEO.

“Such a remarkable and rapid growth in performance is a result of Huawei’s Consumer BG’s commitment to consumers’ needs and our core strategy of providing innovative hardware technology and software experience. With our consistent and huge investment in R&D, Huawei



is set to become one of the key players in the long-run.”

In 1H 2015, Huawei Consumer BG shipped a total of 48.2 million smartphones, representing a year-on-year increase of 39%, while global smartphone demand has only recorded a 7% growth in the same period.

Shipment for the mid-to-high end category recorded a year-on-year increase of 70%, representing 31% of the total handset shipment and 42.9% of total income. The income of the mid-to-high end category increases 388% while the profit of this category representing 44% of the total profit. Huawei’s global strategy continues to stimulate stable business growth in overseas markets, with the South Pacific experiencing 41% year-on-year growth, according to the company.

According to GfK2, Huawei’s share of the global smartphone market continued to increase throughout the first quarter of 2015, recording 6.7% in January, 7.1% in February, 7.8% in March,

8.1% in April and 8.8% in May.

In 1H 2015, Huawei’s flagship smartphone, Huawei Mate7 shipped a global total of 5 million units with ‘impressive’ sales in over 100 countries including the South Pacific, among others.

Huawei P7 recorded cumulative sales of 7 million units and was available in over 100 countries and regions. Over one million units of Huawei P8 have been sold in the first two months since launch with availability in over 52 markets.

In May 2015, Huawei was named one of BrandZ’s ‘Top 100 Global Brands’ of 2015 for the first time, ranking in 16th position in the technology and science category with brand value of US\$15.335 billion. In the second half of the year, Huawei Consumer BG will continue to leverage its experience and knowledge in telecommunications hardware and software to capitalise on the opportunities presented by the “all things connected” era, according to

a statement. Thus, Huawei has intensified its wearables strategy and introduced the Huawei Watch W1, TalkBand N1 and B2 during the Mobile World Congress in Barcelona this year.

Globally, Huawei has 16 R&D centres including an aesthetic research centre in Paris, a mathematics research centre in Russia, a design and quality control research centre in Japan, a software research centre in India, among others.

As of June 30, Huawei has applied for a total of 76,687 patents, among which 18,000 are device-related. A total of 41,903 patents have been authorised on a global level.

In the development of interconnected cars, Huawei entered into a number of strategic partnerships with major automobile brands in 1H 2015, including Volkswagen, Mercedes-Benz, and Audi, with the latter two partners appointing their third-party suppliers to use Huawei vehicle-mounted 4G communication modules in their future car-networking equipment.

By integrating the company’s capabilities in 4G and 5G networks, Big Data and cloud technology, Huawei aims to be the leading player in the interconnected cars industry and promote interaction among cars, smartphones and wearables. ■

## Apple Watch snags 75% of market on shipment

Apple Watch shipped 4.0 million units and captured a dominant 75 percent smart-watch market share worldwide in Q2 2015,” said Strategy Analytics Neil Mawston in a statement. “Apple Watch launched in sixteen major countries and saw decent take-up from iPhone loyalists in the United States and elsewhere. Apple Watch has clearly raised the bar for the global smartwatch industry. The ball is now in the court of rivals, like Samsung, to respond.” ■

## Microsoft Xbox One’s new user interface

Microsoft recently revealed details about the upcoming upgrade for the Xbox One dashboard. The Xbox One’s launch dashboard was designed in line with Windows 8, and was criticized for a few things. Firstly, fans thought that the dashboard was a bit complicated to use, especially when compared to PS4’s user-friendly dashboard. Secondly, the dashboard was designed to function with Kinect, meaning fans with Kinect-less Xbox One’s were having a hard time accessing their favourite modes of entertainment. ■

## Apple to launch iPhone 7

The iPhone 6 and iPhone 6 Plus are here, but watchers are looking ahead to the next new iPhone, the iPhone 7, set to arrive later this year. Apple is reportedly preparing to place its biggest order ever for the iPhone 7, with 85 to 95 million units set to be manufactured in China this summer ahead of the new smartphone’s launch later this year.

## Yahoo suffers 2Q loss as revenue growth Eludes Company

Yahoo is still limping along as the Internet company prepares to shed the financial crutch that has been propping up its stock during the three-year reign of CEO Marissa Mayer. The latest evidence of the challenges facing Mayer emerged with the release of Yahoo’s second-quarter earnings report. Yahoo posted a nearly \$22 million loss driving by soaring ad commission paid to its partners, while its net revenue remained unchanged from the previous year at \$1.04 billion. ■

## Apple files for sterling bond sale worth \$2 billion

Apple has set its sights on the debt market yet again. According to an SEC filing submitted, the tech giant will go for pound sterling-denominated bond offering that consists of two parts: one of 750 million pounds maturing on July 31, 2029 while the other of 500 million pounds that matures on July 31, 2042. Interest payments on both notes will be paid on a semi-annual basis on January 31 and July 31, starting from January 31, 2016.

Both notes have an Aa1 (stable) rating by Moody’s Investors Service as well as an AA+ (stable) by Standard & Poor’s Ratings Services. The stable rating do not come as a surprise, given Apple’s success, massive cash balance, and the fact it is the largest company in terms of market capitalization.

The bond sale is endorsed by a number of investment firms including Goldman,

Sachs & Co., Merrill Lynch International, and HSBC Bank.

Although Apple has not disclosed what it intends to do with the bond offering, it can be inferred that the tech giant will use it for funding share buybacks and dividend payments. Apple has increasingly preferred turning to the debt market instead of using its huge cash pile (which has swelled to over \$200 billion),



most of which lies overseas. One prominent reason for this is that the company wants to avoid the 35% repatriation tax rate in the US that is charged upon bringing overseas cash

back.

Apple has recently shifted focus to tap into debt markets outside the US, where low interest rates prevail. Last month, the company announced that it had raised \$2.2 billion through a Japanese yen-denominated offering. Earlier this year, Apple was reported to pursue a Swiss franc-denominated bond sale in which it will effectively raise at least \$1.08 billion. It should

also be noted that in case of a non-US debt offering, the company can use its overseas cash to pay for it, since a bond sale in US would require repatriation of cash for payment

which bears the issue of paying repatriation tax.

Apple’s latest initiative suggests that the company is not ready to use its hefty cash to fund its buybacks and dividend payments. It is possible the management wants to wait to get a tax holiday or an amendment to law that allows for one-time tax charges, before it brings its offshore cash. US legislators are currently trying to provide for a one-time tax on overseas cash piles, which should encourage cash repatriation upon approval.

However, as of last quarter, Apple’s total debt stands at \$54.4 billion and has been steadily increasing since FY13. At the moment this is not significant compared to the company’s cash pile, but as Apple increasingly raises debt to fund its capital allocation program, its debt could potentially touch dangerous levels. ■

## Microsoft tweaks streaming music plan for Windows 10

Microsoft has rebranded its subscription-based music services as part of a ramped-up effort to compete with the likes of Apple, Google Spotify and others.

The US tech giant said its Groove Music -- the rechristened name for Xbox Music -- will be built into the Windows 10 operating system that is designed to power computers and a variety of mobile devices. ■

## IBM unveils 'breakthrough' computer chip

IBM unveiled a powerful new chip which the company says could boost computing power of "everything from smartphones to spacecraft."

The company unveiled the industry's first seven-nanometer chip that could hold more than 20 billion tiny switches or transistors for improved computing power.

The new chips could help meet demands of future cloud computing and Big Data systems, cognitive computing, mobile products and other emerging technologies, according to IBM, which developed the chip as part of a \$3 billion research effort with Samsung and GlobalFoundries at the State University of New York at Albany. ■

## Citibank to introduce its own digital currency, Citicoin

Citibank is testing on a new digital currency Citicoin at this point, handling a run-through platform and evaluating key measures. In line with this, the premier bank is also suggesting the U.K. government to provide its own digital cash.

Similar to Bitcoins, Citibank is advancing block chains and test-coins to run across countries. ■

## Blind French hikers cross mountains with special GPS

Five hikers, all blind or partially-sighted, crossed a mountain range in eastern France recently thanks to an innovative GPS system that developers hope can help millions of people with vision problems. Developed by a team at Strasbourg University in northeast France, it is part of a growing trend tapping the power of technology to improve life for the visually impaired. ■

# Samsung announces new LEVEL U wireless bluetooth headset

"Samsung's latest LEVEL headset combines stylish design with best-in-class sound for the perfect mobile listening experience"

Samsung Electronics Co., Ltd. announced the new LEVEL U Bluetooth headset. The latest addition to the LEVEL headset line-up incorporates the latest Samsung technology; delivers best-in-class sound with crystal-clear call quality and features a stylish, ergonomic design for a comfortable fit. The LEVEL U has a long battery life and is also great for Text-to-Speech (TTS) applications. It will be available from July 1st, 2015, with a recommended retail price of \$79.99.

"The Level U Bluetooth headset is quite unusual, and that's because we at Samsung have identified a truly new way of improving the mobile experience of our customers; we



looked at what people really need and developed the new LEVEL U," said Younghee Lee, Executive Vice President of Global Marketing, IT & Mobile Division at Samsung Electronics. "The LEVEL U combines fashion, comfort, and performance with cutting-edge

wireless Bluetooth capabilities; this is a really easy-to-use headset, and our customers will enjoy it."

Sophisticated, Ergonomic Design

Available in range of striking colors, including blue black, white, gold and blue, the Level

U can fit any style. Weighing just 33g, with soft, flexible urethane joints and an ergonomic, adjustable neck-band design, the headset offers a secure and comfortable fit. The LEVEL U also features a range of built-in, slightly raised control buttons that make it easy for users to adjust the volume, pause, play or skip a track, even when they are on the move. The ergonomically designed hybrid-style earbuds combine the noise-cancelling properties of earbuds with the comfort of headphones, even when listening for long periods. The LEVEL U's magnetic earbuds also fasten together, making the headset neater and more wearable when not in use. ■

## Vimpelcom's brands listed among world's most valuable

"VimpelCom Ltd." a leading global provider of telecommunications services headquartered in Amsterdam and serving over 218 million customers, announces that five of its brands have been identified among the world's 250 most valuable telecoms brands in 2015, according to the 'Brand Finance Telecoms 500 2015' report produced by Brand Finance\*, a leading consultancy specializing in brand valuation.

VimpelCom's Djezzy (Algeria), Mobilink (Pakistan), Beeline (Russia), WIND (Italy) and Kyivstar (Ukraine) brands all featured among the top 250 telecoms brands across the globe (out of the 900 assessed). The Group's banglalink (Bangladesh)

while Wind was valued at USD 1.6 billion.

Rozzyn Boy, VimpelCom's Chief Communications Officer, says: "VimpelCom's international portfolio of brands has grown at an impressive rate over the past 22 years and now collectively serve over 218 million customers across 14 countries. We are proud to have earned and improved on a number of leading positions in the global telecoms brand rankings, particularly for our Djezzy and Mobilink brands which have recently undergone brand refreshes in their local markets."

In addition to being recognized among the top 100 global telecom brands, WIND has also been named Italy's Telecommunications Opera-



tor of the Year for 2015 by the Le Fonti International Awards, Milan. Commenting on the Award, Maximo Ibarra, CEO of Wind, says: "Winning this Award is testament to the team who have worked relentlessly over the past year to ensure that our customers are getting the best deals, service and experience possible." ■

Two of VimpelCom's brands, Beeline and WIND, were recognized among the report's top 100 global telecom brands: Beeline was valued at USD 2.6 billion\*\*,

## S. Korean spy agency explored technology to hack chat App



South Korea's beleaguered spy agency has acknowledged exploring the purchase of technologies to intercept communications on the popular Kakao Talk smartphone chatting service, but maintains it only intended to strengthen its monitoring of rival North Korean agents, not South Koreans, lawmakers said.

The revelation is sensitive because the country's spy agency has a history of illegally tapping South Koreans' phone conversations.

National Intelligence Service chief Lee Byoung Ho told legislators in a closed-door briefing that the agency bought hacking programs from an Italian company, Hacking Team, in 2012 that were designed to intercept information from cellphones and computers, according to details released to reporters by the office of lawmaker Shin

Kyung-min, who attended the meeting.

The spy agency didn't immediately return calls seeking comment. Lee said the hacking programs bought from Hacking Team would be ineffective for spying on civilians because the NIS only received enough to monitor 20 different devices at once. He said the programs have been used mainly for research as the country looks to strengthen its cyberwarfare capabilities against North Korea, which Seoul blames for repeatedly attacking Internet networks and stealing information from computers, Shin's office said.

Lee also told lawmakers that the programs the NIS purchased from Hacking Team were used by 97 intelligence and investigation agencies in 35 countries around the world. ■

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



MODEL	RATE
A 1	1,250
FT01	2,595
FT02	2,695
FT03	2,695
G 1	1,295
G 2	1,295
G 3	1,295
G 510	1,395
G 610	1,595
G 710	1,595
G 880	1,795
L 226	1,350
L 228	1,550
L 668	1,655
M 35	1,595
N 10	1,782
N 11	1,795
N 12	1,595
N 18	1,495
N 79TV(G5)	1,895
N 9	1,695
T 1	1,650
T 2	1,650
T 28	1,850
U 220 Flat	1,075
U 225	1,495
U 228	1,138
U 229	1,238
U 310	1,590
U 505+	1,662
U 628 TV	1,850
U 629 TV	1,850
U 873	1,495
W 1	2,195
W 3	1,995
W 1+	2,150
W 22	1,795
W 23	1,690
W 29	1,695
W 37	1,195
W 39	1,595
W 7	1,895
W 72	1,750
W 8	1,195
WP 86	1,840
WP 89	1,882
X2-02	1,285
Z 1	1,295
Z 2	1,650
Z 5	1,750
Z 6	1,695
Z 7	1,250

## SMARTPHONES

A 68 E SHARE Flat	3,900
AURORA A-79 Flat	5,500
BEAM Flat	3,900
BLADE F-500 Flat	3,900
BLADEX F-600 Flat	3,900
BRAVO A2	4,299
BRAVO A5 (3G)	4,999
BRAVO A77 Flat	4,900
BRAVO G-95	9,899
FARRARY A-78	10,999

G 10 mini (3G)	4,950	4,950
G 3D Flat	6,900	6,900
G-HAPTIC PLUS A77 Flat	4,900	4,900
GLORY A-86	7,500	7,500
GLORY A86 D	9,899	9,899
GLORY Bee E670	6,999	6,999
GLORY Neo(i88)	11,300	11,300
G-PAD 201 Flat	7,000	7,000
G-PAD 701(3G)	8,900	8,900
G-PAD II	7,499	7,499
G-PAD III (3G) Flat	7,900	7,900
G-PAD(MINI)	16,900	16,900
LTE 1 (4G)	14,500	14,500
LUMINOUS-E660	5,990	5,990
POP Mini E100	3,199	3,199
President A76	6,900	6,900
President A8	4,900	4,900
President A97	6,200	6,200
President A97 (3G)	6,500	6,500
President Classic 1 (3G)	6,900	6,900
President Classic 9(3G)	14,900	14,900
PRESIDENT G 9 Flat	9,999	9,999
President G10 (3G)	15,900	15,900
PRESIDENT G10 F (3G)	9,999	9,999
PRESIDENT G6	8,500	8,500
PRESIDENT G6 C (3G)	8,500	8,500
PRESIDENT G6 Plus (3G)	8,999	8,999
PRESIDENT G7	9,999	9,999
PRESIDENT G-Note3 (3G)	14,900	14,900
PRESIDENT Shark 1 (256)	3,250	3,250
PRESIDENT Shark 2 (256)	3,695	3,695
PRESIDENT Shark 3 (3G)	3,895	3,895
PRESIDENT Smart 1 (3G)256	4,690	4,690
PRESIDENT Smart 1 (3G)512	4,595	4,595
PRESIDENT Smart 2 (3G)256	4,690	4,690
PRESIDENT Smart 2 (3G)512	4,595	4,595
PRESIDENT Smart 5 (3G)	7,700	7,700
PRESIDENT Smart A98(3G)	7,500	7,500
PRESIDENT Tango 7 (3G)	19,900	19,900
PRESIDENT X-HERO 7(3G)	12,999	12,999
PRESIDENTG10OCTA(3G)	11,900	11,900
PRIMA A 90 Flat	4,500	4,500
SPARK A-1	3,950	3,950
VENUS G73 Flat	6,500	6,500



MODEL	RATE
Lumia 430 {3G}	7950
Lumia 435{3G}	10350
Lumia 532{3G}	12050
Lumia 535{3G}	13900
Lumia 540{3G}	16250
Lumia 640 XL{3G}	23750



MODEL	RATE
<b>SMARTPHONE RHYTHM SERIES</b>	
PZ1 {3G}	7700
PZ10{3G}	12500
PZ15{3G}	18750
PZ8{3G}	10900
RX35{3G}	5700

RX40{3G}	6700
RX50{3G}	6900
RX55{3G}	7200
RX60{3G}	13800
RX65{3G}	8900
RX70{3G}	9750
RX80{3G}	11400
A200{2.4"}	2250
A210{2.4"}	2475
A220{2.4"}	2300
A225{2.4"}	2125
A230{2.4"}	2550
A235{2.4"}	2375
A240{2.4"}	2550
C100{1.8"}	1675
C110{1.8"}	1625
C115{1.8"}	1800
J500{2.6"}	2450
J505{2.6"}	3650
J515{2.4"}	2675
N300{2.4"}	2150
N310{2.4"}	2150
N320{2.4"}	1925
S600{2.8"}	2850
S610{2.8"}	2875
S625 {2.8"}	3150



MODEL	RATE
A 319	7900
A 328	9800
A 536 [flat]	13000
A5000	13900
A 606	16999
A 6000	14900
P 70	24900
S 60	22700
S 650	14500
S 850	19500
S 860	24900
S 90	29900
Vibe X2	30600
Vibe Z2 Pro	51000



MODEL	RATE
Find 7	55900
R1001	10900
R831K	14900
R2001	18900
R3001	25900
R1K	34900
N1 Mini	39900
FIND 7a	45900
R5	49900
N3	69900

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

Never settle for less than the best

waridLTE

waridtel.com

# QMobile

## No. 1 Mobile Phone Selling Brand in Pakistan

### QMobile

**MODEL** **RATE**

Q1000 QTAB{3G}	21000
Q1100 QTAB{3G}	22500
Q150 QTAB{3G}	8950
Q400 QTAB{3G}	11900
V10 QRAB{3G}	13500
V6 QTAB{3G}	10900
V8 QTAB{3G}	11500
X50 QTAB{3G}	19500
A1{3G}	11500
A115{3G}	6750
A290{3G}	7800
A610{3G}	17900
B100 TV	2250
B15	1700
B170	2700
B18	1800
B255	2150
B260	2200
B5	1700
B500	2800
B60	2400
B600	2850
B65	2150
B8	1800
B80	2450
B800	3850
B85	2050
C10	1950
C12	1825
C2	1850
C3	1750
E11	3450
E16	3600
E4	2750
E5	2950
E50	2650
E875	3650
E9	4200
E990	3800
E995	3500
G101	1690
G103	1650
G175	1950
G400	2750
H54	2050
H67	2300
i12{3G}	18500
i5{3G}	8800
i5i{3G}	9500
i8{3G}	11900
J2500	2750
L1	1490
L2	1550
L3	1525
LT150	10900
LT250	16600
LT600	17999

M10	1950
M125	2500
M20	1975
M225	2400
M25	1990
M250	2450
M30	2500
M300{3G}	18000
M450	2500
M650	2950
M70	2500
M700	2500
M80	2200
M800	2250
M85	2690
M90{3G}	13500
N150	2200
N175	2200
N250	2600
N90	2075
Power 3	2600
Power 4	2650
R100	2050
R1000	2750
R200	1700
R2000	3200
R220	1750
R240	2650
R250	2550
R300	1825
R3000	3500
R350	1850
R360	2600
R370	1875
R390	2250
R395	2250
R400	2250
R440	2150
R450	2900
R480	2650
R500	2600
R550	1925
R650	2700
R700	2400
R720	2450
R740	2475
R750	2500
R800	2625
R850	2475
R900	2600
R950	2450
R990	2950
S1{3G}	10950
S150	2350
S200	2100
S250	2150
S300	2175
S50	2050
T200{3G}	6750
T300{3G}	7250
T400{3G}	7990
T50{3G}	4990

T500{3G}	8950
V2{3G}	9900
W1	6999
W20	2200
W200	3800
X10{3G}	5690
X14{3G}	6600
X150(1GB)	10500
X2(music)	4100
X2{2G}	4200
X200{3G}	10500
X25{3G}	6950
X250{3G}	10800
X2i{3G}	3990
X30{3G}	6500
X35 {3G}	7250
X350{3G}	9800
X4	2690
X400{3G}	10500
X450	10500
X5	5500
X500{3G}	11000
X550{3G}	13500
X6{2G}	4500
X60(1GB)	10000
x600{3G}	16500
X6i{3G}	4500
X7	2850
X80{3G}	6900
X800 1GB{3G}	13000
X90{3G}	9500
X900-16GB/2GB	18500
X900-8GB/1GB	17500
X950 {4G}	26500
Z6 {3G}	22500
Z7 {3G}	23500
Z8 {4G}	18900
Z8 Plus {4G}	20999
Z9 {4G}	25000
LINQ L10	13500
LINQ L15	12500
LINQ X100	9500
LINQ X300	12500
LINQ X70	8500
3G Bar Phone	3990



MODEL	RATE
iPhone 6 {128GB}	105,500
iPhone 6 {16GB}	81,500
iPhone 6 {64GB}	93,500
iPhone 6plus{128GB}	117,500
iPhone 6plus{16GB}	93,500
iPhone 6plus{64GB}	105,500

# QMobile

## No. 1 Mobile Phone Selling Brand in Pakistan



# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

## SAMSUNG

MODEL	RATE
A3 {4G} LTE	29999
A5 {4G} LTE	39999
A7 {4G} LTE	49999
B310E	2599
B312E	3499
B360E	6250
E5 / {4G} LTE	29500
E7 / {4G} LTE	35500
G313 [Ace4 Lite]	9500
G313H [Ace4]Dual	12500
G316H [Duos 3]	12500
G350[Star Advance]	10300
G355H[Core 2]{3G}	14000
G360H[Core Prime]	15000
G530H[Prime]{3G}	19999
G850[ALPHA]{4G}	50000
G900[Galaxy S5]{3G}	52000
G920[Galaxy S6]	64500
G925[Galaxy S6 Edge]	79000
i9060i[Grand Neo+]	17200
i9300i[S3 Neo]{3G}	25000
i9500[Galaxy S4]{3G}	37500
J100F - J1 {4G}	16500
J100H - J1 {3G}	13500
N900[Note 3]{3G}	54000
N910[Note 4]{3G}	69999
N915F[Note Edge]	97000
S5282[Star Dual]	6000
S5611 (2.4") {3G}	8000
S7262[Star Pro]	8500

## NOKIA

MODEL	RATE
105 {Single}	2675
108 {Dual}	3550
130 {Dual}	3050
215 {Dual}	4100
220 {Dual}	4950
225 {Dual}	6375
515 {Dual}3G	15800
Lumia 1320{3G}	31500
Lumia 1520{3G}	49000
Lumia 530{3G}	10850
Lumia 625{3G}	22500
Lumia 630{3G}	15950
Lumia 720{3G}	27600
Lumia 730{3G}	28950

## Haier

MODEL	RATE
Esteem i70 {3G}	17999
Esteem L50 {4G}	17900
Klassic J10{3G}	3500
Klassic M102{2.4"}	2300
Klassic M105{2.4"}	2600
Klassic M106{2.4"}	2650
Klassic M107{2.8"}	2950
Klassic M108{2.8"}	3100
Pursuit G20 {3G}	7300
Pursuit G30 {3G}	8999



## VOICE

MODEL	RATE
v110	2700
v115	2700
v118	2750
v120	1800
v121	1750
v122	1850
v123	1750
v125	2000
v130	1850
v133	1750
v140	1950
v142	2150
v144	2200
v145	2350
v150	2400
v150i	2250
v155	2600
v160	2650
v165	2650
v170	2700
v174	2950
v175	3100
v176	2950
v177	3150
v180	2750
v180i	2750
v185	2950
v190	3300
v380	2350
v390	2400
v395	2450
v400	2975
v888	0
v430	2250
v440	2200
v445	2300
v450	2375
v455	2900
v460	2500
v470	2750
v520	2650
v530	2800
v540	3050
v550	2950
v555	2950
v560	2800
v610	2800
v630	2800
v650	3200
v666	2800
v700	3400
v750	3075
v850	3700
v888	3400
v950	3950

## SMART PHONES SERIES

v10	7300
v10i	5300
v12 (3G)	5950
v14 (3G)	6950
v15 (3G)	6800
v20	7950
v21 (3G)	8000
v22 (3G)	8300
v25 (3G)	8900
v30 (3G)	10200
v35 (3G)	11500
v40 (3G)	11500
v40i (3G)	11200
v44 (3G)	11400
v50 (3G)	11800
v55 (3G)	11900
v60 (3G)	11800
v65 (3G)	14800
v70 (3G)	15500
v75 (3G)	15800
v80 (3G)	14800
v90 (3G)	20900
X1(coming)	0
X2 {3G}	11500
X3 (3G)	14800
X5 (3G)	20500



## HUAWEI

MODEL	RATE
Ascend G610{3G}	16000
Ascend G630{3G}	18000
Ascend G7{4G}[D]	30999
Ascend G700{3G}	25900
Ascend G730{3G}	21500
Ascend G750{3G}	32000
Ascend P6{3G}	36500
Ascend P7{4G}	40999
Ascend Y320{3G}	9500
Ascend Y330{3G}	9000
Ascend Y511{3G}	12300
Ascend Y520{3G}	9800
Ascend Y530{3G}	15000
Ascend Y550{4G}	15000
Ascend Y600{3G}	13499
Ascend Y625	14000
Ascend Y635{4G}	15750
HONOR 3C LITE	16000
HONOR 3C{3G}	18999
HONOR 4C{3G}	20999
HONOR 6 {4G}	36500
Mate 7 Gold{3GB}	57000
Mate 7 Silver{2GB}	50000
P8 (32GB/2GB) (S)	50000
P8 (64GB/3GB) (D)	54000
P8 Lite {4G}	25799
S7-721G	14000
S7-721U{3G}	16000
S7-721W	12500
T1 - 701U{3G}	14490
Y3 - Y360{3G}	8499
Y5 - Y560{3G}	10999

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

Never settle for less than the best

waridLTE

waridtel.com



UAN: 111 721 721

The Largest  
Electro Mall in  
Pakistan

Rehman Chambers, Abid Market, 132-Temple Road, Lahore - Pakistan

**ORIENT**

**ORIENT REFRIGERATOR**

**MODEL RATE**

**ICE PEARL SERIES**

5535 IP LV	33000
5544IP LV	34900
5554 IP LV	35900
6047 IP LV	38400
6057 IP LV	39000
68635 IP LV	43000
68750 IP LV	45000

**GLANCE (NEW)**

5535 GD LV NEW	34600
5544 GD LV NEW	36500
5554 GD LV NEW	37500

**GLASS DOOR PEARL FINISH**

6047 GD LV	42500
6057 GD LV	43000
68635 GD LV	48700
68750 GD LV	51000

**ICON SERIES**

5535 IC LV	33500
5544 IC LV	35000
5554 IC LV	36000
6047 IC LV	39000
6057 IC LV	41000
68635 IC LV	45500
68750 IC LV	47500

**INVENTAGE (PRO FRESH)**

6047 IN PF	42500
6057 IN PF	44000
68635 IN PF	49500
68750 IN PF	51500

**ORIENT MICROWAVE OVEN**

20PD1	7000
20TL3	7000
30ARW	9500
30E3Q	11000
30AZFG	11000
30AKQG	11500
30C2	11000
30C2G	10800
36STBG	14500
36AXXG	14000
46SS	14000
46SSG	14700

**ORIENT L.E.D**

**MODEL RATE**

22F6562	18700
24F6511	19400
29F6508	25000
32G6510	26900
40G6520	37999
50G6521	55999
55G6521	84999
32G7061 SMART	34499
40G7061 SMART	43999
50G7061 SMART	65999
60L7510 SMART	92999
65G6530	139999

**Haier**

**HAIER REFRIGERATOR**

**MODEL RATE**

**MINI COOL SERIES**

62-WL	16000
62-BSS	16500
126-WL	19000
126-BSS	19500
136-W	21000
136-BSS	21800

**OCEAN SERIES**

205 GRAY/DM/WAVE WHITE	31000
205H GRAY/DM/WAVE WHITE	32000
255 GRAY/DM/WAVE WHITE	32500
255H GRAY/DM/WAVE WHITE	33000
305 GRAY/DM/WAVE WHITE	35500
355H GRAY/DM/WAVE WHITE	36500
355 GRAY/DM/WAVE WHITE	36000
355H GRAY/DM/WAVE WHITE	37500

**SUPER STAR SERIES (WIDE BODY)**

300 M GRAY/DM/WAVE WHITE/MAROON	39000
310 M GRAY/DM/WAVE WHITE	37500
340 M GRAY/DM/WAVE WHITE/FLOWER WHITE	42000
350 M GRAY/DM/WAVE WHITE/FLOWER WHITE	41000
380 M GRAY/DM/WAVE WHITE/FLOWER WHITE	43500

**ROYAL SHINE SERIES (GLASS DOOR)**

342 RED/BLUE/BLACK	52000
382 RED/BLUE/BLACK	54500
305 RED/BLACK/GOLDEN	44500
355 RED/BLACK/GOLDEN	47500

**HAIER L.E.D**

**MODEL RATE**

22T100F	18000
24T1000	19500
24P600	22500
24B600	19500
29M630	24000
32B7000	27700
32T1000	28000
32M600	27700
32V600	27700
40B7000	39000
50B50	66000
28M600	26000
22M600	17300
24M600	19000
42U700	75000
50U7000	120000
46V600	58000
50V600	66000
40B7500	40000
50K5000 (SMART)	62600

**HAIER MICROWAVE OVEN**

**MODEL RATE**

2070 M/MS	6800
2080 E	7800
2080M	7800
2080 MR	7300
2380 EG	10200
2380 EG	9200
2580 EG	10800
2390 EGT	10500
2590 EGT	11000
3290 EGM	13200
38100 EGW	13200
2690 M/MS	9000
3090 EGB / EGS	13500
3090 EGF	14000
3290 EB/ES	11000
3290 EGS	17000
3290 EGS/EGB	12000
32100 EB/ES	10000
32100 EGS/EGB	10200
36100 EB/ES	12200
36100 EGS / EGB	14000
38100 EGS	13500
45100 ES/EB	14000



UAN: 111 721 721

The Largest  
Electro Mall in  
Pakistan

Rehman Chambers, Abid Market, 132-Temple Road, Lahore - Pakistan



UAN: 111 721 721

The Largest  
Electro Mall in  
Pakistan

Rehman Chambers, Abid Market, 132-Temple Road, Lahore - Pakistan

## Dawlance

### REFRIGERATOR

MODEL	RATE
9122-MONO	29000
9144-MONO	31000
9170-WB-MONO	35900
9175-WB MONO	36900
9188-MONO	37000
9188-WB-MONO	39500
91996-MONO	44500
9166-MAROON	33500
9188-MAROON	37500
9122-ES	29500
9144-ES	31500
9170-WB-ES	37000
9188-WB-ES	41000
91996-ES	45000
9122-LVS	29000
9144-LVS	31500
9170-WB-LVS	37000
9175-WB-LVS	38500
9122-MONO PLUS	28000
9144-MONO PLUS	30800
9170WB-MONO PLUS	36000
9175WB-MONO PLUS	37500
9188-MONO PLUS	37000
9188WB-MONO PLUS	40000
91996-MONO PLUS	45000
9175WB-HZ	41000
9188WB-HZ	44000
91996-HZ	48000

## CHANGHONG RUBA

### CHANGHONG RUBA REFRIGERATOR

MODEL	RATE
SD60	15500
SD110W	19500
SD110S	19900
SD210	29500
SD275	33500
VF220	38000
DD220	30500
DD290	36500
DD350	40500
DD475	50500
FF425W	61000
FF550W	81000
4D480	115000
4FF430	129000

### CHANGHONG RUBA L.E.D

MODEL	RATE
16C1100	12000
19L868	16500

24C2000	20500
28C2000	21000
32C2000	25500
40D1100	38000
46C2000	57500
50C2000	59500
51C2000	49000
55C2000	87000
60C4000i	144000
32C3800i	34000
39C3800i	49900
40D3900i	47900
50C2000i	79999
55C5000i	100000
55B4500i	139000

## SAMSUNG

### SAMSUNG REFRIGERATOR

MODEL	RATE
25FAJEDWW	56000
36FAJEDWW	64999
36FAJEDSP	68999
43FAJEDWW	79999
43FAJEDSP	78999
48FAJEDSP	83999
48FAJEDWW	79999
64FAJEDSP	95999

### SAMSUNG L.E.D

MODEL	RATE
23H4003	22999
32H4100	34999
40H5100	58999
40H6300 SMART TV	77000
48H5100	81999
43H4000 PLASMA	43500
43H4900 PLASMA 3-D	61700
51H4500 PLASMA	72000
51H4900 PLASMA 3-D	89999
55H8000 SMART TV 3-D CURVED	299999
65H8000 SMART TV 3-D CURVED	474999
55HU8500 SMART TV 3-D CURVED	359999
65HU8500 SMART TV -3D CURVED	496999
32J4001 (HD PICTURE)	34000
40J5500 (SMART)	69999
50JU6400 (SMART)	159999
55F6400 SMART 3-D	199999
55F9000 UHD SMART 3-D	410999

## LG

### REFRIGERATOR (NO-FROST)

MODEL	RATE
V305RLC	61000
B392CLC	75500
F419BSQ	82900
M492CLQ	92900
M522GPHC	86800
B512GCK	96000
M650GPHC	100000
M782GLHB	129500
B822GSP	140700
B227FLC SIDE BY SIDE	121500
B227GLQV SIDE BY SIDE	140300
B207BLQ SIDE BY SIDE	148900
L237GLYV SIDE BY SIDE	163200
L207BLQ SIDE BY SIDE W/DISPENSER	165900
J257JSXN SIDE BY SIDE	188200
J257AGXN SIDE BY SIDE	235300
J317WSBN SIDE BY SIDE	243600

### LG MICROWAVE OVEN

MODEL	RATE
MS 2042D	9999
MS 2043 HM	12500
MS 2041C	10500
MS2021 CB	11400
MS2022D	13000
MS3042	16500
MH 6388PR	17500
MH6882AM	12500
MH8040GSM	25000
MH7040SS	21000
MS5642XM	27000

### L.G L.E.D

MODEL	RATE
24MN33A	20900
28MN30A	25999
32LB550A	34900
39LN5420	54000
47LN5420	92000
50LN5420	98000
32LN572B Smart & Time Machine	49000
42LN5720 Smart & Time Machine	85999
47LN5700 Smart & Time Machine	102999
55LN5700 Smart & Time Machine	151999
32LA6200 Smart 3-D	54500
42-LA-6200 Smart 3-D	98999
50-LA-6200 Smart	139999
55LA6210	178999
60LA6200	215000
50PN4500	67899
60PN6500	120799



UAN: 111 721 721

The Largest  
Electro Mall in  
Pakistan

Rehman Chambers, Abid Market, 132-Temple Road, Lahore - Pakistan

waridLTE Never settle for less than the best

waridtel.com

QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



**HTC Desire 626s**

The Desire 520 and 526 are basic, matte-black, slightly chunky phones. The Desire 520 has a 4.5 inch FWVGA (854x480) display; the Desire 526 display is a 4.7 inch qHD (960x540). Both phones only come with 8GB of onboard storage (plus a microSDXC card slot). The 526 has 1.5GB of RAM, versus 1GB on the Desire 520. The Desire 520 will be available as a prepaid phone via Cricket wireless, while the Desire 526 is exclusive to Verizon. The versions I got to see weren't working models, and felt pretty generic. The plastic, seamless design of the Desire 626 feels a bit like the iPhone 5C, or last year's HTC Desire Eye. The models I got to try briefly were working, and felt colorful and comfortable to hold, but not utterly exciting.

- Qualcomm MSM8909 Snapdragon 210, Quad-core 1.1 GHz Cortex-A7
- 8 GB, 1 GB RAM, 8 MP, 3264 x 2448 pixels, autofocus, LED flash
- Wi-Fi 802.11 b/g/n, hotspot, Yes, with A-GPS

**MOTOROLA Moto X Play**

The Moto X Play will be available in 55 countries starting in August, a month ahead of the step-up Moto X Style. But there aren't any current plans for the X Play to be released in the US; instead, Motorola chose to emphasize the Moto X Style and Pure Edition, coming in September. But for global markets, the X Play could be a really nice step-up alternative to the Moto G. The Moto X Play has a 1.7GHz Qualcomm Snapdragon 615 processor, and 2GB of RAM. It's got a water-repellant coating. The full-HD 5.5-inch display is 1,920x1,080; perfectly good, but nothing crazy like the Quad HD resolutions on recent Samsung phones (or, the Moto X Style).

- Android OS, v5.1.1 (Lollipop), Quad-core 1.7 GHz Cortex-A53 & quad-core 1.0 GHz Cortex-A53
- microSD, up to 128 GB, 16/32 GB, 2 GB RAM, 21 MP, 5248 x 3936, autofocus,
- Wi-Fi 802.11 a/b/g/n, dual-band, hotspot



**HUAWEI Honor 7**

The all-metal body in gold, silver and dark gray hearkens to the HTC One M9's color and body shape, though this one appears to have a somewhat flatter backing. Its 5.2-inch display stretches across the face with a very narrow bezel. Slim, straight sides house the power/lock buttons and volume rocker. On the back, the large 20-megapixel (Sony IMX230) camera sensor and flash sit above the area that looks like the fingerprint reader. On the front sits an 8-megapixel camera made for selfies. Huawei has incorporated a really nice feature into the Honor 7, a convenience key on the side that the company has dubbed Smart Key. Press and hold to activate voice commands. Double-press to open Smartcare, Huawei's version of a predictive personal assistant that can help book a hotel room, for example, or alert you when to leave for your next appointment.

- HiSilicon Kirin 935, Quad-core 2.2 GHz Cortex-A53 & quad-core 1.5 GHz Cortex-A53
- 20 MP, 5152 x 3888 pixels, phase detection autofocus, dual-LED (dual tone)
- Wi-Fi 802.11 a/b/g/n/ac, dual-band, WiFi Direct, hotspot

**OPPO Mirror 5**

The Mirror 3 has a 4.7 inch screen, which is typical for a smartphone. The screen has a resolution of 1,280 pixels by 720 pixels, making it a 720p HD screen. Screen sharpness can be measured in the density of pixels per square inch of screen, and at 312 PPI, it's 34% sharper than an average screen. The phone's body is 137.60 mm high, 68.80 mm wide, and has a depth of 8.95 mm. In fact, it's thin enough to have a case and still be thinner than an average phone. With a weight of 126 grams, it is one of the lighter phones for the size of its screen.

- Android OS, v5.1 (Lollipop), Quad-core 1.2 GHz Cortex-A53
- 8 MP, 3264 x 2448 pixels, autofocus, LED flash
- 16 GB, 2 GB RAM, Wi-Fi 802.11 b/g/n, hotspot
- SMS(threaded view), MMS, Email, Push Mail, IM



QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



## SAMSUNG Galaxy A8

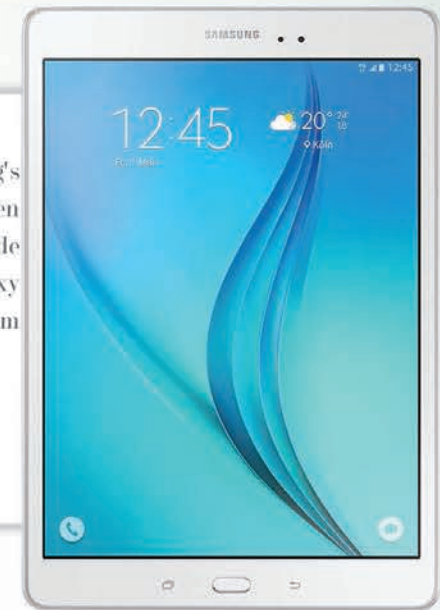
While the Galaxy A8 does resemble the Samsung Galaxy S6, its flagship phone wasn't the first time the company tried out metal. The Galaxy A7, for example, luxuriated in a metal frame, and the A8 shares more in common with that phone. In particular, the sides are curved inwards at the bottom, which looks to be a feature of the A series and are quite unlike the curved rounded frame of the S6. However, the overall look is very "Samsung", so you'd quickly know at one glance it's a thoroughbred. One feature that the Korean company is touting is the slimness of the A8, and at 5.9mm (0.23 inch) thick.

- Super AMOLED capacitive touchscreen, 16M colors
- Wi-Fi 802.11 a/b/g/n, dual-band, WiFi Direct, hotspot
- 16 MP, 5312 x 2988 pixels, autofocus, LED flash
- Quad-core 1.5 GHz Cortex-A53 & quad-core 1.0 GHz Cortex-A53

## SAMSUNG Galaxy Tab S2 8.0

As we've already mentioned, there's more than a passing resemblance to Apple's latest fleet of iPads in Samsung's Galaxy Tab S2 duo. The larger 9.7-inch Tab S2 rocks up with dimensions of 237.3 x 169 x 5.6mm, making it thinner than the already wafer thin iPad Air 2 and Sony Xperia Z4 Tablet which come in at 6.1mm. It's also not quite as tall or wide as the Air 2, but there's really not a lot in it. That impossibly slender frame is carried over to the smaller 8-inch Galaxy Tab S2 as well, with its other dimensions coming in at 198.6 x 134.8mm - making it significantly thinner than the 7.5mm iPad Mini 3 and again slightly less tall and wide.

- Wi-Fi 802.11 a/b/g/n/ac, dual-band, Wi-Fi Direct, hotspot
- 32 GB, 3 GB RAM, 8 MP, 3264 x 2448 pixels, autofocus
- Android OS, v5.0.2 (Lollipop), Quad-core 1.9 GHz & quad-core 1.3 GHz



## SONY Xperia Z4v

Similar to other Xperia handsets, the Z4v is water-resistant, with glass panels on the front and back. The 5.2-inch screen is really high res, with 2,560x1,440 pixels. There's 32GB of internal storage, which is expandable up to 128GB via microSD. For your photo needs, the 20.7-megapixel camera has an Exmor RS image sensor and can record 4K video. In addition, the Xperia's front-facing 5-megapixel shooter has a 25mm wide-angle lens, meaning you can fit more into each frame.

- Quad-core 1.5 GHz Cortex-A53 & Quad-core 2 GHz Cortex-A57
- 20.7 MP, 5248 x 3936 pixels, autofocus, LED flash
- Wi-Fi 802.11 a/b/g/n/ac, dual-band, Wi-Fi Direct, DLNA, hotspot
- 1/2.3" sensor size, geo-tagging, touch focus, face detection, HDR, panorama

## OPPO Joy 3

The Joy 3 has a 4.5 inch screen, which is typical for a smartphone. Screen sharpness can be measured in the density of pixels per square inch of screen, and at 218 PPI, it's a bit dull for a smartphone display. In terms of battery capacity, which is the best indicator of overall battery life, it holds 2,000 mAh, which is just than the average of 2,000 mAh for a phone. The phone's body is 132.80 mm high, 66.60 mm wide, and has a depth of 8.95 mm, 8.7% thinner than an average smartphone in the 4.1 - 4.5 inch screen range. In fact, it's thin enough to have a case and still be thinner than an average phone. With a weight of 135 grams, its weight is about average for a smartphone of its size.

- Android OS, v4.4 (KitKat), Quad-core 1.3 GHz Cortex-A7
- 5 MP, 2592 x 1944 pixels, autofocus, LED flash
- Wi-Fi 802.11 b/g/n, hotspot, SMS (threaded view), MMS, Email, Push Email



Never settle for less than the best

waridLTE

waridtel.com

Flare

85

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



RS. 6,375

## Nokia 225

Nokia 225, the new low-cost model from the Finnish giant is so far the thinnest internet ready Nokia mobile phone with a big screen. Nokia's 225 price in Pakistan is unknown at this time, the handset can be described as a small pocket-size cheap phone. Nokia 225's features include a 2.8-inch display, a two megapixel camera and a dust and splash resistant keyboard. Nokia 225 is developed for any age young or old who like to keep two SIM cards at a time. Nokia 225's battery life in standby mode is more than 36 days. The dual-SIM version of Nokia's 225 promises a sustainable backup of 27 days in standby mode. According to the company, Nokia 225 will appear in selected stores as early as late spring.



RS. 5,800

## Samsung B360

Quite unexpectedly! Samsung's new bar phone mobile, Yacca B360 is not some mighty smartphone but a simple bar phone at your service without any operating system. Samsung handset are becoming prominent not only as smartphones but the simple easy to use mobile phones are also getting popular. Samsung E series is getting a lot of new arrivals with quite heavy dressing and metal ointments to get neck to neck with competition so Samsung prepares itself also for the low end devices, releasing Yacca 280 predecessor or the Yacca C345 and many other smaller versions Samsungs knows how to succeed in world's market with Yacca bar devices. The early developments from the giant confines the most talked about family.



RS. 3,990

## QMobile Explorer 3G

QMobile pocket friendly Explorer 3G is here to rock you with some quite unbelievable stuff. Where else could you find a 3G bar phone that also has a WiFi? To tell you the truth, QMobile Explorer 3G is one and only of its kind in the Pakistani market and that too in an attractive price that would not be much heavy on your wallet. QMobile Explorer 3G's Wireless LAN / Wifi will always keep you connected on the go and if you can't find a hotspot the built-in 3G will sprinkle its magic for you. The new member of the QMobile Explorer 3 series is loaded with unlimited fun and functionality, Dual SIM along with Dual camera for Video Chatting will keep the party going for you.



RS. 8,800

## Voice Xtreme V60

Voice V60 Quadcore Smartphone comes with 4.5 inches touchscreen having smart look at an affordable price, Voice Xtreme V60 comes with 12 Mp auto focus camera to capture every smile & each expression. For video chatting on Skype that why your V60 QuadCore is loaded with 3.0Mp front Camera, Voice V60 enables you to enjoy Whatsapp, viber, Facebook that are pre-installed.



RS. 2,950

## Rivo Jaguar J505

New Rivo power series Jaguar J505 comes with a long lasting battery that also becomes a power bank. So take control with Rivo Jaguar J505 and bring that balance in your life by keeping your office and personal life separate, the awesome way. Rivo Jaguar J505's phone book lets you store more than thousand contacts directly into the phone's storage. The new Rivo Jaguar N Dual-SIM bar mobile phone enhances your overall social life so that you can continue to pursue what you are after. Rivo's Jaguar J505 presents you with a powerpack of online social apps including Facebook, Twitter, WhatsApp, Google & Yahoo so that you can be in touch worry free.



RS. 3,100

## Haier Klassic M108

Haier probably best bar phone in the entire Haier lineup goes official, Haier Klassic M108 is off course a handy one comparing it with other Haier bar phones in terms of specifications and features. Once you have Haier Klassic M108 in hands you got significant advantage over your friends who have many other bar phone from different other companies because its unique design, up to 16GB SD card limit, 1.3MP camera, up to 500 limit to store your favorite contacts and many other handy aspects, off course make it different in the line.

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



## QMobile X2i

Qmobile presents magnificent Magnus X2i, a bright, beautiful, compact and easy to use smartphone with two SIM cards. No Matter where you go on your ventures, the wonderful QMobile Magnus X2i handset will be your constant companion. Its convenient compact polycarbonate, rough & tough body is able to withstand any challenge. QMobile Magnus X2i's possibilities as a true companion are limitless, it's like snatching the top notch qualities of expensive smartphones and molding them together at an affordable price. QMobile Magnus X smartphone comes with the most popular and updated applications preinstalled and ready to use, Skype, Office, and many other. On QMobile's Magnus X2i you get up to 30.

RS.  
3,990



## GFive Eshare A68

GFive Eshare A68 is a smartphone with longer battery life and enjoy hours of long calls, with WiFi of GFive Eshare A68 you can use Internet with high speed, you can also download wide range of applications and enjoy them with high speed 650 MHz processor, GFive Eshare A68 is full of entertainment including FM Radio, SNS integration, MP3, Games and much more.

RS.  
5,500



## Voice Xtreme V10i

Here comes another! Voice have launched Xtreme V10i, for a much smarter and pure android life experience, especially for youth. Voice Xtreme V10i adds convenience to your busy and hectic life. More than ever, you'll not want to get unglued from your Voice V10i for nothing! This new and modern smartphone adds not only a beautiful design, but also represents innovation, practicality and yes lots and lots of fun! With Xtreme V10i by Voice, you'll not only be connected to the virtual world but can also access and monitor social networks. One can also follow everything with Voice's Xtreme V10i that goes on the small screen. Yes, install adigital TV app from play store and voila!

RS.  
3,990



## Huawei Ascend Y220

The all new Huawei Ascend Y220 is equipped with a 3.5 inches IPS touch screen, 1.0 Ghz Dual-Core processor, VGA camera and boots in just 5 seconds. Huawei's Ascend Y220 has a stylish design and excellent software that opens up a whole new world of entertainment with Android Gingerbread 2.3. Ascend Y220 by Huawei allows you to be always connected through your favorite social networks. It's 1320 mAH battery will guarantee long lasting connection and entertainment 24 hours. On Huawei Ascend Y220's 3.5" display, you can watch your videos at YouTube, surf the Web and download applications at an incredible speed. Ascend's Y220 is equipped with 3G

RS.  
7,000



## Rivo Rhythm RX40

Introducing Rivo new smartphone Rhythm RX40, a multicolour fantabulous device that has all the relevant technical specifications for a budget model. For example, Rivo Rhythm RX40 has all the modern communication modules along with dashing features and can freely supports two SIM-cards simultaneously. Rivo Rhythm RX40's multi SIM slots will help you save money on calls, combining tariff plans wisely with calculated risks. A slim lightweight and compact Rivo Rhythm RX will be enjoyed by all lovers of minimalism. The smartphone has a bright 4.0 inch touchscreen which supports a resolution of 480x854 pixels. The screen of Rivo's Rhythm RX40 provides incredible vitality and crystal.

RS.  
6,700



## Samsung Galaxy Star Pro

Here comes Samsung Galaxy Star Pro, An affordable smartphone by Tech giant Samsung. Samsung Galaxy Star Pro falls under 4" entry level android segment to fight against the local brands ruling this segment. Samsung Galaxy Star Pro is the successor to Galaxy star released few months back. Flaunting a 2 MP camera, Wifi, 4-GB built-in memory Samsung Galaxy Star Pro provides you with 15 hours of talktime and a stand-by time of 370 hours.

RS.  
8,500

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



## Qmobile Tab V10

This Tab has operating system of Android Kitkat version 4.4 that is supported with 1.3 GHz QuadCore Processor and 1GB Ram and 8GB Rom. The device has the ability to upgrade to new versions of Android Operating Systems. Been built with 7.85 inches screen with XGA (1024 \* 768) IPS LCD Screen, which shows the display in its actual and fascinating colors and enables it to show any type of video.

Another thing is that it has been launched with 1.3 GHz CPU with model number MTK MT8382 its renderer is Mali-400 MP and with a Quad Core Processor which was Dual Core in the previous Tab of its Tribe.

The main memory with this Tab is 1 GB which is although enough for the device but QMobile has to work for more in the future as certain apps and games need much memory for smooth operation.

7.85" Inches IPS WSVGA vivid Display, Full Capacitive Touch Screen, 16M, 5 Megapixels FF Back Camera + 2 MP Front Camera, Wi-Fi Single MicroSIM Supported, 2G + 3G Network, 8.0 GB Internal Storage + 1.0 GB RAM, 1.3 GHz Quad Core, Operating System: Android 4.4(Kit Kat), 4700 mAh MicroSD Support Upto 32GB MMC GPS + A-GPS

## Huawei MediaPad 7 Youth 2

The Huawei MediaPad 7 Youth2 is a 7-inch Android tablet with a 1.2-GHz quad-core processor, 1GB of RAM and 4GB of storage, expandable through microSD card of up to 32GB. Its other features include a 3-megapixel main shooter and a VGA unit on the front. Huge in China, here in the UK Huawei is a name you might be tempted to pronounce 'who are we'. But it's a brand the company is determined to stamp on Western consciousnesses over the coming months. It slunk into the low-end smartphone market with a series of Android phones a couple of years back, and in November of last year branched out with a noisy press party for the 7-inch MediaPad 7.

We've only just been able to get hold of a review device, so if this is a launch it's not exactly rushing, but the MediaPad 7 has been worth waiting for.

Colors, Front: Black | Back: champagne, Display 7-inch, 1024 x 600 - Capacitive touch (5-point) CPU MSM8x12 quad-core A7 1.2GHz, Operating System Android 4.3 + Huawei Emotion UI 1.6 Memory ROM: 4 GB / RAM: 1 GB, Network GSM / Edge - Voice Calling support Sensors Accelerometer, Cameras Rear 3 MP / Front 0.3 MP Battery Capacity: 4100 mAh



## Qmobile QTab V6

QMobile brings you another exciting tablet equipped with all the features and specs you are looking for. The new QMobile Q Tab V6 appears the same as the other QMobile tablets with some diversifications. This tab comes in 7 inches IPS WSVGA screen display that enables the users to perform various tasks like reading books by switching to reading mode, write emails, watch movies and lot more. It comes in 800 x 480 pixels resolution. QMobile Q Tab V6 comes in 1 GB RAM, 8 GB internal memory. Don't be upset; you can extend it to 32 GB via micro SD card. You can save loads of audio video files with ease. QMobile has not improved their camera in this tab and QMobile QTab V6 is packed with same 2 mega pixel back camera, a VGA secondary camera and video recording option. Running on Android v4.4 (KitKat) you will get an average 1.2 GHz dual core processor, FM radio that enables you to enjoy music; naturally you can SMS and MMS in abundance. The best thing about QMobile QTab V6 is the 3000 mAh battery life that enables you to enjoy longer talk time. You can get this tab in black color.

## Huawei Honor Tablet T1

The Huawei Honor Tablet is an 8 inch slate offers a resolution of 1280 x 800, which is closer to being a large Smartphone than most other tablets. The Honor Tablet enables you to make and take phone calls, and send out SMS to friends and family. Under the hood, Huawei Honor tablet comes in a quad-core 1.2 GHz Snapdragon and inside you'll get 1GB of RAM and 16GB of internal storage that is extendable up to 32 GB. The Huawei Honor features a 5 mega pixel back snapper with Geo tagging and panorama, a secondary VGA camera and video recording. The 4800mAh battery of Huawei Honor tablet keeps the lights on, and the tablet carries 3G HSPA+ connectivity, supporting speeds up to 42Mbps. The Huawei Honor tablet comes with Android 4.3 Jelly Bean Operating System with Huawei's Emotion UI 1.6 running on top. The other significant features of Honor Tablet is Wi-Fi, GPS, Bluetooth, headphones with 3.5 mm jack, micro-USB supported, charging with Micro-USB, voice calling, and 3G support. The tablet is available in standard white and silver colors.



# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



## Samsung Galaxy Core 2

Samsung G355H Galaxy Core 2 a long-awaited update to the original Samsung Galaxy Core. This time it's not a marketing ploy, changes have occurred at the hardware level with quite a peculiar change in appearance. Samsung Galaxy Core 2 runs on the latest Android 4.4 operating system, packing a powerful 1.2 GHz quad-core processor under the hood. Welcome to the world of great performance, Samsung Core 2 now has quad-core processor accompanied by an excellent video accelerator to ensure a perfect image on the 4.5-inch display. Samsung Galaxy 2 has 768MB of RAM for quick start-ups and excellent application performance, as well as 4GB of internal memory for data storage.

RS.  
13,999



## Huawei Y635

Chinese company Huawei has brought Y635 at MWC 2015 with couple of other budget smartphones packing support for fourth generation networks. With Huawei Y635 company continues to follow the intended design trends in their mobile devices. Huawei's Y635 hold a restyled body, but retain the familiar features. This is the same candy bar with soft contours and a number of touch buttons. Huawei handheld Y635 is a stylish and sophisticated smartphone with a certain degree of minimalism and constructiveness in a compact size for which a 5-inch display that acted according to Huawei expectations. Excellent Quad core performance is offered by Y635 having the latest 1.2 GHz

RS.  
15,750



## Rivo PZ10

Embrace the Rivo brand with Phantom PZ10, company's 1st hard core performer equipped with a powerful Quad-Core Snapdragon Processor by Qualcomm for blazing-fast multitasking performance. Rivo Phantom PZ10 also capitalizes on groundbreaking battery efficiency and brings some exceptional graphics that you have never experienced before. Rivo Phantom PZ10's OS ensures a smoother ride with latest Android KitKat 4.4, packed with tons of amazing and useful features to achieve greater productivity, Rivo Phantom P family promises a loads of fun. Now relive your most cherished memories more vividly, boasting a stunning 12.0 megapixel camera.

RS.  
12,500



## QMobile X800

Qmobilelayahai Noir X800 Octa-Core, aadi ho jaienainkayiduniyakayjokayhogibohat hi tezaubarqraftaarwobhikam price mien. GaramGaramQMobile Noir X800 OctaCore mien hai 1.4GHz Octacore processor based on TRU technology jokayapko is qabilbanatahaikayaapQMobile Noir X800's smartphone kojaisemarzichahein use karien. Qaboolkarienaiktaqatwar graphics kidunya 4.7 inches ki high definition IPS screen par. QMobile Noir X family kapehla phone hi Octa-Core nikla is baat say hum andazalagasaaktehainkayQMobile's Noir X800 kaysuccessorskitnay powerful hongay. Sirfusi kitaab kamutalakareinjoapparhnachahtayhainyawo-hi movie QMobile X800 par dekhejoapaikbohat hi shandar screen par dekhnaachahta.

RS.  
13,000



## Haier Esteem i70

Haier reveals latest Esteem i70, earlier the company raised curtains from its new budget smartphone series following the launch of several electronics products in Pakistan. Looking at Haier Esteem i70 it becomes clear that engineers and designers in the company has worked long on the design of new products which resulted in Haier Esteem i series. Strict lines and finishes, deep black texture, all-glass front panel, textured back panel and the overall minimalist spirit, all this makes Haier Esteem i70's smartphone even smarter and at the same much more comfortable. Packed in an ultra-thin body of only 9.7mm thickness and snow-white coloring, Haier's Esteem i70 will appeal active.

RS.  
17,999



## Lenovo P70

The New Lenovo sleek smartphone P70 is born to rule, ideally suited to the powergeeks who demand the most out of their portable mobile gadget. Carrying a long lasting battery, Lenovo P70 is a powerful, fast, bright and stylish handset that makes it easy to replace the dedicated equipment like a digital camera. Lenovo's P70 supports all major communication standards and provides you with an absolute access to information through the Internet, like never before. Lenovo P70's built-in applications enables you to communicate in social networks with ease and equips you with an unlimited access to a lot of exciting games. Lenovo Epic P70 has an added bonus in form of a huge

RS.  
24,900

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

# QMobile

## No. 1 Mobile Phone Selling Brand in Pakistan



### Qmobile Z8

QMobile proudly presents Noir Z8 Plus, a phablet that is hardly conventional yet an incredibly stylish smartphone and an upgrade to the king of Z family released earlier, QMobile's Noir Z8, the younger brother. In fact, it is a novelty not only in the market for digital technology in general but also in the lineup of QMobile Noir Z family. By itself, it is a Large smartphone with a slim and trimmed body. Dimensions are still compact even considering it as a phablet. Design of QMobile Noir Z8 Plus is intentionally made very succinct, that seems to be inviting everyone openly to take a closer look at its technical specs. QMobile Noir Z8's Plus is a phablet that you can safely brag.



### QMobile LT600

In this spring QMobile LTE handset LinQ LT600 can connect you the ultimate way. If you are looking for a mobile device that would be able to fully meet your needs, then you should stop your eyes on the new QMobileLinQ LT600. This device projects high efficiency in everyday chores and comes with a wide range of different functions to literally blow you away. QMobileLinQ LT600's 5.0 inch IPS (OGS+ LTPS) High Definition Display with a resolution of 1280x720 pixels will give you superb image quality with high color contrast. The new QMobileLinQ LT gadget is ultra slim at just 6.9mm however, It should be noted that the novelty has a powerful quad-core processor.



### QMobile L15

QMobile introduces macho LinQ L15, equipped with all the features and technologies needed by a modern user, it's a good budget android smartphone considering its price. QMobile LinQ L15 packs a productive platform based on quad-core processor which allows you to easily cope with all the new tech savvy apps and games. QMobile LinQ L15's large and colorful display offers great multimedia entertainment and the two camera sensors 8 MP rear and 5 MP front can shoot quality images at any time. This QMobile LinQ L is complemented by a stylish and attractively unique design, its high quality finish sets the handset apart from the other models of this price range.



### QMobile Noir X100

Defining luxury, QMobile gives us Noir X100, an innovative new product in the smartphone market representing the latest fashion wrapped in leather finish. Unique QMobile Noir X100 blends the glossy appearance with hand crafted elegance, enhancing communication while providing significant fashion statement. QMobile Noir X100's Innovative 4.5 inch IPS display is a mean of constant access to the important information, news, alerts and SMS. It's not just about the looks, the new QMobile Noir X loads a 1.3 GHz Quad-Core Processor transforming the work into an absolute delight, smoothly without any hiccups. The latest gadget Q-Mobile's Noir X100 is equipped.



### QMobile T500

QMobile pitches new Bolt T500 at mid-range Pakistani market, The latest 3G supported smartphone with 5.0 inch giant display by Pakistan's largest handset maker by sales. QMobile Bolt T500 will serve you just right for entertainment, Productivity and long work and that too at a very low-cost, but don't get too excited yet as QMobile Bolt T500's 2200mAh battery is the only area of concern keeping in mind such a large screen. Nevertheless Company's high-featured line of QMobile Bolt T phones always reaches the emerging local markets with high expectations and this time the brand surprises us with quite amazing price tags. QMobile's Bolt T500 is a great smartphone for productive work claiming.



### QMobile T400

Another QMobile Gem, Latest Bolt T400 makes it way to the market before the month of Ramadan comes to an end. A good budget smartphone that has everything you need. QMobile Bolt T400 is as good for work and communication as it is for play. The device has a productive platform based on a 1.2GHz Quad-Core processor, apart from the CPU QMobile Bolt T400's 1GB RAM, the handset has 8GB built-in storage and 4.5-inch TFT screen. internal memory can be expandable up to 32GB using MicroSD cards. Based on Android 4.2 the new QMobile Bolt T can run all the required apps for work and study programs as well as simple multimedia tasks.

# QMobile

## No. 1 Mobile Phone Selling Brand in Pakistan

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



## Samsung Advance

Also known as Samsung Galaxy Star 2 Advance SM-G350E.

Samsung has updated its Galaxy Android Smartphone collection yet again, this time with the super stylish Samsung Galaxy Star 2 Plus Smartphone, a sleek and sophisticated handset for professional and personal use. An upgraded version of Samsungs hugely popular Samsung Galaxy Star 2 handset, the brand new Galaxy Star 2-Plus Smartphone includes a 4.3-inch capacitive touchscreen, an Android v4.4.2 KitKat operating system, a 1.2GHz single core processor, and a brilliant 3-megapixel camera with LED flash and video option. The Samsung Star 2 Plus Smartphone handset supports both 2G and 3G networks, dual-SIM, it offers 4GB.

RS.  
10,300



## Rivo RX80

OS Android 4.4.2, Display 4.5" IPS FWVGA capacitive touchscreen, SIM Dual SIM, Network GSM 850/900/1800/1900/2100 MHz, Dimension 135.5 X 67 X 8.9mm, In the Box Rhythm RX70, Travel Charger, Data Cable, Ear Phones, Quick Start Guide, Warranty Card, Processor Quad-core 1.3 GHz, RAM 1 GB, Internal Memory 8 GB, External Memory Option microSD card slot up to 32 GB supported Battery Non-removable Li-Ion 1650 mAh

RS.  
11,400



## GFive President Xhero 7

Introducing GFive President Xhero 7, your perfect assistant in daily routine of your busy life. With an update to the most famous Tango series, Company presents GFive President Xhero which belongs to the smartphone category rather to be called a phablet of an average level. It is designed to operate two SIM cards. GFive President Xhero 7's unlimited features open up a world of endless possibilities resulting in better opportunities. Separate personal and business calls on GFive Xhero 7, use the services of different operators side by side and switch the packages when needed. Easy to use, versatile and elegantly powerful GFive's Xhero 7 has excellent technical characteristics.

RS.  
12,999



## QMobile Noir S1

QMobile gives you Noir S1 for a change, surpassing all expectations it's an excellent handset for business and having an enormous at home pleasure. Powerful multimedia smartphone QMobile Noir S1 comes with an open support for two sim cards that's just a piece of cake to manage, even for a novice. The powerful gadget belongs to the QMobile Noir S family and incorporates the best, most popular and useful features that are based on portability, reliability and performance. QMobile Noir S1's design and Multimedia Capabilities are huge like its big and stunning 5.0 inch IPS screen that portrays an excellent picture quality. QMobile's Noir S1 is protected by a coated layer so you can safely enjoy the work on the Internet.

RS.  
10,950



## Sony Xperia E4

As Sony revealed the Xperia E3 last year in early september not so long ago which proved to be quite a decent mid range handset now we are hearing about Xperia E4. Rumored to be the perfect match for those who appreciate smartphones as the best means of real time online communication. This Sony model is said to be very compact in size and has a very minimum overall weight, carrying a capacious battery Xperia E4 will allow for a long time to talk and listen to the music without having to worry about recharging. With spacious amount of internal memory Xperia E4 is going to be equipped with 1GB of RAM to make an intensive use of superior applications and games. The proposed model Sony Xperia E4.

RS.  
16,000



## Huawei Y625

Smartphone can be so much fun. HUAWEI is bringing Y625 to Pakistan to confirm that as it is an absolute master of fun and you will certainly enjoy using it. Because with the 8.0 megapixel camera of Huawei Y625 that also has an autofocus and LED flash that helps you succeed by capturing some quite excellent quality photos. To be completely blown away, watch videos on Huawei's Y625, work with apps or surf the Web. Providing neat computing power, the powerful quad-core processor makes it seem like a piece of cake. The HUAWEI owned new user interface EMUI 2.3 Lite makes Y625 operation even easier, inducing fun-inclusive package for your active mobile life. Be prepared to be amazed because with 5.0.

RS.  
14,000

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



## Samsung Galaxy S6 Edge

Your eyes must never have seen such glare ever. Very well executed Galaxy S6 and new Galaxy S6 edge are the most attractive smartphone handsets released recently. Having all high chances to catch the fancy eye of the public always looking for something unique, any one of the new Galaxy S6 or Galaxy S6 edge will do the magic. not so long ago, the engineers just relied on the 6 rules of business i.e increasing CPU power, RAM, space, screen resolution, size or new OS. All Edged Galaxy S6 has a slight bend on both sides, The slim Galaxy S6 handset boasts full metal and yet acquired a sleek look beyond imaginations. Loaded with the latest Cutting-Edge design these new handsets add a new dimension.

RS.  
79,000



## Samsung Galaxy S6

The latest flagship from Samsung, Samsung Galaxy S6 is the extreme simplicity of Metallic design. Equipped with 2.3GHz Octa-Core processor, 3GB RAM and 4K Ultra HD high-definition video recording capabilities, Samsung Galaxy S6 is a beast of a machine ready to blow anything in its way. GALAXY S6 minimalist appearance of Samsung's new perfect masterpiece. its narrow frame design allows 5.5-inch High resolution 2K Super AMOLED large screen get broader, along with a sophisticated strap hole designed to allow users show personal style. Samsung Galaxy S6 brings an unparalleled texture taste to your life, equipped with the new Assistant Menu "Quick Pick" feature, small box floating menus.

RS.  
64,500



## Samsung Galaxy A7

Samsung reveals Galaxy A7, A stylish smartphone with metallic body, rugged corners and endless possibilities. Samsung Galaxy A7 is exactly what you need as a modern user. A perfect handset for viewing email, messaging, watching movies and playing exciting games. Unlike Samsung Galaxy A5 any information or content gets perfectly displayed on its 5.5 inch HD screen carrying a resolution of 720x1280 pixels. The Samsung A7 also known as SM-A700, perfectly conveys the colors on screen like a boss, Samsung's Galaxy A5 responds to multiple simultaneous touches allowing you to communicate freely using two different SIM cards. Samsung Galaxy A5's smartphone.

RS.  
50,000



## Samsung Galaxy A5

Samsung presents Galaxy A5 with no plastic at all and takes on the new Aluminium Metal frame instead. Samsung Galaxy A5 is designed for the class who takes social networking much more seriously and like to take their own selfies. Like its brother Samsung Galaxy A3, the specifications does not ring any bells but it is also not an object of scorn, considering the superior unibody metallic frame Samsung A3 is claimed as the thinnest smartphone company has ever made. Samsung's Galaxy A3 bears a 5.0 inch display and is powered by a 1.2 GHz powerful Quad-Core processor along with 2GB of RAM. Samsung Galaxy's A3 is equipped with a 13.0 megapixel camera that'll put all the bulky competitors.

RS.  
40,000



## Samsung Galaxy A3

Samsung makes Galaxy A3 full metal With sleek and sexy looks, the handset is quite similar to A5 in overall look and the design. Samsung Galaxy A3 is nothing like you have ever seen before. The first difference that you'll notice is the size of the beauty. The body of Samsung A3 is consist of single frame of Aluminium rather than the molded pieces having sprinkled with the Backed plastic on top like Samsung Galaxy Alpha and Note 4. It's nothing like company's previous phones with detachable back cover and removable battery, the body of this latest gadget Samsung's Galaxy A3 is fully sealed like the latest iPhone 6 plus or the even the previously hit iPhone 5s.

RS.  
30,000



## Samsung Galaxy Core Prime

Don't get deceived, Samsung unveils sleek looking Galaxy Core Prime, loaded with sheer power and all the most needed fundamental ingredients, The Korean smartphone giant Samsung somehow managed to keep the core at just 8.8 mm slim. Samsung's designers are too good at squeezing all the entertaining elements together and stuffing it into a delicately sleek handset. Time to explore the Galaxies, The new edition of Prime is loaded with the fastest 1.3 GHz Quad-Core processor capable of providing the Samsung's handset with enough power to meet the most demanding needs of your modern computing tasks. The Core Prime packs a huge 4.5 inch screen despite being marketed as a delicately.

RS.  
14,999

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

# QMobile

## No. 1 Mobile Phone Selling Brand in Pakistan



### Huawei P8

Lights, Camera, Action! Huawei Brings out P8, A perfect combination of ultimate aesthetics and haptic experience enclosed in a metal unibody made with the most advanced nano-manufacturing technology. Huawei P8 in result is a complete, seamless enclosure that fits perfectly in your hand. Nothing stands out so conspicuously, the camera closes precisely providing perfect handling. Huawei's P8 makes your life smarter, the new generation of Kirin 930 processor offers you increased performance with lower fuel consumption. Huawei P8's all eight cores work on 64-bit to provide you with more power and speed than you have ever expected from a smartphone. It makes more of your photos other than just a memory, Huawei handheld P8 continues to rock with its 13.0 megapixel.

RS.  
54,000



### Samsung J5

Knock knock! Samsung Reveals sleek Galaxy J5, a stylish and high quality Smartphone solution that'll solves all of your major communication problems once and for all. Unlimited features of Samsung J5 are enclosed in a stylish all-metal body. A high level of practicality is perfectly combined with a stylish appearance and elegant design. Advantages of Galaxy's J5 are numerous starting from it's supports for two SIM-cards to most powerful modern processor the handset will not disappoint you in any department. Galaxy J5's hood is equipped with a powerful processor that provides lightning fast operations to make your life smart and easier. The vivid Full HD Galaxy model J5 screen is a marvel of its own, it displays your entire collection.

RS.  
23,000



### Qmobile Z9

QMobile presents sleek Noir Z9, the thinnest smartphone ever from the company. Weighing only a few grams and measuring barely a few millimeters the handset QMobile Noir Z9 can make the world slips under your fingers. As light as 97g, 5.1 mm of thickness is the very next thing you'll get impressed with. 3G connectivity is a thing of past, QMobile Noir Z9's smooth 4G is orchestrated by a powerful 1.2 GHz quad-core processor in combination with a 4.8 inch HD screen that's brightly illuminated by sharpest of AMOLED technology. The latest addition to QMobile Noir Z clan is like presenting elegance in the service of performance. The handset uses double aluminium effect to reduce the visual thickness.

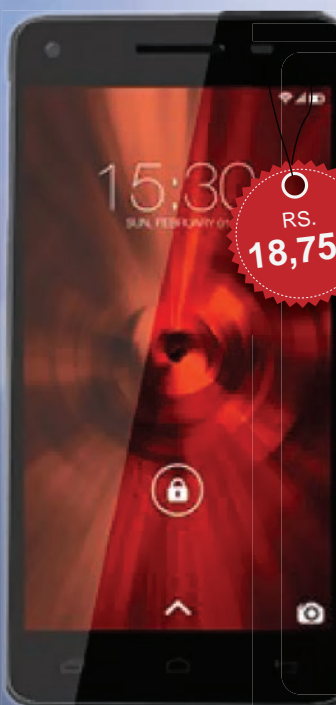
RS.  
25,000



### Microsoft Lumia640

Microsoft Devices accidently announced the Lumia 640 XL a sophisticated, stylish and reliable smartphone under Microsoft Lumia family. A convenient and efficiently multifunctional model having thin plastic body conceals a fast and powerful Lumia processor that allows you to easily and comfortably use the gadget for communication, entertainment and work. Lumia 640 is built on the platform of a 4-core processor Qualcomm Snapdragon 400 with 1GB of "RAM" and graphics accelerator Adreno 305. Due to the installed operating system Windows Phone 8.1 users can comfortably control the Lumia smartphone, using an extensive set of standard applications. Built-in Microsoft Office runs smoothly on 16 GB storage.

RS.  
22,700



### Rivo PZ15

A salute to the Rivo Awesomeness, new Phantom PZ15 is actually an epitome of endless perfection. Now handle all your work related tasks much more swiftly and conveniently than ever before. With Rivo Phantom PZ15's powerful 1.7 ghz octa-core processor, get more done with less. The embodiment of pure amazement and encapsulation of awesome features, The new Rivo Phantom PZ15 comes with a long life battery that never betrays. With its 2000 mAh power packed battery, you can be pretty sure of a great Rivo Phantom experience that continues without any hitch or glitch. Ever seen an elegance that inspires? Well, the slim, sleek & stylish smartphone AKA Phantom's PZ15 is meant to make a lasting impression.

RS.  
18,750



### Voice X5

Pakistan's 1st Octa-Core, Voice Xtreme X5 is the self proclaimed fastest smartphone by Voice, the pioneer of Octa-Core Technology in Pakistan. Voice's Xtreme X5 goes the distance with blazing fast performance and a sleek design that sets it apart from the rest. Want to own the fastest smartphone with features that exceeds all expectations? Then pay attention to Xtreme X5 by Voice. With an amazing 440 ppi pixel density on a fairly larger 5 inches multi touch screen, Xtreme's X5 provides an unforgettable experience of watching videos and images in excellent quality. Loaded with an Octa-Core processor, Voice Xtreme X5's 2GB of RAM ensures higher performance

RS.  
16,500

# QMobile

## No. 1 Mobile Phone Selling Brand in Pakistan

# QMobile

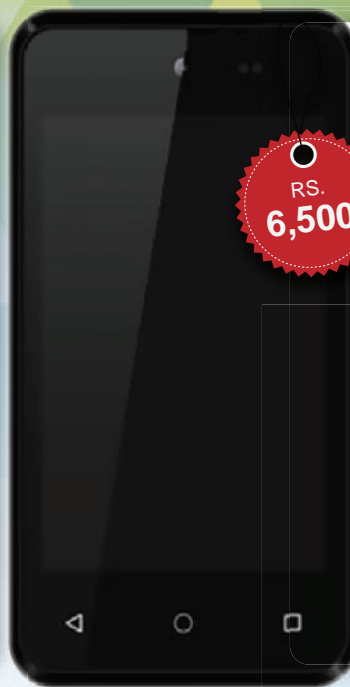
No. 1 Mobile Phone Selling Brand in Pakistan



## Microsoft Lumia 430

New Microsoft handset, the Lumia 430 is launched at a price of less than 100euros which is clearly designed to help the beginners. Having a 4.0 inch IPS screen, Lumia 430 has a reasonable resolution of 800 x 480 pixels. In the small display size which gives a pixel density of 235 ppi, The processor of Microsoft is Qualcomm's Dual core Snapdragon having a Lumia clock speed of 1.2 GHz. The RAM is 1GB as we usually see in the Android smartphones. The built-in flashmemory of 8GB is quite big, a slot for micro SD cards is installed on the new Lumia. it supports both UMTS frequencies 900 and 2100 MHz and quad-band GSM networks. LTE is not present. Wireless Lan is also present in the Lumia 430.

RS.  
7,950



## QMobile Noir X30

QMobile presents new Noir X30, a low end attractive smartphone. Today's stylish and moderately stringent modern mobile phone market is full of sensational candy bars, but unlike QMobile Noir X30, much of them are very large models and could hardly fit in the hand, a small purse or even a tight pocket of your jeans. QMobile Noir X30's latest version is all about being friendly, a design that could easy fit both the genders whether you are a guy with strong fingers or a girl with fragile hands. QMobile Noir X has a deep black body color to be strict and laconic, a small touch-sensitive button below the display only dilute its monolith pleasant light. QMobile's Noir X30 is small in size so the display is represented by a 4.0 inch matrix

RS.  
6,500



## GFive A78

GFive A78 is an Android smart phone comes with fabulous features. With 4.3 inch Capacitive Touch screen enjoy wide and clear display, GFive A78 is powered with 1 GHz Dual core processor that enhance the performance, GFive A78 comes with 8 mega pixel Autofocus HD camera which can be used to take picture and record videos & also includes front camera, Enjoy free space for data storage using G-Cloud & also enjoy high speed internet using GPRS and WiFi of GFive A78

RS.  
7,500



## QMobile LinQ X70

Introducing QMobile premium smartphone LinQ X70, an elegant model for an infinite communication experience that has never been seen before. Available in many stunning colors, the new QMobile LinQ X70 is the first model of it's stylish series that will allow you to stay in touch with all of your family and friends. This compact model of QMobile LinQ X family is designed for two SIM-cards that will save you the time while choosing between the two operators. And not only that but QMobile LinQ X70's Dual-SIM feature allows you to separate business and personal calls. The smartphone also has a long life battery with a good capacity of 1500 mAh. QMobile's LinQ X70 not just allows you to communicate.

RS.  
8,500



## Huawei Y360

A usual, Huawei continues with Y360 at the MWC this year, showing off the beautiful 4.0 inch 4G LTE smartphone, that is very light on the wallet. Huawei Y360 comes with universally recognizable features, attracting minimalism of shapes and colors with rounded corners. New handset Huawei's Y360 is equipped with a 4.0 inch capacitive FWVGA screen that supports 854 x 480 pixels at 245 ppi pixel density. Huawei model Y360 shows a striking contrast and vibrant colors with wide freedom of social communication. To increase the range of communication Huawei presented the built in support for 4G networks, Y360 lets you fully enjoy mobile surfing on the internet.

RS.  
8,499



## Rivo Rhythm RX55

Rivo unveils new Rhythm RX55 smartphone, the Fast and Furious 3G enabled slim and smart device for swift and smooth internet usage. Rivo Rhythm RX55 handset features a 1.3 GHz Quad-Core processor that's much faster and furious than ever before. Whether it's internet surfing or shuffling between apps, Rivo Rhythm RX55's four cores always keep up with you. Rush to the nearest Advance Telecom's outlet now and indulge yourself in the pure roller coaster of fun by selecting any from Rivo Rhythm RX family. Aside from the pre-installed apps, the Google Play Store gives you access to an unending portal of additional exciting applications. Space out with Rivo's Rhythm RX55.

RS.  
7,200

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



## Lenovo A319

Take this! Lenovo gives us A319 White, the embodiment of modern technology in a stylish and compact design. The device is based on a modern dual-core processor from MediaTek running the Android operating system, the latest version. Lenovo's A319 has a good screen with high pixel density and is quite convenient for one-handed operations. The rear camera allows you to take quality pictures with the flash and autofocus, shoot stunning movies with Lenovo RocStar A319. The front, in turn, is used for video calls and shooting selfies. Built-in memory can be expanded from 4GB microSD cards up to 32GB. Lenovo enjoys presence of two SIM cards, and plus A319 also supports the new 3G communication allowing you to have high-quality internet connection.

RS.  
7,900



## Haier Pursuit G30

Reaching new Heights, Haier proudly unveils Pursuit G30, an ergonomically reliable smartphone contributing an attractive addition to the universal display size. The absence of backlash and creaking reviews on Haier Pursuit G30 actually generates the feeling of reliability and durability. The over look is stylish and sleek while a narrow frame around the perimeter of Haier Pursuit G30's display will also give some accuracy and elegant exterior. Decent performance in such an attractive body hides no less alluring hardware, The new member of Haier Pursuit G family is led by a dual-core processor by MediaTek clocked at 1.3GHz. This chip will be more than enough for the vast majority of tasks on Haier G30 that can only be performed.

RS.  
8,999



## Sony Xperia E3

You all expect something good from sony but what if a phone like Xperia E3 makes you smile, Great isn't it? Experience the all new Sony Xperia E3 available in not just two but four amazing colors, including copper, yellow, black and premium white. This Great grandson of Sony Xperia E is materialized for your routine day adventures, just about ready for everything you throw at it. Sony's Xperia E3 assures you the same old quality by combining the latest 4G technology in an elegant and sleek design. Sony Xperia E3's body is as light as a feathermaking it operable by a single hand making it an excellent easy to handle device. Snapping pictures with Sony Xperia E3 user friendly camera is an endeavour.

RS.  
17,000



## Rivo Phantom PZ8

Rivo Mobile presents Phantom PZ8 to provide you with an unmatched performance at the speed of light. The advanced Qualcomm Snapdragon's Quad-Core processor on Rivo Phantom PZ8 gives you the maximum performance and speed without any compromise of draining your battery. Powered by the latest Android KitKat 4.4, the Rivo Phantom PZ8's unbeatable design ensures greater productivity when you are at work and loads of fun when you are at home with kids. This new jewel of Rivo Phantom P family fits like a glove in your hands, the compact and lightweight design is quite handy along with the bright 4.5 inch display of Rivo's Phantom PZ8 that offers a clear and crispy viewing experience.

RS.  
10,900



## Gfive G10 Octa Core

Gfive presents President G10 now in Octa-Core Technology. Gfive President G10 Octa Core is the most awaited local gadget of 2014. Externally, the smartphone does not differ much from its predecessor Gfive President G10 apart from a smaller 5.0 inch Display. Other major internal differences include Built-in Memory reduced to 16GB, Front Cam is reduced to 8MP and of course Gfive's G10 Octa core comes with an octa-core processor. The grip is very comfortable in the hand, despite of Gfive President G10 Octa's considerable dimensions. Fast as a flash, performance wise Gfive G10 Octa has an 8-core processor clocked at 1.7 GHz, which in tandem with 1GB of RAM provides an enviable performance.

RS.  
11,900



## QMobile Noir X10

Qmobile brings new Noir X10 to the town with smart 3G capabilities and an attractively amazing price. It's an year of joy, first we had the 3G launch and now the best in class handsets. QMobile Noir X10 is loaded with a Dual-Core processor clocked at 1.3GHz which lets you navigate coherently through simultaneously open multiple apps. In short, the new QMobile Noir X smartphone is a pocket friendly 3G smartphone, loaded with excellent functionality and fast performance that'll help you get all your work done instantly. QMobile Noir X10's screen is not too big but actually the model is designed to add to the segment of the cheapest smart phone solutions.

RS.  
5,690

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



Rs. 17,999

### Haier Esteem i70

Display 5" FHD with Dragon Trail Glass  
Operating System 4.4 KIT KAT  
Processor 1.4GHZ Octa-core  
RAM 1 GB  
ROM 16 GB  
Camera Rear 13MP AF Dual Flash Sony IMX Lens  
Camera Front 5 MP  
Battery 2300 mAh  
Network 3G  
SIM option Dual Sim  
Dragon Trail Glass  
DTS Sound,  
WPS Office,  
Gameloft Games



Rs. 17,900

### Haier Esteem L50 4G

Screen size 5 inch HD  
Operating System 4.4 KIT KAT  
Processor 1.2GHz Quad core  
RAM 1 GB  
ROM 8 GB  
Camera Back 8MP AF + Flash  
Camera Front 2MP  
Battery 2050 mAh  
SD Card Support 32 GB  
Network 4G LTE Product  
SIM option Dual Sim  
Content & Media DTS Sound,  
WPS Office,  
Gameloft games



Rs. 7,300

### Haier Pursuit G20

Screen size 4.0" WVGA  
Operating System 4.4 KIT KAT  
Processor 1.2GHz Dual core  
RAM 512 MB  
ROM 4 GB  
Camera Back 5MP With Flash Light  
Camera Front 2MP  
Battery 1500 mAh  
SD Card Support 32 GB  
Network 3G  
SIM option Dual Sim  
Content & Media WPS Office, Gameloft games



Rs. 8,999

### Haier Pursuit G30

Screen size 4.5" IPS Display  
Operating System 4.4 KIT KAT  
Processor 1.3 GHz Dual core  
RAM 512 MB  
ROM 4 GB  
Camera Back 5MP AF With Flash Light  
Camera Front 2 MP  
Battery 1600 mAh  
SD Card Support 32 GB  
Network 3G  
SIM option Dual Sim  
Content & Games WPS Office, Gameloft games



Rs. 2,500

### Haier Klassic M102

Model M 102  
SIM option DUAL  
External Memory 16 GB  
Display 2.4 inch QVGA  
Blue Tooth Yes  
Camera Smart Camera (Flash)  
FM YES  
Battery 1450 mAh  
Torch YES  
Key USP Facebook, Big Battery Stylish ID



Rs. 2,600

### Haier Klassic M105

Model M 105  
SIM option DUAL  
External Memory 16 GB  
Display 2.4 inch QVGA  
Blue Tooth Yes  
Camera Smart Camera (Flash)  
FM YES  
Battery 1450 mAh  
Torch YES  
Key USP Facebook, Big Battery Stylish ID





# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



## Journey

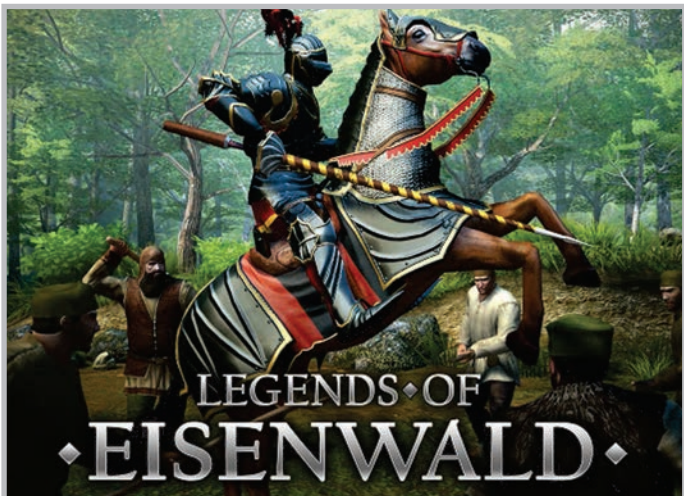
It was my eighth playthrough and the tears still streamed, almost inexplicably; Journey is a song without words, reliant on its rapturous presentation and liberating movement to stir your mind and move your heart. With many games, I have wished that I could play them again for the first time--to experience that buzz that inevitably diminishes with each return visit. I will never need to waste this wish on Journey, however: each pilgrimage is as bittersweet as the last. How appropriate, given the game's theme of death and rebirth, that it feels so sorrowful, so joyous, and so true, each and every time. "Journey would be just as effective as a movie," a friend once told me, but I must contradict her. Not that I can argue against the game's sumptuous environments and its sublime musical score, which earned masterpiece status the moment Journey was initially released on the PlayStation 3 in 2012. Certain landscapes have rightfully gained iconic stature, becoming the very definition of video game beauty. One shot depicts the cloaked figure you control standing atop a sand drift and gazing at the mountain you must reach.

## Dreamfall Chapters Book 3

Back in 1961, the prolific Rod Serling adapted a short story for an episode of his Twilight Zone series titled "Five Characters in Search of an Exit." In this episode, a clown, a hobo, a ballerina, a bagpiper, and an Army major find themselves confined within a large, metal, silo-type enclosure. There are no doors or windows--only an open ceiling much too high for any of them to reach. The characters are blank slates. They have no memory or knowledge of who they are, where they came from, or how they wound up in the silo. Racking their collective brains, they posit whether they have been abducted by aliens, have gone insane, have died and been sent to Hell, or exist only as figments of someone's imagination--as characters in another person's dream. Eventually, the major plots an escape and manages to clear the wall. As he tumbles over the edge, the twist is revealed. (Spoiler!) The camera smash-cuts to a child picking up an army doll from the snow and placing it back in a bin used to collect Christmas toys for orphans. The major is returned to the group, all depicted as dolls now, while the ballerina's eyes fill with tears as her plastic hand reaches towards his.



## Legends of Eisenwald



Legends of Eisenwald has just about everything except Martin Luther nailing his 95 Theses on a church door. Developer Aterdux Entertainment has traded in the usual Dungeons & Dragons-influenced fantasy realm common to tactical role playing for a more realistic story and setting based on medieval Germany at around the time the Reformation was starting to annoy the popes. The concept brings a unique feel and an absorbing (if occasionally workmanlike) campaign to a been-there, done-that genre. Nevertheless, the heart of Legends of Eisenwald is based on the same structure that has powered fantasy role-playing/tactical combat since the glory days of Heroes of Might and Magic. Differences between this game and traditional tactical fantasy role players seem rather superficial, at least at first. The three available Knight, Baroness, and Mystic character classes match up almost perfectly with the standard Warrior, Ranger, and Mage/Cleric found in standard swords-and-sorcery gaming. Both heroes and the mercenaries you employ level up and come with assorted skills, special upgrades.

## God of War 3 Remastered

It's one of the most thrilling openings in all of video games. As warrior-turned-deity-killer Kratos, you climb the Titan Gaia, who functions as a colossal, moving level upon which you battle Poseidon, the god of the sea. Gaia herself is one of Kratos' few remaining allies; her cries of pain pierce the air as you swing your chained blades, launching ghoulish soldiers into the air and slicing away at Poseidon and his many-legged steed. It is all sound and fury, almost unparalleled in its sense of scale and its translation of a protagonist's anger into bloody, brutal interactions. When Kratos strikes his final blow, you see it not from his perspective, but from his victim's point of view, in the first person. It's a striking and vicious design choice that sets the tone for the game to follow. You are no longer conquering the Greek gods as an enraged antihero, but as a full-on villain. The question, then, is this: How could God of War III hope to top this sensational introduction? It doesn't, though it certainly tries, and allows God of War II to retain its position at the peak of this beloved series in the process. That's not to say that the game isn't terrific fun.



# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

# MixFM 100

## COVERAGE AREA

### PAKPATTAN / ARIFWALA

MIX FM 100 in Pakpattan/Arifwala radio channel is broadcasting latest news, events, talk shows and entertainment programmes around-the-clock. MIX FM 10 e-link caters the vary needs of people around the globe. Our listeners are our assets; we focus on constant improvement in quality as we adopted high quality state-of-the-art network equipments for crystal clear voice. Become a more integral part of the society by providing programmes that strengthen and provided growth for the people's lives. The listeners is also listen MIX FM100 radio channel programmes through high quality streaming at

[www.mixfm100.com](http://www.mixfm100.com)

PUNJAB		
Pakpattan/Arifwala Qaboola	Complete	100% District Pakpattan/Arifwala covered with six latest antennas with RDS and Omnia high-tech sound processor equipments
Outskirts	90%	Burewala, Sahiwal, Gagoo Mandi, Chichwatni, Bahawalnagar and hundreds of adjacent areas/villages listen the Mix FM 100 radio station.

For contact MIX FM 100 (045-7830900 / 03000552653 flarefm100@gmail.com)

# MixFM 99

## COVERAGE AREA

### KASUR

The voice of MixFM 99 echoing through the ancient city of Kasur, the broadcast portfolio consists of latest news, events, current affairs, and talk shows, entertainment, highlighting social and domestic issues and much more. FM 99 e-link caters the vary needs of people around the globe. Our listeners are our assets; we focus on constant improvement in quality as we adopted high quality state-or-the-art network equipments to crystal clear voice Become a more integral part of the society by providing programmes that strengthen and provided growth for the people's lives. The listeners is also listen Flare FM 99 radio channel programmes through high quality streaming at

[www.flare.pk](http://www.flare.pk)

PUNJAB		
Kasur	Complete	100% Dist: Kasur, Tehsil Chunian, The, Pattoki, Covered with 6 latest antennas with RDS and BW high-tech sound processor machine
District	Complete	Raiwind City and surroundings areas as Manga Mandi, Bhai Phero, Lahore City, Shahdarah, Wagha, Changa Manga
Lahore	Partial	50% coverage in surrounding areas of Lahore Cantt and DHA.
Punjab (India)	Complete	100% coverage in District Ferozepur, Jhalandhar and 70% coverage in Jagroh, etc.

For contact FM 99 (03213079999 / flarefm@gmail.com)

**Brain Offers**

# Virtual Private Servers (VPS)



HOSTING FEATURES	BASIC	<b>BEST</b> NORMAL	STANDARD
PRICES	<b>11999/-*</b> PER MONTH	<b>17999/-*</b> PER MONTH	<b>22999/-*</b> PER MONTH
Disk Space	10 GB	20 GB	40 GB
CPU	2.5 GHz	2.5 GHz	2.5 GHzx 2
RAM	1 GB	2 GB	4 GB
Platform	Linux	Linux / Win	Linux / Win
IP	1	1	2
Location	Local Hosting	Local Hosting	Local Hosting
Management	Semi-Managed	Semi-Managed	Managed
Bandwith (volume)	10 GB	20 GB	40 GB

**24/7 Human Support ▲ 100% Secure**

As Low As **150 Rs**  
\*  
**Email Hosting**

★★★★★

**Reliable**

\* Terms and conditions apply

**Brain**  
Telecommunication Ltd.  
brain.pk



Do more  
with



For just  
**1,750/-** per month

Limited time offer

[www.ptcl.com.pk](http://www.ptcl.com.pk)

[/ptcl.official](https://www.facebook.com/ptcl.official) [/ptclofficial](https://www.tumblr.com/ptclofficial)

To order call **0800 8 0800**, visit [www.ptcl.com.pk](http://www.ptcl.com.pk) or SMS 'BB' to **05 1218 1218**

