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




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## QMobile

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Now Ball in  
NA Court

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HUAWEI unveils  
Mate S in Dubai  
with Force Touch  
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Z9  
NOIR

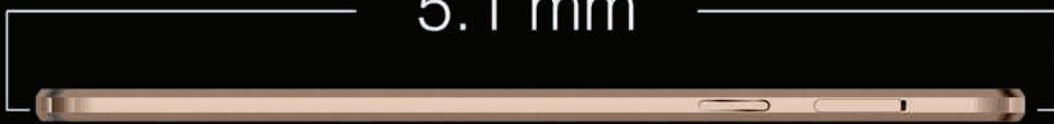


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# Editor's Note

## Cyber Crime Bill

The National Assembly Standing Committee on IT approved the Cyber Crime Bill 2015 amidst protest and opposition. The Bill introduced in the National Assembly to prevent cyber crime in the country because as terrorists are using ICT against Pakistan.

The draft bill in its momentum structure will truly affect web clients, the ICT business, print and electronic media, academicians, analysts, the legitimate group and the informed youth and in addition to Pakistan people.

In Sections 17 and 18, political criticism and political expression in the form of analysis, commentary, blogs and cartoons, caricatures, memes, has been criminalised.

As per Section 19, any person who tests system security will be an offender

As per section 20, 'obscene' or 'immoral' messages on Facebook, Twitter, and other social platforms, have been made offenses without defining obscenity or immorality; thus, giving sweeping powers to investigating agencies to implicate anyone on these charges.

- Section 20 too states posting of photos of any person on the Facebook or Instagram without their permission would be considered as an offence.

- Sending an email, under Section 21, or message without the recipient's permission will become an offence.

- The definition of ISPs, In Section 26, and telcos has been expanded to now include any place which offers the public access to internet, i.e. restaurants, malls, hotels, offices, airports, stations.

- Section 31 gives the government/PTA unfettered powers to block access or remove speech not only on the internet but transmitted through any device, limiting the media's freedom and citizens' right to expression.

Central standards of law, for example, obliging aim, particularly malignant purpose, to be made for conviction, have not been taken after; truth be told, the prerequisite has been discarded from the changed form of this bill.

This is genuine notwithstanding for offenses, for example, Cyber Terrorism, which conveys a punishment of 14 years detainment. There is grave peril of white-cap programmers, specialists, individuals who hack for scholarly purposes to recognize security defects in frameworks, or adolescents who for entertainment (but wrongly) damage sites, could wind up getting indicted as digital terrorists.

Then, governing rules on examination organizations and its officers have been uprooted. Case in point, obliging an examination officer to get a warrant from court for hunt, seizure or capture on the premise of a rundown of capabilities he/she was obliged to present under the watchful eye of court, making clear reasons why the warrant ought to be issued, no more exists.



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

**Muhammad Ismail Qureshi** 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** 0322-657 7798  
Advocate Lahore High Court

**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

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

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## Banks businesses shrink after WHT

It is hundred per cent true that Pakistan's banking businesses are standstill after the imposition of withholding tax on banking transactions, as people have started alternative measures for transferring money to each other including illegal way of hundi. The withholding tax on various banking transactions is remained 0.6 percent for non-filers as relaxation granted of reduced 0.3 percent is only on non-cash banking transactions.

Similarly, under Section 231AA, sale against cash of any instrument including demand draft, payment order, CDR, STDR, RTC, any other instrument of bearer nature or on receipt of cash on cancellation of any of such instruments the tax rate for filers is 0.3 percent and 0.6 percent for non-filers. Furthermore, under the same section, transfer of any sum against cash through online transfer, telegraphic transfer, mail transfer or any other mode of electronic transfer the tax rate is imposed at 0.3 percent for filers and 0.6 percent for non-filers.

*Tanveer Iqbal, Islamabad.*

## Selfie causes mental disorder

The "selfie" by smartphone users has become quite the trend. It seems harmless, one feels like capturing the moment; but in reality this selfie obsession is creating a mental disorder. People who usually take selfies become narcissists and according to many psychologists it's a disorder that should be taken seriously. Narcissists are individuals who bloom under the attention from other people and are extremely selfish. A fake aura of self-confidence is created when each and every picture is edited to perfection. Instead of being comfortable in their own skin; they end becoming someone they are not. These superficial aspects ruin a teenager's, a child's or even an adult's personality or even life. By comparing the likes of selfies, one can acquire an incredibly amount of low self-esteem. This issue can proceed to an extreme level. Danny Bowman, a British teenager, even took his life because he couldn't take the perfect selfie! It's sad and absurd the effects of a seemingly harmless selfie.

*Irsa Imran, Islamabad*

## Modi eyes Silicon Valley firms

Clever and opportunist Narendra Modi, India's prime minister followed the visit to UAE recently to invite US business community and investors to invest in India now he reached America where he has addressed more than 350 business leaders in the US, urging them to help the country connect digitally while lifting people out of poverty. Modi, the first Indian leader to visit the West Coast in more than 30 years, announced at a dinner on Saturday that Google would bring wireless internet to more than 500 Indian railway stations "in a short time".

Modi also used the speech to sell technology executives on his Digital India initiative, which aims to connect thousands more Indian villages to the internet, create more tech jobs and move more services online. Modi hopes to attract funds and skills from US innovators to help India's start-up scene grow, and will seek during the trip encourage some Indians who have thrived in Silicon Valley to bring their knowledge back home.

*Sobia Usman, Lahore.*

## Traders lauded cut in interest rate

Business community hailed the SBP decision of reducing interest rate to 7 per cent. They said that reduction in the policy rate by 100 basis points would provide some oxygen to the industrial sector which might succeed in reviving sick industries through industrial loans.

Pakistan Businessmen and Intellectuals Forum's (PBIF) president Mian Zahid Hussain said that SBP's decision vis-à-vis the policy rate would, on the one hand, infuse confidence in the business community and, on the other, it will spur the country's economic growth. He said that though the central bank's decision reflected coordination among important government institutions, it won't serve the purpose unless the pace of reforms was expedited. He urged the government to take measures to stop flight of capital, improve tax machinery, besides bringing an end to trend of speculation in different sectors.

Central banks use this monetary policy tool to control money supply in the economy in order to achieve price stability and economic growth targets.

*Mian Zahid Hussain, Karachi*

## Power, gas, water no problem for politicians!

We are living in the era where our country is empty handed. No electricity no problem, No gas no problem, no water no problem, no dam no problem. For our so-called high class politicians don't have any problem with these issues because they are living a life full of luxuries so, why should they care about us? What we had done for them, just give them our unimportant vote, just one vote! Almighty Allah blesses us with drops of rain.

In other countries these drops of rain are saved for a rainy day/hard days in a dam or reservoir. In my country these blessings were wasted in shape of flood, which also caused damage. This leads to poverty and for politicians it is an extra income in the shape of flood relief fund; instead of distributing among flood victims for relief, they relieve themselves.

*Syeda Habza Mazhar, Karachi.*

## Bill Gates to invest in Pakistan

Chairman, Bill & Melinda Gates Foundation, Bill Gates called on Prime Minister Nawaz Sharif in New York during his visit to USA. Prime Minister of Pakistan appreciated the generous efforts of Bill Gates on eradicating polio in Pakistan. It was the time when Prime Minister should convenience the billionaire to invest in Pakistan rather than aid.

Prime Minister informed him that Pakistan has immense potential in certain sectors like agribusiness, dairy, Fast Moving Consumers Goods (FMCGs) and information and communication technology (ICT). Gates expressed his appreciation for the exemplary work in Pakistan under the leadership of the Prime Minister in regulating polio in Pakistan.

He specifically laid emphasis on the emergency operations centers that have been put in place and are playing an important role in bringing all relevant actors together. Bill Gates was of the view that with this hard work there is an opportunity to get the number of polio cases to zero this year.

*Sheikh Zain, Poland*

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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.

**F**ederal Minister Planning, Development & Reform Ahsan Iqbal said Pakistan possesses attributes of a progressing country and well-positioned to rank among top 25 economies of the world by 2025. The signs of failing country can't be attributed to Pakistan, which has clear vision, independent judiciary, free media and growing civil society with strategic economic roadmap stands on strong democratic foundations aided by continuously improving law and order situation, sustainable economic growth and conducive investment environment.

The present government was able to put the economy on track after vigorous efforts during the last two years and is committed on purging the country from extremist and militant tendencies by working on holistic agenda of making Pakistan a well functioning democracy and progressive country, he maintained while talking to representatives of leading international media organizations. Ahsan Iqbal welcoming the representatives of international media stated that their visit would give them fresh insight into Pakistan, which was in the eyes of storm after 9/11 in the context of security and terrorism. However, Pakistan is a changed country altogether, which due to \$46 billion Chinese investment in China-Pakistan Economic Corridor has turned it into an investment hub for international investors. He said that today's Pakistan carries hallmarks of a progressive society and, progressing country.

The minister pointed out that with the consistent efforts of the government Pakistan has attained a different look today as opposed to what the international community and the media used to look at it in the past.

About Pakistan's new emerging face in the world, minister maintained that the country has witnessed consensus and unanimity among the ranks of political and military leadership on the wider array of issues pertaining to peace, development and political stability, prosperity and well-being of the people of Pakistan.

Ahsan Iqbal said, "PML-N government inherited a ruined and mismanaged economy after assuming the power after general elections 2013, which international observers believed were most transparent elections in the history of country.

He said the first task of PML-N government was to devise an economic road map because in the past, absence of such a road map resulted in grave problems particularly in energy sector, whose demand and supply situation turned to worst proportions. Thus, PML-N government chalked out Vision-2025 after broad based consultations among all stakeholders at federal, provincial and private sector levels.

He said the vision-2025 lays emphasis on human resource development, regional connectivity, knowledge economy, inclusive growth and shared prosperity. Minister said that human resource development is top at the list of government's priorities and education has been targeted especially through increased funding to higher education and producing ten thousand PhDs in next ten years.

In this spirit, Ahsan Iqbal said he proposed a US-Pakistan Knowledge Corridor to benefit from the high quality education in science and technology of USA universities. He said that it is unfortunate despite being strategic partner of USA, Pakistan never got the preferential treatment in terms of its students availing higher education opportunities in USA universities.

He also shared with the media representatives the efforts of government to make the country energy-sufficient. By 2018, we will be able to add 10000 MGW in the national grid and another 15000 MGW will be injected in it beyond 2018.

The corridor, after completion, will serve as a primary gateway to trade among China, Middle East and Africa through Pakistan. Particularly, the oil from the Middle East could be offloaded at Gwadar, which is located on the mouth of the Persian Gulf. The oil would be transported to China

# Pakistan is hub for international investors



**“Pakistan is a changed country altogether, which due to \$46 billion Chinese investment in China-Pakistan Economic Corridor has turned it into an investment hub for international investors”**

through Balochistan. Such a link would vastly cut the 12,000 kilometres route that Mideast oil supplies must now take to reach the Chinese ports.

The government endeavours regarding Economic corridor should not be taken as, chauvinism. This is not the matter of any political party. It is the case of Pakistan's economic prosperity, which would get a double-triple boost if the economic corridor project is implemented in its true spirit.

Prime Minister Nawaz Sharif directed the National Highway Authority (NHA) to complete all projects by December 2017, other than those which are scheduled for earlier completion.

## Pakistan possesses attributes of a progressing country and well-positioned to rank among top 25 economies of the world by 2025

The prime minister said that unprecedented infrastructure development activity under the NHA Road portfolio is underway in the country, and it will change the landscape of Pakistan across its length and breadth.

“China-Pakistan Economic Corridor (CPEC) projects are spread across all the provinces and the

whole country will benefit from the fruits of this huge endeavour,” said the prime minister.

The prime minister was also briefed on the occasion and informed that an investment of \$1 billion from the private sector will be achieved by the end of this month for road infrastructure projects. It was also added that the construction activity would contribute 1 per cent to 1.5pc to the Gross Domestic Product (GDP).

The current construction activity would add 1,272 kilometres of roads to the existing motorway network in the country.

The prime minister instructed the NHA to prepare comprehensive plans for extending Pakistan's road network to enhance connectivity with Central Asian states in the first phase and later expanding roads links to South Asia during the second phase.

Pace and quality of the work by the NHA was also appreciated by the premier on the occasion and he directed to maintain international standards in the quality of road construction.

The 3,000-km corridor running from Pakistan's southern Gwadar port on the Arabian Sea to China's western Xinjiang region, was launched in April during President Xi Jinping's visit to Islamabad despite India's strong objections. ■

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Pakistan has built its first acknowledged operational strike using its Burraq armed UAV, which analysts say shows a higher than expected level of sophistication in the military's real-time targeting capabilities.

Inter Services Public Relations, Maj Gen Asim Bajwa announced the first "ever use of Pak made Burraq drone. Hit a terrorist compound in Shawal Valley killing 3 high profile terrorists."

The Shawal Valley in North Waziristan is the scene of a Pakistan military operation to clear out the last pockets of the Taliban and affiliated terrorist groups from soil as part of the wider Operation Zarb-e-Azb.

"The Burraq and its targeting and command structure are obviously very much more sophisticated than many of us had imagined, spurring belief that China influence, co-operation and input may have been considerable", said analyst Brian Cloughley, a former Australian defense attache to Islamabad. "This is not to denigrate the work of the drone manufacturer, NESCOM, which is an efficient organization, but it is extremely doubtful if its own drone technology capability is on a level that this development appears to reveal."

The Burraq and the similar Shahpar, which is said to be able to be armed, are widely believed to at least be developed from the Chinese CH-3 UAV if not license-produced versions by Pakistan's NESCOM. Despite this milestone, there are "wider implications of drone employment [that] must be considered," Cloughley said. "In the tribal areas there is already widespread fear of drones and resentment against the government and the armed forces for the many civilian deaths that have resulted from US drone strikes. Drones and missiles don't display national identification, but even if the tribes could distinguish between US and Pakistani strikes, they would blame Islamabad for their results."

Analyst Kaiser Tufail said there are ethical issues, but Pakistan's targeting will likely be more discretionary.

"The usage of UAVs by foreign powers in other sovereign states has been a major issue, alongside the moral aspect of virtually 'clicking' to kill through impersonal and remotely actioned 'computer games,'" he said. However, "These aspects are not likely to hound countries like Pakistan, who have an own autonomous capability where the identity of insurgents is known much better than the US, which has been notorious for administering 'Hellfire' to wedding parties and funeral gatherings."

For the Pakistan Air Force, he said, this is the dawn of a new era.

"The future of warfare is getting more and more

# Pakistan surprises many with Burraq drone



between the Army and the Air Force (and the Navy). Each has manufactured [or] purchased UAVs, but who uses them for what purpose has not been spelt out in any Inter-services roles and responsibilities document for UAVs," Tufail said. "This matter needs to be cleared up formally, before duplication of resources and effort takes its toll."

On the other hand, India has fast-tracked its plans to purchase drones from Israel that would allow for military strikes abroad without risking the lives of military personnel.

Pakistan revealed that it was using combat drones to fight militants within its borders. Observers note the potential for a new front between Pakistan and India in their standoff over the disputed territory of Kashmir – a standoff that has twice before brinked into war between the nuclear-armed neighbors.

India first made plans to acquire a series of Israeli Herons three years ago, but defense industry sources say the military made a request this past January to speed up the process. The move came at a time when Pakistan and China were honing their programs for drone warfare. Israeli unmanned aerial vehicles (UAVs) are already used for surveillance by India in Kashmir's rugged mountains as well as along the disputed border with China.

An air force official reportedly said that the Indian government approved this month and was expected to confirm

the air force's request to buy 10 Heron TP drones from Israel Aerospace Industries -- drones that are capable of engaging targets on the ground. The deal is estimated at \$400 million. The Indian Defense Ministry declined to comment.

The Pakistani and Indian armies periodically exchange fire across the de facto Kashmir border but do not cross the Line of Control.

"It's risky, but armed UAVs can be used for counterinsurgency operations internally as well across the borders -- sneak attacks on terrorist hideouts in mountainous terrain, perhaps," said an army officer in the defense planning staff.

The armed Israeli Herons, slated to be in use by late 2016, would give the air force the ability to conduct deep strikes, according to Gurmeet Kanwal, former head of the government-funded Centre for Land Warfare Studies in New Delhi.

The use of drones in the region has come under fire both at home and abroad. For instance, despite publicly distancing itself from them, Pakistan has allowed the United States to conduct hundreds of drone strikes within the country in the hunt for Al-Qaeda and other militants. Meanwhile, Pakistan is likely to immediately shoot down any Indian drone in sight, concurred Kanwal and the army officer. ■

**“The Burraq and the similar Shahpar, which is said to be able to be armed, are widely believed to at least be developed from the Chinese CH-3 UAV if not license-produced versions by Pakistan's NESCOM”**

virtual," said Tufail, a former Air Force pilot. "By using UAVs, the risk of exposing pilots to being shot down is eliminated, besides the possibility of flying missions for days and weeks on end. The bio-support systems like ejection seats, oxygen supply and pressurization systems are obviated, lightening up the aircraft for more range/endurance and payload," he said. Operationally, however, this is considerable step forward.

**India has fast-tracked its plans to purchase drones from Israel that would allow for military strikes abroad without risking the lives of military personnel**

"The main advantage that I see is that air support does not have to be called in from long distances once a threat has emerged, and which can hide by the time the piloted aircraft arrive on the scene," Tufail said. "UAVs can loiter for hours, so the vulnerability of insurgents is also round-the-clock."

Potential inter service rivalry in UAV deployment needs to be addressed, he said.

"One of the issues I foresee is the battle of turf

# NAB actives nabbing corrupt, fraudulent & dishonest

(NAB). The delegation included Chief Collector Appraisal-South Abdul Rasheed Shaikh, Chief Collector Enforcement-South Zahid Khokhar, Chief Collector Central Lodhi Khan Burki, Chief Collector North Sarwat Tahira Habib, Director General Intelligence Lutfullah Virk and three other DGs.

The officers suggested that a focal person should be appointed to deal with inter-agency cooperation and coordination adding that any investigation or enforcement agency should contact the focal person pertaining to any investigation or inquiry related to the CSPs in Customs.

They maintained that these civil officers were not like criminals who would flee. The officers said that arrest of senior customs officers for the purpose of investigation regarding a 13-year old case was harassment, which should be avoided.

Tariq Bajwa assured the officers that he would contact chairman NAB to discuss the issue in a couple of days.

It may be mentioned here that a Superintendent of Internal Audit Lahore allegedly demanded for bribe worth Rs500,000 of Al-Shamsher Engineering threatening re-opening of the subject case.

As the Appellate Tribunal and the High Court had already ruled in favor of the company, they did not succumb to the threats.

It may be recalled that NAB has arrested seven Customs officers for their alleged involvement in a case, which resulted in a loss of Rs180 million to the national exchequer. These officers are accused of issuing consumption certificates to M/s Al-Shamsher Engineering. Based on these certificates the company availed zero sales tax rating on imported raw material.

M/s Al-Shamsher allegedly sold the imported iron & steel raw material in the market instead of in-house consumption, which was the pre-requisite of concessionary SROs during 1997 to 2003.

These officers issued the Consumption Certificates based on four different orders issued by the FBR. The FBR's orders were based on the following reports. In 1997, Additional Collector Rukhsana Yasmin, Deputy Collector Dr. Saeed, Superintendent Mansur Ahmed forwarded a survey report to FBR confirming that M/s Al Shamsheer was consuming the imported raw material at their manufacturing fa-

## A meeting of PCOA held in Islamabad has protested the arrest of senior Customs officers by NAB in a 13-year old case

cility and were producing 10,00 MT of produce. Subsequently Mohammad Siddiq issued the order for issuance of Consumption certificates. Similarly in 1998, Dr. Saeed, Mansur Ahmed and Deputy Superintendent Mohammad Iqbal forwarded a similar survey report to FBR. In 1998 Mohammad Siddiq signed the Certificate issuance order.

In 1999 Additional Collector Sumera Nazir Khan, Dr. Saeed and Mansur Ahmed submitted a similar survey report and a Certificate issuing order bearing signature of Imtiaz Ahmed Shaikh was moved to Customs. In March 2001, Deputy Collector Asif Mehmood and Deputy Superintendent Mohammad Iqbal forwarded a 10,000 MT production report, upon which Imtiaz Ahmed signed the Certificate issuance order.

Then Collector Abdul Wudood Khan in a report noted that the electricity bills of the company did not confirm the production of 10,000 MT. Based on this report, a senior officer Hafiz Anees (Late) made a corruption case against scores of Customs officers and recommended appropriate action against them.

The accused Customs officers approached Appellate Tribunal. M/s Al Shamsheer Engineering presented all records and invoiced endorsed by Sales Tax officials proving the consumption of raw material and production thereof. Tribunal struck down the case made by Hafiz Anees noting that a case could not be made on the basis of electricity bills. ■



“NAB taken Rana Mashood for his leaked video scandal in which he was asking for corruption. NAB also investigate the role of its ex-chairman, retired Admiral Fasih Bukhari and other FBR officers in extending undue benefit to property tycoon Malik Riaz Hussain. PR displeased by NAB investigation into the Royal Palm Golf and Country Club scam”

**N**ational Accountability Bureau (NAB) have started crackdown against the corrupt, fraudulent and dishonest involved in a major scam and malpractices.

Even NAB did not spare PML-N right hand icon Rana Mashood. It started probe over some corruption case on Rana Mashood who is education minister in Punjab. NAB taken Rana Mashood for his leaked video scandal in which he was asking for corruption. NAB also investigate the role of its former chairman, retired Admiral Fasih Bukhari and other officers in extending undue benefit to property tycoon Malik Riaz Hussain in a land scam. Pakistan Railways displeased by NAB investigation into the Royal Palm Golf and Country Club scam, believed to be one of the major scandals in the railway's history.

Corruption is one of the major factors that hurdles the progress and prosperity of a country. It creates injustice, poverty and subsidies merit, depriving a deserving person of its due right.

Keeping in view the situation, a meeting of Pakistan Customs Officers Association (PCOA) held in Islamabad has protested the arrest of senior Customs

officers by NAB in a 13-year old case.

President of the Association Director General-IPR Imtiaz Ahmed Khar, General Secretary Additional Collector Basit Abbasi, Director General Intelligence-Customs Lutfullah Virk and around 40 other senior Customs officers including Sarwat Tahira Habib, Arsalan Subuctageen, Zeba Hai, Akhlaq Khattak.

The meeting observed that these were senior civil officers and were always ready to cooperate with other agencies. The officers said that arrest of senior customs officers for the purpose of investigation regarding a 13-year old case was harassment, which should be avoided.

The meeting was of the view that the officers were only suspects and there was no concrete evidence proving their wrongdoing; such mal-treatment of officers would inflict an irreparable loss to their reputation and social life even it could impact their work.

A delegation of Customs officers comprising four chief collectors and four director generals called on Chairman Federal Board of Revenue (FBR) Tariq Bajwa and discussed the issue pertaining to arrest of Customs officers by National Accountability Bureau

# PTA proposes to block telcos lottery schemes



“Telecom companies are in process of running through new proposed regulations and will submit their feedback after which PTA will regularize the bill with the name of Telecom Consumer Protection (Amendment) Regulations, 2015”

**P**akistan Telecommunication Authority (PTA) is proposing an amendment to Telecom Consumer Protection Regulation, 2009. These amendments are being pushed to protect consumer rights in a dynamic market.

After new regulations, operators are also barred to send unsolicited SMS/IVR broadcast to its subscribers of any new offering unless explicitly requested/consented by subscribers.

Obviously, telcos will not be happy with the rule of submitting information about proposed promotions to PTA prior to the launch. There are many new promotions in the pipeline and launch within couple of days and hence taking PTA's approval ten days in advance isn't going to help them at all.

Telecom companies are in process of running through new proposed regulations and will submit their feedback after which PTA will regularize the bill with the name of Telecom Consumer Protection (Amendment) Regulations, 2015.

Following are the some main points of proposed Telecommunication Consumer Protection (Amendment) Regulations, 2015. Short title and Commencement (1): These Regulations shall be called the Telecommunication Consumer Protection (Amendment) Regulations, 2015. They shall come into force from the date of gazette notification.

3. Amendment in regulation 3, S.R.O 300(I) 2009 of 2009. - In the Telecommunication Consumer Protection Regulations, 2009, at page 1078, after clause (vi) of regulation 3 the following new clause shall be inserted and read as follows:

“(vi)-(b) “Incentive” means motivation or reward being offered by an Operator for the provision and subscription of a telecommunication service promotional scheme and includes lottery

(vi)-(c) “Lottery” for the purpose of these regulations means the offer or undertaking to offer any prize, reward, or other similar consideration against the payment for chance to win, used as an inducement, encouragement or telecommunication service promotional scheme for the services provided, whereby the prizes/rewards are drawn at random for the class of subscribers ”

Amendment in regulation 3, S.R.O 300(I) 2009 of 2009. - In the Telecommunication Consumer Protection Regulations, 2009, at page 1079, after clause (xii) of regulation 3 the following new clause shall be inserted and read as follows:

“(xiii) “Telecommunication service promotion scheme” for the purpose of these regulations means any telecom service, category of telecom service and/or package offered by an Operator, having rates along with terms and conditions, and/may include an incentive or reward for subscription of such telecom service”

Amendment in regulation 8, S.R.O 300(I) 2009 of 2009. - In the Telecom Consumer Protection Regulations, 2009, at page 1081, after regulation 8 the following new regulation shall be inserted and read as:

“8A. Prior Information to the Authority for the launch of Commercial Practices including an offer of any telecommunication service promotional schemes.- (1) All Commercial Practices undertaken by Operators including the provision of telecommunication service promotional schemes shall be devised in the manner prescribed by the Authority from time to time:

All Operators are free to offer incentives while undertaking any commercial practices including the offer of any telecommunication service promotional schemes. The permissible incentives shall comprise of telecommunication service related benefit, including, free or additional telecommunication services, its features, and/or services offered on concessional rates and excludes lottery.

Each Operator shall give information in connection with any proposed commercial practice including Telecommunication Promotional Scheme to the Authority at least ten (10) working days starting it in the manner provided below:

(a) A copy of proposal of commercial practice including telecommunication promotional scheme along with all the charges, rates and complete terms and conditions. (b) The proposal for information by an operator shall be clear, transparent and non-discriminatory in terms of the following: i. Title and key features of the commercial activity or telecommunication promotional scheme; ii. Nature of the offer; iii. Duration

which shall include the start and the end date; iv. Tariff and other charges applicable for provision of an individual category of service for which the commercial practice or telecommunication service promotion scheme is being launched; v. Tariff applicable for participation in the Telecommunication service promotion scheme; vi. Complete details of all other charges; vii. A complete list of the number and type of the incentives; viii. Details of mechanism, place and date for selection of consumers; ix. An undertaking by the operator that the commercial practice and telecommunication service promotion scheme is in compliance with act, rules, regulations; x. “8B. Code of Practice for Launch of Commercial Practices.- (1) An Operator may publicize the launch of any commercial activity including Telecommunication service promotion scheme(s):

Provided that an Operator shall not send unsolicited SMS/IVR broadcast to its subscribers unless any information relating to such commercial activity including Telecommunication service promotion scheme is explicitly requested/consented by its subscriber (s). All Operators shall announce the details of qualifying consumers for the incentives in accordance with the mechanism prescribed for each Commercial Practice or Telecommunication service promotion scheme in a clear and transparent manner for the information of all consumers who expressly subscribed the Commercial Practice or Telecommunication Service Promotional Scheme strictly in accordance with the terms and conditions advertised for the Telecommunication service promotion scheme by placement on respective websites of the operators after obtaining prior consent of the winners. All commercial activities including promotions related to the Telecommunication service promotional scheme(s) shall include a disclaimer and warning to the general public to beware of fraudulent schemes/communications on behalf of operators demanding transfer credit/money in lieu of scheme

The Operators shall keep complete records related to commercial activities/practices including Telecommunication service promotion scheme(s) for a period of three years from the date of launch” ■

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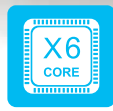
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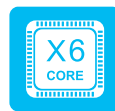
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# Really 98.3 million unverified SIMs blocked



“The minister said that as many as 98.3 million SIMs which were not re-verified, had been blocked and there were around 2,270 active registered satellite phones in the country while registered foreign SIMs on international roaming were 223,000”

There are many figures declared regarding the blocking of unverified SIMs across the country. In the latest figure, State Minister for Parliamentary Affairs Sheikh Aftab Ahmed informed the Senate during Question Hour, the minister said that as many as 98.3 million SIMs which were not re-verified had been blocked.

The minister figures about SIMs blocking is shocking and wrong which presented in the Senate. It is great concerned that who was the given figures to him to inform the Senate members and general public. In fact, PTA blocked 27.5 million unverified SIMs out of 140 million and now there are 112.5 active SIMs. PTA has blocked 27.5 million active SIMs which could not be verified till May 15. This figure is suspicious about the exact number of blocked SIMs or active users. Many figures have been quoted by different officials hence, making the process apprehensive. Other major suspicion is regarding grey trafficking. As we all know, unverified SIMs are used in grey trafficking. PTA raided and unearthed many illegal gateway exchanges and found thousands of unverified but active SIMs.

According to details, State Minister for Parliamentary Affairs Sheikh Aftab Ahmed informed the Senate that there was no non-verified SIMs and all existing mobile SIMs have been re-verified through Biometric Verification System (BVS).

Replying to a question during Question Hour, the minister said that as many as 98.3 million SIMs which were not re-verified, had been blocked.

He said there were around 2,270 active registered satellite phones in the country while registered foreign SIMs on international roaming were 223,000.

To another question, the minister told the House that teachers student ration in the schools of Islamabad Capital Territory under Federal Directorate of Education was 1:23. He said that a total of 9092 teachers were working in the schools against the students' strength of 207,519. To a question, Sheikh Aftab informed the House that 82 villages were illegally occupied by trespasser in the Capital and the land has not yet been got vacated. He said there is no proposal with Capital Development Authority (CDA) for development of model villages for tourists and recreational activities.

As the position of the five telecom operators has remained unchanged after the biometric verification of SIMs, the Pakistan Telecommunication Authority is 'reluctant' to disclose the number of SIMs each of them blocked. According to sources, the PTA is reluctant to disclose the number of SIMs each firm blocked after the BVS on the request of some of them (operators).

Making the number of each operator's blocked

SIMs public may have a bad impact on some of the operators in such a competitive market.

The PTA has accordingly directed Cellular Mobile Operators (CMO) to block all unverified SIMs. However, these SIMs could be unblocked by the owner by visiting any sale channel and performing successful biometric verification, said a PTA press release. The SIM re-verification drive through Biometric Verification System (BVS), initiated under the directions of National Action Plan, has been successfully completed.

The Ministry of Information Technology (MOIT) and the PTA were tasked to carry-out verification of all existing SIMs through BVS till May 2015 in three phases. The task which looked difficult initially as the previous governments failed to do despite demand by law enforcement agencies. However, it could now be made possible through all-out support of relevant stakeholders and dedicated efforts of all particularly, PTA, MoIT, Ministry of Information (MoI), the CMOs and National Database Reconciliation Authority (NADRA).

The PTA appreciated the people for their support to make the SIMs re-verification process a success considering it to be a national cause.

According to PTA 2014 annual report, telecom sector continued to grow despite slow growth in other sectors of the economy. Mobile penetration has reached 76.6 per cent with 139.9 million subscribers at the end of June 2014. Mobile companies managed to add 11.04 million new subscribers with 9.1 per cent growth during 2014.



Finally the three months long mobile SIM's biometric re-verification started on the 12th January, 2015 has now been concluded, bearing second deadline completion. This obligatory endeavor of registering 103 million mobile SIM's being operated in Pakistan was triggered as part of the national action plan after brutal Army Public School Peshawar massacre. The first deadline ended on 26th February, because the telco's was unable to re-verify all prescribed SIM inside the deadline PTA extended the deadline till 12th April, 2015 – which has now also been ended.

PTA extended the deadline 3rd time till May 15 for SIMs re-verification. The decision has been taken in a high level meeting by Ministry of Interior. Minister Interior Chaudhry Nisar Khan has taken notice of all the suspicions going around in SIMs re-verification process.

According to PTA, the deadline for SIMs re-verification is extended for CNICs with one SIM registered. There are total of 11 million such SIMs that will be verified during this phase.

**In fact, PTA blocked 27.5 million unverified SIMs out of 140 million and now there are 112.5 active SIMs**

This definitely means that PTA has not blocked all the SIMs after May 15. It has resulted in creating suspicions regarding the whole process. The last phase was completed but PTA fail to reveal the exact and the correct figures! PTA will now carry out a third party audit of the whole exercise to verify its authenticity. In this regard, Expression of Interest (EoI) for hiring of a third party auditor has already been floated. ■



# Mobilink's presence at the 15th annual ITCN Asia

Mobilink is one of the few names in the industry, which have been synonymous with ITCN Asia since its inception and takes a keen interest in presenting its top-of-the-line voice and data offerings to the flocking guests at the trade fair



IT Commerce Network Asia (ITCN Asia), initiated in year 2001, is one of the region's most dynamic and significant ICT events, the meeting place for international professionals to explore business opportunities across Pakistan, Middle East, Africa, India, South Asia and other global markets. This world renowned ICT trade fair is the most appropriate way for companies to showcase their products and services to potential customers. The three-day event boasts numerous exhibitions by companies on their latest ICT offerings, from telecommunications equipment and systems to PCs and laptops.



Mobilink is one of the few names in the industry, which have been synonymous with ITCN Asia since its inception and takes a keen interest in presenting its top-of-the-line voice and data offerings to the flocking guests at the trade fair. It was then no surprise that Pakistan's number one telco took part in this year's exhibition, too.



Mobilink, the first telco to offer tailor-made solution for businesses, made use of ITCN Asia 2015 to showcase and present its B2B solutions, along with a host of high-speed broadband and mobile banking products for consumers. The Mobilink Business arcade booth, where technical representatives of the company gave presentations on the Telco's various business friendly services, attracted a diverse range of companies that included SMEs, SOHOs and large enterprises.



Business owners and attendees showed keen interest in Mobilink's Voice plans and Enterprise Solutions. Technical experts gave live demonstrations of the GPS based Field Force Management solution product, instigating interest from the attendees. The experts also discussed the Campaign Management Tool and Smart Office, and how Mobilink contributes to businesses by offering a unique and unmatched user experience in terms of simplicity, visibility, and flexibility.



The arcade booth of Mobilink Business was the hallmark of Mobilink's presence at ITCN Asia 2015. With comfortable seating and all other amenities of a corporate setup in place, interested businesses were able to engage with technical solutions experts in insightful discussion in a relaxed and comfortable environment. Discussing their business needs, the experts were able to point out how Mobilink Business helps them achieve newer heights of growth and success.

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The aim of imposition 0.6 percent withholding tax on all banking transactions is pleased the IMF, WB and ADB and get loans and aids. Government imposed almost 50 different taxes except agriculture and pharmaceuticals industries. Although, the International Monetary Fund (IMF) has agreed to grant \$506 million loan to Pakistan out of package worth \$6.6 billion. The government has already slashed costly subsidies on electricity and sent out notices to 10,000 delinquent taxpayers as part of the conditions set by the IMF. Pakistan has one of the lowest taxes to GDP ratios in the world and the IMF wants it to do more to tackle rampant tax evasion by the wealthy elite.

The imposition of 0.6 percent withholding tax on all banking transactions is in fact a revenue generating measure and not necessarily one designed to widen the tax net. The objective of this levy is not necessarily aimed at bringing those outside the tax net into the tax net but to generate revenue to meet the government's expenditure requirements and to meet the deficit target agreed with the International Monetary Fund under the \$6.64 billion Extended Fund Facility. The people have withdrawn Rs 10 billion from banks so far, and the banks have no mechanism to identify the filers and non-filers.

The government has succeeded in broadening tax net through imposing 0.3 per cent withholding tax on banking transactions as about 36,000 new income tax returns have been filed from July to September 15.

According to Shahid Hussain Asad, Senior Member Policy Inland Revenue and official spokesperson for Federal Board of Revenue (FBR), about 36,000 people have tax returns since imposition of the withholding tax on banking transactions and number of tax filers would increase in future.

After the imposition of withholding tax, Rs 4 billion revenue was generating during July and August of current fiscal year 2015-16. The government had projected to generate Rs 35 billion from the withholding tax on banking transactions during entire current fiscal year.

However, business community has refused to accept the withholding tax and calling for protests till the cancellation of tax on banking transactions. Withholding tax would be restored to 0.6 percent from October 2015 from existing 0.3 percent as per agreement with the traders' bodies.

The traders and business community observed three nationwide strikes against the imposition of withholding tax (WHT) on banking transactions.

Several industrial and trade association have also announced their support for strike, including the All Pakistan Textile Processing Mills Association, Pakistan Industrial & Traders Associations Front, Pakistan Textile Exporters Association, All Pakistan Truck Trala Motors Association and All Pakistan Business Forum.

In a related development, All Pakistan Truck Trala Motors Association observed countrywide wheel-jam strike against withholding tax and Punjab services tax 16 per cent.

In the past, traders had observed a countrywide successful shutter-down during the Pakistan Muslim League-Nawaz (PML-N) government when it had introduced the General Sales Tax (GST) for the first time in late 1990s. This time again, the PML-N-led government's announcement has united the business community, traders and all trade bodies on a single-point agenda of withdrawal of imposition of WHT.

Due to the government decision, a parallel undocumented economy has started growing in the country. Banking transactions have registered a sharp decline, especially in commercial areas.

All eyes looked for any signs of cracks in the government's resolve to bring the traders into the tax net as wholesalers and retailers observed another successful countrywide strike against the withholding tax on banking transactions by non-taxpayers on September 10 last.

An impressive majority of traders kept their shutters down for the third time in a space of less than six weeks to put pressure on the government for the withdrawal of the tax that it says had been implemented to



## On the demand of IMF WHT on bank transactions just generate revenue

“The imposition of 0.6 percent withholding tax on all banking transactions is in fact a revenue generating measure and not necessarily one designed to widen the tax net”

encourage non-taxpayers to start filing their income tax returns.

Although demonstrations were organised in several cities, no incident of violence was reported.

The All Pakistan Anjuman-i-Tajran (APAT) has also announced its future plan to ramp up its protest campaign over the next several weeks after Eidul Azha unless the government withdrew the ‘unjust’ tax.

**Although, the International Monetary Fund (IMF) has agreed to grant \$506 million loan to Pakistan**

“The traders will enforce another complete countrywide strike on Oct 7, hold traders’ conventions, block all national highways and organise a long march on Islamabad to stage a sit-in on the Constitution Avenue in the second phase of the protest,” APAT general secretary Naeem Mir told a press conference in Lahore.

The traders are up in arms since the government announced in the budget extending the scope of the

withholding tax on cash withdrawals exceeding Rs50,000 per day to all banking transactions made through any financial instrument or account-to-account payments and doubling its rate to 0.6 per cent for the non-filers.

Mr Mir, who dubbed it as jagga tax (extortion), said majority of the markets and business centres in all major cities and towns of Punjab, Khyber Pakhtunkhwa and most parts of Sindh, Azad Kashmir and Gilgit-Baltistan remained closed.

“The traders across Pakistan have proved that they are united against the tax under the banner of APAT,” he said of the support extended by other groups of the Anjuman-i-Tajran.

Markets and business centres remained closed in Lahore, Rawalpindi, Multan, Bahawalpur, Rahim Yar Khan, Sahiwal, Sialkot, Okara, Vehari, Gujranwala, Wazirabad, Sheikhpura and Gujrat.

But the traders in Jhang and Mianwali kept themselves totally away from the strike call.

The government, however, so far remains unimpressed by the strikes and threats by the APAT leaders to close down highways and organise sit-in in the federal capital in the next phase of their protest campaign. ■



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Despite the development in the import of liquefied natural gas (LNG), the oil mafia is still creating hurdles in its import by offering bribes and is ready to pay a huge amount for not installing the LNG plants, Federal Minister of Petroleum and Natural Resources Shahid Khaqan Abbasi revealed in a press conference held in Islamabad recently.

"The oil mafia has offered bribes and pressurised me and other officials involved in LNG import which has further strengthened my commitment for the import," From the day one the mafia is trying to stall the LNG import process as it will deprive them of billion of rupees profit.

He informed the Oil and Gas Regulatory Authority is ready to announce the price for the imported LNG within one month as they have already collected the data from Pakistan State Oil (PSO). "Earlier OGRA was dysfunctional, therefore, the determination of the prices for the LNG was delayed but now the quorum is completed and its working on the price determination," he added.

For the last one and a half years, we are negotiation a sale-purchase agreement (SPA) with the Qatar government and now it's ready to sign, the minister said. "Today I am inviting, all those politicians and experts, who claim that they can get cheaper price for the LNG, to come and show us where to get the cheaper rates," the minister claimed. The international prices of LNG are ranging from 11.2-17.2 percent of Brent crude oil and Pakistan can get a deal less than 14 per cent of Brent.

The government is planning to establish more LNG terminals in future as we have huge demand of gas and within next three years Pakistan LNG import may reach 15 million tons per year, the minister informed.

Pakistan, an energy-hungry country is gradually increasing its reliance on imported LNG and is enjoying lowest rate on gas import Qatar and its price differential will save around 100 billion rupees of the economy.

"As our gas fields are depleting, and in future even in housing you will need imported gas. Only domestic based gas can compete with LNG. On annual basis, LNG is compatible with the prices of Iran-Pakistan (IP) and Turkmenistan-Afghanistan-Pakistan-India (TAPI) gas pipeline projects, the minister claimed, adding that in some cases it may be cheaper than these imported gas. In the face of depleting natural gas the only cheaper alternative is LNG and replacing diesel based power plants with LNG will save Rs 100 billion a year for national kitty, the minister maintained. "I assure you if today we converted all of our thermal power generation from diesel and furnace to LNG the country will save Rs 200 billion" he maintained.

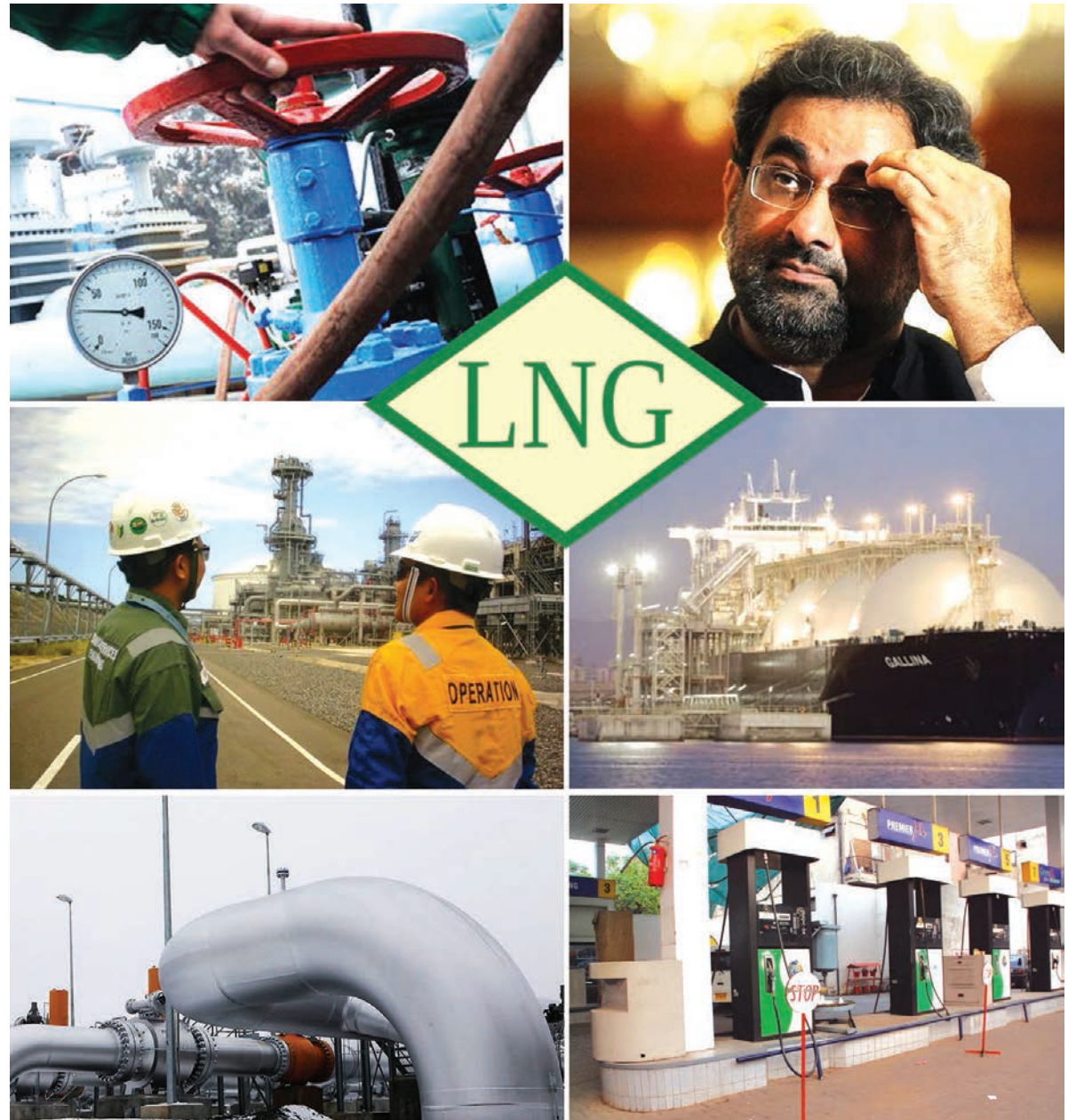
**Pakistan, an energy-hungry country is gradually increasing its reliance on imported LNG and is enjoying lowest rate on gas import Qatar and its price differential will save around 100 billion rupees of the economy**

"Two years ago the industry was at stand still as not enough gas was available for the fertilizers sector, power plants and CNG sector. Due to the import of LNG one fertilizer plant has been switched over to R-LNG while two more are ready to use the imported gas in their plants," Abbasi maintained.

Since March 26, 2015 when the LNG import started into the country, 10 ships have been imported so far and till March 26, 2016, we have to bring 15 more ships under the contract. However, if we increase the number of ships the tolling charges will reduce, so we target to import around total 30 ships this year.

The federal minister said that around 600 megawatts RLNG-based electricity has been added to the national grid. R-LNG-based power projects of

# Oil mafia creates hurdles in LNG import process



"The oil mafia has offered bribes and pressurised me and other officials involved in LNG import which has further strengthened my commitment for the import," From the day one the mafia is trying to stall the LNG import process as it will deprive them of billion of rupees profit."

3600 megawatts are in advance stages and will be able to start adding energy into the system by summer 2017. It is lowest cost energy and its efficiency will be 62.5 percent while the efficiency of the power plants operating on furnace oil is around 30 percent.

Regarding the contract for the LNG terminal, the minister said that the government gave the contract to the Engro Corporation after a bidding process to build a LNG terminal at Port Qasim. The company completed the project within 11 months after spending \$150 million as capital cost. It also took a floating storage re-gasification unit (FSRU) on lease which having the capacity to deliver 600 million cubic feet per day (MMCFD) of the commodity which will be injected into the system of Sui-Southern Gas Company (SSGC).

Former PPP government had made four attempts for LNG project with offering a tolling fee of \$1per MMBTU LNG supply contract but failed. The present government had set up LNG terminal in shortest time. "I am ready to face the National Accountability Bureau and any other agencies as I am neither a thief, nor afraid of any accountability. I will face investigation," he declared.

During past ten year different governments made at least five attempts to initiate LNG import but failed and PML-N government made it possible within 20 months, adding that the matter should not be politi-



cised. Abbasi said that the oil mafia was eager to create hurdles in LNG import as it would replace diesel and furnace oil-based power plants, which will save at least Rs 45 billion per annum for national kitty and a maximum Rs 100 billion. ■



message service to ensure the provision of healthy meat to consumers. The announcement comes after authorities discovered several butchers selling unhygienic meat.

Each animal carcass leaving the slaughter houses would be assigned a unique number. The butchers will have to display the tag number at their shops. Before buying meat, customers can text the number to the Livestock Department to verify whether the meat is hygienic or not.

Butchers operating from slaughter houses across Punjab are registered with the Livestock Department. They are allotted a specific number of animals for slaughter. The officials at the slaughter houses will send text the number of animals to be slaughtered by a specific butcher to the livestock department's database and will get a virtual system-generated code for each carcass.

Pakistan has been stormed by corruption in every sector and being a developing country it has been affected by it adversely. With our national dilemma of being unable to eradicate polio virus, or widespread of dengue virus in 2011, it has been necessary for government to ensure sustainable plans to tackle with such problems successfully. The inefficiency cannot be solely blamed on government's neglect or lack of resources but also on workers' neglect towards their work.

So in the aftermath of chronic absenteeism that has been exhibited by the work force of country at cloud-breaking levels, Pakistan Information Technology Board (PITB) with technical assistance from World Bank has been undertaking various projects, for public sectors to guarantee efficient monitoring

# Govt affairs to be monitored through smartphones

“In a meeting with VP Google South Asia and Southeast Asia Rajan Anandan, CM Punjab asked for collaboration for the development of information technology (IT) in various sectors. He emphasized this as top priority of the Punjab Government”

Chief Minister Punjab Shahbaz Sahrif has announced in future all government affairs will be held through smartphones. In a meeting with VP Google South Asia and Southeast Asia Rajan Anandan, CM Punjab asked for collaboration for the development of information technology (IT) in various sectors. He emphasized this as top priority of the Punjab Government.

He further elaborated on Safe City project for monitoring crime and peace. The Lahore Knowledge Park is the next milestone to be fulfilled as well. Apart from this, the CM meeting with Google Asia-Pacific Public Policy and Government Affairs Director Ann Lavin unleashed that a system has already been in the development phase to monitor public affairs via smartphones. Also, the Citizen Feedback monitoring system will make sure that citizens get the best services. Google has already worked esp. on aspects like culture and the CM further stresses on enhancing collaboration with the multinational technology company.

Smart monitoring through smartphone apps has been the principal tool to gather data of services delivery along with geo-tagged pictographic proofs.

In Pakistan first time meat quality verification check through SMS 9211 service launched for Punjab but in phase one this service is available in Lahore only through this service you can get information of meat quality because on every meat one barcode is available that is stamped by Punjab Livestock Department. This system is very easy because through one SMS you can get details about meat quality. In Pakistan low quality meat sale is a very big issue for people and you have information maximum butcher is providing low quality meat. This is

fact meat buyer have not any service that is providing meat condition and quality detail but do not worried today you can get details about meat quality before purchasing. According to Punjab livestock on every meat one barcode is mention by Punjab livestock team, through that barcode livestock department is giving surety this meat is Halal with A quality. In a case before meat buying if you are not finding livestock barcode on meat then just avail this service. Just call on 08000-9211 and if you will find meat barcode then just type that barcode in new message and send to 9211 after this message you



will receive one message through Punjab Livestock department, in that message meat quality and meat condition detail is define for your satisfaction. In a case you will not receive any rely or alarming message like be careful then do not purchase that meat and send your complain through call on 08000-9211. This barcode will only be valid for 12 hours and after its expiry the barcode will not be used again on any other animal.

Livestock Department introduced a new text

of workers' activities. One such initiative is The Monitoring Monitors Program funded by World Bank Innovation Fund Grant and run by Punjab Health Sector Reform Program. This enables the government to inspect, collect and analyze data in real time. For example employees are asked to self-capture photos and geo tag them to verify their pres-

**Smart monitoring through smartphone apps has been the principal tool to gather data of services delivery along with geo-tagged pictographic proofs**

ence where demanded and required. In accordance with this program, Punjab Government was able to minimize contraction of dengue virus. As per World Bank; compared to 2011, when 21000 cases were reported, in 2012 only 255 people were affected by the virus in a city of 10 million.

Other than this, there are many services that are under development to improve citizens' lives and build a strong citizen-state relationship such as Citizen Feedback Model and many more.

“World Bank has praised these initiatives by Punjab Government, as Jim Yon Kim at World Bank's Daylight Dialogue in Philippines stated Punjab's smartphone work as one of three global examples of good governance innovations.”

With such reforms seeing daylight, we can today foresee a fast developing Pakistan where corruption will be minimal and useful output will be maximal. ■

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# Modern tech helps rare growth of e-banking

“The country has witnessed a huge surge in retail banking transactions over last few years with automated teller machine (ATM) cards accounting for 64 percent of entire e-banking transactions in terms of volume during 2014-15”

A surge in adoption of modern technologies in the country during last few years have assisted a phenomenal growth in e-banking which registered a 100 percent volume-wise increase from 235 million to 470 million transactions. The value of e-banking transactions has also witnessed 62 percent increase from Rs. 22.1 trillion to Rs.35.8 trillion from fiscal year 2010-11 to 2014-15.

The country has witnessed a huge surge in retail banking transactions over last few years with automated teller machine (ATM) cards accounting for 64 percent of entire e-banking transactions in terms of volume during 2014-15.

Real Time Online Banking (RTOB) or transactions carried out by banks core system remained second in terms of volume with 24 percent of total transactions carried out by retail banking.

The statistics of State Bank of Pakistan (SBP) about last fiscal year have revealed that Point of Sale (POS) transactions stood at 7 percent of total transactions while Internet banking transactions increased to 4 percent of all retail banking transactions. Last year alone has witnessed a growth rate of 16 percent and over 6 percent in volume and value respectively.

With regard to retail banking statistics, it showed that there are currently 11,937 branches of 35 commercial banks, operating across the country, out of which 11,315 branches are online branches.

The total number of ATMs installed across the country has now reached 9,597 and it includes both On-site (at branch) and Off-site (away from branch) ATMs.

As of Year 2014-15, there are 28 banks offering ATM services in Pakistan. ATMs per 100,000 population have increased from 4.5 to 5 in 2014-15. There are 6 banks managing POS services in Pakistan.

In 2014-15, the number of POS machines has increased by 20 percent reaching to 41,183 as compared to 2013-14.

Similarly, the number of debit cards has crossed 25 million at year end 2014-15 with 91 percent share in total number of plastic cards. Number of credit cards has reached to 1.4 million at year end 2014-15 whereas ATM Only cards are just over 0.9 million.

The ATM transactions during 2014-15 were recorded at 300 million, valuing around Rs. 3.2 tril-

lion, up from 250 million transactions of Rs. 2.7 trillion during same duration last year, showing a growth rate of 16 percent in volume and 21 percent in value.

Cash withdrawal remained the major contributor for ATM transactions over the year contributing around 96 percent in volume and 83 percent in value.

Utility bill payments have shown a significant increase both in volume and value whereby the volume has increased by 39 percent from 626,000 to 869,000 while value has increased by 79 percent from Rs.1,641 million to Rs.2,934 million as compared to 2013-14.

During Quarter-4 of 2014-15, 84.2 million transactions amounting to Rs. 892.6 billion were executed through ATM network, showing an increase of 14 percent in volume and 11 percent in value as compared to Q-3 of 2013-14.

Moreover, the volume of POS transactions during 2014-15 reached over 32 million, amounting to Rs. 171 billion, depicting a growth rate of 32 percent in volume and 38 percent in value as compared to previous year. During Q-4 of 2014-15, approximately 9.1 million transactions amounting to Rs. 47.1 billion were executed through POS machines, showing an increase of 20 percent in volume and 17 percent in value as compared to third quarter of 2014-15.

## Cash withdrawal remained the major contributor for ATM transactions over the year contributing around 96 percent in volume and 83 percent in value

Regarding Internet banking, the statistics showed that during 2014-15, its volume increased by 3 percent and transaction value increased by 18 percent, reaching 798 billion as compared to 2013-14.

During Q-4 of 2014-15, approximately 4.5 million transactions amounting to Rs. 219.50 Billion were executed through Internet Banking, showing an increase of 11 percent in volume and 10 percent in value as compared to Q-3 of 2013-14.

The number of users of Internet Banking increased by 23 percent, reaching over 1.8 million as compared to previous year.

Similarly, during 2014-15, the volume of Mobile Banking transactions showed a slight decline reaching to 6.14 million from 6.16 million. However, the value increased by 59 percent reaching Rs.107 billion as compared to 2013-14.

During 2014-15, the largest share in Mobile Banking in terms of volume was of Utility Bills Payment which is 52 percent while in terms of value, the largest share has been contributed by third party Account to Account Funds Transfer having 53 percent share.



As compared to 2013-14, Mobile Banking Registered users have increased by 36 percent, reaching to 2.27 million by end of 2014-15. During Q-4 of 2014-15, 1.47 million transactions amounting to Rs. 32 billion were executed through Mobile Banking, showing an increase of 14 percent in volume 16 percent in value as compared to Q-3 of 2013-14. This data includes conventional banking transactions carried through mobile phones and does not include branchless banking data.

Moreover, during 2014-15, the volume of Paper Based transactions reached 361.56 million. In terms of value, these transactions have increased by 10 percent from 115.16 trillion in 2013-14 to 127.16 trillion last year. Paper Based transactions are approximately 34 percent of total retail payments.

During Q-4 of 2014-15, approximately 92.5 million transactions amounting to Rs. 34.6 trillion were executed, using paper instruments and showing an increase of 8 percent in volume and 18 percent in value as compared to Q-3 of 2014-15. ■



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# Haier vision & mission innovation in the IT industry

# Haier

**ZEESHAN QURESHI**  
Country Head  
Haier Mobile & IT



“Flare panel talks to Country Head, Haier Mobile & IT, Zeeshan Qureshi who says at Haier we believe in inspiring innovation for a better world. Our great team work tirelessly solving real world issues and creating valuable products and services that connect not only Pakistan but the world on all levels. We evolve continuously to keep serving our customers better”

**Flare: What is your greatest strength?**

**Zeeshan:** My greatest strength is my work ethic; I believe great products and innovation require dedication not just of an individual but also by the team. On a personal level work ethics led me to gain valuable experience in sales, marketing and team management.

**Flare: What are the most important decisions that you face daily as a leader in your organization?**

The most important decisions that I make as a leader revolve around the teams I lead at Haier Mobile & IT, placing the right people for the right job is always the difference between a great product and a product that fails, but overall the decisions that I take are always in line with our mission and values at Haier Mobile.

**Flare: Continuing from the last question you mentioned Haier mission and vision can you tell us more?**

**Zeeshan:** Haier vision and mission is one for the future, innovation in the IT industry happens in a blink on an eye, At Haier we believe in Inspiring innovation for a better world. Our great team work tirelessly solving real world issues and creating valuable products and services that connect not only Pakistan but the world on all levels. We evolve continuously to keep serving our customers better.

**Flare: Give a brief review about Haier Mobile smart phones and tablets?**

**Zeeshan:** In Short, Haier Mobile product range was crafted to perfection. Wide range consisting of Klassic, Pursuit and Esteem was established

**Haier Mobile has already made a big impact on the market, and if we continue meeting our potential we will be one of the leading players in the Smartphone industry in Pakistan**

after an extensive research to cater to each and every segment seamlessly. Klassic is our feature phone series, Pursuit caters to mid-range smart phones whereas the Esteem series targets the high end market for smart phones.

**Flare: How do you see Haier Mobile in 5 years down the road?**

**Zeeshan:** I believe Haier Mobile has already made a big impact on the market, and if we continue meeting our potential we will be one of the leading players in the Smartphone industry in Pakistan, we want our products to be accessible to everyone from all walks of life, Our innovative thinking and ideas along with great products will ensure that we lead the market of the future





by providing amazing products and a affordable price tag.

**Flare: What is a leader's best asset?**

**Zeeshan:** Personally I believe teams are the essence of any leader. Having a strong and experienced team always leads to amazing products and at Haier our main focus is getting great products to our customers and our team works tirelessly to make this a reality.

**Flare: Where do your organization's best ideas come from?**

**Zeeshan:** Honestly our best ideas come from inspiration we get from our valued customers, building inspiring products involves paying attention to all details from size of the phone that comfortably fits in your hand to the processor that can run multiple applications, and because we pay attention to all details, great ideas and solutions always follow.

**Flare: What makes Haier Mobile smartphones different from the other devices available in the market?**

**Zeeshan:** Haier Mobile smartphones offers its users great value for money along with that Haier Mobile & IT offers an added benefit of Haier Protect + which provides accidental damage protection, accidental water spillage and theft protection.

Last but not the least Haier Mobile's "United we go higher" campaign where 20 lucky winners get a chance to meet and greet with Manchester United football team. Free games by Gameloft are also added on all our devices which ensure that customers are well entertained. With such giveaway's Haier Mobile is already a trend setter in the handset arena.

**Flare: Can you please tell us about the project to supply 200,000 deserving students with laptops in collaboration with HEC?**

**Zeeshan:** Haier Mobile & IT is an innovative forward thinking company; with that in mind we have setup a plant in Lahore, First time in the history of our nation. We will be assembling laptops in Pakistan. Haier Mobile & IT is a leading

company in technology with social responsibilities and keeping that in mind this great initiative has created hundreds of jobs locally, and in the near future we will have a pool of highly trained local IT professionals taking Pakistan to cutting edge of technology.

**Flare: Last question relates to something we love and follow as a nation "Cricket" After the recently concluded Haier Super8 T20 cup, what does Haier Mobile & IT has in store for the cricket fans in the future?**

**Zeeshan:** At Haier Mobile & IT we love promoting not only cricket but also the players. Haier Super 8 cup was a great chance for players to showcase their talents on a nationally televised event.

Haier Mobile & IT will also be sponsoring the upcoming Pakistan VS England Series with the same zest and excitement, so make sure you guys tune in and enjoy two equally talented teams battle it out for the trophy in all 3 formats of the game. ■

# Ufone, Telenor attain USF contracts worth Rs. 8.76 billion



President & CEO Ufone Abdul Aziz and CEO USF Faisal Sattar signing agreement to provide telephony and data services. Finance Minister Ishaq Dar and Minister for IT, Anusha Rehman witnessing contract signing ceremony

“Contract signing ceremony of USF with Ufone and Telenor was held in Islamabad and was witnessed by Finance Minister Ishaq Dar and Minister of State for IT & Telecom Anusha Rahman.”

Universal Service Fund (USF) entered into contracts worth Rs 8.76 billion with Ufone and Telenor to provide basic telephone and data services to people in the yet un-served areas of Shangla, Zhob and Sibi lots.

Rs 1.95 billion would be spent in Shangla lot, which comprises Swat, Shangla and Buner districts, Rs.3.61 billion in Zhob lot, which consists of Musakhel, Zhob and Sherani districts, while Rs. 3.2 billion would be spent in Sibi lot, which consists of Barkhan, Sibi, Killa Saifullah and Loralai districts.

to ensure connectivity between all areas of the country through road network and now we are striving for IT/telecom connectivity.

He said it is also Prime Minister's desire to pursue sound and equitable economic policies that can help Pakistan tread on the path of sustainable economic development. In order to achieve this, support to Ministry of IT is being provided in all its initiatives.

**Faisal Sattar, CEO, USF signed contracts of Shangla and Zhob with Deputy CEO, Telenor, Irfan Wahab Khan and contract of Sibi with Abdul Aziz, President & CEO, Ufone**

The Finance Minister said that with dedicated efforts we have brought the country back on the international economic horizon.

The Minister on this occasion reiterated the government's resolve to bridge the gap between demand and supply of energy by December 2017.

Minister Dar appreciated Ministry of IT and USF for their efforts and congratulated them on their achievements. He also said that consistent economic policies had helped transform Pakistan into an attractive destination for foreign investment. He urged telecom companies to invest in the country and increase their participation in projects based on public-private partnership just like the projects executed today. Finance Minister also urged the Ministry of IT on the occasion to take steps for auction of the remaining two 3G-4G licenses.

Minister for IT, Anusha Rahman in her address was of the view that the rural telephony projects carry state of the art telecom services including 3G and broadband to far-flung, underserved areas at a rapid pace and bring them in parity with urban areas of the country. The three contracts signed today, she said are part of overall policy decision of Prime Minister Nawaz Sharif for providing rural telephony services to underserved and un-served areas.

Earlier, while highlighting the project related details, CEO USF, Faisal Sattar informed that through the Rural Telecom Project in Shangla lot,



Minister of State for IT & Telecom, Anusha Rahman presenting a souvenir to Finance Minister Ishaq Dar at contract signing ceremony of USF

Contract signing ceremony of USF with Ufone and Telenor was held in Islamabad and was witnessed by Finance Minister Ishaq Dar and Minister of State for IT & Telecom Anusha Rahman.

Faisal Sattar, CEO, USF signed contracts of Shangla and Zhob with Deputy CEO, Telenor, Irfan Wahab Khan and contract of Sibi with Abdul Aziz, President & CEO, Ufone.

Speaking on the occasion Finance Minister Ishaq Dar said it was vision of the prime minister



Minister of State for IT & Telecom, Anusha Rahman addressing at contract signing ceremony of USF

an un-served population of more than 0.8 million people in 154 villages will benefit from the project, in Zhob lot, an un-served population of more than 0.4 million people residing in 330 muzas and in Sibi lot an un-served population of almost 0.5 million in 505 muzas will benefit from the services.

Parliamentarians, CEOs of telecom companies, government departments, secretaries, diplomats and notable IT & Telecom professionals attended the event. ■



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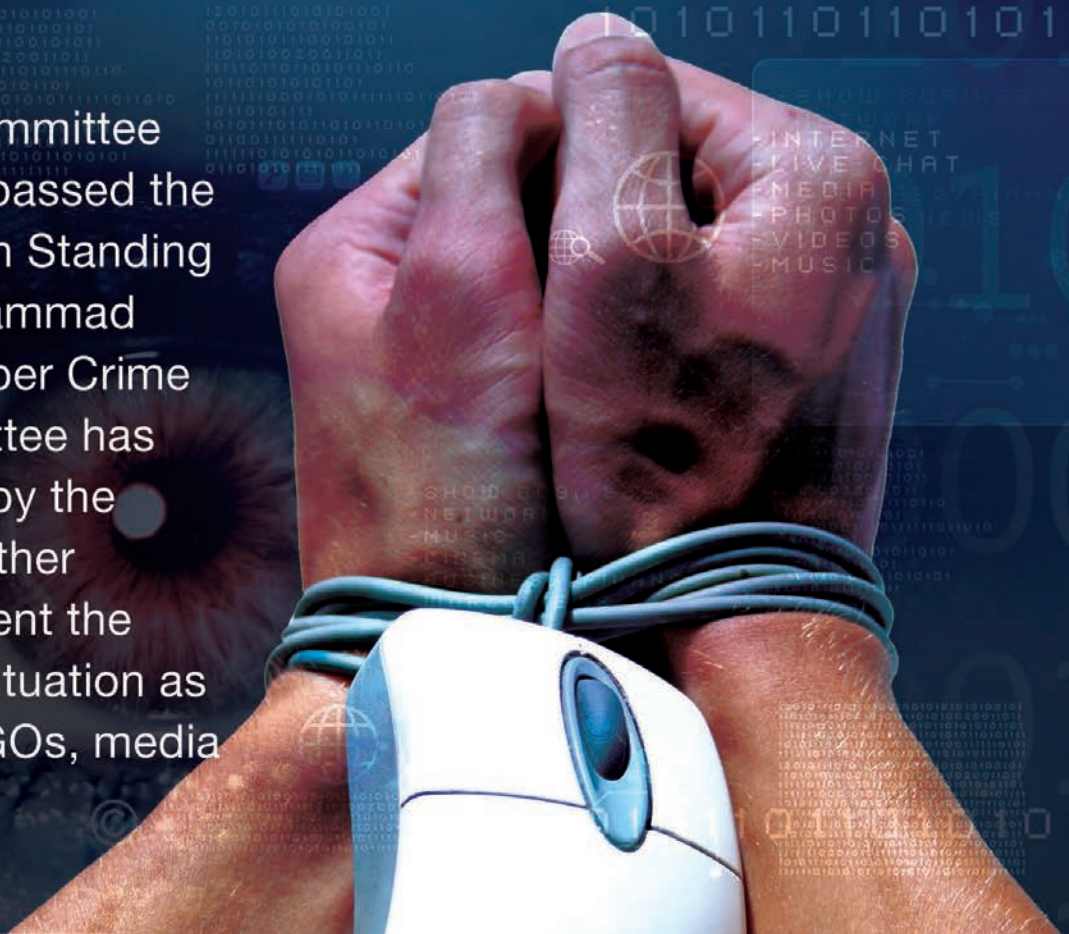
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# CYBER CRIME BILL NOW BALL IN NA COURT

National Assembly Standing Committee on Information Technology has passed the Cyber Crime Bill 2015. Chairman Standing Committee Captain (Retd) Mohammad Safdar forcefully cleared the Cyber Crime Bill and claimed that the committee has removed 205 objections raised by the public. The question is that whether PML-N government will implement the Cyber Crime Bill in this critical situation as it faced strong criticism from NGOs, media men, internet service providers companies and general public.



Almost elapsed of eight years, the government did not implement Cyber Crime Bill in the country. The controversial bill was passed by the committee after a sub-committee gave its input on the bill and presented it before the standing committee.

However, the fact is that the approved bill brought no changes and is as it was when put on hold by the ministry of IT to get public opinion.

According to Chairman, new amendments proposed in the bill are aimed at making the bill compatible with anti-terrorism and anti-money laundering laws.

As mentioned before, there's almost no change in the bill since it was shelved and was put on hold after severe criticism and it was said that bill will be represented after incorporating public input and proposals from the general public.

Standing committee made following changes in the bill that was approved:

- Minor age is now 13 years instead of 10
- ISPs exclude cafes and places which provide internet. Previously internet cafes and even WiFi hotspot providers were termed as ISPs and were bound to keep usage data and logs for one year before discarding them.
- Cyber stalking punishment reduced to 1 year, previously it was 2 years.
- Rest of the bill is all same

In the draft another section added as the persons involved in selling or dealing in illegal mobile SIMs will get a penalty of two years imprisonment.

Approved bill by Standing Committee proposes a maximum punishment of 14 years in prison and Rs 50 million fine for cyber terrorism and as young as a 13 year old can be jailed for committing cyber crime.

The proposed bill criminalised minor activities such as sending text messages without the receiver's consent or criticising government actions on the social media punishable with fines and long-term imprisonments.

The Pakistan Peoples Party (PPP) and the Pakistan Tehreek-e-Insaf (PTI) have drawn parallel drafts to force the ruling Pakistan Muslim League-Nawaz (PML-N) into removing certain 'contentious' clauses from the cybercrimes bill approved by the National Assembly Standing Committee on Information Technology and Telecommunication.

## In the draft another section added the persons involved in selling or dealing in illegal mobile SIMs will get a penalty of two years imprisonment

"We have serious reservations over [the bill] in its present form and are tabling a set of amendments in the NA," said Dr Shireen Mazari, the PTI's whip in the lower house of parliament.

PPP MNA Shazia Marri said: "We have already raised objections over the process [as] the panel did not complete the due process and the bill was rushed through."

Nauman Sheikh, another MNA from the party, said: "It was decided that deliberations would be carried out with the main committee, but we were not provided copies of the draft before the bill was approved."

The committee hastily wrapped up its work without holding consultations beyond those that took place behind closed doors.

Lawmakers from the Muttahida Qaumi Movement (MQM) had also voiced their concerns over the bill before they resigned from the house.

An official of the information ministry said the Prevention of Electronic Crimes Bill 2015 was the brainchild of Prime Minister Nawaz Sharif's two non-elected key advisers - Advocate Khawaja Zaheer Ahmed and Barrister Zafarullah Khan - who played an important role in getting the bill approved from the committee.

Another IT official claimed that the duo also attended almost all the hearings of the relevant committees to ensure restriction on public hearings and media coverage.

A Parliament House official said Sadiq was in favour of an open hearing on the controversial bill before presenting it to the house for voting.

PML-N lawmakers opposed expanding the consultation process to the public and decided to refer the matter to a sub-committee, which refused to invite the stakeholders, the public and the media to the hearings.

Marri raised objections over the process and suggested that an open hearing be convened. She also proposed some amendments.

PML-N MNA Awais Leghari claimed that the government had obtained maximum input on the bill. He complained about the media's investigative coverage of the proceedings and termed them 'unethical'.

Marri said the process was completed in unnecessary haste, adding that she had written to the IT committee suggesting amendments in the draft.

The civil society has already filed a public petition in



Senate, terming the bill in its current form 'against basic human rights'.

Though the government has passed prevention of Electronic Crime Act 2015 but before this draft, Government of Pakistan passed cyber crime ordinances ETO 2002 & PECO 2007 but the facts shows that previous law not fully implemented.

There are many flaws to implement to cyber crime law and how it is possible to implement?

#### REASONS OF POOR CYBER LAWS ENFORCEMENT:

- Lack of computer literacy
- Lack of cyber world knowledge in judiciary
- Detection of cyber crimes
- Process of investigation of cyber crime
- Legislation process of cyber crimes
- Unidentified jurisdiction

#### LACK OF COMPUTER LITERACY:

If we have look around the causes of poor enforcement of compliance of law & order of cyber related issues, the major reason that must be observed will be "lack of computer knowledge". Obviously, how nations can make a way into in the global village without having sound computer literacy? It means, knowledge about computer and computer related devices, tools, techniques, technologies are compulsory to be the part of cyber world as well as important to understand the things related to enforcement of cyber law & order. As far as concern Pakistan, there is no solid arrangement has been made yet for this except to launch few computer courses at SSC level. It is also distinguished that in order to achieve high points towards the enforcement of cyber laws; the changes needs to be deployed at gross-root level. So that in next 5 to 10 years the desired results can

be meet and the changes can be reflect.

#### LACK OF CYBER WORLD KNOWLEDGE IN JUDICIARY:

For hearing cyber related cases, the existence of separate special courts are required to manage and monitor the cases well. The blackness of computing and internet computing knowledge in judiciary is the big reason for resolution of cases, as for as concern the personnel



those involved in trial of cyber case. It is being noted that the judiciary has insufficient knowledge that is the resistance for resolution of the case throughout.

#### DETECTION OF CYBER CRIMES:

Detection of cyber-crime is important process in terms of rectification of case. It is also being considered as 1st step to have good and solid enquiry. With respect to enforcement of cyber laws, there is no such technologies arethere for investigations. Especially the law en-

forcement agencies are equipped with neither the computer education nor latest tools and technology to find the committed crime from cyber domain.

#### PROCESS OF INVESTIGATION OF CYBER CRIMES:

The term investigation is directly interlinked with detection. Both are used to find the committed crime as well as to find out the ways for which said crime has been done. The investigation agencies for cyber-crimes need to have access all related entities through which they can have reached to the blameworthy people.

#### LEGISLATION PROCESS OF CYBER CRIMES:

Legislation for the laws to be implemented is the big problem being faced since Pakistan exists in the world. As per constitution of Pakistan, All the legislation will be done in parliament. The members of the parliament are the responsible for legislation of any law.

Though, there were „graduate“ but all were failed to produce the legislation for cyber-crimes except they have made the ETO (Electronic Transaction Ordinance) in 2002 and PECO (Prevention of Electronic Crimes Ordinance) and now Electronic Crimes Act 2015. Keeping in view the literacy rate for computer knowledge and technology related education in the judiciary, lawyers and law enforcement agencies; is the obstacle to build an IT Act for Pakistan.

#### UNIDENTIFIED JURISDICTION:

Although the ETO, PECO is being implemented but Jurisdiction identification is also the big problem to deal with the cyber related cases. Due less knowledge of technology, the traditional courts are in conflict to separate the cyber related cases from civil and criminal cases. Then how identified the jurisdiction of Electronic Crimes Act 2015? ■

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# Samsung opens another "Experience Zone" in Lahore



MD Samsung inaugurated the Experience Zone and spent time at the venue, conversing with the visitors and explaining to them wonders of different Samsung's quality products.



Samsung Pakistan has opened another "Experience Zone" in the Fortress Square Mall, Lahore recently. Managing Director, Samsung, J.H. Lee inaugurated the Experience Zone and spent time at the venue, conversing with the visitors and explaining to them wonders of different Samsung's quality products. At the opening ceremony, different fun activities were also conducted to engage the visitors and two winners got Samsung mobile phones.

Samsung has opened "Experience Zone" outlets all across Pakistan to deliver Samsung's finest products to its valued customers. Experience Zone Outlets are fully equipped with useful Samsung products and the attendants are also trained to convey to the customers, all the necessary information related to Samsung devices.

Samsung is fully committed to providing such devices to its customers who are extraordinarily equipped with latest technologies to make the user's routines easier."





# Take control of your smartphones with "Do Not Disturb" setting



“Android users with phones running Lollipop 5.0 or later come with a feature called Do Not Disturb, accessed through the phone’s device settings > sounds and notifications”

**W**hether it’s a text from a wrong number in the middle of the night or a call that comes in during a meeting, our indispensable smartphones have a way of intruding at exactly the wrong time. Wouldn’t it be great if your smartphone were smart enough to know what you were doing? With the right apps, it can feel as though it does. Here’s how to make your smartphone smarter.

#### Apps that let you sleep

When you want to get some shut-eye, the last thing you want is an unwanted call. Try an app that ensures you won’t be disturbed during hours you set.

For Apple devices, there’s a Do Not Disturb feature built right into iOS 8. Simply schedule the hours you don’t want to be disturbed and you won’t hear a peep (except your alarm; that will always sound). You can allow calls from specific people regardless of the hour and enable calls to ring through if there’s a second call from the same person within three minutes.

Android users with phones running Lollipop 5.0 or later come with a feature called Do Not Disturb, accessed through the phone’s device settings > sounds

and notifications. With Do Not Disturb, you can schedule hours when you won’t accept calls or notifications and allow specific contacts to reach you any time.

Windows Phone users get all of the controls of iOS and Android Do Not Disturb through Cortana’s

**When you want to get some shut-eye, the last thing you want is an unwanted call. Try an app that ensures you won’t be disturbed during hours you set**

Notebook, which you can find by selecting search to access Cortana and selecting Cortana’s Notebook > Quiet hours. Plus, you can adjust your quiet hours based on days of the week — a huge bonus for anyone who enjoys sleeping in on the weekends.

#### Apps that keep your meetings free of interruptions

Want to ensure you’re not interrupted during im-

portant meetings? Set your phone to automatically go into silent mode whenever you have a meeting scheduled — or if you only need quiet occasionally, use an app that lets you hit a silence button that times out after a predetermined time. Never again will you forget to turn your ringer back on.

For iOS devices, I like the SilentAlarm app (\$4.99 on iTunes). When you switch off the ringer, you can set the app to remind you after a predetermined amount of time that your ringer is off, instead of automatically coming out of silent mode. The app also reminds you when you leave a location where you usually mute your phone — think the gym, movie theater or church — or arrive somewhere that you want your ringer on, like work. If you’re just looking for an app to silence your ringer while you’re in meetings, try AutoSilent (\$2.99 on iTunes). You can manually select which meetings to silence, or silence them all.

Silence Premium Do Not Disturb (\$2.50 on Google Play) is the best stand-alone app for Android devices. It lets you silence your phone based on your calendar entries, selecting all or just those you select as busy. Set a mute timer if you find yourself in an impromptu meeting. And when you’re in silent mode, you can have an auto-responder send text to select contacts to let callers know you’re in a meeting.

For Windows Phone 8.1 and higher, you can use Cortana’s Notebook’s Quiet Hours to turn off notifications whenever you have a meeting scheduled. Plus, you can choose which calendars meetings are quiet. For instance, you might set up a family calendar for event like your child’s basketball practice, when you wouldn’t mind getting texts or calls.

#### Apps that help you keep your eyes on the road

The easiest way to avoid distractions while driving is to block your calls and texts. If you don’t want to turn your ringer off, you can load an app that will auto-respond to calls with a text message that says you’re driving. Or if you really need to attend to incoming messages, you can get an app that will read them to you, so you don’t have to take your eyes off the road.

Apple doesn’t let developers design text auto-responders for its iTunes market. So your choices are to turn off the ringer and notifications with an app like SilentAlarm app (\$4.99 on iTunes) or have your text messages read to you by Siri when you hear them come in. Just press and hold the home button to activate the microphone (you’ll hear a beep), and say “read text message” to hear any new messages.

For Android devices, there are a couple of good app-only options. The most basic is VeloCT (free on Google Play), a text auto-responder that automatically turns on when your phone senses that you’re driving. You get to set the speed at which the app kicks in. If you’re looking for something a little more sophisticated, the Agent app (free on Google Play) gives you a few more choices. Calls and text messages get an automatic text response, but text messages are read to you as they come in. One drawback is that the Drive mode for Agent kicks in only when your phone is paired via Bluetooth with your car, although the developer promises a speed-based trigger is coming very soon.



Windows Phone 8 and higher devices have a driving mode built in. Like Agent for Android, it requires you to connect your phone to your car or a Bluetooth headset to turn on automatically. From there, you can choose to ignore calls and/or texts and auto-send text replies. ■

# Selfie sticks trend reached in Pakistan



Participants take a photo with a smartphone on a selfie stick before the "Mrs Universe 2015" contest

The selfie sticks trend has reached in Pakistan after travelling worldwide as boy used selfie stick to capture scenic view from the picnic spot Daman-e-Koh during the Eid-ul-Azha holidays. In Kolkata, a Muslim man uses a selfie stick to take pictures after offered Eid prayers. The prices of selfie sticks start from Rs 500 to 10,000 as per its quality and functions. The use of a stick to hold a camera at a distance for a self-portrait is not a new phenomenon, but the popularity of the new breed of extendable selfie stick has exploded over the past two years. Multiple companies are producing varied versions of the device, tailored mostly to smartphone users. These sometimes-unwieldy extenders have been labeled as nuisances by some, especially in crowded public spaces, and have been banned in many museums, stadiums, and theme parks. Collected here are recent images of selfie sticks in use around the world, from high in the sky above China to the shores of Greece and beyond.



A Chinese tourist uses a 'selfie' stick to take a photo in front of the entrance of the venue for the 72nd Venice Film Festival in Venice, Italy



A Muslim pilgrim uses a selfie stick to take pictures atop Mount Thor in the holy city of Makkah



Women wearing hairpins take their selfie in Beijing, China.



A boy uses selfie stick to capture the scenic view from the picnic spot Daman-e-Koh in Islamabad.



A man uses a selfie stick to take pictures after offering Eid al-Azha prayers in Kolkata

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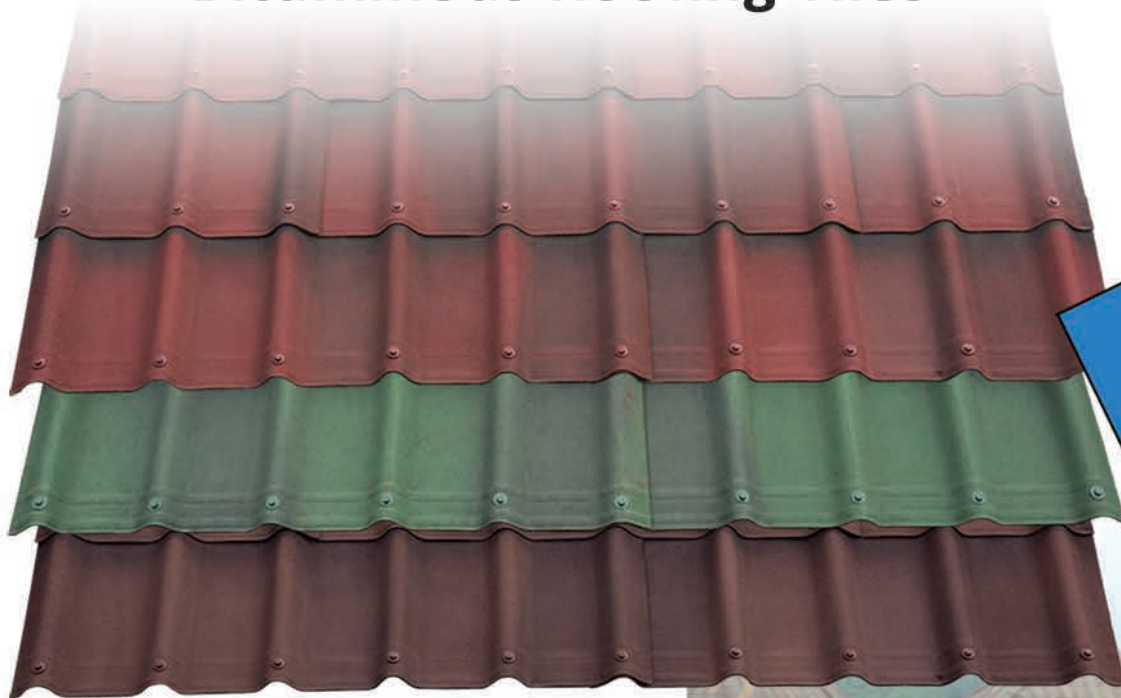
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- LIGHT WEIGHT
- RESISTANCE TO UV RAYS
- RESISTANCE TO HIGH AND LOW TEMPERATURE
- BIOLOGICAL & CHEMICAL CHARACTERISTICS
- NO ASBESTOS



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

At an event at the company's Silicon Valley headquarters recently, Facebook said that 45 million small businesses worldwide are now using Pages as their digital storefronts. Facebook wants to make it even easier for you to find businesses, and for businesses to serve you, all within its app. "Our mission is to help connect everyone in the world. Businesses often depend on connecting," says Facebook chief operating officer Sheryl Sandberg. "That's where Facebook comes in. If you can set up a Facebook profile, you can set up a Page."

To get more businesses and their customers using Pages, the company launched new updates to make Pages more expansive and mobile-friendly while also helping businesses better connect via messages. Pages can now feature industry-specific sections, meaning a salon could include a menu of the services offered, or a clothing store could include a list of clothes.

Pages will also now prominently feature the option for customers to call, message, or contact businesses directly. Businesses that respond promptly to customer messages will be rewarded with a public badge that says, for example, "very responsive to messages." Companies can also now save replies that they use frequently and will also have the chance to choose how to reply to you. If you post angrily on a Page's feed, the company can choose to respond to you in a private message.

Being able to find a service is also an important part of connecting with businesses. Facebook also says it's working with the search team so that one day you may be able to search for, say, a plumber near you. The crux of these new updates comes down to the increasing power of your phone. As more and more users gravitate to mobile, businesses are hoping to reach users where they are. But according to a recent Forrester study, 85 percent of time spent on smartphones happens within apps, not web pages. That's a problem not just for small businesses but larger businesses, too, says Benji Shomair, Facebook's product marketing director for Pages. Apps are difficult and expensive to build—plus most users wouldn't want, say, a company-specific app anyway.

That's where Facebook comes in. Facebook wants its Pages to act as everyone's digital mall, a place where any small business can create a Page to reach you, share its services, or eventually offer you the chance to shop. "It's critical for businesses to be found on mobile," Shomair says. "On mobile in particular, this is a challenge. Why not be where people are already spending their time?"



That place, of course, is Facebook. As we wrote earlier this year, Facebook wants to create an ecosystem of possible activities that effectively mimics real life, all within its app or bundle of apps. If you want to chat with friends, read the news, or find sneakers in your size, Facebook wants you to do it in Facebook. Facebook wants Facebook to be your world.

Meanwhile, Facebook wants its ads to sell you stuff directly so you never have to click away to another app or site. Until now, Facebook was testing a Buy Button that does that with just a few selected test merchants, but now its opening it up to more retailers on Shopify's ecommerce platform.

That's a big step towards the Buy Button becoming available to everyone, which could boost sale conversion rates for sellers, speed up purchasing for shopping, and keep Facebook's users bouncing around inside its walled garden. The Buy Button could also

# 45 million small businesses using Facebook pages



"To get more businesses and their customers using Pages, the company launched new updates to make Pages more expansive and mobile-friendly while also helping businesses better connect via messages"

help Facebook compete for ecommerce ad dollars with Pinterest, which just launched its own Buyable Pins that also allows in-line transactions, and Google, which plans to offer something similar within its ads.

The Buy Button can show up in Facebook Page Posts and Promoted Post ads run by Shopify merchants, so they can either share them organically or pay for more reach. Rather than clicking through to

**Pages will also now prominently feature the option for customers to call, message, or contact businesses directly**

the retailer's website, this call-to-action button at the bottom of the post initiates a checkout in-line within the News Feed. Shoppers can then buy instantly if they have payment details on file with Facebook, or enter them to complete the purchase and go back to Facebooking.

The social network tells me "The test will help us understand how the feature can drive sales for a wider variety of merchants." Facebook wants to learn about what kinds of products like fashion, electronics, or crafts work best, and if there are any leaky parts of the purchase funnel. Shopify merchants will be able to

track Facebook sales alongside analytics on the rest of their performance.

Testing with Shopify is convenient because it gives Facebook a standardized ecommerce backend to build the Buy Button on top of, rather than immediately having to accommodate a variety of ecommerce platforms. Facebook did something similar when testing its payment detail auto-fill feature with all the merchants on another ecommerce canvas, Ecwid.

Facebook's waffled several times on how it wants to do ecommerce. At first it ran its Gifts store where you could buy products straight from Facebook and send them to friends. But Gifts flopped and was shut down. Then it wanted to help auto-fill your payment details when you checked out in third-party mobile apps. But now it seems to have settled on a combination: outside retailers selling within Facebook.

It's all part of Facebook's quest to absorb the Internet. Facebook's in-line video player, Instant Articles, Messenger apps and games, Nearby Places, and more features each drive the same strategy: don't let users leave. Rather than watching on YouTube, reading on news sites, gaming in other apps, going to Yelp, or clicking through to shop elsewhere, Facebook hopes you'll do everything on its properties where it can push its open and connected mission while showing you ads. ■

# ECS provides complete turnkey solutions for vertical solar cycle



**ZAIGHAM IMTIAZ**  
CEO, ENERGY CONTROL SYSTEMS

ufacturing. We also provide complete turnkey solutions for solar wafer, cell and module manufacturing and their testing facilities. By turnkey we mean not only setup of the industry but help in product marketing and certifications from external accredited laboratories to make it a successful business project.

We are always looking for unique energy solutions and have recently launched a product range for our cooperate sector in which they can burn their waste oil (from vehicles and other sources) to produce air-conditioning, heating and hot water solutions. This is almost free energy as in most cases the oil is drained to soil which is very harmful as it spoils the subsoil level water.

We also offer very high efficiency wood burners, totally enclosed and very efficient using almost half the wood.

In solar, we have partnered with world's leading companies to provide cutting edge solar and storage technologies. We provide FAA and ICAO approved solar runway and obstruction lights with longest warranties. Our engineering team custom designs each solution.

**Flare: How does Energy Control Systems Pakistan keep its competitive edge while providing careers services to other companies in the country?**

**Zaigham Imtiaz:** Energy Control Systems is always on a look out for the latest technologies and improvements in products. We keep updating our staff on the changes and give them hands on experience. For a project, generally we import everything up to connectors as a weak link can easily make a system in operative. We use local cable as we have very good local cables and would happily replace any other component with a local one only if it is to a required standard.

**Flare: In your opinion what steps should be taken by the Government to attract foreign investors in Pakistan?**

**Zaigham Imtiaz:** This is a difficult question. In a nut shell foreign investment goes where there are profits and secure atmosphere, it may come as a surprise but we rank very high in this only we have to negotiate to our benefit, let me explain. The 100 MW Bahawalpur solar projects and subsequent 900 MW is one of the biggest if not the biggest in the world solar project, we could have negotiated this to our benefit. The Chinese companies participating were ready to offset by installing local manufacturing of quality solar panels, there were huge amounts and profits involved and we could have negotiated this deal in a way to jump start local manufacturing of solar products which could have reduced cost, started this industry and created skilled pool besides creating jobs beyond this project. In short Government can make policies and negotiate contracts as to increase this investment.

**Flare: What is your present priority of life as a businessman?**

**Zaigham Imtiaz:** My priority in life as far as business goes is to do very limited but quality projects. I am more concerned about our reputation and job performance than volume of work. We routinely refuse work where we suspect corruption and by the Grace of Allah nobody can point a finger at ECS that we have ever asked for bribe or given it, this remains my biggest satisfaction in this tough environment.

**Flare: How do you spend your leisure time?**

**Zaigham Imtiaz:** I have taken up traveling to the mountains and photography as my hobby.

**Flare: Suggestions to young talent of Pakistan.**

**Zaigham Imtiaz:** After getting basic knowledge it all depends upon how one applies it in field. A lot of work we do is on internet, please use it in a beneficial way and you will see that it contains a sea of information and such an easy medium to get in touch with any company/person. Do not look for short cuts by ignoring cardinal rules of truth, honesty and hard work, have an entrepreneurial spirit. Take care of your health and divide time between games, family and business. ■

“We routinely refuse work where we suspect corruption and by the Grace of Allah nobody can point a finger at ECS that we have ever asked for bribe or given it, this remains my biggest satisfaction in this tough environment.”

**F**lare talks to **Zaigham Imtiaz, CEO, Energy Control Systems** who says that after the retirement, I thought what would be most required by Pakistan and thought of two sectors, 1) Alternate and solar energy and 2) Integrated circuit manufacturing. In 2007 both these sectors were in infancy and did not make much business, however, the conviction was strong and by the grace of Almighty Allah we are successful in both the sectors.

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

**Zaigham Imtiaz:** I am married and have three children a daughter and two sons. I did my BSc (Aero) from PAF Academy Risalpur. After my retirement, I formed Energy Control Systems in year 2007. We are also registered with LCCI since then and regularly attend different forums and trainings at home and abroad to keep abreast with the latest technologies.

**Flare: How did you start your career?**

**Zaigham Imtiaz:** After retirement from Air Force, I thought what would be most vital by Pakistan and thought of two sectors, 1) Alternate and solar energy and 2) Integrated circuit manufacturing. In 2007 both these sectors were in infancy and did not make much business sense then, however, the conviction was strong and by the grace of

Allah, we were successful in both the sectors. Energy Control Systems has supplied most of the key machines for the solar cell manufacturing to Pakistan Council of Renewable Technologies including crystal puller and diffusion furnace etc. We also provide solutions for IC manufacturing in association with our European and American partners.

**Flare: What are the aims and objectives of the Pakistani Businessmen and Intellectuals Forum?**

**Zaigham Imtiaz:** Through this forum we want to highlight conducive policies to the government from business community, help small businesses to reach out external markets and be a platform between businesses, government and financial institutions.

**Flare: Give us a review of the kind of services and products that Energy Control Systems Pakistan offering to its corporate clients?**

**Zaigham Imtiaz:** Energy Control Systems strongly believes in indigenization of technologies “Make in Pakistan”. We provide complete turnkey solutions for vertical solar cycle. Energy Control Systems has conducted feasibility study for Ministry of Science Pakistan for the setup of production facility in Pakistan of hyper pure silicon which is the raw material in solar cell and IC man-

**V**C ICT Umar Saif has developed a portable, solar-powered mobile phone network for use in disasters like floods and earthquakes when regular communications are often disrupted.

Researchers at the Information Technology University (ITU) in Lahore, together with a team from the University of California, have developed a prototype "Rescue Base Station" (RBS) for Pakistan – the country's first emergency telecoms system that would work on normal cell phones.

"When the RBS is installed in a disaster-struck area, people automatically start receiving its signals on their mobile phones. They can manually choose it and then call, send messages and even browse (internet) data free of charge," said Umar Saif, ITU vice chancellor and an adviser to the project.

The RBS is a lightweight, compact rectangular box fitted with an antenna, a signal amplifier and a battery, which can be carried easily and even dropped by helicopter in hard-to-reach disaster zones. It has a solar panel to charge the battery, to keep it working in places without electric power.

An alternative communications system like this could help save lives when disasters strike by connecting survivors with rescue workers and government officials.

The RBS has yet to be deployed on the ground, but the ITU expects it to be used in the next six to eight months in partnership with the National Disaster Management Authority and a local telecoms company.

Saif said the RBS signal can be received within a 3 km radius, and people in the area can easily register by sending their name, occupation, age and blood group to a special number.

"This helps generate an automatic database of people in distress, and eventually helps both the rescue and relief teams and the victims," he said.

Pakistan has 118 million active cellular subscribers out of a total population of 185 million, according to official data.

#### INFORMATION ON DEMAND

Potential users of the RBS system can get the information they need in just a few seconds by sending a text message to specific numbers appearing on their mobile phone.

For example, if a person needs to contact a fire brigade, they text the words "occupation: firefighters" to the relevant number. They will then receive names and contact details for local firefighters in just a few seconds and can call for help, Saif said.

Or if someone needs access to blood supplies, they send a message saying "blood group, B positive", for instance, and receive contact information for people nearby with that blood group, so they can ask for a donation.

Saif said RBS teams on the ground plan to collect information about disaster-affected people in a database, and pass this on to rescue teams, doctors and government departments that can provide assistance.

**The RBS is a lightweight, compact rectangular box fitted with an antenna, a signal amplifier and a battery, which can be carried easily and even dropped by helicopter in hard-to-reach disaster zones**

"(They) can also send weather forecasts and disaster alerts to subscribers, and help them evacuate troubled areas," said Ibrahim Ghaznavi, an ITU researcher and one of the RBS developers.

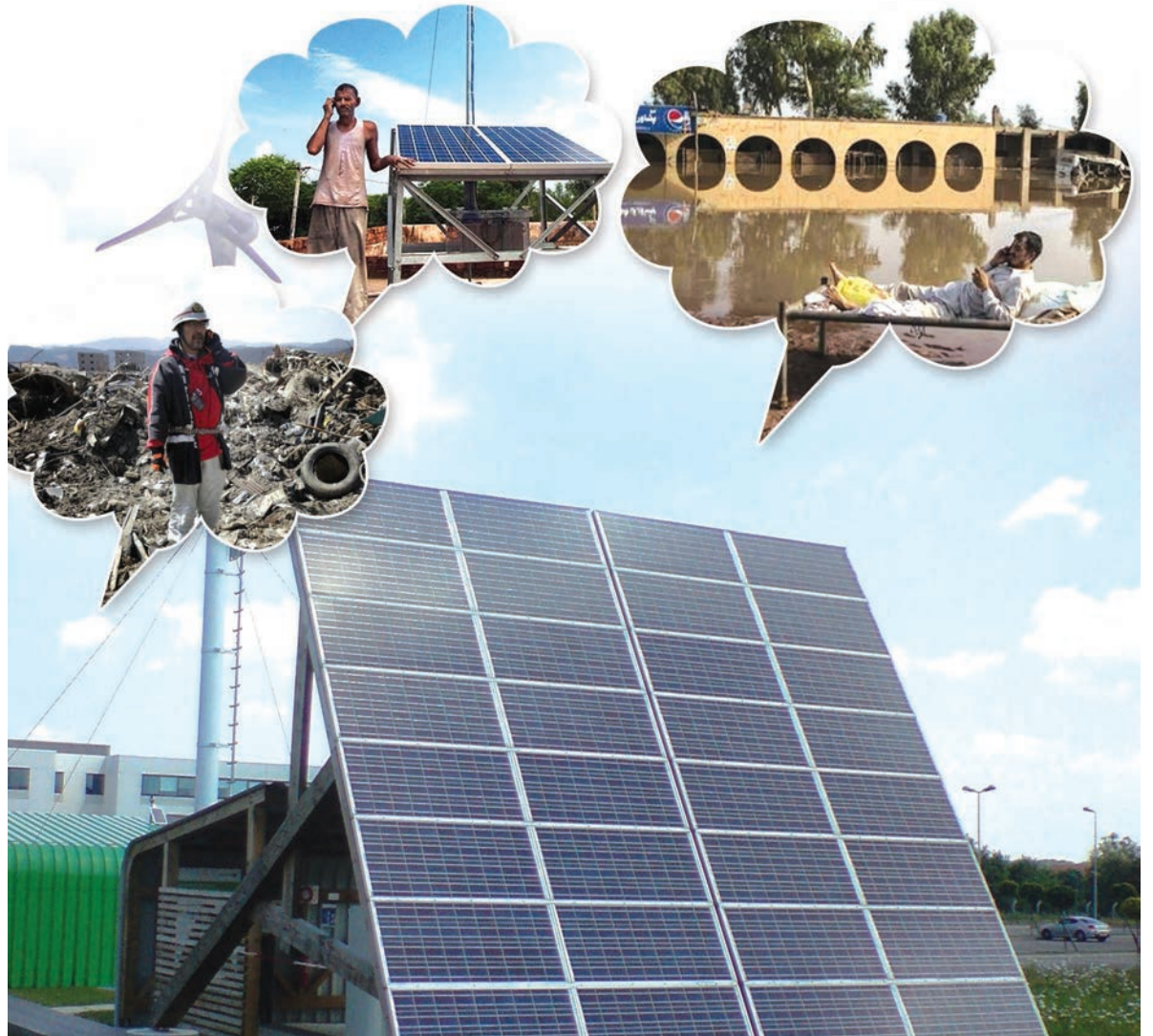
The RBS, which operates using open source software, offers all the features provided by regular cellphone companies, he added.

Ghaznavi said it costs around \$6,000 to develop an RBS, and the Pakistan prototype has been funded by a Google Faculty Research Award.

#### TECH INNOVATION

The RBS team is now working with Endaga, a

# Pakistan invents emergency solar mobile network for rescue in disasters



**"When the RBS is installed in a disaster-struck area, people automatically start receiving its signals on their mobile phones. They can manually choose it and then call, send messages and even browse (internet) data free of charge," said Umar Saif, ITU vice chancellor and an adviser to the project**

U.S.-based company that connects rural communities through small-scale independent cellular networks, and a local telecoms firm to commercialise the project, he added. The aim of the collaboration is to help phone companies keep their communications systems functioning in a disaster until their regular networks are restored.

Pakistan is a disaster-prone country, which needs \$6 billion to \$14 billion to help it adapt to climate change impacts, such as unusually heavy rains, droughts and melting glaciers, through to 2050, according to a 2011 study funded by the U.N. climate secretariat.

The International Federation of Red Cross and Red Crescent Societies developed a customised communications system called the Trilogy Emergency Response Application (TERA) in Haiti when it was struck by a massive earthquake in 2010.

But that system could only send text messages to its subscribers on their mobile phones, unlike the RBS which allows users to call, send texts and even browse the web for free.

Cutting-edge technologies like the RBS could help save more lives by delivering timely advice to disaster-hit people, said Pervaiz Amir, country di-

rector for the Pakistan Water Partnership.

"Local researchers should be encouraged to develop innovative solutions to help people in distress," he said. But the RBS needs to be tested in the field under different conditions before being deployed on a wider scale in actual disaster zones, he added. Amir said the RBS could be useful for rescue and aid activities, especially in remote rural areas of Pakistan where natural disasters regularly disrupt poor communications systems.

Dr. Umar Saif has extensive experience in academia, management, consulting and entrepreneurship in the IT sector. He received his academic training from LUMS, Cambridge and MIT. He did his BSc (Hons) from LUMS (1998), PhD from University of Cambridge (2001) and Post-Doctorate from MIT (2002). Dr. Saif has received Executive Education from the Harvard Kennedy School on Global leadership and public policy in 2013.

In 2013, he was appointed the founding Vice-Chancellor of the Information Technology University (ITU), Punjab, where he is responsible for establishing a new publicly chartered university with programs in Computer Science and Electrical Engineering. ■



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# China's economic facts and fakes can be hard to tell apart

**W**hile most economies are subject to booms and busts, this one has seemed to sail on regardless. We have long grown accustomed to Chinese fakes. Fake watches, fake DVDs, even, recently, a fake Goldman Sachs. But what if something more fundamental were fake? What if China's gross domestic product numbers were not all they were cracked up to be?

Many economists have long suspected precisely that. For one thing, China's data for GDP growth have been suspiciously smooth. While most economies are subject to booms and busts, China's has seemed to sail on regardless.

Another cause for doubt is that provincial figures and national data don't always add up. Nor, often, do Chinese trade statistics matched against those of its trading partners. Such discrepancies are partly down to the sheer difficulty of measuring activity in such a vast country. Partly, though,



ity growth and underestimates inflation, measured by something called the GDP deflator. If the deflator is understated, "real" growth, adjusted for inflation, will be overstated. Mr Wu also finds that authorities exaggerate growth in bad times and play down the impact of external shocks. According to his estimates - which build on methods he helped develop with the late Angus Maddison - China grew at 4.7 per cent in 2008 versus the official estimate of 9.6 per cent and just 4.1 per cent in 2012 compared with an official 9.7 per cent.

So what of the present? Capital Economics is one of several research outfits to take its cue from Li Ke-qiang, now premier, who in 2007 said that, rather than trusting GDP, one should look at electricity, rail cargo and bank loans. Capital uses an "activity proxy" comprising freight movement, sea shipments, electricity use, property sales and passenger travel. Those numbers are measured by volume and thus are not subject to dubious

**"At the best of times, GDP is a pretty crude measure of economic activity, let alone human wellbeing. Much of China's growth has resulted from converting young (unpaid) mothers into factory workers, coal in the ground into energy and communal land into private property. China, with its legacy of central planning, is better at measuring crude industrial output than tertiary activity"**

they result from perverse incentives through which officials have been rewarded according to crude measures of growth.

While China's economy was thundering along at breakneck speed none of this may have mattered too much. Whether it was expanding at 8 per cent or 10 per cent, the evidence of growth was all around: in construction, in migration to the booming cities and in the palpable improvement in people's lives. Now that the economy is slowing - possibly dramatically - gauging the accuracy of GDP statistics matters rather more. If China is growing at 7 per cent, as Beijing claims, then, for all the recent market ructions, technocrats are pulling off a soft landing in the real economy even as they wean the country off investment-led growth.

If, on the other hand, China is slowing to 5 per cent or less, then hopes for a soft landing may be in vain. That could risk social unrest. Or it might persuade the authorities to crank out further stimulus measures, which would boost growth in the short term but store up longer-term problems in the form of unrepayable debt. Before we look at current growth, it is useful to delve into the past.

At the best of times, GDP is a pretty crude

measure of economic activity, let alone human wellbeing. Much of China's growth has resulted from converting young (unpaid) mothers into factory workers, coal in the ground into energy and pollution, and communal land into private property. China, with its legacy of central planning, is better at measuring crude industrial output than tertiary activity.

**Many economists have long suspected precisely that. For one thing, China's data for GDP growth have been suspiciously smooth. While most economies are subject to booms and busts, China's has seemed to sail on regardless**

Work by Harry Wu, an economist at The Conference Board, an independent research institute, concludes that, from 1978-2012, China grew at 7.2 per cent a year. While that is spectacularly fast, it is 2.6 percentage points below the official 9.8 per cent estimate.

Mr Wu finds that China overstates productiv-

price estimates.

According to this proxy index, growth in the second quarter was running at 4.3 per cent, far lower than the official estimate of 7 per cent. There is a wrinkle, however. Julian Evans-Pritchard, chief economist at Capital, concedes that the proxy index fails to capture sufficient activity in the service sector, where much of China's growth is to be found these days. As a result, he says, growth is probably somewhere between the proxy index and the official number.

Nicholas Lardy, from the Peterson Institute for International Economics, takes this argument further. Economists, he says, have mostly failed to appreciate the dynamism in China's service sector, which now accounts for nearly half of GDP. Much of this is not reflected in data. Mr Lardy reckons there is little reason to suspect China has slowed below the official 7 per cent. In this time of pessimism, it is a bold claim.

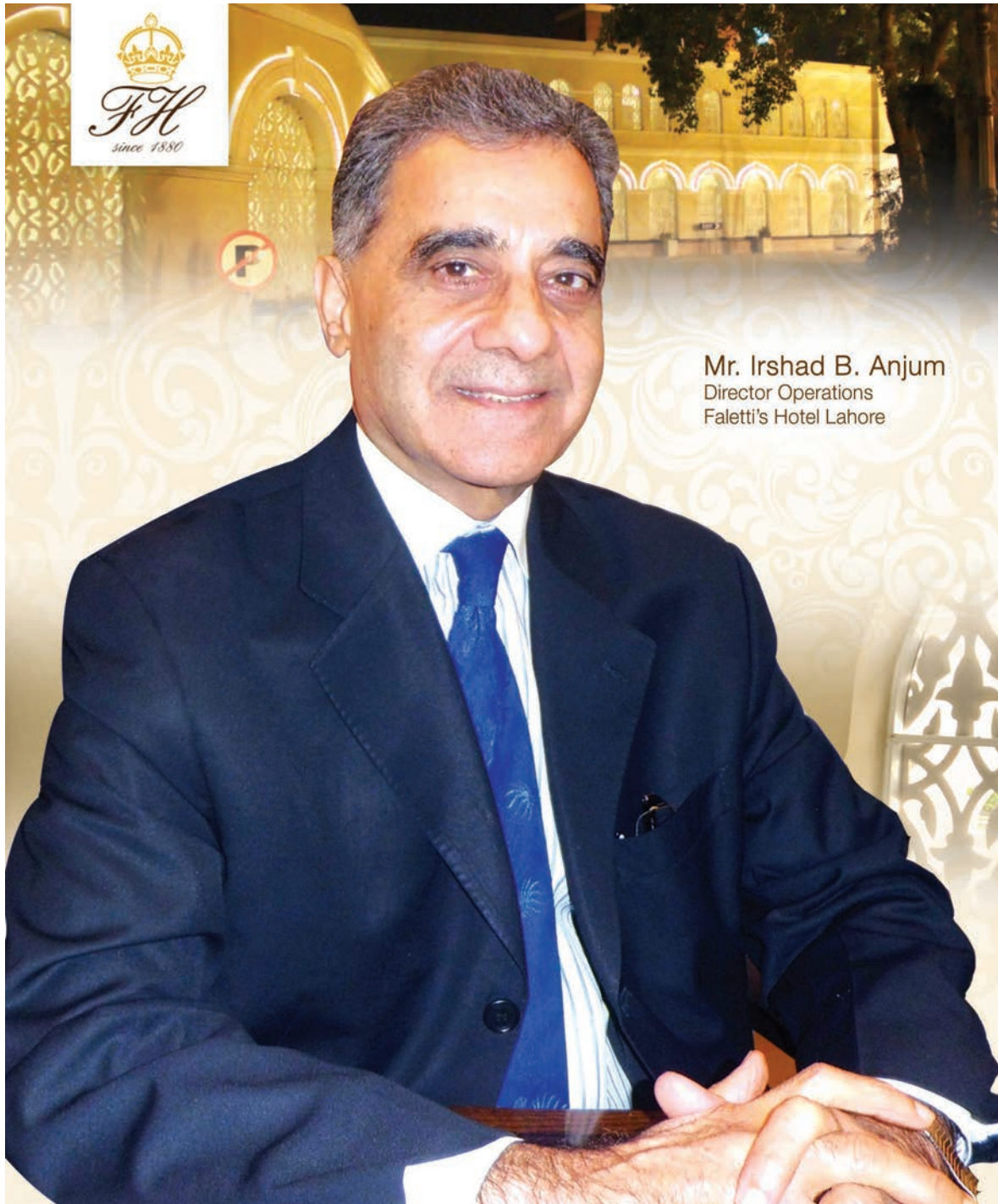
Crucially, it depends on the view that China's economic centre of gravity has shifted from generally state-owned manufacturing to generally privately owned services. Such a shift is precisely what China needs. If he is anything like right, there may be a silver lining in the increasingly grim numbers. ■



# Success & Glory

## Started career as trainee now Director Operations at Faletti's Hotel

“When I did not know German language, I did dish washing in the evenings and attended school in the mornings because without German language no one offer you good job and after this hard time I got a good job”



Mr. Irshad B. Anjum  
Director Operations  
Faletti's Hotel Lahore

**A** trainee boy now Director Operations at Faletti's Hotel, Lahore reached at this stage with hard work, dedication and commitment. After graduation, he appeared for an interview to join the Pearl Continental as a trainee in 1972; and after that the story of relentless hard work starts with every success in life. He started his career as trainee at Intel Continental Hotel in 1974-75 (now Pearl Continental), Lahore, after 2 years he went Dubai to true his dreams, as a young and ambitious person, he moved to Sharjah in 1974 and worked there for one year. He moved to Germany and joined FACH Hotel School; he completed the three-year management course. Achieved the diploma in hospitality, he decided to enhance his professional degree with American experience. He enrolled at Holiday Inn University, Memphis, Tennessee. After that, he spent 4 years working as Director Food & Beverage at Holiday Inn, California.

He said, for achieving something you do everything, in my early days in Germany, I was so critical about my future and thinking, planning and working

hard to achieve my goals. And thus thanks to Allah Almighty, I survived within few days and stayed 3 years, language barrier in Germany was tough. When I did not know German language, I did dish washing in the evenings and attended school in the mornings because without German language no one offer you good job and after this hard time I got a good job. After that I got diploma in hotel management.

He explained that our parents invest both time and money, so every child must consider this aspect and try his best to fulfill dreams of his parents. In 1987 Hashoo Group approached me and said why not come to Pakistan than I decided it was the right time to return Pakistan and served my motherland. This also has given me a chance to serve my parents and give them proper time in Pakistan. So I think I am very lucky to have time with my parents.

“I have the honor to break the status quo of foreign general managers in the field of hospitality in Pakistan and I was the first Pakistani who was appointed as GM and I returned in 1988. I joined PC

Karachi and spent 8 months then went to Lahore and promoted as Assistant Manager PC Lahore.”

He said the most important moment in my life was that office in which first time my interview conducted by foreign general manager and it took 14 minutes of interview at that time. Tears were in my eyes because I have a dream, have a plan for this post and thanks to Allah Almighty, I was up to the mark. He explained my strength is self-made and give free hands to team for success, customers be treated like a king because they generate revenue for us which paid the salaries of staff including me. He said that it's not me it's my team, be a motivator, and multiply the team. Our team motto is customers' satisfaction first and remembers our hospitality when left the hotel. Our follow up system is very strong, spend more time in hotel lobby and resolve the issue of customers.

After the crisis of 2007-8, law and order and terrorism have worst affected the business of hospitality because foreigners avoided visiting Pakistan and time was so critical and now with the Grace of Allah Almighty foreigners feel safe and secure when visit to Pakistan. “Now with the Grace of Allah Almighty, our Army Chief and Prime Minister are trying best to eradicate the menace of terrorism in the country. With the cooperation of China, Prime Minister Vision and nation's support, Pakistan will stand with developed countries in a short span of time,” he was optimistic about the future of Pakistan.

**I have the honor to break the status quo of foreign general managers in the field of hospitality in Pakistan and I was the first Pakistani who was appointed as GM**

He requests the government to establish the Hotel Management University for better job opportunity in this sector because we import high profile professional and our children go abroad for higher education of hotel management and in this way a lot of foreign reserve spend on study. The government should promote tourism industry especially domestic tourism. The government gives property in northern areas on lease and in this way government should provide road infrastructure and communication facilities to reached resort for tourist. MBA's, BBA's professional wandering here and there for jobs but unfortunately no employment opportunities.

He informed about Faletti's in the 1880 an Italian came to Pakistan, he requested Governor Punjab for the opening of hotel, Quid-e-Azam Mohammad Ali Jinnah stayed here when he came to Lahore, Justice A.R. Cornelius stayed 13 years in Faletti's, now Faletti's have 1500 persons capacity banquet hall, it



have unique, antique and foreigners prefer to stay here. He said “We fulfill promises with owners & customers”. Success behind the door, your efforts will never go useless. For excellent services you require hard work & commitments but it's not easy because “Life line of hotel should determine by the customer”.

He told he has 3 kids, a son and two daughters. Sunday is reserve for family and parents. “Parents are keys to success” Irshad B. Anjum is example to start career as trainee boy and now Director Operations at Faletti's Hotel. ■

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41

# Arex Mobile Phone selects Global Customer Care for after sale services

Arex Mobile Phone Company and Global Customer Care Pvt Ltd inked Memorandum of Understanding (MoU) in which Global Customer Care Pvt Ltd provide after sale services to the customers in Pakistan. On the occasion, Arex Mobile Phone Company Chairman Zahid Mehmood Baig and Global Customer Care Pvt Ltd Director Shahid Bhatti signed the MoU and address the gathering. A large number of dealers of Lahore and other cities participated and witnessed the agreement.



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# Committed to make journey full of comfort



**MR. HASSAN SHEHREYAR**  
General Manager Marketing  
& Media Sales  
Daewoo Pakistan Express  
Bus Service Limited

“He said Daewoo Express has launched Daewoo Miles Rewards Programme. This rewards programme is the first of its kind in Pakistan's road transport sector and as the undisputed leader in the business.”

**T**alking to Flare team, a young talented and ambitious CEO explained about Daewoo Pakistan Express Bus Service Limited operation across the Pakistan under his leadership, the services more better than in Pakistan and expanding the network to all cities of Pakistan. He said we are trying to provide international standard services to valued travelers to feel journey not travelling.

He said Daewoo Express has launched Daewoo Miles Rewards Programme. This rewards programme is the first of its kind in Pakistan's road transport sector and as the undisputed leader in the business, you can get "reward tickets" if you keep Daewoo Express as your preferred travel service.

He further explains Daewoo is the first and the biggest foreign investment company with an advanced and organized transport system in Pakistan. It is the only transport company to have nationwide network with various international trade links. Being a transport service provider the company owns a large fleet of buses, technically advanced workshops to maintain the fleet for the safety of the passengers, state-of-the-art Terminals, Training Institutes for drivers and mechanics staff.

He further said Daewoo has been rendering transport facilities for the last 15 years to the people of Pakistan and appreciated by the masses simultaneously highly praised by the Governments of Pakistan as well as Korea for its consistent success. Media of both the countries often express appreciation for the revolutionary accomplishment of the Company in transport sector, through various channels.

We are committed to make your journey full of comfort & excitement. Traveling starts with recitation of "Journey Prayer" followed by audio visual

entertainment including:

- Audio Songs.
  - Family Movies, Dramas, Songs and Documentaries.
  - All esteemed daily Newspapers are also available in the bus.
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We are trying to provide every possible support is available for carrying personal luggage while traveling. Please be aware that depending on local regulations, certain items which may cause injuries may not be taken on board in your carry-on baggage. Following are some available facilities:

- Luggage up to 30-kgs can be carried by each passenger.
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**At Daewoo, safety is guaranteed. Punctuality & regularity is the key feature of our service, which is assured by leaving no stone unturned in making timely departures and arrivals**

Our courteous and trained crew is responsible for a safe & luxurious journey. We are pioneer of introducing the concept of road hostess in the bus. Crew, which consists of Driver, Hostess and A Guard, is selected and trained in a manner to han-

dle its duties professionally.

A sandwich box is also offered in the journey which includes a sandwich, small cake, biscuits etc. If you feel thirst in the journey you may ask for the water by ringing the hostess's bell. This bell will be right above your head on the seat. Different types of soft drinks are also provided in the bus.

The company also offers the cargo service from terminal to terminal. It is a reliable and economical service for the citizens. In the big cities few collection points are available to facilitate the customers. It is fast and speedy service for the instant delivery. One can avail this service 24/7 for the booking and receiving. Safe and secure handling is guaranteed by the company.

#### Daewoo's Achievements so far

1. Pakistan's first road transport company established with foreign direct investment.
2. Has kept the Korean standard of quality, punctuality, safety and reliability.
3. Largest fleet of buses – 324 express buses.
4. Largest network of bus terminals – 56 terminals in 54 cities.
5. Centralized ticketing system. You can book or purchase a ticket for any destination from any city.
6. A fully integrated, well-organized cargo service network
7. First transport company to establish a centralized call center operation
8. Just started DHA Bus Service in Lahore with modern shopping center

#### Coming Soon:

1. Inter-city project for Sindh
2. Metro Bus in Multan.

# FOOD LOVERS PARADISE!

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

**Saeed Iqbal:** Starting with the name of Allah, the most merciful and beneficent, Alhamdulillah now I am 75-year old and I saw making of Pakistan then I was 8 or 9 years old. My father was a mechanical engineer at that time.

They made innovations and now we are carrying on, my father was not only an engineer but also a spiritual leader.

My parents preached us to follow the footsteps of Hazrat Mohammad (PBUH) and worshiped only Allah Almighty.

I always achieved 1st position till 8th class and at my father gifted me a book of Eastern poet Allama Iqbal poetry "Shikwa, Jawab-e-Shikwa" after reading poetry, my life totally changed and even I renamed my name from Muhammad Saeed Bhatti to Muhammad Saeed Iqbal Bhatti. I am great admirer of Allama Iqbal.

Again I talked about my study I got a 2nd position in B.Sc (Hon), 3rd position in Master in Engineering Geology from University of the Punjab.

I am book-lover and proud to be, after the Master, I got admission in BS Astronomy and with the grace of Allah Almighty I got 82% marks with short term because of late admission in the programme.

I went to England for further study; I got the admission at University of Sheffield in the Civil Engineering. Professor Lawrence and Dr. Hanna both were very kind to me. I did Civil Engineering in 2-year with the permission of reactor as this was a 3 year course.

**Flare: Share your activities and achievements?**

**Saeed Iqbal:** I am ex-Vice-Chairman of CIC-SAARC Chamber of Commerce & Industry, Chairman of AEDC & Rockwell Group, Senior Vice President of Pakistan Foundation for the Advancement of Engineering & Technology, Chairman of Renewable Energy, Rotary International, Chairman of Alternate Energy Development S/C-LCCI, Co-Chairman of Mines, Minerals & Marble Industry, S/C-LCCI, Chief Coordinator of Sind Tas Water Council, Pakistan, Chairman of National Academy of youth Trust (North), IPP President of Rotary Club of Lahore West, Sr. Executive Member of Dabistan-e-Iqbal and Life Time Achievement Award from Rotary International.

**Flare: How did you start your career?**

**Saeed Iqbal:** In Sheffield, I visited mines sites and I saw the unique machines used for mining purpose, I really impressed and click in my mind to start business with these machines, I bought two machines and came back & started a business with the name of Rockwell Corporation Ltd.

**Flare: Give details which kind of services and products that solar-well offering to its corporate clients?**

**Saeed Iqbal:** We are offering agriculture packages, industry sector, water-pumps with solar systems used in different sectors, hydrogen kit for solar motors to be launch soon.

Rockwell Corporation established in 1966, we have completed many projects of importance for Pakistan which includes Kohat Tunnel, Kahuta Plant, Sui Northern Gas Pipeline and so many to proof our professional record.

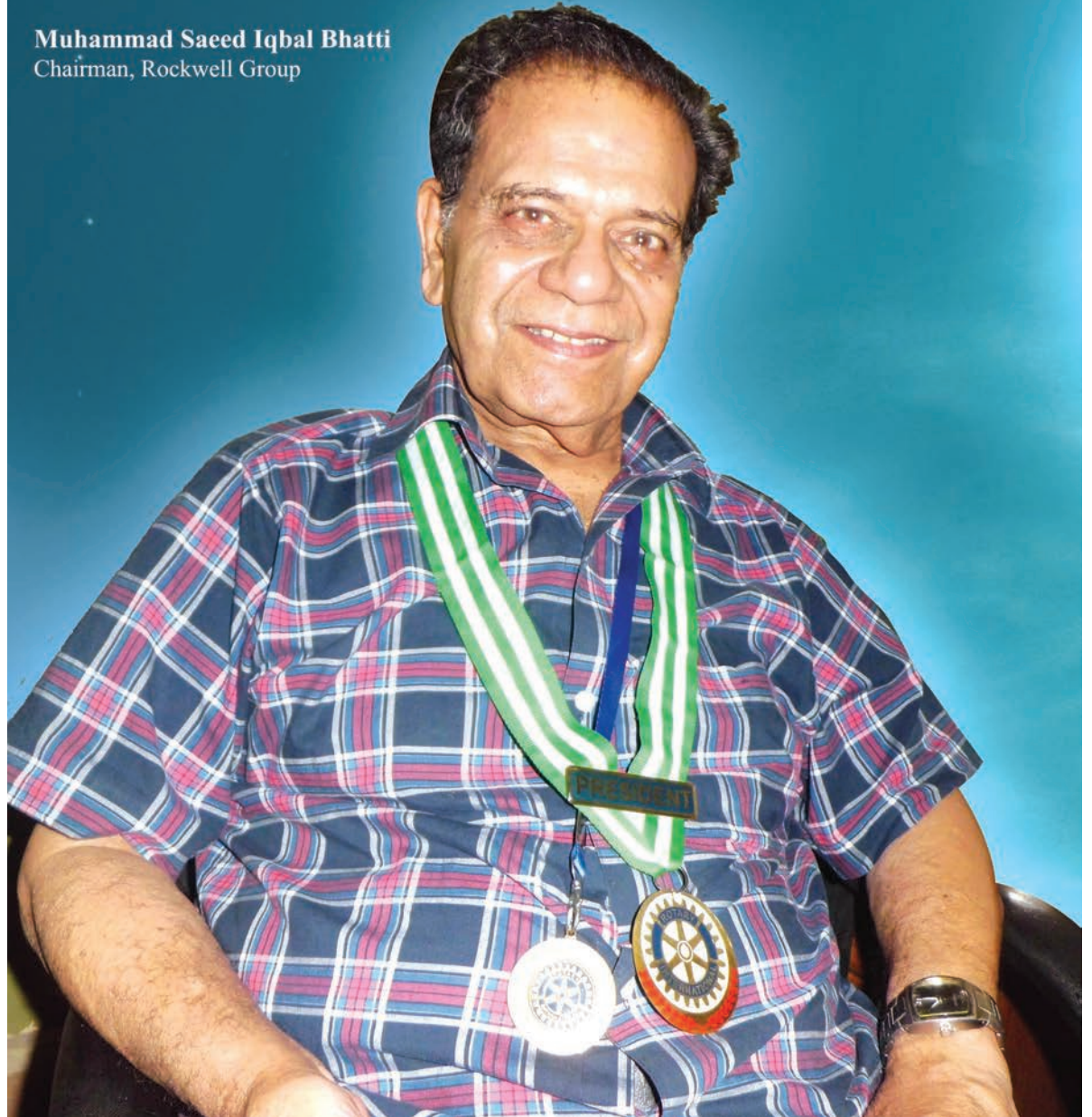
I am Chief Coordinator Sindh Tas Water Council. We are struggling to build Kalabagh Dam because we realized the importance of Dam. Without the construction of Kalabagh Dam, power crisis deepen of Pakistan, will never come to end.

**Flare: What are the qualities of successful businessmen?**

**Saeed Iqbal:** I started my business with the mother company of Rockwell in Pakistan with unique idea. I think you must have vision and talent for your business, match your capabilities and start your business.

# Iqbal's poetry behind my success

**Muhammad Saeed Iqbal Bhatti**  
Chairman, Rockwell Group



“No one was ready to take the project like Kohat Tunnel, Kahuta Plant, Sui Northern Gas Pipeline digging but Rockwell Group ready to take as challenge and with the grace of Allah we succeeded.”

**Flare: What is the status of Rockwell Group?**

**Saeed Iqbal:** Now we have five companies in which Rockwell Corp. (Pvt) Limited, Solar Well, AQUA Rock, Rockwell Sourcing, Rockwell Group.

**Flare: From where you purchase best quality solar systems?**

**Saeed Iqbal:** Currently, we are importing international standards Chinese solar panels and we order customized products.

**Flare: What is the status of solar-well in the market?**

**Saeed Iqbal:** People say you are No.1 but I think in the era of competition, it is our honour to achieve top three position. No one was ready to take the project like Kohat Tunnel, Kahuta Plant, Sui Northern Gas Pipeline digging but Rockwell Group ready to take as challenge and with the grace of Allah we succeeded.

**Flare: What are the qualities of successful businessmen?**

**Saeed Iqbal:** In my opinion, set your target and achieve the target. If you have vision and right path and commitments then you are successful businessmen. Where there is will there is way.

**Flare: In your opinion, what steps should be**

**taken by the government to attract foreign investors in Pakistan?**

**Saeed Iqbal:** The government is trying to attract foreign investors to invest in the field of alternative energy sector, especially Government of Punjab attracts the Chinese investors but there is need of development of relations for investment. Modern technology should be adopted and government should facilitate in each category to facilitate the investors.

**Flare: What is your biggest strength?**

**Saeed Iqbal:** Pray to Allah for my success, this is my strength and don't be hopeless. With the grace of Allah Almighty, in the age of 37, I performed Hajj.

When first time I saw the Roza-e-Muhammad (PBUH) then I prayed to Allah "Allah accept my all prayers and wishes" so after that Allah given everything which I did not deserve. It is blessings on me. Thanks to Allah Almighty.

**Flare: How do you spend your leisure time?**

**Saeed Iqbal:** I try my best to busy myself, I joined Rotary in 1982, now are Rotarian, With the grace of Allah Almighty last year I awarded Life Time Achievement Award by the government to recognize my social services. I spend free time in social activities. ■





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## Extra Series Membranes

### Bituline® Extra

The “Extra” series consist of plastomeric membranes modified with “Atactic Polypropylene”



(APP). Bituline® Extra EP membranes series having increased their tensile strength with minimum of 180 gr/m<sup>2</sup> of polyester reinforcement perform better at high and low temperatures in regions with extreme climatic conditions (minimum -10°C) with its flexibility and durability. Minimum of 60 gr/m<sup>2</sup> of fiberglass reinforcement are used in “Extra” EG series and a minimum of 250 gr/m<sup>2</sup> of polyester reinforcement is used to perform maximum tensile strength in extreme mechanical conditions.

## Maxima Series Membranes

### Bituline® Maxima

The “Maxima” group contains elastomeric membranes modified with “Styrene Butadiene Styrene” (SBS). Having the highest possible flexibility even at lowest temperatures (minimum -20°C) and increased their tensile strength with minimum of 180 gr/m<sup>2</sup> of polyester reinforcement, BITULINE® Maxima MP series membranes are especially suitable for cold climates and are also ideal for “bundle” type foundation waterproofing against underground water subject to pressure as well as for roofs subject to high vibrations or dilatation. Minimum of 60 gr/m<sup>2</sup> of fiberglass reinforcement are used in “Maxima” MG series. ■





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# Huawei unveils Mate S in Dubai with Force Touch tech



“The dealers and journalists have appreciated the efforts to made successful event in Dubai. They congratulated Mr Farz Khan, Director Communication Huawei Mobile Phone Pakistan, Manager Communication Mashood and team members for arranging a marvelous and informative tour. The role of Mozzam Piracha CEO Airlink Communication also lauded”

**M**r. Jiao Jian, President Huawei Devices Middle East has unveiled the Huawei Mate S in Dubai for Middle Eastern, African and Asian markets.

Earlier, Richard Yu, CEO of Huawei Consumer BG Huawei officially released the annual flagship product Mate S smartphone at IFA 2015 held in Berlin, Germany, its the first time that the Force Touch technology is being used in mobile phones to interact.

The latest smartphone of Huawei Mate S is all set to make its way in the mobile market of Pakistan and start selling from October 8 with a price tag of Rs. 67,999.

Huawei Pakistan arranged a tour for media and dealers. The dealers and journalists have appreciated the efforts to made successful event in Dubai. They congratulated Mr Farz Khan, Director Communication Huawei Mobile Phone Pakistan, Manager Communication Mashood and team members for arrange a marvelous and informative tour. The role of Mozzam Piracha CEO Airlink Communication also lauded. The team of Airlink Communication served the visiting delegation from Pakistan. Airlink Communication believes to provide quality services to its customers and satisfaction.

Huawei Mate series are popular; previously market reacted strongly for the Mate7, listing 5 million sales with its innovative technology and futuristic features and Huawei has successfully completed the impact of entering the high end market.

Overall style of the new product is similar to the Mate 7, but equipped with 2.5 D curved gorilla

glasses and the popular ultra-narrow frame design, the arc thickness is 7.2mm, and amazingly the thinnest side thickness is about 2.65mm only.

The Huawei Mate S' touch screen control technology offers an unconventional design that strikes a balance between the phone's brilliant capabilities and its stunning visual appearance.

Mate S is equipped with a unicorn 935 processor, with 3GB RAM + 64GB ROM, has a front-rear 8,000,000 + 13 million pixel camera, equipped with 4100mAh battery and will run on Android 5.1 custom Emotion UI 3.1. Meanwhile, this luxuries gadget will support 4G, also have upgraded the version of fingerprint sensor, all-metal body, a thickness of 7.9mm and the weight of this beautiful gadget is just 185g.

**The Huawei Mate S' touch screen control technology offers an unconventional design that strikes a balance between the phone's brilliant capabilities and its stunning visual appearance**

In addition, Huawei Mate S is equipped with the most attractive and latest technology, also known as "The Power of Touch" technology. This latest power touch technology is similar to Apple's Force Touch pressure-sensitive touch technology, which means that the phone can show the intensity of the user

touch, given different corresponding functions to it.

“Our goal in designing the Huawei Mate S was to develop a smartphone that offers a personalized experience, rather than a commoditized one,” said Richard Yu, CEO of Huawei Consumer BG. “The Huawei Mate S is based on the insights we gathered about human interaction – most notably that touch is a natural action we take to understand our world.

The Huawei Mate S redefines how Huawei incorporates touch technology into its smartphones, breaking through the conventional way of touch screen control and ushering in new imagination for human-machine interaction

For example, in the picture library interface, a single finger is pressed, you can achieve a quick preview of picture or in the picture browsing interface, you can enlarge image details by pressing, which greatly simplifies the complicated steps of traditional smartphones.

Even more interesting is that Huawei Mate S's "fun weighing" function can also be sensitive to get the weight of fruits and other objects too.

The Huawei Mate S is equipped with no. of unique and interesting features. Its world's first Morpia wireless printing smartphone that supports 16 major printer brands and facilitate customers to get prints without installing any driver. The Mate S also supports fast charging facility, charge the phone for just 10 minutes and get the talk time of 2 hours.

In order to maintain a firm foothold in the high-end market and to enhance the brand position, Huawei is continually launching flagship devices like Mate S.



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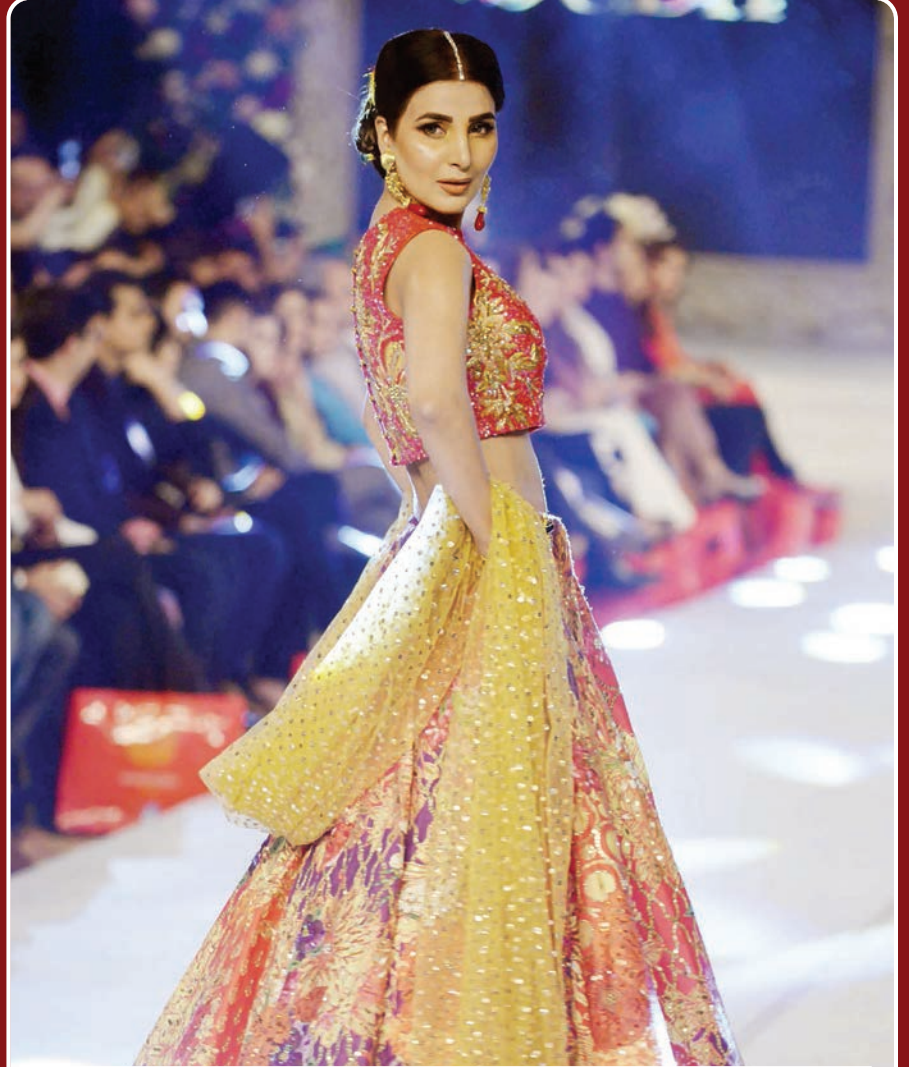
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# PFDC L'Oréal Paris Bridal Week 2015

Pakistan Fashion Design Council (PFDC) and L'Oréal Paris, the world's leading beauty brand, presented the fifth consecutive PFDC L'Oréal Paris Bridal Week 2015 - a platform that endeavors to define and present contemporary and traditional Pakistani Bridal fashion. PFDC L'Oréal Paris Bridal Week 2015 highlighted the bridal collections of 22 designers that showcased the business of Pakistani bridal fashion, at Faletti's Hotel, Lahore.



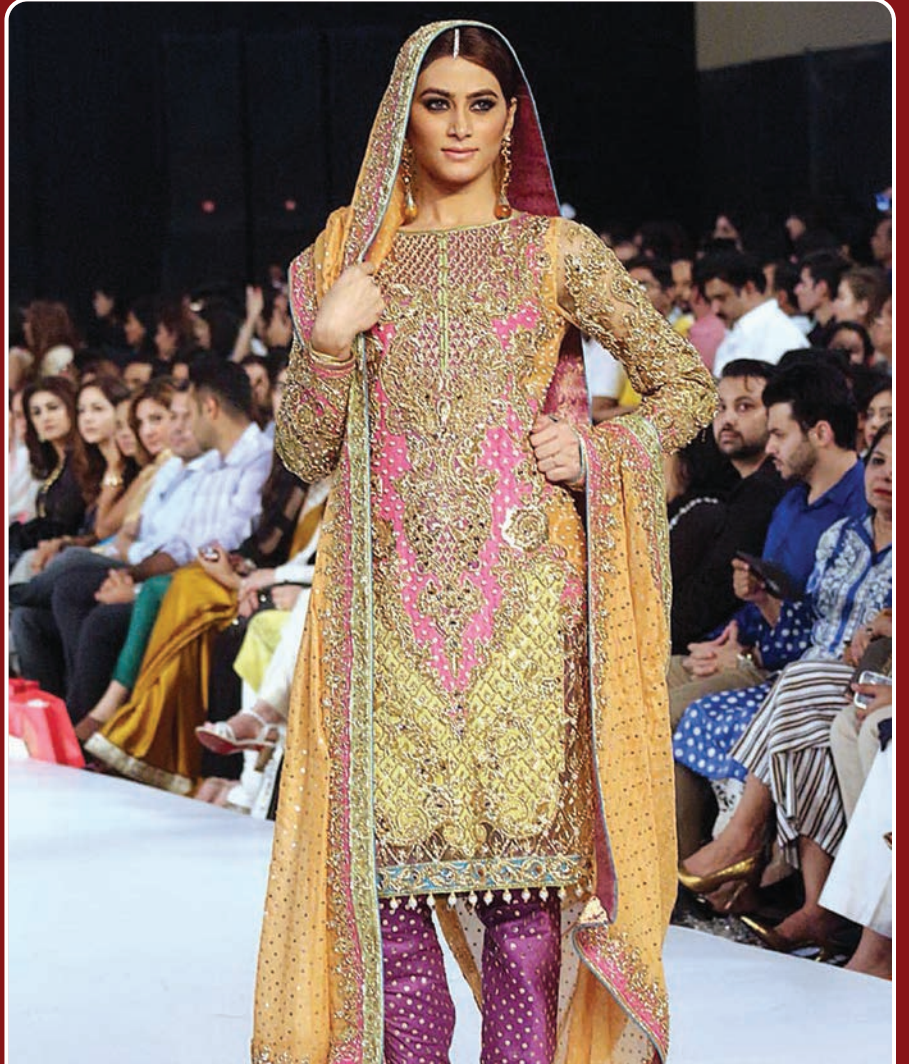
A model presents a creation by Pakistani designer Fahad Hussayn of the Pakistan Fashion Design Council (PFDC) L'Oreal Paris Bridal Week in Lahore.



A model presents a creation by designer Nomi Ansari of the Pakistan Fashion Design Council (PFDC) L'Oreal Paris Bridal Week in Lahore.



Model present creations by designer Shamaeel Ansari of the Pakistan Fashion Design Council (PFDC) L'Oreal Paris Bridal Week in Lahore.



A model performing on the 3rd & last day of PFDC L'Oréal Paris Bridal Week 2015 in local hotel late last night.

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# Top 10 most expensive largest houses in 2015

There are few houses in this world which get noted among all because of its huge size. On a definite note a curiosity arises in the mind of the people to know more about these houses. Below here is the list of top 10 houses in the world. The houses are very big and they are made in an awesome way.

1

## Antilla

The owner of the house is the Ambanis. They have consulted several international architects such as Perkins, designer of Mandarin Oriental, Hirsch Bender Associates. The plan of the house was made in the most expensive way. The building is 27 storey building. The total cost of the building is \$2 billion. The concept of the building is made in an uncommon way. The building also has a helipad in the top roof. The building is situated in Mumbai.

2

## William Randolph Hearst's Mansion

The building was purchased in the year 1865. The total space covered by the house is 250000 acres. This house has also a Victorian mansion in it but that is undeveloped. The building is made on the top of the hill. The house is really awesome of see. The house was built by George Hearst.

3

## Elena Franchuk's Victorian Villa

It is a 5 storey building. The building has 10 bedrooms. Swimming pool is also present in the building. Panic room, theatre, gym, is the main attraction of the house. The house is made by the Ukrainian business women. The house is the third largest house in the world.

4

## The Penthouses at One Hyde Park

The house is like a hotel. The house is still under constructed house. When the house will be finished it will be the second most expensive house in the world. The net worth of the house will be 160 million dollars. The house is located in London.

5

## Aaron Spelling Manor

The house was built in 1991. The house has 123 rooms. The house covers 56,500 sq feet of area. The house has skating rink, swimming pool, tennis court, and bowling alley on the grounds. It has also many other attractions like doll museum, a room with wrapping presents. The house has the private orchards which have three kitchens fully stocked.

6

## Hala Ranch

The house covers 95 acres. The house was originally purchased by Prince Bandar bin Sultan. The house was made in the year 1991. The house is situated in the United States. It is the third most expensive house in the United States. The house has many attracting facilities in them.

7

## Dracula's Castle

The house made in the year 1378. The house is made with the combination wood and rock. The castle has a protective and the commercial purpose. The house has two walls which pass towards the south of the house. The walls are made out of brick and stone. The house has six to eight rooms.

8

## Fleur-de-Lys

The house has 35046 sq feet of area. The house has 12 bedrooms and 15 bathrooms. It is the finest estate of America. Only the qualified clients are appointed in the house. The guest house of the house is also very nice.

9

## Maison de l'Amitie

The house covers the area of 80000 sq meters. The specialty of the house is that the house has the ball room. The house has 15 full bathrooms and eight half baths. In the house guest cottage and the tennis house are also present. The house there is also swimming pool.

10

## Updown Court

The house is made in the neoclassical style. The house is situated in England. It is the most expensive private house. The house has a beautiful garden and the private woodland. The house was made with the rarest materials like marbles from Italy.



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Kamal Ahmed Chief Digital Services Officer PTCL and Muhammad Manshad Satti CEO ITB exchanging documents after signing agreement for Blackboard (LMS). Walid Irshaid President & CEO PTCL and Tony Lteif VP Sales Blackboard are also present at the occasion along with other senior officials of PTCL, ITB and Blackboard.

## PTCL signs MoU with ITB for Blackboard LMS

“LMS deployment will enable PTCL to offer more value added services to its customers, particularly public and private universities, educational institutions, government departments and the corporate sector”

Islamabad: Pakistan Telecommunication Company Limited (PTCL) has signed an agreement with “IT Butler”, a front-end partner of Blackboard to offer fully managed learning management system (LMS) in Pakistan.

ITB is the provider of leading LMS solutions, “Blackboard” in the Middle East, serving the needs of defence forces, universities and vocational colleges and high schools using Blackboard platform. Through this agreement; PTCL will be introducing Blackboard (LMS) in Pakistan as an exclusive partner.

Blackboard (LMS) is software for automating the administration, documentation, tracking, reporting and delivery of e-learning education courses

and blended training programs for universities, vocational institutes and high schools. Companies also use this application for providing training to their employees.

Kamal Ahmed, Chief Digital Services Officer PTCL said: “LMS deployment will enable PTCL to offer more value added services to its customers, particularly public and private universities, educational institutions, government departments and the corporate sector. The state-of-the-art LMS platform will make learning innovative, easy, fast and help create a more holistic learning environment through integration of hi-tech communication and knowledge tools.”

Amer Saeed Sheikh, EVP Digital & Corporate

Services said: “World is advancing towards e-learning where major universities and educational institutes have adopted learning management systems, empowering the students. This initiative by PTCL will help broaden and elevate Pakistan’s educational sector to new horizons.”

This initiative would be a catalyst for change in entire education canvas of Pakistan, whereby PTCL would stimulate the proliferation of knowledge economy in the country, taking student-teacher collaboration to a new level.

This platform will add a new dimension to digital services platforms of PTCL and enable the company to offer a wide range of products to its customers with diverse demographics. ■

## PTCL supports creative innovation of NUST students

“Syed Mazhar Hussain said that PTCL is striving to provide new learning opportunities and capacity building for the talented youth of the country through various initiatives”

Islamabad: Pakistan Telecommunication Company Limited (PTCL) senior management visited the NUST School of Electrical Engineering and Computer Science (SECS), Islamabad to appreciate the achievements of three brilliant students of the university, who presented their research paper at MIT USA - one of the most prestigious universities of the world.

Three students of NUST, Abdullah Ahmed, Muhammad Jazib Khan and Muhammad Asawal have developed a device for cricketers to regularly gauge their body movements and angles while bowling. The creative device will provide an accurate, easy and affordable solution to the cricketers to monitor and rectify their bowling actions. The research was sponsored by PTCL.

The delegation, which was led by Syed Mazhar Hussain, Chief Human Resource Officer PTCL included Amjad Iqbal, EVP Talent Management & Learning PTCL and Ahmed Jalal GM Training & Development PTCL.

At the ceremony held at NUST, Syed Mazhar Hussain, CHRO PTCL said that PTCL is striving to provide new learning opportunities and capacity building for the talented youth of the country through various initiatives.

He added that development of youth is the single most contributing factor towards national prosperity and growth and PTCL is committed to extend full support



Syed Mazhar Hussain, CHRO PTCL and Dr. Syed Mohammad Zaidi, Principal SECS, NUST along with senior PTCL officials during visit to NUST

to the institutions and students for unleashing their potential.

Dr. Syed Mohammad Zaidi, Principal SECS, NUST while acknowledging PTCL’s contribution said, “The initiative that PTCL undertook is motivating for other organizations and shall serve as a step towards enhancing the capacity of our youth and provide much needed international exposure. These collaborations also broaden the vision of students and expose them to real

time market situations.”

PTCL team also visited the state-of-the-art labs and research facilities of NUST. The event concluded with a commitment to continue the journey for opening up new vistas and knowledge creation.

PTCL is engaged in promoting the sports facilities in the country and encourages the youth introducing revolutionary inventions and bringing good name for the country. ■

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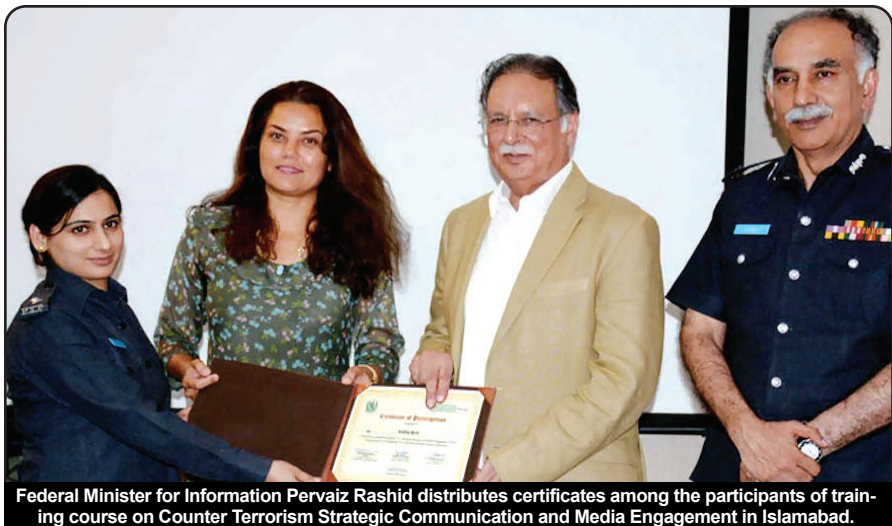
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Prime Minister Nawaz Sharif in a meeting with Bill Gates in New York



President Mamnoon Hussain cuts the cake on the occasion of Chinese National Day reception for celebrating the 66th anniversary of the China in Islamabad.



Federal Minister for Information Pervaiz Rashid distributes certificates among the participants of training course on Counter Terrorism Strategic Communication and Media Engagement in Islamabad.



District Manager PIA Lahore, Saleem Ullah Shahani welcomed and presented rose garlands to the returning Hajjis on arrival at Allama Iqbal International Airport, Lahore.



Islamabad: Secretary EAD, Saleem Sethi and Country Director World Bank, Rachid Benmessaud exchanging documents after signing agreement on FATA TDPS emergency recovery project.



General Manager Microsoft Seila Serhan called on Minister of State for IT, Anusha Rahman.



Khadija Mushtaq CEO Roots Ivy International Schools Pakistan receiving award for The Best Woman Entrepreneur of the year 2015 at the 28th Annual Achievement Awards by RCPI for the third time.



Qamar Zaman Chaudhry, Chairman NAB gives souvenir to Jennifar Sarvary Bradford, Country Coordinator UNODC during closing ceremony of Pakistan Country Review under UNCAC.



Qaisra Shaikh presents a bouquet to the newly elected President of Lahore Women Chamber of Commerce and Industry Irum Shaheen.



Lahore Arts Council Director Captain Atta Muhammad and renowned artist Ayesha Jatoti present Rs 100,000 award to Ahmad Javed, the winner of Coca-Cola Art of Happiness competition.



A young woman takes a selfie with cows at one of the main animal markets set up for the sacrificial Eid al-Azha festival in Karachi.



Minister of State for IT Anusha Rehman in a group photograph with the participants of "Strategy Workshop for Feasibility Study on PSEB IT Park"



Nauman Ansari, President & CEO Faysal Bank Limited and Ahmad Zahoor, GM Pakistan Etihad Airways signed a business alliance agreement providing FBL credit debit card customers exciting discounts on purchase of air ticket through Etihad Airways website.



Federal Minister for Commerce, Engr. Khurram Dastgir Khan and Minister for Industry of Belarus, Mr. Vitaly M. Vovk after signing Road Map on Trade and Economic Cooperation in Islamabad.



Prime Minister's Focal Person Senator Ayesha Raza Farooq in a meeting with Canadian High Commissioner, Heather Cruden to discuss Pakistan's progress to polio eradication.



Minister for State and Chairman BISP Marvi Memon with President and CEO of Canadian Red Cross Conrad Sauve and Dr Saeed Elahi, Chairman Pakistan Red Crescent Society.



Secretary EAD Saleem Sethi and Country Director, ADB Werner Liepach signing an agreement at Ministry of Finance. Finance Minister, Ishaq Dar and DG ADB Sean O' Sullivan are also present.

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# Banks to install advanced machines to detect fake money: SBP

“The machines were imported to recognise fake currency notes and all the banks had been directed to buy the same modern technological machines for their use”

State Bank of Pakistan has imported advanced machines capable of examining and sorting fake and different amount of currency notes and has directed all the banks to install such machines in every branch by 2017.

SBP Chief Spokesperson Abid Qamar said the machines were imported to recognise fake currency notes and all the banks had been directed to buy the same modern technological machines for their use.

This should be noted that the Chairman Senate Standing Committee on Finance Saleem Mandviwalla

had directed SBP to install latest technology machines to examine currency notes by Jan 2017 in all the banks' branches.

“Risks of scam do exist, despite having big mechanism of filtering any chance of fraud by the banks,” he said adding that neither he knew any bank's involvement in circulating fake money nor he had received any such complaint through anybody.

“I can't say what fake currency producers could do. How do they replicate the original money? I have no idea of their potential. But the thing we can do is



to secure and make aware public as much as possible.”

Qamar said SBP had imported six advanced handy

machines, and 10 more were in the pipeline, basically to detect fake money with many other features as

well like sorting, examining and counting.

The spokesperson refrained from telling the price of the machine and its company considering it non-issue. He said the important thing was resolution of problem not expenditure on it. He said the decision was taken after consultation and deliberation of officials' meeting then required specifications were submitted to the reliable company.

“We know they produce sophisticated machines and if there is something it would be realized over passage of time,” he said. ■

## PTCL offers free internet for inactive CharJi & EVO users

Islamabad: Pakistan Telecommunication Company Limited (PTCL), the largest Information Communications Technologies (ICT) services provider, is offering its CharJi and EVO customers free unlimited internet for the first month upon reconnecting their inactive devices. Customers can avail this offer by simply recharging Rs. 100 on their inactive devices.

The new offer by the company is available for all CharJi and EVO customers, who have not recharged their devices since 30th April, 2015. Post-paid customers have also been given the added advantage of

complete waiver of all their previous outstanding dues on their devices. EVO Limitless package tariffs will apply from the second month onwards.

PTCL is the largest and most reliable telecommunication service provider in the country covering 90% of the population. The company is the first service provider to launch next generation CharJi LTE service in Pakistan, which is available in Karachi, Lahore, Rawalpindi, Islamabad, Faisalabad, Multan, Peshawar, Gujranwala, Sialkot, Lalamusa and Kharian, while PTCL EVO services are available in more than 250 cities. ■

## Nestlé, UVAS join hands for food safety study

Lahore: Nestlé Pakistan has signed an MoU with the University of Veterinary and Animal Sciences (UVAS), Lahore, which will help continue the company's unwavering commitment to food safety. Nestlé believes that such partnerships between the industry and academic institutes are the need of the hour because research is one of the first steps towards ensuring food safety. The company will be supporting the university in a study which will examine the effects of mycotoxins on the health and milk yielding capacity of animals and how mycotoxin levels in milk can be reduced. Mycotoxins are harmful toxins produced in cattle feed by species of fungi as a result of improper storage and handling. Animals that consume such feed become sick, unproductive and also experience reduction in fertility. The toxin is also passed on into the milk that these animals produce and cannot be removed.

“We are committed to sharing our knowledge on Food Safety with anyone who needs it to facilitate delivering safe products to all,” said Naveed Ahmad Khan, the Head of Technical for Nestlé Pakistan. “Our approach to food safety covers the entire value chain, from farm to fork. According to Mr. Ahmad, Nestlé is driving an extensive campaign for awareness of good feeding practices amongst farmers and cattle feed manufactures. ■

## Huawei G8, all set to conquer the heart of masses in Pakistan

Lahore Following its long set trend, Huawei will launch its next elegant and smart gadget G8, soon in Pakistan. The features encased in the ultra attractive metallic body of G8 are surely going to capture the Pakistan smart phone market like a storm.

Huawei G8 is an economical; 4G LTE supportive Smartphone is fully loaded with unique and amazing features. This Smartphone will surely

prove to be another Huawei hit gadget and will sell like hot cakes as Huawei has never failed to provide outstanding devices in affordable price range.

Huawei G8 will come in an ultra thin metallic body and elegant design. The metal case body of this Huawei smartphone will add to the classiness and elegance of the buyer. The Huawei G8 features 5.5 inches, touch-sensitive, FHD screen with 1920 x 1280 resolutions. ■

## Carmudi joins hands with Karachi Vocational Training Centre

Lahore: In a bid to support Karachi Vocational Training Centre's (KVTC) commitment to integrate intellectually disabled individuals into the mainstream society of Pakistan, leading online vehicle marketplace Carmudi.pk is proud to join hands with KVTC as their official online promotion partner.

Carmudi Pakistan will partner with KVTC to provide a platform to create awareness around KVTC's story and their innovative work with the intellectually disabled by developing customized approach for their rehabilitation. Carmudi will also partner with KVTC to hold an auto show and demonstration of the capabilities of

their trainees 14th of October 2015.

Karachi Vocational Training Centre (KVTC), is a rehabilitation center for Intellectually Challenged persons. With a commitment to integrate intellectually disabled individuals into the mainstream society of Pakistan, over 500 graduated trainees are currently employed in various jobs all over the city.

Managing Director Carmudi Pakistan, Raja Murad Khan said “Carmudi Pakistan feels it is a very important for all people to overcome their limitations and have the opportunity to participate in society, regardless of their disabilities.” ■

## Haier launches eco-friendly refrigerant R32



Lahore: The Haier Group of China have set a searing pace in the central air conditioning world by introducing highly advanced technologies designed to meet and even surpass global emission controls. This emerged as Haier announced the introduction in the Middle East region of its product called Super Match central air conditioning system with R32 refrigerant that drastically cuts greenhouse gases in response to the strictest global emission controls. Thanks to R32 refrigerant the product, shown at the global managers summit held at Qingdao and attended by more than 150 managers from 36 countries and regions cuts greenhouse gases by a whopping 70pc compared to products with R410A refrigerant.

The Haier Super Match central air-conditioning is in full compliance with energy saving standards of developed countries and regions such as Europe, America and Australia. In addition, with the lowest operating noise level of only 26 db, Super Match central air conditioning system perfectly meets users demand for healthy environment, comfort and high quality. According to industry sources, following wide application in Europe, Northern America and Australia; this super energy saving product is set to enter the Middle East market for the first time - supplying 108 sets to high-end building projects thereby providing a premium eco-friendly air-conditioning solution to the region. ■



## Despite CM order tax on mobile internet not slashed

“PRA is collecting 19.5 percent GST and would continue this practice until any notification of the government to abolish this duty is issued”

The bureaucracy is not ready to abide by the instructions of the provincial government to remove tax on mobile internet and data services despite repeated orders of Punjab Chief Minister Shahbaz Sharif and Finance Minister Dr Ayesha Ghause.

Resultantly, the leading mobile phone operator in term of subscribers' base has passed on already a 19.5 percent GST on mobile internet to their customers whereas four operators are still waiting for notification to be issued by the PRA.

Officials in the Punjab Revenue Authority has confirmed that the PRA is collecting 19.5 percent GST and would continue this practice until any notification of the government to abolish this duty is issued. Chief minister as well as the finance minister have declared to withdraw this tax several times



but no notification was issued by the government so far. “We think that GST is intact until the release of notification which will actually be initiated by the CM Secretariat and endorsed by the provincial finance ministry.”

They said that elected government of the PML-N is not interested in withdrawal of this tax, as they declare verbally to remove this tax on internet on public pressure and then ask bureau-

cracy to continue with this tax. Officials lamented that federal govt has also imposed 14 percent income tax on telecom sector in current year budget.

The tax officials had proposed a lucrative avenue of generating tax revenues from the telecom sector because the number of subscribers using internet are growing rapidly whereas telecom sector is well-documented, sophisticated and easy for

collection of taxes compared with different sectors including automobile and property. It is pertinent to mentioned here that Chief Minister Shahbaz Sharif issued a statement to withdraw tax on mobile internet in an exclusive meeting with PRA officials on July 29 which was evident a press release issued by the concern department.

Earlier, Dr Ayesha Ghause also announced the withdrawal of the mobile internet taxes on floor of House in her budget speech on June 12. It was said the notification of the SRO issued by PRA will be withdrawn that was initially issued on May 28 on mobile internet and data service as GST at 19.5 percent exceeding speed of 2Mbps or above Rs 1,500 connection including 3G and 4G service.

The verbal assurance of the provincial ministry is not enough for corporation like

use but a notification is necessary to avoid deduction of GST on mobile internet, said an official of leading mobile phone company. Any order by CM Punjab without in writing could not be taken as serious because Minister of Finance also announced the same withdrawal earlier but no implementation was made, he added on the condition of anonymity.

We cannot pay huge taxes from our pocket while investing million of rupees at the same time on infrastructure. Instead we can pass on the similar tax to the customer though it will discourage customers to use the technology, he further said. Officials of rest of four mobile operators said the government should be honest with the public and honor its commitment with its voters largely for the interest of masses and social-economic development of the province.

## Ufone, PRCS collaborate to facilitate flood affectees



Dr. Rizwan Naseer General Secretary PRCS and Amir Pasha Head of PR & CSR Ufone exchanging documents for the contribution of the relief goods to flood affectees.

Karachi: Pakistan's premier telecom operator Ufone has joined hands with Pakistan Red Crescent Society (PRCS) to pursue its tradition of remembering the flood-affectees through thick and thin. On the occasion of Eid, Ufone and PRCS collaborated in an effort to provide food items to areas where floods devastated livelihoods of hundreds of thousands of families reside in Chitral.

In line with Ufone's vision of helping people and giving back to the society, Ufone has

handed over a consignment of 1 week of ration for 1000 families to PRSC, after the latter helped Ufone in identifying key areas which needed immediate attention. The areas in which PRSC served as a distributor were Bamburait, Rumboor, Reshun, Mulkhow, Orghuch, Doom Shugohre, GaramChashman, Zitur, Droshp, Brep.

Expressing his views Amir Pasha Head of PR & CSRUfone said: “Ufone along with PRCS has taken this initiative to facilitate these floods hit

brothers by provided them with much needed rations fulfilling their immediate needs, so that they may not feel left behind on this auspicious occasion of Eid-ul-Azha.”

Regarding this initiative, Dr. Rizwan Naseer General Secretary at PRCS said: “It is indeed sad that so many people lost their livelihoods because of the recent catastrophic floods, this initiative was the need of the hour and we highly appreciate Ufone's efforts in this regard, as this would not only provide timely relief to the flood affectees, but also bring smiles on their faces on the upcoming Eid.”

The flood relief rations have been handed over to PRCS by Ufone for the distribution, in a ceremony held at PRCS Headquarters. This will not only provide a quick relief to the affectees but establish a sense of equality among the Chitrali citizens on the nationwide occasion of Eid. ■

## Meezan Bank gets Shariah Authenticity Award

Karachi: Meezan Bank has been conferred with the ‘Shariah Authenticity Award’ at the 5th Global Islamic Finance Awards held at Gulf Convention Centre, Manama, Bahrain.

This is the second time that Meezan Bank has been recognised at this esteemed platform, in 2013, Meezan Bank had received ‘Best Research and Development in Islamic Finance’ award.

The GIFA awards are among the most prestigious global awards in the field of Islamic Banking and Meezan Bank's nomination for their

perts.

Their mutual synergy, supported by the oversight of a world-class Shariah Supervisory Board, ensures that Meezan Bank provides its customers with cutting-edge financial products that are fully compliant with the principles of Islamic Shariah. The efforts of Meezan Bank are recognised on GIFA's forum and the Bank has won this reputed award.”

Dr. Muhammad Imran Usmani Member of Meezan Bank's Shariah Supervisory Board, said that “a strong focus on Shariah-compliance



Shariah Authenticity Award is testimony to the fact that Meezan Bank stands among the topmost Shariah-compliant financial institutions in the world.

On receiving the award, Meezan Bank's founding President & CEO Irfan Siddiqui said, “Meezan Bank has a very strong product development team, comprising of Shariah scholars, business graduates and product ex-

is the key contributor in Meezan Bank's success and in its international recognition as a truly Shariah-compliant bank”. He appreciated the efforts of Meezan Bank's management team towards promoting the cause of Riba-free banking and suggested that they should share their knowledge and experience in this field with other Islamic financial institutions across the world. ■

# PTCL organizes Sham -e- Mazah for its employees

“Renowned comic poet Professor Anwar Masood presided over the hilarious session”

Islamabad: Pakistan Telecommunication Company Limited (PTCL) recently organized a humor-packed literary session themed ‘Sham -e- Mazah for its employees and their families.

Renowned comic poet Professor Anwar Masood presided over the hilarious session, which included prominent comic poet Salman Gilani; Abdul Hakeem Nasif, Zahid Fakhri, Dr. Fakhar Abbas, Dr. Tahir Shaheer, Sarfraz Shahid, Dr. Inam ul Haq Javed, Dr. Saeed Iqbal Saadi, Idrees Qureshi, Dr. Badar Munir, Ali Zulfi, Jawad Hassan Jawad, Muhammad Arif, Saleem Akhtar and Shahbaz Chohan who brought bouts of laughter to the jam-packed

hall. The humorous poems ‘Banyan’, ‘Vela Baba’, ‘Kaddi Te Paiky Ja Ni Begum’ were the most appreciated items of the session given a standing ovation by the energetic crowd. Mr. Ali Yasir a young talented poet anchored the session and also kept the humorous tempo of the proceedings alive with his witty replies and rejoinders to the speakers and writers on the stage.

Besides, a highly significant segment of this unique session was a short journey down the memory lane in the form of selected readings on social and political satire.

Syed Mazhar Hussain, Chief Human Resource Officer (CHRO) PTCL while ap-



preciating the humor-filled poetry said, “The poems on display made us laugh out loud and it would be befitting to say that everyone present in the audience enjoyed to the fullest.”

He added that, “Executing

new business strategies require alignment with overall organizational culture as well. Effectively addressing an organization’s culture helps maintain high level of productivity, employee engagement and focus and such events go a

long way in realizing the potential of cultural transformation initiatives.”

PTCL believes in providing a healthy working environment for its employees and regularly organizes such activities. ■

## TCS Connect now Yayvo.com

Lahore: TCS has launched www.yayvo.com - the new face of the online shopping portal, TCS Connect. Yayvo.com offers more shopping convenience to online shoppers in Pakistan and around the world.

An e-commerce site of TCS E-Com (Pvt.) Limited, Yayvo.com offers a wide range of leading local and global brands, including electronic gadgets, mobile phones, fashion apparel for men and women, home décor and lifestyle goods, books, edible items and much more.

Every product on Yayvo.com is original, and is packed and shipped with an official warranty, backed by the TCS delivery promise.

Yayvo.com has also teamed up with TCS Hazir for selected high demand brands. The service ensures delivery within 60 minutes of ordering online right to the customer’s

doorstep in Karachi, Lahore, Islamabad or Rawalpindi. The 60-minute online shopping model is the first of its kind in Pakistan.

Yayvo.com redefines the online shopping experience for customers with its 7-day return-no questions asked policy, along with a simple and easy-to-use interface.

Customers can call, chat or order online directly from any device having internet connectivity. Yayvo.com specialists guide customers and help make their shopping experience more memorable.

Yayvo.com offers various payment options, including cash on delivery of up to Rs. 100,000 for shoppers in Pakistan. Customers around the world can shop on www.yayvo.com and have goods delivered anywhere across Pakistan as well as at 225 locations where TCS delivers globally. ■

## Solar energy commercially viable alternative for SME sector

Lahore: The 3.2 million SME establishments in Pakistan contribute approximately 40% in GDP and 40% in employment generation. However, the sector has faced a difficult time sustaining itself by using fuel run generators to match the energy supply-demand gap. Various affected units have closed down and quite a few have relocated to avert trade crunches.

Numerous specific sector studies over the period have proven that widespread commercially available technologies such as solar power can ease the energy crisis. With Solar and wind power becoming increasingly competitive, various local banks have initiated credit facilities for green energy investments. Switching from fossil fuel to renewable sources can prove to be both economically and technically

beneficial for the SME sector. Also, the recent feed-in-tariff policies have created opportunity for SMEs to emerge as a third party renewable energy provider through energy sales to the grid.

Inam ur Rahman, CEO of Reon Energy Limited in a national television show stated “If the national grid cannot provide energy then the SME sector has to look at other sustainable alternatives. Energy from diesel is very expensive and makes the sector uncompetitive. With the recent technology improvements, Solar and Wind energy can provide a reasonable solution to meet the sector’s electricity needs. Solar energy is easily installed and provides a commercially viable alternative. It is necessary that we all work together to facilitate and fund renewable energy investments”

Reon Energy Limited is the renewable energy division of Dawood Hercules Limited - the single largest private sector energy provider in Pakistan.

Energy plays a crucial role in efficient functioning of industries. It is important that financial support over the period is increased to accelerate renewable energy investments and that the government provides enabling policies to make renewables attractive to the private sector. Also, it is essential that SME units set time bound renewable energy targets for creating self-sustaining ventures. Such interventions at various levels shall not only benefit the individual units but also prove profitable for long term sustainability of this sector and the energy sector in the country. ■

## Tracking your loved ones through MobiLocator

Islamabad: Committed to providing simple and convenient solutions to its subscribers, Mobilink has revamped its location based service, MobiLocator. This service provides users with the ability to find their current location and location of their registered friends and family. Moreover this service allows customers to find the location of nearest restaurants/cafes, ATMs, Petrol Pumps etc. MobiLocator also has a scheduled SMS alert option, which enables users to track and record the location of their family members after pre-set time intervals.

With faster access and flexibility in mind, MobiLocator

service has been shifted from SMS to USSD channel. All features of this service are now bundled under one umbrella which makes it easy for the customers as they would not need to send SMS request on different short codes. Previously customers had to pay different price for each feature every time they use the service for finding locations.

The price of the service is now changed to PKR 2.5+tax/week for prepaid and PKR 10+tax/month for postpaid. This enables customers the opportunity to pay once for the entire week or month and use all features without any additional cost. ■

## Overall telecom tele-density reaches 63.6 percent



Islamabad: Tele-density in the country including fixed, Wireless Local Loop (WLL) and mobile phone has reached 63.6 percent while total mobile

service subscribers have touched 116.5 million mark by end of July this year.

The tele-density is defined as the number of customers per 100 people, hence it is roughly said that after verification of SIMs through biometric system, 63.6 percent of the population own and avail telephony services through different technologies.

Of the total telecom services, cellular phone has a major share with 61.4 tele-density. The Cellular phone tele-density was 60.7 per cent last year, statistics of regulator - Pakistan Telecommunication Authority (PTA) revealed on Friday.

It is worth mentioning here that cellular tele-density remained on a sluggish trajectory during this year as millions of illegal SIMs registrations have been cancelled by telecom operators, also revision in SIMs selling mechanism and limitation of only five SIMs on one Computerized National Identity Card (CNIC) restrained growth.

However, effective marketing campaigns by the operators, stimulating subscriptions of cellular mobile phone companies in urban and rural areas of the country have again started attracting millions of new users to join five telecom

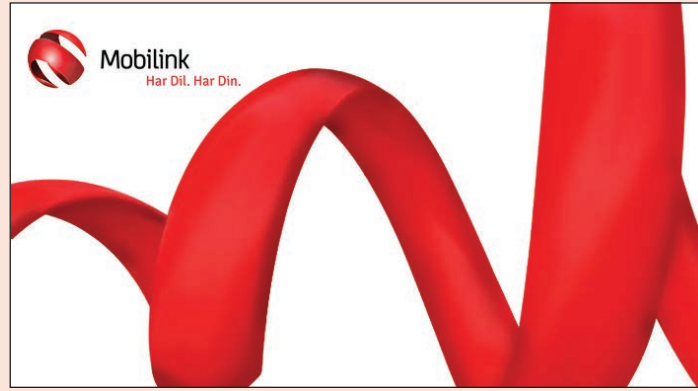
# Mobilink receives WWF 'Award

“WWF Pakistan conferred the ‘Award of Innovation’ to Mobilink at the third annual ‘WWF Green Office Network’ meeting”

Islamabad: WWF Pakistan, in a latest honor recognizing the telco's ongoing endeavors to protect the environment, conferred the ‘Award of Innovation’ to Mobilink at the third annual ‘WWF Green Office Network’ meeting. The award is in honor of Mobilink's ongoing green sustainability initiatives, which target the telco's industrial and corporate activities in a bid to cut down on consumption of electricity, paper, water and residual solid waste. Previously, Mobilink also received WWF's Green Office Certification, only telco in the country to do so, for its corporate premises in Lahore and Islamabad after ensuring a 73%

drop in the consumption levels of natural resources.

Expressing his delight at receiving the award, Omar Manzur, Head of Corporate Communication - Mobilink said, "Mobilink's Corporate Responsibility function, not only, ensures that our employees are aware of environment-friendly practices and make efficient use of resources, but the corporation, as a whole, amalgamates this green philosophy with its corporate objectives. At Mobilink, we believe that global businesses are the only institutions strong enough to meet the huge long-term challenges facing our planet, thus we are willingly to strive harder to ensure our part is



played out efficiently. The ‘Award of Innovation’ by WWF acts as an encouragement for our employees and ‘Green Office’ coordinators for all the good work they have been doing to live up to our corporate objectives.”

As part of these ongoing green initiatives, Mobilink has incorporated a Building

Management System – an intelligent centralized energy management solution to efficiently control & optimize the telco's buildings' consumption, and different Power System Optimization Projects. It also continuously revamps its communications structure to reduce paper usage, while cutting down on

CO2 emissions through a reduction in corporate traveling; for this purpose Mobilink launched ‘MobiRide’ - an environment friendly-carpooling network designed and configured to address issues such as parking space constraints, high traveling expenses, and traffic congestions. The telco also holds regular employee engagement activities to create awareness about various environment issues, while Mobilink

Torchbearers, volunteer employees, carry out environmental friendly activities like the recent tree plantation drive at the New Islamabad international Airport, where 2000 Silver Oak Trees were planted. ■

## Microsoft RGM mulls IT future roadmap in Pakistan

Lahore: The General Manager of Microsoft - North Africa, East Mediterranean and Pakistan (NEPA) region – Mrs Leila Serhan, has held meetings with the Federal Minister for Planning, Development and Reform – Mr. Ahsan Iqbal and the State Minister of Information Technology and Telecommunication – Ms. Anusha Rahman, to discuss progressive reforms and explore the potential for enrichments in the ongoing IT projects, to accelerate progress in the country.

While discussing various projects of mutual interest, Mr. Ahsan Iqbal explored opportunities for more collaborative endeavors with Microsoft and appreciated its continued interest in strengthening the IT infrastructure in Pakistan. Ms. Anusha Rahman highlighted the upcoming incubation proj-

ects of MOIT and invited Microsoft to extend its valuable technological support. Mrs. Serhan also took the opportunity to meet the Chairman of Pakistan Telecommunications Authority (PTA) - Dr. Ismail Shah, besides holding talks with the Chairman of Punjab Information Technology Board (PITB) - Dr. Umar Saif and other senior officials in Islamabad, where she lauded their role in the e-Governance initiative taken by the Punjab government.

Microsoft's regional GM visited Pakistan to celebrate the recent achievements of the team in Pakistan, besides having insightful discussions with major partners, stakeholders and government officials. As reflected by the yearly results - the new Microsoft “Windows 10” Solution is receiving an overwhelming response from

the customers in Pakistan. This globally leading IT enterprise is committed to build capacity through its latest technologies and powerful innovations, whereby it has launched the strategy of “Cloud First, Mobile First” in Pakistan, to capitalize on the tremendous opportunities for individuals, businesses, and developers to embrace Cloud Computing.

Mrs. Serhan stated that; “The new generation of young and talented developers has encouraged us to work more actively with the local market. I think, in a span of two to three years, this market will evolve and grow dramatically. Our objective is to foster innovation and technological education locally to empower everyone and encourage the local Independent Software Vendors market.” ■

## APBF lauds policy rate cut by SBP

Lahore: In the wake of growing national economy and sustained low rate of inflation, recently State Bank of Pakistan has readjusted its policy rate for the next couple of months. All Pakistan Business Forum (APBF) has lauded this recent development and considered it as an encouraging move for the investors and small entrepreneurs in the Pakistani market.

State Bank of Pakistan has readjusted its policy rate for the next two months as 6% against the previous rate 6.5%, that total cut of 5 basis points. This cut in the policy rate exhibits the consistent low rate of Consumer Price Index (CPI) and declining trend in inflation as

compared to the previous year. If compared, in August 2014 inflation rate was noted to be 8.4% that is only 3.6% this year.

President APBF, Ibrahim Qureshi, has appreciated reduction of 5 basis points in the policy rate by State Bank of Pakistan and he said that, “The cut policy rate by SBP is a clear demonstration of better growing economy and controlled rate of inflation. Through this step SBP has supported the business community, providing them with opportunity to invest and grow adding further positive impact to the National Economy.”

He also cautioned that the

policy readjustment will ensure benefits in the real sense if it is coupled with smooth and favoring small and medium entrepreneur policies by the Government of Pakistan. He further said that, “Regardless of any discrimination of political affiliations, APBF is strongly committed and standing beside the Government to provide its full efforts making Pakistan a better economy.” He reiterated that, “APBF has been engaging different vital resourceful national and international organizations to make an enabling business environment in Pakistan and to build the fabric of national economy stronger.” ■

## Warid introduces Easy Menu



Lahore: Following the successful launch of Pakistan's first complete Post-paid USSD menu, Warid Telecom has now launched a similar service for its Pre-paid and Glow customers, namely Warid Easy Menu. This new development will allow customers to access a host of services quickly and conveniently, without having to call the helpline.

Customers will simply dial \*321# from their cell phones and the Easy Menu will appear on their screens, giving them the option to explore numerous services including account details, tariff change, prepaid offers, internet and SMS bundles.

Subscribers will only be charged once for activation while the navigation is free of cost.

Warid Telecom has always excelled in providing its customers easy and affordable access to the latest technology. With the launch of the Easy Menu, both prepaid and post-paid customers now have the ability to access frequently required services with the swipe of a finger. This new service shows Warid's dedication towards providing all of their subscribers with flexibility, convenience and control over their mobile connections, adding up to a better customer experience. ■

## Peace in Karachi boosts Pakistan's property market

Lahore: The successful Karachi operation has positively impacted Pakistan's real estate sector. New developments are expected to increase two to threefold in the future, according to a recent survey conducted by P Lamudi.pk.

According to real estate agents and builders, the Karachi operation has created a very positive environment. The law and order agencies are eliminating the Qabza mafia from the city

and people are now getting possession of their homes, plots and files.

Saad Arshed, Country Director of Lamudi.pk, commented that: “The Karachi operation has given a great boost to the real estate sector of Pakistan. Not only is the city benefiting from it but trickle down effects can also be seen in form of increased FDI inflows in the property markets of other cities too. ■

## PTCL partners with Google for Tech Mela festival

“PTCL is geared up to enable e-commerce retailers in Pakistan and is also looking at this channel to interact with our customers”

Islamabad: Pakistan Telecommunication Company Limited (PTCL) partnered with global search giant Google for Tech Mela, a first of its kind online shopping festival in Pakistan.

Designed to promote the growth of online shopping in the country, the 10-day festival features products by Google's leading retail partners.

Acknowledging that increased Internet penetration is vital to the growth of e-commerce in Pakistan, PTCL is leading the way by offering special discounts for its products and services through Tech Mela. Products carrying discounts include the premium CharJi wireless broadband, the

EVO Wingle range and the recently launched CharJi Tab. PTCL is also taking online orders for the newly launched Hi Speed No Limits triple play (TV, broadband and telephone) package. PTCL has extended its existing partnership with retailer Daraz.pk to offer doorstep delivery for Tech Mela. “Convinced that online commerce in Pakistan is on the rise, PTCL is geared up to enable e-commerce retailers in Pakistan and is also looking at this channel to interact with our customers,” observed Mr. Adnan Shahid, Chief Commercial Officer at PTCL.

Customers purchasing the CharJi Tab will also get a complimentary pre-installed Sygic



car navigation app providing turn-by-turn voice guided navigation all across Pakistan along with a free car mount and charger. Those buying Hi Speed broadband also have the option of a free PTCL Smart TV app. E-commerce growth in Pakistan has lagged behind the larger Asian region as consumers have traditionally been more comfortable buying

things from brick and mortar stores.

However, with the advent of targeted online advertising provided by Google, consumers can be made aware of products as and when they search for them. And with easy shopping and payment processing services such as those offered by Daraz.pk coupled with reliable e-commerce ful-

fillment services such as those offered by TCS, online shopping in Pakistan is poised to take off.

As the largest ICT service provider of the country, PTCL continues to innovate and bring exciting new products and services for its esteemed customers. Customers can enjoy this limited time offer on Tech Mela till the 21st of September 2015. ■

## wi-tribe focuses on 'Innovating Smarter Lifestyles' for customers

Islamabad: wi-tribe, one of Pakistan's leading internet service providers, has lately been focusing its efforts on customer convenience, digital lifestyles and innovative mobile applications to name a few.

The company is moving forward with the theme 'Inno-

bile experience, wi-tribe introduced 3 new mobile apps at the conference.

First in the line was 'Buzz' which provides free voice calls and also offers localized app stickers, free group calls and a virtual number. The company also launched an exclusive security app 'resQ' which sends

broadband eco-system in Pakistan, which contributes towards social, micro and macro-economic change and growth.”

He further said that, “In order to meet the current and future expectations of our customers and the growing market, our innovative products



Wasim Ahmad, CEO wi-tribe at the occasion along with other senior officials of wi-tribe.

ating Smarter Lifestyles' which was a major theme while presenting its products and services at the ITCN Asia 2015. wi-tribe's team of experts were keen to engage with the audience present at ITCN while displaying their company's innovative solutions for consumers and corporate sectors.

wi-tribe has always added value for the communities through its diversified and state of the art products and services. To enable people in getting more from their mo-

alerts and location details to family and friends in case of an emergency.

To provide customers with state-of-the-art digital television experience, wi-tribe TV was also launched at the occasion, which enables customers to access digital television service on their PCs, laptops and smartphones. The service offers more than 100 Live TV channels.

Wasim Ahmad, CEO wi-tribe while speaking at the conference said, “wi-tribe is committed to develop a robust

and platforms are focused towards enriching people's lives and provide a more interactive experience for customers. Through the launch of wi-tribe TV, voice calling and security apps, we will be able to create more volume for our customers.”

wi-tribe Pakistan is one of the most reliable internet service providers in the country bringing innovative and personalized broadband products and services for consumer and corporate segments nationwide. ■

## Mobicash launches 'Bachat Account'

Islamabad: Mobicash, continuing with its innovative offerings, has launched a savings account for its mobile account holders. Aply titled 'Bachat Account', it provides an incentive to account holders conscious of their saving habits by offering them a daily profit on maintaining a certain balance of money in their mobile account. The profit in the “Bachat Account” is calculated and posted to the mobile account on a daily basis. This service comes with unique features that are industry first initiatives, daily posting to the mobile account and option to subscribe/unsubscribe directly from customer mobile account menu.

This service is available to both existing and new Mobicash Mobile Account customers.

Aniqa Afzal Sandhu, Senior Director Mobile Financial Services - Mobilink, while expressing her joy at the launch of this latest product stated, “This latest product will be of immense benefit to our customer base as it offers them a handsome return on their earnings and promotes a savings culture. Around the globe, people are encouraged to save for a better tomorrow,

and our product is a step in that direction. Mobicash wants to provide Pakistani citizens with a safeguard against economic uncertainty and other personal emergencies. In line with our vision to bridge the divide between banked and unbanked proportions, our Bachat Account offers individuals an opportunity to lead a better lifestyle by encouraging micro-saving.”

This service currently offers mobile account holders three separate saving plans based on a set range of balance requirements: Bachat Plan A sets PKR 2500 as the minimum balance, which offers users an annual profit rate of 6%, Bachat Plan B has a minimum balance requirement of PKR 7,500 with an annual return of 7%, while Bachat Plan C offers an industry high annual return of 9% on a minimum balance of PKR 15,000. For a free of charge subscription to a Bachat Plan, Mobicash Mobile Account holders need to dial \*786# from their phone and go to 'My Account' and select 'Bachat Account', then choose a relevant Bachat Plan and enter the MPIN for confirmation. ■

## Microsoft Windows 10 Enterprise Summit held

Lahore: As the latest Microsoft Windows 10 solution was launched in Pakistan recently, the global leader in information technology – Microsoft held an insightful event “Windows 10 Enterprise Summit” in Karachi on 29th of September, 2015, to inform its customers about the advanced features of the new solution.

The Lead Technology Strategist of Microsoft Pakistan – Zafar Ul Islam conducted this unique event, which allowed the audience to observe and experience a comprehensive demonstration of the much anticipated Windows 10. Its features are designed to boost the performance and multi-tasking capabilities of organizations and individuals. ■

# ChenOne inaugurates its 34th branch in Lahore

“The fifth branch in Lahore is centrally located opposite Doctors’ Hospital and is the complete lifestyle store carrying the entire ChenOne range of home furnishings, linens and apparel”

Lahore: In a glamorous extravaganza to mark the opening of the 34th branch of the ChenOne stores, the brand inaugurated the new Johar Town outlet with a ribbon cutting ceremony followed by gift hampers to invitees.

The fifth branch in Lahore is centrally located opposite Doctors’ Hospital and is the complete lifestyle store carrying the entire ChenOne range of home furnishings, linens and apparel.

Mian Kashif Ashfaq, CEO of ChenOne, was the chief guest for the occasion which was graced by the glitterati of Lahore, including media personalities, television celebrities and icons of the fashion industry. He said, “As ChenOne continues to grow in leaps and bounds I am de-



Mian Kashif Ashfaq, CEO of ChenOne inaugurates ChenOne Store in Johar Town, Lahore.

lighted to see the expanding influence and convenience of a concept we introduced in Pakistan almost 20 years ago. One stop shopping and vari-

ety are cornerstones of what the discerning consumer is looking for in an age when there are innumerable demands on time.”

He added, “ChenOne offers affordable furniture, home décor and soft furnishings that do not compromise on style, comfort and individ-

uality. The Johar Town branch also carries the complete range of ChenOne apparel for men, women and children.”

ChenOne was the first store in Pakistan to offer a complete range of clothing, accessories, shoes, home linen, soft furnishings, furniture, and kitchen accessories. Currently we carry internationally renowned brands from UK, Italy, Portugal, Singapore and Denmark along with the products we produce in Pakistan. As the new store opens just in time for Eid shopping, Damask, a premium eastern wear brand for men offers high quality stitched and unstitched outfits, while Bonita ready to wear semi-formals cater to women. ■

## Samsung introduces Galaxy J Series smartphones in Pakistan



Lahore: Samsung has launched Galaxy J5 and Galaxy J7, the latest selfie-focused smart phones, in Pakistan. These brilliant, smart devices of Samsung carry LED Flash with the front camera, which outshines all the peer smart phones in the market. Samsung has continued its tradition of delivering gadgets, which are exquisitely designed and carry pioneering technologies. These smart de-

vices are endorsed by Samsung’s Brand Ambassadors, Josh Band and Sabeeka Imam.

Farid Ullah Jan, Head of Mobile at Samsung Pakistan and Afghanistan, said, “The launch of Galaxy J5 and Galaxy J7 aims to give consumers options in the mid-range price segment. With optimal features and great value proposition for our consumers, the new devices will

offer an uncompromised smartphone experience, at very competitive prices.”

Galaxy J5 & J7 flaunt striking yet elegant exterior, which encases, Android 5.1 Lollipop operating system with a super fast processors 1.2GHz quad-core Snapdragon 410 in J5 and 1.5 GHz Octa-core Samsung Exynos 7580 in Galaxy J7. J5 & J7 processors are supported by 1.5GB of RAM/8GB ROM and 16 GB ROM, respectively, and this memory, expandable up to 128 GB with MicroSD card.

These super elegant, smart devices, carry Super AMOLED high definition screen, differing only in sizes, i.e. J5 has 5.5 inches and J7 has 5.0 inches, screen. These screens have been aptly equipped to give to the users an ultimate experience. ■

## Naveed Saeed appointed as VP Mobilink



Islamabad: Mobilink Pakistan, a VimpelCom company, announced the appointment Mr Naveed Saeed as Vice-President at Mobilink.

Mr. Naveed Saeed has a rich profile that spans over 22 years in telecom sector. He has worked at a number of local and multinational telecom companies at senior management positions in Asia, Middle East and Africa. He has also working experience at Warid Telecom, Instaphone, IMTCL (Thuraya project), Pakcom Limited, Mobilink, Paktel Limited (now China Mobile) and PTCL as CCO, SEVP Corporate Development. ■

## Low interest rates increases car financing

Lahore: Reduction in interest rates has increased car financing, positively impact-

ing the sales of automobiles in the country, as auto financing is contributing around 30% of vehicle sales currently.

This was stated by Chief Operating Officer IMC, Mr. Ali Jamali. He said that improving economic environment, driven by the government efforts provided much needed boost to the auto industry as the IMC in particular posted healthy growth in FY 2014-15 and added Rs. 32b in national exchequer which makes 1.2% of overall tax collection. “The agri and Taxi schemes are good initiatives of the government which also posed a good impact on the local auto industry sales. We are hopeful that other OEMs products such as IMC’s Hilux will also be included in such schemes.

## Bank Alfalah announces winner of Rising Talent Award

Lahore: Bank Alfalah has announced Hamza Bokhari as the new Bank Alfalah Rising Talent at the closing of the PFDC Bridal Week Saturday. Hamza received a cash award of half a million rupees from Aly Mustansir, Chief Marketing Officer, Bank Alfalah. Amidst the sorority of fashion lovers and designers, the Bank Alfalah Rising Talents Adnan Sarwar, Mohammad Rizwan, Anwer Ali and Hisham Malik –hailing from the fields of



film, cricket and fashion respectively - were also present at the event to congratulate the new Bank Alfalah Rising Talent.

Hamza was amongst the four debut designers in bridal fashion exhibiting their collection for the first time at the PFDC Bank Alfalah Rising Talent Show.

The young talent rose to the challenge of designing one piece each inspired by Bank Alfalah’s brand personality. The winner was chosen through a transparent voting

process of jurors and public.

Bank Alfalah’s Rising Talent Programme aims to motivate, inspire and recognise young and upcoming talent in the country and provide them with opportunities to showcase their talent. Bank Alfalah has been supporting fashion bodies operating in the country, including the Fashion Pakistan Council as well as the PFDC. Bank Alfalah also supports emerging talent in cricket, polo and arts. ■

# Samsung assembles ACs & FPTVs in Pakistan

“Samsung Pakistan announced aggressive plans to capture the Pakistan AC and FPTV market. In line with its plans, Samsung has set up a new assembly line for split ACs and FPTV at its SmartZone distributor facility”

Lahore: Samsung Electronics has been manufacturing products which range from consumer electronics and mobile phones devices to IT products. This leading technology based company has always been committed to providing modern technological products to its customers for smart luxurious life. Keeping this aim, digital technology leader, Samsung Pakistan announced aggressive plans to capture the Pakistan AC and FPTV market. In line with its plans, Samsung has set up a new assembly line for split ACs and FPTV at its SmartZone distributor facility.

In this factory line, modern technologies would be utilized to make state of the art Televisions and Air conditioners, under the supervision of Korean engineers. Throughout the years, Samsung has maintained high quality standards for its products which is why this brand is trusted by the customers



globally.

In Pakistan, Samsung has been positively adding to the society and economy by participating in many philanthropic projects and strengthening its business ties in the local market. With the

launch of this factory line, Pakistan's economy will also see a significant up rise because the localized production centers will increase the employment opportunities.

Mr. J H Lee stated the AC and TV business is a key

growth engine for our consumer electronics business. The setting up of the FPTV and AC facility will provide a strong fillip to this business on account of world-class, superior quality production at this facility and better supply

chain management leading to faster response to the market.

At the inauguration, Samsung Pakistan's MD, Mr. J H Lee stated, “Samsung wants to be a part of Pakistan's growth and economic development. For this very reason, we have always played our role by spreading our business in the region and by aiding new startups.” He added, “The launch of Factory line in Lahore is the next step in this journey. It would not only manufacture quality products for the customers in Pakistan, it would also increase employment opportunities and help boost the economy.”

Samsung Consumer Electronics have already captured a big market share in Pakistan. Customers consider Samsung brand as the symbol of style and elegance. The opening of factory line, would certainly gain increased sales growth for the brand and deepen its ties with the customers in Pakistan. ■

## Huawei's investment in the future with research and innovation

Lahore: Judging from the sales and customer's reactions Huawei received this year, it can be rightly stated that its research and development strategy is based upon two vital features; which essentially constitute of generating ideas/strategies to comply with the needs of its consumers and teaming up proficiently with partners and authorities, to develop such devices which become the apple of the eye, immediately after their launch.

About 45% of Huawei's global workforce is working tirelessly in the research and innovation domain, and this certifies Huawei's absolute capability of making supreme in-

novative products. Huawei manages an outstanding number of 17 R&D sites and 19 joint innovation centers working in association with telecom and ICT partners. With 18 new applications on an average per day, the extensive R&D department of Huawei makes it a world-leader in issuing patents.

Huawei Pakistan's CEO, Mr. Aragon Meng has stated that, “Huawei strongly believes that in order to capture the heart and trust of our customers we must deliver to them such products which possess revolutionary features and technology.” He also said that, “The smart phones launched by Huawei in 2015

have been developed by utilizing numerous pioneering technologies and this shows the utter significance of the R&D department in Huawei's success.”

Each year, Huawei contributes majorly in the research and development department from its revenues. The prolific R&D department also helps in creating international standards which are crucial for the development of innovative products. In these R&D centers, the staff members are motivated for making technological innovations, influencing talent and employing their global resources so that every product they deliver is exceptional. ■

## TDF aims to conserve Pakistan natural heritage

Islamabad: The Dawood Foundation (TDF) announced the launch of the TDF Nature Series, a set of documentaries aimed to raise public awareness about Pakistan's degrading natural habitat and the urgent steps needed to sustain it for generations to come. The first two films are about two spectacular National Parks, Margalla Hills and Chitral Gol and the conservation issues related to them. Using multiple elements including BTL and digital, TDF aims to spread the nature conservation message to millions of people in Pakistan and across the world.

These scenic films have been produced by Walkabout Films and are also part of the Give Back Project.

As per UNDP data, Pakistan is one of the countries most vulnerable to climate change. Due to environmental degradation, it increasingly suffers from natural disasters, floods and other catastrophic consequences that lead to loss of incomes, homes and livelihoods. Pakistan has been beset with natural disasters

in recent years, which are caused by global climactic changes as well as poor environmental conservation at home, as exemplified by one of the highest rates of deforestation in the world. Estimates about Pakistan's forest cover vary between 2 and 5% against a recommended rate of 20%. These films aim to help mitigate these issues.

Hussain Dawood, Chairman, The Dawood Foundation, formally launched the TDF Nature Series campaign. Also present at the event were the Foundation's trustees, Kulsum Dawood, Shahzada Dawood and Samad Dawood.

While talking about the films, Sabrina Dawood, CEO, The Dawood Foundation, said, “The Nature Series aims to advocate and educate the people about the natural resources, sanctuaries and heritage that exist in our country and challenges faced by both humans and wildlife. There is an urgent need to address the environmental issues and the consequences of the degradation of environment.” ■

## UBL Funds co-hosts awareness session

Lahore: UBL Fund Managers Limited (UBL Funds) co-hosted an awareness session and dinner in collaboration with the Karachi Stock Exchange (KSE), highlighting its Islamic wing, Al-Ameen Funds. The session titled “Awareness on Islamic Investments & Capital Markets” was held at the Taj Marquee, located next to Movenpick Hotel, and was open to the public.

In this interactive session, Mr. Mir Muhammad

Ali, Chief Executive of UBL Funds, and Mr. Nadeem Naqvi, Managing Director of KSE, delivered informative presentations followed by Q&A. They spoke about the current market situations and discussed the way forward.

The session welcomed general public informing them about the growth and performance of Islamic investment avenues, the KMI index, and Islamic mutual funds. Attendees gained knowledge on the impor-

tance and benefits of saving, investing, and financial planning, gaining insight on how to benefit from capital market investments.

He added that “In terms of Islamic Funds, specifically, there is a need for understanding of what makes instruments Shariah-compliant, in the absence of which confusion does arise. Once the concepts are clearly explained, though, Islamic Funds are well-perceived and their benefits embraced.” ■

# Telenor Pakistan achieves over 5 million 3G subscribers

“Telenor Pakistan continues to set new trends with its capacious 3G coverage nationwide”

Islamabad: In line with its commitment to strengthen the internet ecosystem in Pakistan and further facilitate 3G uptake in the country, Telenor Pakistan has expanded its devices portfolio by launching three new mobile handsets. The new devices were announced in an interactive media event in Islamabad.

During the session, the media were briefed that Telenor Pakistan continues to maintain its leadership as the largest and fastest growing 3G network in Pakistan with over 5 million 3G subscribers, the highest amongst all the telecom operators. During the current commercial rollout of 3G services, Telenor Pakistan powered various rural areas with 3G services wherein even basic landline or mobile telephony services were not available. With a history of empowering societies with its robust communication network, Telenor Pakistan continues to set new trends with its capacious 3G coverage nationwide. As of today, the company operates



over 4,900 3G sites spread across the country providing affordable high-speed mobile internet.

The new devices added to the portfolio include Lite 3G, Smart Mini and Smart Pro. Costing about PKR 3,690, Lite 3G is a dual sim 3G feature phone with video calling & video streaming functionality. Smart Mini, which costs about PKR 5,490, is a 3G smartphone featuring a 3.5-inch display, a fast Quadcore

processor, Android Kitkat OS and preinstalled social apps. The third addition to the portfolio is Smart Pro, another 3G smartphone priced at PKR 6,990 and featuring a 4-inch display, superior Android Lollipop OS, 1GB/8GB of RAM/ROM and 5MP back camera and 2 MP front camera. The price ranges, build quality and features give Telenor handsets a clear edge over the competition.

Expressing his delight,

Irfan Wahab Khan, Deputy CEO and Chief Marketing Officer, Telenor Pakistan said, “Telenor Pakistan aims to bring 3G phones within the affordability range of people belonging to low and middle income groups. As we strongly believe that internet is a facility for the many and not for the selected few, we have expanded our 3G device portfolio people are able to capitalize on the power of mobile internet.” “Capturing more than 32% of

Pakistan's entire 3G broadband landscape is yet another testament to our commitment toward facilitating 3G uptake by providing best-in-class and affordable internet services to all. We stay committed towards building an ecosystem to advance internet growth in the country,” he added.

The new handsets will be available from Sep 14, 2015 on all Telenor Pakistan Sales & Service Centers, franchises and Easyshops as well as in selected mobile shops across Pakistan. In order to enhance the reach of these devices to the customers, Telenor Pakistan has appointed i2 Pakistan as the distribution and warranty partner with over 800 collection points. Telenor Pakistan offers 12 months of standard warranty for all customers, and an extended 6-month warranty for Telenor customers. Additionally, Telenor Pakistan customers get a balance of PKR 600 and 3GB data over the first six months after purchase of these handsets. ■

## Warid launches Double Faida offer



Lahore: Warid always brings most innovative and state-of-the-art communication services for its customers. Keeping this tradition alive, Warid has launched LTE Double Faida offer which allows Warid subscribers to enjoy free internet at nights from 1am to 9 am and double volume on selected daily, weekly & monthly LTE mobile internet bundles for the same price. This amazing offer by Pakistan's most popular LTE network provides customers with easy and affordable access to lightning Tez Internet. For new LTE customers, Warid is also offering 1GB for 5 Days absolutely free.

Dynamic duo, Amir “King” Khan, and Shahid Afridi are featured together in Warid's new TV commer-

cial. Both the brand ambassadors, very well demonstrated their acting skills and the appearance of both stars together is highly liked by the public.

This Double Faida offer is applicable to several Pre-paid bundles: the 24 Hour Bundle, 3-day bundle, weekly bundle and monthly big bundle. For postpaid subscribers, the offer applies to the monthly big bundle, giving customers 10 GBs for the month, as opposed to the standard 5 GBs. Free nights on Postpaid bundle can also be availed on these LTE bundles by simply sending “NB” to 4000 in an SMS.

As a company with excellence in both customer satisfaction and innovation, this new offer is sure to catch the attention of all internet lovers in Pakistan. ■

## ICAP opens its new branch in Faisalabad

Karachi: The new office of the Institute of Chartered Accountants of Pakistan was inaugurated by Vice President ICAP, Mohammad Maqbool in Faisalabad.

The Institute presently has over 7,000 members and more than 30,000 registered students. The initiative of expanding the infrastructure has been taken for the benefit of both the membership and the students in Faisalabad region.

The chief guest said that this move will help ICAP in branching out into new dimensions and enhancing outreach to all the stakeholders in the region. He further remarked that ICAP office will serve the growing needs of its members and students in Faisalabad.



Vice President ICAP Mohammad Maqbool inaugurates new office in Faisalabad.

The Institute encourages and promotes students from all regions and diverse academic and financial backgrounds to enable them to pursue the Chartered Accountancy qualification. The profession of Chartered Accountancy is open for all who

would like to take on challenges, aim to seek in depth knowledge and have a desire for achieving excellence.

The inaugural ceremony was attended by the council members, academia and members of the CA community. ■

## Pemra bans objectionable advertisement on TV channels

Islamabad: Amid scores of public complaints against the telecast of an objectionable and indecent advertisement of contraceptive (Josh Condoms) on Pakistani TV channels, Pemra in a letter addressed to all private electronic media licensees and the Pakistan Broadcasters Association (PBA) has asked to immediately review advertisement of Josh Contraceptive.

It may be mentioned that the same advertisement of the contraceptive was also banned by Pemra in July, 2013 amid large

number of public complaints as the advertisement was largely termed objectionable and vulgar. Pemra, in its directive has pointed out that the advertisement is generally being perceived as indecent, immoral and in sheer disregard to our socio-cultural and religious norms.

Pemra has further said that regardless of public complaints, the content of advertisement is otherwise contravenes to Section 20 (b), (c) & (f) of the PEMRA Act 2007 read with Article 37 (g) of the Constitution of the Is-

lamic Republic of Pakistan and clauses 14 (1) (3) (d) of Electronic Media Code of Conduct-2015 which inter-alia states that no programme /advertisement is to be aired that is obscene or against the generally accepted standards of decency & morality.

Pemra has, therefore, asked Pakistan Broadcasters Association (PBA), Pakistan Advertisers Society (PAS) and all broadcast licensees to ensure that the advertisement should not be aired unless it is reasonably reviewed and brought in line with the ethos in a way that it may not hurt the public sentiments. ■

# Huawei lowers the prices of its best selling smartphones

“Now Huawei Honor 4C, G7 dual SIM, G7 single SIM and Y625 would be available for Rs. 19,999, Rs. 28,499, Rs. 27,499 and Rs. 12,999”

Lahore: Mobile phone market of Pakistan has welcomed a series of unique and amazing Huawei smartphones recently. These smartphones have sold in the market like hot cakes because of their modernized technologies and pioneering features. The sales graph of Huawei for the year 2015 has clearly shown that this brand has outdone all competitors like Samsung and Apple.

The ongoing fame and sale of Huawei devices is unparalleled and the customer influx is outstanding. Keeping this high demand in focus, Huawei authorities have now announced that the prices of their best selling smartphones have been lowered. This news is certainly going to excite



those Huawei brand lovers, who have been waiting to get their hands on the Huawei smartphones.

Now Huawei Honor 4C, G7 dual SIM, G7 single SIM and Y625 would be available for Rs. 19,999, Rs. 28,499, Rs.

27,499 and Rs. 12,999 respectively and this offer would be effective from 10th September. This announcement has been made by the company to show to their valued customers that Huawei wants to give them the best of the offers along high

quality devices. Head of Marketing, Huawei, Fraz M. Khan said: “Huawei has always kept the best interests of its valuable customers as its top priority. It is a long set trend of Huawei that we deliver our products, fully equipped with modern-

ized technologies at attractively economical prices.” He further said: “And this announcement of price reduction of our best-selling smartphones, is an incredible example of our commitment to our customers.”

In the ever changing technology market of Pakistan, Huawei has genuinely established itself as a reliable brand. The sales status of different Huawei smartphones has shown that this brand is progressing by leaps and bounds. The year 2015, has brought heights of success for this flourishing technology based company and launched flagship smartphones have marked Huawei as the world’s best company in pioneering technological innovations. ■

## Afridi says Warid LTE service just like the modern T20 cricket

Lahore: While taking autograph from Shahid Afridi, a boy asked him the difference between 2G, 3G and LTE on which Afridi gave an interesting reply. He compared 2G to a test cricket match where you keep playing all day without any result. 3G is like one day cricket match while Warid LTE is typically his own batting style, aggressive and fast, just like the modern T20 cricket.

Shahid Afridi is Warid’s brand ambassador who performed in Warid 4G LTE launch campaign earlier this year. Warid also recently launched its Double Faida

Offer with tag line ‘Lightening Tez Internet’ which allows Warid subscribers to enjoy free internet at nights from 1am to 9am and double volume on selected daily, weekly & monthly LTE mobile internet bundles for the same price.

Company has always been bringing the most innovative and state of the art communication services for its customers. This incredible offer by Pakistan’s leading 4G LTE operator provides customers with easy and affordable access to Lightening Tez Internet. Warid is also offering 1GB for 5 days absolutely free for new LTE customers. ■

## Senate body directs PIA to slash price of air tickets

Islamabad: The Senate Committee on Cabinet Secretariat directed PIA to lessen the price of air tickets as per decline of Petroleum price. The Committee met in Islamabad on Monday under the chairmanship of MNA Rana Muhammad Hayat Khan.

The Committee asked Civil Aviation Authority to provide quality food to passengers on affordable rates at airports. The meeting also

asked the management to move a summary to Finance Division for withdrawal of excise duty. ■



## SBP to launch Urdu website

Karachi: State Bank of Pakistan (SBP) to launch an Urdu website very soon. Supreme Court (SC) ordered all government departments to implement Urdu as the of-

ficial language. All public and private sector offices are now under order to immediately convert their official language from English to Urdu. ■

## Mobicash services to be available on Nadra e-Sahulat

Islamabad: Mobicash and Nadra Technologies Limited (NTL) signed an MoU to launch branchless banking services on Nadra e-Sahulat platform. This partnership enables Mobicash customers to utilize the 12,000+Nadra e-Sahulat kiosks across Pakistan for utility bill payments, domestic money transfers, loan

about other ventures that could be undertaken together by leveraging their platforms in the future.

Saleem Rafik stated that Nadra e-Sahulat franchise model was the first platform to offer electronic payment of utility bills in Pakistan. He further explained, “NTL believes in collaborations and Mobi-

The joint venture will facilitate banking industry for financial inclusion in the larger national interest”.

“E-Sahulat platform is the first real switch towards electronic banking and together we both share a common goal of providing micro-finance services to rural and other under privileged areas of the coun-



Ghazanfar Azzam CEO Waseela Bank and Saleem Rafik Director General Operations, Nadra Technologies at the signing ceremony between Mobicash and Nadra.

repayments, opening of new Mobile Accounts and various other services in the futures.

Saleem Rafik, Director General Operations, NTL signed the MoU on behalf of NTL, Mobicash was represented by Ghazanfar Azzam, CEO, Waseela Bank. Both expressed great potential in the partnership and also talked

cash is a strategic partner for providing digital services in Pakistan. The collaboration with Mobicash is a giant step towards adding a portfolio of branchless banking services in to our e-Sahulat platform. Our joint network will enable domestic remittance and other Branchless Banking services for the convenience of public.

try”, added Ghazanfar Azzam. Aniq Afzal Sandhu, Senior Director Mobile Financial Services Mobilink, while expressing great hope in the new partnership stated, “This venture will be of immense benefit to our customer base as this will mean ease of access for them through additional conveniently located agents.” ■



# Lenovo selects i2 Pakistan as smartphones distributor in Pakistan

“We believe that i2 Pakistan will help make Lenovo smartphones more accessible with their multiple distribution points across the country”

Karachi: Lenovo has appointed i2 Pakistan as distributor for the complete range of Lenovo smartphones in Pakistan. i2 Pakistan will provide its value added solutions and services to maximise the reach of Lenovo smartphones across the country. Commenting on the partnership with i2 Pakistan, Arif Shafique, Country Manager for Pakistan, Lenovo, said: “We are happy to be partnering with i2 Pakistan to deliver our world class leading smart devices. As we drive the growth of our smartphone business, we believe that i2 Pakistan will help make Lenovo smartphones more accessible with their multiple distribution points across the country.”

He added, “i2 Pakistan’s successful track record, services and support, extensive network, and logistics capability



simplified our choice in appointing them as a distributor in Pakistan.”

Launched last year in Pak-

istan with a ten-model portfolio, Lenovo smartphones cater to top-end users, stylish trendsetters, multi-media enthusi-

asts, social media aficionados and conscious spenders. Lenovo offers smartphones in all various categories, catering

to any consumer segment, with first-class designs, smarter features and improved functionalities all competitively priced.

Rizwan Younas, Chief Executive Officer of i2 Pakistan, which also owns the Global Customer Care Centers in Pakistan, said, “We are very pleased to be partnering with Lenovo in Pakistan and excited to be part of the company’s ambitious expansion plans [for Pakistan]. We have a great fit with Lenovo, in terms of our shared strategy and commitment to the local market. Our deep hands-on engagement with the channel and pro-active approach to marketing and business building will ultimately ensure that consumers in Pakistan will benefit from Lenovo’s new range of high quality, great value smartphones.” ■

## Mobilink supports WhatsApp Urdu version

Islamabad: The world’s most popular messaging app, WhatsApp, has just released an Urdu version of WhatsApp Android app, which has prompted Mobilink to exempt all data charges associated with the app’s usage through their Social Bundle. This move has been made in partnership with WhatsApp to promote the app’s usage amongst Mobilink’s large proportion of mobile internet users who All prefer Urdu as their first language, and those residing in towns and rural localities. To avail this limited time offer, subscribers need to dial \*114\*5# to activate their Free Social Bundle, and enjoy free WhatsApp over Mobilink Edge/3G.

“WhatsApp is now avail-



able in Urdu (on Android)!’ said Brian Acton, Co-Founder of WhatsApp. “We’re excited to be partnering with Mobilink to enrich communications for Pakistani users in Pakistan and abroad.”

Aamir Manzoor, Head of Data, Mobilink commenting on the benefits of this partnership stated, “Mobilink is consistently looking to empower people to lead an enriched life

through the introduction of innovative services and products. Supporting WhatsApp’s Urdu update is another step towards increasing the outreach of the use of internet and data in Pakistan through locally customized services. I am confident that with our free social bundle offer, Mobilink users will make the most out of WhatsApp Urdu.”

Available on Android

smartphones, the latest version of WhatsApp has a fully localized Urdu language update. To use WhatsApp in Urdu, customers simply have to change their language setting to Urdu on their Smartphones.

WhatsApp is not just your average messaging app and its popularity the world over has been possible thanks to the plethora of interactive features it offers i.e. Group chats, file sharing with contacts, Status Updates, Location sharing and voice notes ,to name a few. Mobilink believes it needs to spread its usage across every strata of the mobile using community in a bid to build a better real time SMS & MMS alternative, one that connects you with the world instantly through the Telco’s superior 3G connectivity. ■

## iNew launches 4 smartphones in Pakistan

Lahore: iNew has offered four low to mid-range smartphones namely L1, V7, V1 and U1. These four devices are sold under the warranty of parent company Fonescape Communication and the devices are being distributed by Mobile Masters. iNew Smartphone is the newest entrant in Pakistan’s mobile market. It has started its operations recently in Lahore and is now going to launch other major cities of across the Punjab. iNew plans to cover the whole country within 8 months, including Sindh, KP and Baluchistan regions. ■



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## Chinese President visits USA

Chinese President Xi Jinping greets Oregon Governor Kate Brown at a meeting with five United States governors to discuss clean technology and economic development in Seattle, Washington. Xi landed in Seattle to kick off a week-long U.S. visit that will include meetings with U.S. business leaders, a black-tie state dinner at the White House hosted by President Barack Obama and an address at the United Nations.



### Models take selfie

Models take selfie with mobile phones during the parade at the end of the Dolce & Gabbana Spring/Summer 2016 collection during Milan Fashion Week in Italy.



## Samsung Note 5 launched in India

President and Chief Executive Officer of Samsung Electronics India Hyun C. Hong poses with the new Samsung Note 5 smartphone at a product launch ceremony in New Delhi

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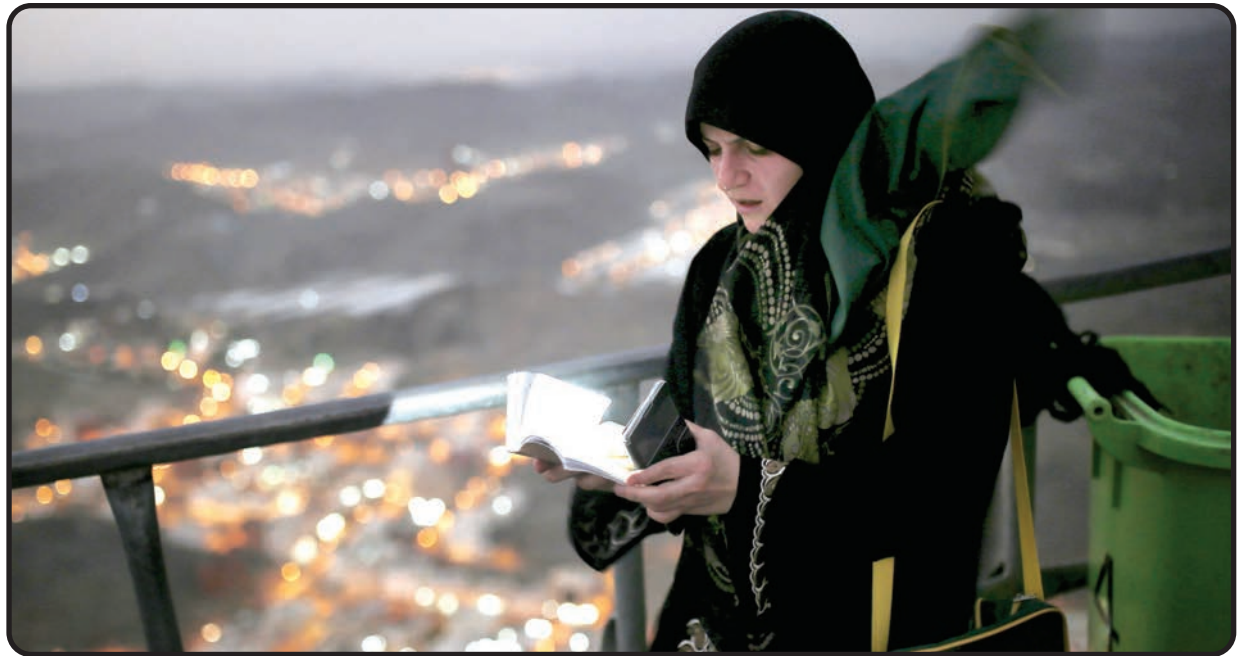
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## “Mobile phone to light up

A Muslim pilgrim uses her mobile phone to light up as she reads from the Quran after visiting Hera cave, where Prophet Mohammad received the first words of the Quran through Hazrat Gabriel, at the top of Mount Al-Noor during the annual Haj pilgrimage in the holy city of Makkah.



## Brain-to-computer technology

Kristen Johnson, (L) a spinal cord injury recovery specialist, helps paraplegic Adam Fritz into position to workout at the Project Walk facility in Claremont, California. A brain-to-computer technology that can translate thoughts into leg movements has enabled Fritz, paralyzed from the waist down by a spinal cord injury to become the first such patient to walk without the use of robotics.



## Gear VR virtual reality headset

A woman uses Gear VR virtual reality headsets during a preview session in Hollywood, California. Oculus and Samsung Electronics unveiled a new version of Gear VR virtual reality headset for \$99, half the price of the previous "Innovator Edition", and said the product would be available in the United States and globally shortly after.



## “Frankfurt Motor Show

A model poses with the Hyundai Genesis car during the media day at the Frankfurt Motor Show (IAA) in Frankfurt, Germany. Hyundai introduced its all-new 2015 Genesis at the North American International Auto Show in Detroit, marking the highly-anticipated launch of its second-generation premium sedan.



## “Selfie in front of the lion

A woman takes a selfie in front of the lion open-air cage at the Tbilisi zoo. The zoo has reopened after been destroyed by last June floods. It resulted in at least 20 human deaths and struck the Tbilisi Zoo, leaving half of its animal inhabitants either dead or on the loose.



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# 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><br>   | <b>Driving on Motorways</b><br>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><br>   | <b>Car Import Policy</b><br><b>Important Forms</b><br>Car4u Route Planner  |
| <b>Advanced Used Car Search</b><br>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><br>   | <b>Safety &amp; Security</b><br>Car Finance<br>Car Breakdown  | <b>Useful Numbers</b><br>  |
| <b>Accident &amp; Emergency</b><br>   | <b>Driving Schools</b><br>Car Parts & Accessories<br>Car Rentals  | <b>Terrorism Alerts</b><br>   | <b>Car4u Insurance</b><br>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><br>Current Fuel Prices<br>Traffic Updates  | <b>Take Our Quick Test</b><br>  | <b>Dealing With Car Breakdowns</b><br>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><br>   |

### 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**

# Instagram 400 million users and 40 billion photos

“Instagram highlighted David Beckham from the UK, Indonesia’s Raffi and Nagita, German soccer player Toni Kroos and South Korea’s T.O.P. as some of the more noteworthy new non-US members”

Instagram is killing it, and it wants you to know so. The social network just said it now has 400 million people posting carefully plated food and pristine landscapes to its service every month.

The milestone announced in a blog post on Instagram’s site shows a five-year-old social network that continues to luxuriate in reliably steady growth. What’s more, the Facebook-owned company said more than 75 percent of those Instagrammers live outside the US; among its last 100 million members to join, more than half live in Europe and Asia. Instagram highlighted David Beckham from the UK, Indonesia’s Raffi and Nagita, German soccer player Toni Kroos and South Korea’s



T.O.P. as some of the more noteworthy new non-US members.

The company also reports more than 80 million Instagrams, which altogether enjoy 3.5 billion daily likes. In total, more than 40 billion photos

have been shared on its site.

To be sure, 400 million users is a nice, round number to publicize, especially with Ad Week right around the corner. It also shows the company is still doing much better than Twitter, which has 316

million monthly active users and is still going through a rocky phase as it struggles to find a permanent CEO. Instagram is also outpacing digital scrapbooking site Pinterest, which recently hit 100 million users.

But the news of Instagram’s success is not altogether surprising. The company’s enjoyed a few major coups lately, including snagging the first surface image of Pluto, and it’s announced a couple of well-received features, such as support for landscape and portrait formats, as well as an all-new search and explore function.

A picture is worth a thousand words. Turns out they’re also worth millions of users. ■

## Huawei introduces new stylish and elegant Smart Watch

Huawei Smart Watch-class aesthetic design and superior quality

Officially introduced at IFA, Europe, Huawei’s new Smart Watch is an elegant blend of technology and style. Crafted using high-quality materials, including scratch-proof sapphire crystal glass, the Huawei watch measures 42mm in diameter and features a fully circular 1.4-inch touch-sensitive AMOLED display. It has a 400 x 400 pixels resolution, 286 PPI at a 10,000:1 high contrast ratio, making it the most vibrant Android Wear smart watch to date. The watch face is unique in design with its fully circular face and crown located at the two o’clock position.

The Huawei watch includes a heart rate monitor sensor (PPG sensor), which can precisely measure heart rates. The sensor projects slightly for better skin contact

and greater accuracy.

This Huawei smart watch is superbly capable of downloading music for offline playback, and with Bluetooth connectivity for wireless headphones, it’s the perfect running companion. A heart rate sensor accurately measures heart rates, and the 6-Axis motion sensor, with a gyroscope and accelerometer, tracks user’s activities including walking, running, cycling and mountain climbing.

Huawei has delivered Smart Watch with a wide range of classy straps from which the user can select the one that suits to his style. The choice of straps includes stainless steel links, rose gold, and black-plated stainless steel links, and brown and black leather. These straps are easy to change and they fit any watch strap with 18mm width lug interface. ■

## Mozilla starts to show advertisements in Firefox

Mozilla has started to show advertisements based on the user’s surfing behavior in the Firefox browser. When users open a new tab in the browser, the advertisements are shown as ‘Suggested Tiles’. Mozilla officially announced the advertisements on the Mozilla blog.

The browser will sent data to Mozilla to make it possible to show the relevant ads. The data is analyzed and shared with Mozilla’s partners. Nevertheless, the privacy of the user should be

guaranteed, according to Mozilla.

The first Suggested Tiles are now live and contain content from Yahoo, Fortune Magazine and Quartz. Mozilla has also added tiles from the Make-a-Wish Foundation and the Electronic Frontier Foundation (EFF).

Mozilla offers the ‘Suggested Content’ tiles to partners for free, ‘Sponsored Content’ tiles are labeled as such to indicate those tiles are paid for. ■

## Apple App Store suffers massive malware attack in China

Apple is currently cleaning up its App Store, after a malicious program hit several applications in China

Malware attacks on mobile operating systems seem to be getting more frequent, with the latest victim being Apple Inc.’s (NASDAQ:AAPL) App Store. The application store was hit by a malicious program over the weekend, which affected a number of applications used by iPhone and iPad owners in China.

The store was reportedly infected by modified versions of Xcode, which affected over 40 different legitimate applications. Apple is currently working with developers to remove the infected files.

This is the first major malware attack on the company’s mobile software outlet. Researchers at Palo Alto Networks Inc. are reported to have come across a malicious program, dubbed “XcodeGhost,” embedded in several applications.

Apple has a strict review policy in place for its App Store. Prior to this attack, only a total of five infected applications had ever made it to the App Store. Considering that the much-publicized KeyRaider attack saw 250,000 Apple users’ login credentials being stolen not too long ago, Apple needs to do more if it is to retain its image of being more secure than Google Inc.’s (NASDAQ:GOOG) Android or Microsoft Corporation’s (NASDAQ:MSFT)

Windows.

Some of the malicious applications include the likes of Tencent’s WeChat, which is massively popular among users in China. It is still unclear how many users may have downloaded the malicious apps; however, Palo Alto has said it is working side by side with Apple to assess the impact of the security breach.



The modified versions of Xcode have been downloaded from a Chinese web server that developers may have turned to in a bid to download files more quickly, as compared to Apple’s US servers. For now, Palo Alto has confirmed that it hasn’t come across any data theft; however, one should note that the infected applications cause the iPhone or iPad to launch websites that download additional malicious code or generate pop-ups that demand sensitive user information.

Apple has declined to comment on the number of infected applications. Considering the nature of this attack, it is best to keep your hands off downloading applications via the App Store, until the issue has been resolved. ■

## NEWS BRIEFS

### Apple sells record 13 million iPhones

Apple said it sold 13 million of its new iPhones over the weekend, in a record-breaking launch for the latest model of its iconic smartphone.

The California tech giant began selling the iPhone 6S and 6S Plus in nine markets, including China.

“Sales for iPhone 6S and iPhone 6S Plus have been phenomenal, blowing past any previous first weekend sales results in Apple’s history,” said chief executive Tim Cook.

Apple has also unveiled new lease and finance terms for US customers, which analysts said could boost sales and shorten the upgrade cycle, at a time when carriers are moving away from smartphone subsidies. ■

### Skype update includes Android Wear support

Microsoft has been quick to support Apple Watch on many of its popular iPhone apps. Skype made its way to the Apple Watch earlier this year, and now Microsoft is bringing Skype to Android Wear today. The latest Skype 6.4 for Android update brings messaging, new Skype Mojis, and the ability to accept or decline calls on your wrist. ■

### Google turns 17, celebrates with doodle!

The online search engine giant Google celebrates its 17th birthday with a simple yet nostalgic doodle. The doodle also features the Linux penguin peeping from behind a CRT monitor displaying the first Google home page and to its side is a server made of made of Lego bricks. Even two balloons were also visible to mark the festive occasion. Google has celebrated its birthday with a Doodle every year since its fourth birthday in 2002. ■

### Uninor rebrands itself as Telenor in India

Telecom service provider Uninor announced it has rebranded itself as Telenor in India. “Uninor is now Telenor. This rebranding exercise shows our commitment to the customers and the stakeholders in this country.” said Telenor Group’s head of Asia region Morten Karlsen Sorby. ■

## Apple Maps adds its 3D fly-over view

Google Maps have the edge on its mapping rivals in terms of features, Apple's own Maps app has one thing Google's doesn't — its 3D Fly-over mode. The viewing option overlays detailed images of a location onto precise topographical and structural data, allowing you to zoom in on accurately portrayed buildings, hills, and other landmarks that look like little toy versions of themselves. Apple previously updated Maps with a set of new Flyover-capable cities just before it launched iOS 9, but it's added to that list again today, enabling the option for locations in Japan, France, Spain, and other countries. ■

## Internet services restored in Jammu and Kashmir

After remaining suspended for four days, internet services across Jammu and Kashmir were restored as the suspension was criticised. "Internet services have been restored throughout the state today morning," a senior police officer told IANS in Jammu, adding: "Suspension of internet services had become necessary to maintain peace and harmony in the state on the occasion of the Eid festival." ■

## Amazon unveils \$50 tablet in new gadget offensive

Amazon unveiled a \$50 tablet computer amid a slew of other electronic gadgets aimed at clicking with consumers in the upcoming holiday shopping season.

The seven-inch (18-centimeter) Fire tablet is part of new family of tablets being launched by the online giant, along with upgraded Fire TV streaming media devices and a game controller box. ■

## Samsung Pay launches in USA

Samsung Pay, Samsung's mobile payment service, is now live in the United States. The service, which employs magnetic stripe and NFC technology, allows users contactless payments at both new and legacy point-of-sale (PoS) systems. "Samsung Pay works with almost any card terminal from day one and Galaxy owners can shop with a wallet they never knew was always in their hands," said Injong Rhee, EVP of Samsung Electronics, Global Head of Samsung Pay. ■

# Huawei CEO, for avoid digital divide

"He said 4 billion people lack internet access. Though mobile phones are nearly universal, about 12 percent of the people in emerging economies have a broadband data connection"

Huawei Technologies rotating CEO Ken Hu shared suggestions to avoid digital divide in the society.

He said 4 billion people lack internet access. Though mobile phones are nearly universal, about 12 percent of the people in emerging economies have a broadband data connection.

Most unconnected people live in countries with underdeveloped economies and poor digital infrastructure. Yet tremendous growth potential could be unlocked by improving connectivity. With the right ICT, and policies that support innovation and fair competition, countries can help connect the world's unconnected populations and narrow the digital divide.

The focus should be on developing broadband infrastructure with wider coverage and faster speeds. Countries

must view broadband as critical national infrastructure that supports economic growth and raises living standards.

One effective way to create his network infrastructure is through Public-Private Partnerships, or PPPs. Successful examples can be seen in countries such as Malaysia, where regulators built a framework that ensured competition and equal access, lowered the cost of digital entry for citizens, and fostered innovation and competition among service providers. As networks are being rolled out, telecoms operators should keep costs low by sharing optical fiber and infrastructure with power companies and other utilities. Burying fiber optic cables and conduits underground typically represents 30 percent to 40 percent of total deployment cost, and can run as high as 70 percent. These high costs

ultimately make internet access more expensive to end users. Telecom regulators should also adopt new mechanisms for allocating radio spectrum in a way that increases supply while reducing cost. This is urgent, since most countries will need to increase their available spectrum by anywhere from 50 percent to 100 percent over the next five years. That's the rough timeline for commercial roll-out of fifth-generation mobile technology, or 5G, which will usher in a host of new digital services and business models. Spectrum is the basis for ultra high-speed mobile broadband, so it's a vital part of digital infrastructure. But it can account for up to 20 percent of the cost of a broadband connection — again, driving up access costs for the end user. Another step toward closing the digital gap is the develop-

ment of applications. In developing countries, apps drive demand for connectivity and create new business models. M-Pesa, an app launched by Vodafone in 2007, lets people with no bank account send and receive money through their mobile phones. M-KOPA, in Kenya, helps households with no electricity purchase their own solar power systems by making daily micro-payments with an app on their cell phone.

When it comes to application development, the government's main role is to ensure a level playing field that allows entrepreneurial companies to devise innovative new solutions without fear of either monopolistic competitors or excessive regulation. A laissez-faire approach gives entrepreneurs the freedom to create apps that benefit local users. ■

## Facebook brings the internet to refugees

Facebook CEO Mark Zuckerberg has promised that his company will assist in bringing internet access to refugee camps. Speaking at the United Nations Private Sector Forum, he said Facebook would work with the intergovernmental body to make the internet available to those who wouldn't otherwise be able to use it, calling it an "enabler of human rights" and a "force for peace." The New York Times says Zuckerberg also noted that having more people online would be beneficial to Facebook itself. "It's not all altruism," he said later in the day. "We all benefit when we are more connected."

Zuckerberg didn't specify exact details of how, when, or where Facebook would start to offer internet to refugees first, but the company's Internet.org initiative has been working on the problem for the last few years. The UN's General Assembly building has this week displayed parts

from Facebook's internet-enabling drone, a huge creation the size of a passenger jet that Zuckerberg says will eventually fly unpowered around the world, beaming Wi-Fi signal down to areas that have sparse internet access.

Zuckerberg has called internet access "essential" for the developing world, but critics have decried Internet.org's schemes as flouting net neutrality, funneling users into preferred apps and services. Facebook changed its approach earlier this year, allowing all companies into Internet.org's walled garden, saying that it had not intended to pick and choose services but that it was previously "not sustainable to offer the whole internet for free." More recently, Facebook rebranded its Internet.org mobile site and app as "Free Basics," suggesting that when refugee camps do get Zuckerberg-enabled access to the internet, Facebook will be front and center. ■

## BlackBerry announces Android phone ahead of earnings call

BlackBerry has finally confirmed the imminent launch of an Android-based flagship.

Calling it the "Priv", referring to "privilege" and "privacy, the long-rumored phone features a slide-out qwerty keyboard to satisfy new and legacy users.

Without releasing too many details about the new phone, BlackBerry CEO John Chen said in a statement that "the Priv will be the solution for smartphone users who are learning daily of the lack of privacy they have on their current devices."

A prototype of the Priv was briefly flashed during a presentation at Mobile World Congress earlier this year.

Chen said the choice to expand to Android allowed the company a new market opportunity, saying that it is targeting Android users seeking "greater productivity."

That said, Chen stressed

that his company won't abandon its QNX-based BlackBerry 10 platform.

"I want to be clear: fans of BlackBerry's workhorse BlackBerry 10 smartphones can continue to depend on us, and we appreciate their commitment," Chen said. "We will be releasing new updates of this powerful OS in the upcoming year."

BlackBerry has shifted its business to software and services, which includes cloud-based security and device management solutions. That division reported revenue of \$74 million in its fiscal second quarter, which was up from the \$62 million it reported in the year-ago quarter but down 42 percent sequentially.

Overall, BlackBerry posted a profit of \$51 million in the most recent quarter which ended August 29. That's up from a loss of \$207 million in the same quarter last year. ■

## Sony PlayStation 4 crosses 25 million units

Sony Corp's PlayStation 4 has been a frontrunner in the gaming industry for quite some time. Latest sales data on the console shows the lead to have been further extended as Microsoft Corporation and Nintendo Co., Ltd's consoles are nowhere near the sales of PS4. PS4 sold 669,219 units in Au-

gust alone which brings the console's lifetime sales to 25,446,528 units, according to data recently analyzed by VGChartz. Following up with the trend, the Xbox One comes in at a distant second, selling 316,635 units in the same month and totaling 13,882,024 units since its release. ■



**iPhone 6s reaches Japan**  
Apple fans display their newly bought iPhone 6s smartphones at the flagship store in Tokyo. Apple launched the new iPhone 6s and iPhone 6s Plus featuring 3D touch screen technology.

# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan

## G'FIVE Inspire Possibilities

| MODEL | RATE |
|-------|------|
| FT 01 | 2595 |
| FT 03 | 2695 |
| FT 04 | 2795 |
| L 228 | 1550 |
| W 1   | 2195 |
| W 3   | 1995 |
| Z 2   | 1650 |
| Z 5   | 1750 |
| Z 6   | 1550 |
| Z 7   | 1250 |
| Z 8   | 1695 |
| Z12   | 1850 |
| Z13   | 1650 |

### SMARTPHONES

|                             |       |
|-----------------------------|-------|
| Classic 1                   | 6900  |
| CLASSIC 9 (3G)              | 14900 |
| G HAPTIC PLUS A 77          | 4900  |
| GLORY A-86                  | 4999  |
| G Pad 201                   | 7000  |
| G Pad 701                   | 8900  |
| G Pad 3                     | 7900  |
| LTE 1 (4G)                  | 14500 |
| LTE 2 (4G)                  | 7999  |
| LTE 3 (4G)                  | 10999 |
| PRESIDENT A 76              | 4299  |
| PRESIDENT G6 PLUS (3G)      | 8500  |
| PRESIDENT G6C (3G)          | 8500  |
| PRESIDENT G7                | 9999  |
| PRESIDENT G9                | 7999  |
| PRESIDENT G 10 OCTA(3G)     | 9999  |
| PRESIDENT G 10(FASHION) 3G  | 8499  |
| PRESIDENT G 10(5.7) 3G      | 15900 |
| SHARK 1                     | 2999  |
| SHARK 2                     | 3495  |
| SHARK 3 New (3G)            | 3695  |
| PRESIDENT Smart 1 (512)3G   | 4595  |
| PRESIDENT Smart 2 (512)3G   | 4595  |
| PRESIDENT Smart 5 (512)3G   | 6200  |
| President Tango 7 (T7100)3G | 19900 |
| VENUS G 73(3G) Rs.6500      | 6500  |

## Haier MOBILE

| MODEL              | RATE  |
|--------------------|-------|
| Esteem i70 {3G}    | 17999 |
| Esteem i80 {3G}    | 19500 |
| Esteem L50 {4G}    | 17900 |
| Klassic H100{2.4"} | 2199  |
| Klassic J10{3G}    | 3500  |
| Klassic M102{2.4"} | 2300  |
| Klassic M105{2.4"} | 2450  |
| Klassic M106{2.4"} | 2490  |
| Klassic M107{2.8"} | 2950  |

|                    |      |
|--------------------|------|
| Klassic M108{2.8"} | 3100 |
| Klassic Neon T20   | 3499 |
| Pursuit G10 {3G}   | 6500 |
| Pursuit G20 {3G}   | 7300 |
| Pursuit G30 {3G}   | 8299 |

## SONY

| MODEL             | RATE  |
|-------------------|-------|
| Xperia C3         | 27500 |
| Xperia E1{D}      | 15000 |
| Xperia E3{D}      | 17000 |
| Xperia E4 {D}     | 16000 |
| Xperia M2 Aqua 4G | 27500 |
| Xperia M2{D}      | 25000 |
| Xperia T2 Ultra   | 40000 |

## Microsoft

| MODEL            | RATE  |
|------------------|-------|
| Lumia 430 {3G}   | 7950  |
| Lumia 435{3G}    | 7950  |
| Lumia 532{3G}    | 8700  |
| Lumia 535{3G}    | 13900 |
| Lumia 540{3G}    | 16250 |
| Lumia 630{3G}    | 15950 |
| Lumia 640 XL{3G} | 22700 |

## RIVO MOBILE

| MODEL                | RATE  |
|----------------------|-------|
| <b>SMARTPHONE</b>    |       |
| <b>RHYTHM SERIES</b> |       |
| PZ1 {3G}             | 6550  |
| PZ10{3G}             | 12500 |
| PZ15{3G}             | 18750 |
| PZ18{3G}             | 16500 |
| PZ8{3G}              | 9400  |
| RX100{3G}            | 14900 |
| RX35{3G}             | 5700  |
| RX40{3G}             | 6700  |
| RX45{3G}             | 4599  |
| RX50{3G}             | 5200  |
| RX55{3G}             | 5450  |
| RX60{3G}             | 11800 |
| RX65{3G}             | 6950  |
| RX70{3G}             | 8699  |

|             |      |
|-------------|------|
| RX75{3G}    | 8899 |
| RX80{3G}    | 9399 |
| A200{2.4"}  | 2150 |
| A210{2.4"}  | 1975 |
| A220{2.4"}  | 2075 |
| A225{2.4"}  | 2125 |
| A230{2.4"}  | 2550 |
| A235{2.4"}  | 2375 |
| A240{2.4"}  | 2550 |
| A250{2.4"}  | 1999 |
| A255{2.4"}  | 2250 |
| A285{2.4"}  | 2125 |
| C100{1.8"}  | 1675 |
| C110{1.8"}  | 1625 |
| C115{1.8"}  | 1875 |
| J500{2.6"}  | 2450 |
| J505{2.6"}  | 2990 |
| J510{2.4"}  | 2150 |
| J515{2.4"}  | 2675 |
| N300{2.4"}  | 2150 |
| N310{2.4"}  | 2150 |
| N320{2.4"}  | 1890 |
| S600{2.8"}  | 2850 |
| S610{2.8"}  | 2875 |
| S620{2.8"}  | 2975 |
| S625 {2.8"} | 3150 |
| S700{2.8"}  | 3775 |

## lenovo

| 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 |

## oppo

| 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 |

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# QMobile

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## QMobile

### MODEL RATE

#### SMART PHONES SERIES

Android One  
A1 3G **11500**

#### A SERIES PHONES

A115 **5500**  
A290 **7800**

#### I SERIES PHONES

I4 - 3G **7250**  
I5 - 3G **8800**  
i5i - 3G Deal 20+1 **9500**  
I6i - 3G **8250**  
I8 - 3G **11900**

#### 4G LT SERIES

LT150 - 4G LTE **10900**  
LT250 - 4G LTE Deal 5+1 **13900**  
LT600 - 4G LTE Deal 5+1 **14900**

#### M SERIES PHONES

M300 - 3G, 5000 mAh Battery **16000**  
M82 - 3G, 3000 mAh Battery **7950**  
M95 - 3G, 4000 mAh Battery **10500**  
M90 - 3G, 4200 mAh Battery **13500**

#### S SERIES PHONES

S1 - 3G **10950**  
S5 - 3G With Selfie Stick **14900**

#### BOLT SERIES

T5 - 3G **3650**  
T50 - 3G **4990**

T200 - 3G

**5800**

T250 - 3G

**5950**

T300 - 3G

**7250**

T400 - G

**7990**

T480 - 3G

**7500**

T500- 3G

**8990**

#### V SERIES PHONES

V2 - 3G

**9900**

#### WINDOWS PHONE SERIES

W1 - 3G

**5990**

#### X SERIES PHONES

X1

**4500**

X2

**4200**

X2i

**3990**

X2 - 3G Music

**4100**

X3

**6650**

X5

**4650**

X6

**4500**

X6i - 3G

**4500**

X10 - 3G

**4990**

X11 - 3G

**6650**

X14 - 3G

**6600**

X20 - 3G

**6800**

X25 - 3G

**6950**

X30 - 3G

**5490**

X34 - 3G

**6650**

X35 - 3G

**7250**

X40 - 3G

**6990**

X80 - 3G

**6900**

X90 - 3G

**9500**

X350 - 3G Deal 5+1

**9800**

X400 - 3G

**10500**

X450 - 3G Deal 5+1

**10500**

X500 - 3G

**11000**

X550 - 3G

X600 - 3G Deal 5+1

**13500**

2GB RAM / 8GB ROM

**14900**

X700i - 3G New Model

2GB RAM/16GB ROM

**12900**

X900 - 3G Deal 5+1

2GB RAM/16GB ROM

**14900**

X900 - 3G Deal 5+1

1GB RAM/8GB ROM

**14000**

X950 - 3G

2GB RAM/16GB ROM

**26500**

#### Z SERIES PHONES

Z6 - 3G

Z8 - 4G LTE

**22500**

Z8 Plus - 4G LTE

**18900**

5.5 Inch HD IPS LCD

**20999**

Z9 - 4G LTE

Slimmest Phone Ever

**25000**

#### LINQ SERIES

LinQ X70

1GB RAM/8GB ROM

**7050**

LinQ X100

1GB RAM/8GB ROM

**8150**

LinQ X300

1GB RAM/8GB ROM

**12500**

LinQ L10

1GB RAM/8GB ROM

**13500**

LinQ L15

1GB RAM/8GB ROM

**12900**

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**MixFM 99**

KASUR DISTRICT

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# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



# QMobile

No. 1 Mobile Phone Selling Brand in Pakistan



| MODEL              | RATE   |
|--------------------|--------|
| DESIRE 200         | 16,500 |
| DESIRE 300         | 22,700 |
| DESIRE 600         | 35,500 |
| DESIRE U           | 22,000 |
| DESIRE V           | 21,000 |
| DESIRE X{Brightex} | 25,500 |
| hTC ONE            | 60,500 |
| Htc one mini       | 42,000 |

# SAMSUNG

| MODEL                 | RATE  |
|-----------------------|-------|
| A3 {4G} LTE           | 29000 |
| A5 {4G} LTE           | 40000 |
| A7 {4G} LTE           | 43000 |
| A8 {4G} LTE (DS)      | 51000 |
| B310E                 | 2600  |
| B312E                 | 3500  |
| B360E                 | 5800  |
| E1207                 | 2500  |
| E5 / {4G} LTE         | 29500 |
| E7 / {4G} LTE         | 35500 |
| G313 [Ace4 Lite]      | 9500  |
| G313H [Ace4]Dual      | 10500 |
| G316H [Duos 3]        | 12500 |
| G350[Star Advance]    | 9500  |
| G355H[Core 2]{3G}     | 13000 |
| G360H[Core Prime]     | 14500 |
| G530H[Prime]{3G}      | 20000 |
| G850[ALPHA]{4G}       | 50000 |
| G900[Galaxy S5]       | 47000 |
| G920[Galaxy S6]{S}    | 54999 |
| G920[Galaxy S6]{D}    | 59999 |
| G925[Galaxy S6 Edge]  | 69999 |
| G930[Galaxy S6 Edge+] | 89999 |
| i9060i[Grand Neo+]    | 17200 |
| i9300i[S3 Neo]{3G}    | 25000 |
| J100F - J1 {4G}       | 15500 |
| J100H - J1 {3G}       | 12999 |
| J500H[Galaxy J5]      | 23000 |
| J700H[Galaxy J7]      | 28000 |
| N900[Note 3]{3G}      | 48999 |
| N910[Note 4]{3G}      | 59999 |
| N915F[Note Edge]      | 97000 |
| N920[Note 5] {4G}     | 77500 |
| S5282[Star Dual]      | 6000  |
| S5611 (2.4") {3G}     | 8000  |
| S7262[Star Pro]       | 8500  |

# NOKIA

| MODEL          | RATE  |
|----------------|-------|
| 105 {Single}   | 2675  |
| 105 {Dual}     | 2750  |
| 108 {Dual}     | 3550  |
| 130 {Dual}     | 3050  |
| 215 {Dual}     | 4100  |
| 220 {Dual}     | 4950  |
| 225 {Dual}     | 6375  |
| 515 {Dual}3G   | 15800 |
| Lumia 1320{3G} | 19800 |
| Lumia 1520{3G} | 49000 |
| Lumia 530{3G}  | 10850 |
| Lumia 625{3G}  | 22500 |
| Lumia 630{3G}  | 15950 |
| Lumia 720{3G}  | 27600 |
| Lumia 730{3G}  | 20750 |



## VOICE

| MODEL | RATE |
|-------|------|
|-------|------|

### FEATURE PHONES SERIES

|       |      |
|-------|------|
| V110  | 2600 |
| V118  | 2750 |
| V120  | 1800 |
| V121  | 1450 |
| V122  | 1850 |
| V123  | 1750 |
| V125  | 2000 |
| V130  | 1550 |
| V133  | 1750 |
| V140  | 1650 |
| V142  | 1950 |
| V144  | 1950 |
| V150i | 1950 |
| V160  | 2150 |
| V170  | 2700 |
| V185  | 2350 |
| V380  | 2350 |
| V390  | 2400 |
| V395  | 2450 |
| V400  | 2975 |
| V410  | 1700 |
| V430  | 1900 |
| V440  | 1750 |
| V445  | 1975 |
| V450  | 2375 |

### SMART PHONES SERIES

|                 |       |
|-----------------|-------|
| V10i            | 3900  |
| V12 3G!         | 5950  |
| V14 3G!         | 4400  |
| V15 3G!         | 4600  |
| V21 3G!         | 5200  |
| V22 3G!         | 5500  |
| V25 3G!         | 6300  |
| V40i 3G! (10+1) | 11200 |
| V44 3G!         | 7500  |
| V60 3G!         | 8800  |
| V70 3G!         | 9800  |
| V80 3G!         | 14800 |
| V90 3G!         | 15500 |
| X2 3G!          | 11500 |
| X3 3G!          | 14800 |
| X5 3G!          | 16000 |

### ULTIMATE PHONES SERIES

|           |      |
|-----------|------|
| V115      | 2650 |
| V145      | 1900 |
| V155      | 1950 |
| V165      | 2650 |
| V174      | 2950 |
| V175      | 3000 |
| V176      | 2950 |
| V177      | 3050 |
| V180I Net |      |
| V190      | 2575 |
| V455      | 2300 |
| V460      | 2500 |
| V470      | 2600 |
| V520      | 2550 |
| V530      | 2800 |
| V540      | 3000 |
| V550      | 2950 |
| V555      | 2900 |
| V560      | 2800 |
| V610      | 2800 |
| V630      | 2800 |
| V650      | 3200 |
| V666      | 2200 |
| V700      | 3400 |
| V710      | 2850 |
| V750      | 3075 |
| V850      | 3700 |
| V888      | 3400 |
| V950      | 3300 |



# HUAWEI

| MODEL               | RATE  |
|---------------------|-------|
| Ascend G630{3G}     | 18000 |
| Ascend G7{4G}[D]    | 28499 |
| Ascend G700{3G}     | 25900 |
| Ascend G730{3G}     | 21500 |
| Ascend G750{3G}     | 32000 |
| Ascend P6{3G}       | 36500 |
| Ascend P7{4G}       | 41000 |
| Ascend Y320{3G}     | 9500  |
| Ascend Y330{3G}     | 9000  |
| Ascend Y520{3G}     | 9800  |
| Ascend Y530{3G}     | 15000 |
| Ascend Y550{4G}     | 15000 |
| Ascend Y600{3G}     | 13500 |
| Ascend Y625{3G}     | 12999 |
| Ascend Y635{4G}     | 13500 |
| HONOR 3C LITE       | 16000 |
| HONOR 3C{3G}        | 19000 |
| HONOR 4C{3G}        | 19999 |
| 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 |

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Never settle for less than the best

waridLTE

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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 |



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Pakistan

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## 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 |



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## QMobile L1

Here comes QMobile new model L1 with a whole new lineup of mobile phones that differs apart from the old and more rounded type of design and dim colors. QMobile L1 has hundred of preset and pre installed bollywood ringtones where as it also supports "Handset Locator" feature. Power phone packs a supplied battery of 1000mAh. So QMobile's L1 will always keep you going, one battery charge is sufficient for an operation of up to 15 hours of talk time and up to 170 hours of standby time. QMobile L1's ANI or automatic number identification feature allows you to see the caller's complete phone number, even if he tries to hide it. In QMobile sharp L1, all calls are kept recorded in the memory of the device.

RS.  
1,490



## GFive U873

Gfive U873 has a 2.4 Inches TFT, Colors display of resolution 240x320 pixels and up to 8GB of external memory expansion option through microSD card. There is also a 1.3MP camera with digital zoom feature to capture your clear images and videos. This device has a Dual sim support and GPRS connectivity, Bluetooth, USB connectivity feature to transfer the data. It also supports internet browsing through WAP. The device is powered by a Li-ion 1500mAH battery which provides good battery backup and it also has some special features like Torch Light, World clock etc for better accessibility. Gfive U873 is a pebbled shaped device with smooth design and broad keypads.

RS.  
1,495



## Rivo Classic C110

The new Rivo Classic C110 from Rivo lanch in Pakistan with very very amazing price Rs.1875/- only. Rivo Classic C110 with 1000mAh betry long time useabhe Rivo Classic C110 phone makes long times calls with Rivo Classic C110 and Rivo Classic C110 with digital camra and 16GB suported memory car its amazing. Memory With a microSD16 GB storage potential, keep all your essentials with you. Social apps Stay updated with all your favourite applications. Loud-speaker Whether it's hearing the other person on the speakerphone or your phone ringing from the other room, this loud speaker is definitely something that's nice to have. Colours The C110 comes in 3 unique colours Red, Black and White.

RS.  
1,625



## Nokia 105

The Nokia 105 gives you up to 12.5 hours of talk time, & you can leave it on standby for up to 35 days, With all that juice in the tank, it keeps going as long as you do, Make a statement with the Nokia 105's color screen & bold body, available in cyan or black, & its bright, simple looks are complemented by a durable, dust & splash proof keypad that keep your phone working well, TheNokia 105 comes with FM radio so all you need is a headset to tap into a world of music, Plus it comes loaded with up to five great games, including Sudoku and Cricket Cup, The Nokia 105 packs a super efficient battery to give you up to up to 12.5 hours of talk time & up to a whopping 35 days of standby.

RS.  
2,675



## Haier H100

Phone Factor Bar, SIM card Dual SIM card Dual Standby, 2G Network, GSM900/1800Mhz, Messaging SMS, LCD size, 2.4 inch QVGA 240\*320 resolution, Physical Memory size, 32 Mb(ROM) + 32 Mb(RAM), Capacity of Micro SD 16 GB, Battery 1000mAh, Rear Camera Smart Camera, USB cable, Yes (micro 5pin USB), FM Radio Yes (Wireless), Torch Yes, Rear Resolution Smart Camera, Supported Video MP4, 3GP, AVI Torch Yes

RS.  
2,199



## Club A4

Display ColourQVGA LCD Camera- aYesSIM DualTypeClassic Loud SpeakerYesJack Type2.5 mm Mp3YesRadioYesCall HistoryYes, InputQVGA, Audiance Children Languages English, Accessory Battery Charger, Hands Free, Apps Google Talk

Ovi Store, Predictive text input Internet not foundCameraYesVideoYesBattery1800mAh battery

RS.  
1,700

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## Qmobile Qtab Q850

QMobile brings you an amazingly designed tablet, QTab Q850 that can suffice all your work & entertainment needs. Showcase your style with the new QMobileQTab Q850, the slim and smarttablet. The Q850's 8GB internal memory extendable up to 32 GB via micro SD card and 1GB RAM. You can save loads of audio, video and work files as per requirements. A modern tablet couples with sophisticated technologies and innovative design. QMobile'sQTab Q850 is capable of hitting optimal performance with a powerful 1.3 GHz Quad core processor. The Q Tab Q850 features a brilliant 8.0 inch XGA IPS screen display which ensures a superior quality and wide viewing angles. QMobileQTab Q850 is loaded with a magnificent 5 mega pixel camera with autofocus to get best quality photos that are marvelous in appearance. A front camera for video calling & taking selfies adds to its glory. Integrated with Dual-SIM, QMobile Q Tab Q850 is a 3G enabled tablet having the wireless options including Wi-Fi, Bluetooth, GPS and EDGE connectivity. QMobileQTab Q850 operates on 4600mAh long lasting battery and features some of the amazing preloaded apps and accessories including flip cover, screen protector, cleaning cloth, stereo ear phone and stylus pen.

## Qmobile Qtab Q400

The new tablet from QMobile, the QTab Q400 is said to be the budget model for average users. Due to the high productivity and excellent image quality, QMobileQTab Q400 is suggested as it is a center for entertainment of games and movies, as well as workable solutions for workloads. It comes in stylish and trendy design plate made of premium plastic that attracts the attention of user. The QMobile Q400 is classified as a very compact and lightweight device. The functionality and performance of QTab Q400 is unmatched. The QMobile's tablet comes with a 7.0 inch display screen. It is effective to work with wide touch screen of QTab Q400. The amount of 1 GB RAM on QMobile-QTab is sufficient to run resource-intensive applications. The data storage on QTab Q400 is allocated 8 GB of internal memory and is expandable up to 32 GB.



## Huawei MediaPad 7 Youth 2 GSM S7-721G

With a slim, compact and light design that weighs only 350g, this device is ultraportable and particularly easy to store or carry in a bag or pocket. The metallic frame is just 9.9mm wide. A powerful MSM8x12 quad-core 1.2GHz processor takes high performance to the limit. Now you can browse faster and multi-task with ease, anywhere, anytime. Longer-Lasting. With the safe and reliable 4100mAh battery, as well as Huawei's patented power-saving tech and the Dynamic Power Management system, you no longer need to worry about the battery life of your tablet. Tired of using 2 devices? Now you just need the MediaPad 7. While enjoying the big screen for your entertainment, you can also make high-quality 2G/3G phone calls. One device for all your daily tasks.

Do More. With More Speed. The Qualcomm Modem Chipset lets you access more speed and stability when using the chipset in your tablet. A double layer tempered glass finish defines the sculptured surface. While a 1024\*600-pixel resolution at 169 ppi with 16 million colors delivers an immersive experience. Preserve The Best.

Your tablet adopts the latest Android 4.3 system, which runs faster, smoother and is more responsive. Customized features include Huawei's own unique interface-Emotion UI. You can also decorate your own dashboard to be as unique as your personality.

## GFive GPad 701

Dual Sim / Dual Standby PC Tablet, 2G and 3G Network Supported PC Tablet  
 1.3 GHz Dual Core Cortex A7 (MTK8312) Processor. 6.98 Inches Slim Bezel OGS HD Display (1024x600)  
 Android ver 4.2 Jelly Beans Operating System, 4 GB Internal Storage + 512 MB RAM  
 MicroSD Support Up to 32GB Memory Card  
 2.0 Megapixel (1600x1200) Back Camera + Flash  
 1.3 Megapixel Front Camera / Loud Speaker Installed  
 Support Full HD Video Playback (@1080p) & Recording  
 GPRS + EDGE + WCDMA-3G + GPS/A-GPS + Bluetooth  
 23 Languages Supported / 5V 2Amp Power Input  
 3000 mAh Li-ion Powerfull Battery  
 Smart Flip Leather Cover Included



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RS.  
54,500

## Samsung GALAXY S6 - G920

Inspired by the work of glassblowers and art forging the SAMSUNG Galaxy S6 represents an elegant combination of glass and metal. The world's first domed on both sides display, appealing curves and a radiant glass surface you put a stunning design statement. The high resolution and an F1.9 aperture you can contact the two cameras of the Samsung Galaxy S6 sharp images. Briefly, pressing the Home button to go directly to camera mode - so you do not miss important moments. With improved quick charging and over previous models shortened Akkuladezeiten<sup>1</sup> of the SAMSUNG Galaxy S6 battery is never an issue. Using optimized technology, you can use your phone easy, fast and above all wirelessly charge on an inductive Ladestation<sup>2,3</sup>. <sup>1</sup> charging times depend on individual types of use. <sup>2</sup> Inductive charging station available as an option. <sup>3</sup> Available with WPC or PMA-certified charging stations. The SAMSUNG Galaxy S6 convinced with increased takeoff speed for operating system and applications as well as greater energy efficiency compared to previous models. With its 64-bit architecture, LPDDR4 and advanced GPU it stands for power, multitasking and multimedia capabilities of the new generation.

## Samsung Galaxy A8

Making news! Samsung's stylish new smart handset, Galaxy A8 is now official with a sturdy body and endless possibilities. It is exactly what you need as a modern and social user as one cannot afford being cut off. Samsung in Black is absolutely perfect for viewing and replying to large official emails messages, watching movies and playing those exciting games. Samsung Galaxy A series has a tradition of large screens so any information would be displayed perfectly on its 5.7 inch screen with a resolution of 1080x1920 pixels. Samsung new touch screen models perfectly convey sharp and bright Galaxy colors with perfect Galaxy responds to multiple simultaneous touches. Samsung new handset have enough in built RAM like all Galaxy gadgets, opportunities for communication and exchange of data is just like any other new age modern smartphone. The all new Galaxy device like Galaxy E5 allows you to be in touch, using just two different Samsung SIM cards, providing Galaxy A free access to the Internet via Wi-Fi. Exchange of data with external devices on Galaxy A8 can be either through a wireless network Bluetooth, or via cable, because this smartphone is equipped with a microUSB v2.0 connector.



RS.  
51,000



RS.  
51,500

## Sony Xperia Z1 Compact

Name speaks for itself, Sony Xperia Z1 Compact is a smaller size version of Z1, almost identical with just two differences. One, Sony's Xperia Z1 Compact has a compact size which means a smaller display of 4.3 inches ( as compared to Z1's 5.0" ) which further results in to reduced resolution of 720p, instead of 1080p. Secondly, Xperia Z1 Compact's battery capacity is reduced to just 2300 mAh, instead of 3000 mAh considering the low power consumption of a smaller screen. Rest is the same, Sony Z1 Compact has the same 2.24 GHz Quad-core Snapdragon processor, 2 GB RAM, 20.7 MP Camera, exact storage space of 16 GB and exact same Triluminos display Technology. So making the long story short, Xperia Z1 Compact comes with a relatively smaller screen, not even FullHD, but powerful hardware, a lot of memory, impressive specs plus camera, support for LTE and a lots of other tasty snacks .

## Huawei Ascend Mate 7 Gold

Hello to the Huawei's most Powerful and easy to use smartphone Ascend Mate 7 Gold, a stylish and ultra-thin smartphone that will surprised you in the most pleasant of manners by Huawei company's limitless possibilities. Mate 7 Gold is all about the golden colour of latest handset having a powerful processor like Mate 2, with eight cores and two gigabytes of RAM. A large amount of internal memory of Mate out of 16 gigabytes on the unit 7 Gold will be preoccupied with a variety of entertainment content as well as operating system. Built-in memory as we already saw in Mate 2 can be easily expanded. Huawei's Ascend always supported additional cards in every Mate possible. Loaded with Emotion UI 3.0 on top of Android KitKat, 7 Gold from Huawei is a unique smartphone meeting every connectivity challenge, from Wifi to micro USB and bluetooth to wired connections. Ascend 7 has a powerful battery of 4100mAh that guarantees the possibility of Mate 7 Gold's continuous operation without getting worried and looking to recharge again. New 7 Golds plated smartphones are everywhere, Mate7 Gold has a 6.0 inch large display as with a fine resolution of 1920x1080 pixels.



RS.  
57,000

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## QMobile Bolt T5

QMobile introduces new Bolt T5, the low budget handy smartphone that comes with a 3.5 inches crystal clear display, Android Kitkat, Two Camera's and 3G for lightning fast surfing on the go. QMobile Bolt T5 is a 3G enabled smart handset that can provide you with ultra fast surfing on the go, at just a single click on the screen. Over the air Wireless update feature allows QMobile Bolt T5's operating system to update to the latest version on the go, anywhere, anytime so that you can stay up-to-date all the time, any time! Equipped with wireless hotspot and Modem functionality The new QMobile Bolt T family member can enable fast 3G internet on your laptop or Desktop.

RS.  
3,650



## QMobile X6i

Qmobile gives you Magnus X6i, a stylishly compact and functional Android smartphone carrying not one but two SIM card slots, to make you reach a higher productivity goal. QMobile Magnus X6i has enough performance capacity to cope with any of the everyday tasks that are thrown at this modern smartphone. The operating system on QMobile Magnus X is powered by Android's latest version in combination with a super fast processor clocked at 1.0 GHz. Stuffed with a necessary enough RAM, QMobile Magnus X6i's internal memory is expandable with external microSD memory cards that are supported upto 32 gigabytes. Large high-quality display.

RS.  
4,500



## Haier Pursuit G10

Haier has pushed its new Pursuit G10 smart handset into the market with high hopes to outperform all the other budget smartphones. Small priced phone packing big power, the all new Haier Pursuit G10 is available in two color variants i.e. all black and pure white. 4.0 inch WVGA screen that provides 480x800 standard pixel display, the phone is meant for daily average usage. Haier's Pursuit G10 is crammed with digital sensor on its 5.0 megapixel back camera with a bright flash that provides better picture result and enhanced video capturing. Haier Pursuit G10's Processor is a Dual Core, clocked at 1.2GHz with 512MB RAM which is pretty low for Android 4.4.2 kitkat.

RS.  
6,500



## Huawei Ascend Y221

One cannot undermine the fact that Huawei cares for all, whether you have an expensive High Tech phone or Ascend Y221 type inexpensive smartphone for beginners, we can all enjoy the Android's latest operating system. So Huawei ensured to pack Ascend Y221 with Android 4.4 Kitkat so that you can also enjoy the magnanimously improved performance along with completely Ascend and overwhelmingly enhanced new features of Y221. Now capture all the fun moments with ease as it's unlikely that you have seen anything like it before. Unlike its predecessor the Ascend Y201, this magnificent gadget is equipped with a 2.0 megapixels highly efficient camera.

RS.  
7,600



## GFive Shark 3

Dual Sim / Dual Standby Smartphone 2G and 3G Network Supported Smartphone, Android Ver 4.4 KiT-KAT Operation System, 512 MB Internal Storage + 256 MB RAM, 2.0 Megapixel Back Camera, 0.3 Megapixel Front Camera MicroSD Support upto 32 GB MMC 1.0 GHz Single Core, ARM Cortex-A7 Processor, 3.5" inches HVGA Capacitive touch Screen, GPRS + EDGE + Wi-Fi + FM Radio + 3G Calling, Audio / Video + HTML Browser + G-Sensor, 1300 mAh Li-ion Battery, Stand by Timing Up to 200 hours Approximately, Talk Time Up to 4.5 hours Approximately

RS.  
3,695



## GFive President G7

Stylish yet affordable, GFive President G7 can delight the users anywhere, at any time, with its amazing user friendly features and excellent design. GFive's President G7 is equipped with a 5.0 inches display with IPS-matrix, with increased viewing angles, making the display come alive. President G7 by GFive is under control of an energy efficient Quad-core processor clocked at 1.2 GHz along with PowerVR SGX 544MP and several useful sensors. GFive G7 is equipped with a 512 MB of RAM, sufficient enough for a decent performance in day to day operations. For optics, there is an 8 megapixel Autofocus shooter on GFive G7's rear with LED flash, capable of shooting HD quality content, and a VGA front-facing camera.

RS.  
9,999

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## QMobile LinQ 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, clocked at 1.3 GHz and 1GB of RAM.

RS.  
14,900



## QMobile Noir Z8

Dream big with QMobile, Presenting stylish Noir Z8 4G LTE smartphone with 5.0 inch super amoled high definition display so that you can enjoy living in a world of endless possibilities. Modern high performance smartphone QMobile Noir Z8 handset is able to cope with any sort of problem that seize to exist in today's most advanced world, making the device ideal for both work and non stop entertainment. QMobile Noir Z8's solid black body has a powerful 1.2GHz quad-core snapdragon processor by Qualcomm and not one but 2GB of RAM with 16GB of built-in storage. The characteristics of new QMobile Noir Z guarantees a fast and efficiently high end performance even working with the most complex.

RS.  
18,900



## Huawei Y635

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 four core.

RS.  
13,500



## Samsung Galaxy J1

Samsung publicly announces the Galaxy J1, the very first of j range smartphone and further continues its plans to reorganize its entire catalog of mobile devices. A few days ago we just came to know more about the first members of the Galaxy A family and today it's official about the first smartphone of Galaxy J range. We started the year with the first leaks of E series and now the J series Galaxy phones came on to the scene within weeks and has become the first officer. The announcement of Galaxy J1, model number SM-J100H comes directly from Samsung Malaysia's official website. J1 is the first of the new smartphones from the South Korean manufacturer that will address the cheaper end of the market.

RS.  
15,500



## Huawei P8 Lite

World renown brand Huawei hits again the masses with a smaller version of the famous flagship feature set. P8 Lite smartphone that supports two SIM-cards. The device is equipped with Huawei battery that enables P8 Lite to live longer with a capacity of 2,200 mAh. With full 2GB of RAM and huge built-in storage capacity of 16GB, P8 also has a slot for microSD. Lite version supports communication standards LTE Cat 4, UMTS and GSM, its Octa-core powerful processor HiSilicon Kirin 620 provides a stable continuous operation P8 Lite is powered by Android™ 5.0 with company's own proprietary user interface Emotion UI 3.0. The smartphone has a thin and slim body. P8 literally outshines the competition.

RS.  
25,800



## 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 and you cannot remove the battery or separate.

RS.  
29,000

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## Qmobile Titan X700i

QMobile unleashes stunning Titan X700i, a premium smartphone beast that is made by the company to satisfy your gaming and entertainment urge with its power packed top notch hardware. QMobile Titan X700i is an ultra compact smartphone, which boasts a stylish five inch High definition touch screen. Thanks to the high performance quad-core processor bundled with 2GB DDR3 RAM, QMobile Titan X700i's superior graphics will take you out of this world while playing games or watching movies and if you are working it'll maximizing the efficiency of performed tasks. QMobile Titan X supports simultaneous operation of two SIM cards so you don't need to carry a second phone.

RS.  
12,900



## 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 some how managed to 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.  
14,500



## 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.

RS.  
13,000



## Haier Esteem L50

Haier superciliously presents Esteem L50, a mid-range powerful device in a modern style, placed in middle for it's economical price and not for the power and performance it packs inside. In fact, Haier Esteem L50 is a bit simpler and more affordable version of the more advanced smartphone series i70. It is a very compact, lightweight and slim phone, the new member of Haier Esteem L family weighs only 165 grams. Among the general advantages, it's presentable design and the ability to connect two SIM cards simultaneously. Haier Esteem L50's user-friendly IPS + LED backlit display has a size of 5.0 inches and is characterized by pleasant, the most accurate color reproduction.

RS.  
17,900



## Microsoft Lumia 535

Microsoft Devices just commenced the Lumia 535 Dual SIM, initial smartphone released under the Microsoft Lumia Tags. Build nicely the handset is installed with a 5.0 inch qHD screen and scamper on Windows Phone 8.1 with Lumia Denim. These come with a 5.0 megapixel auto focus camera sensor with LED flash and a 5.0 MP sensor on the front with lens that are able to snap a broader viewing angle. Apart from hauling an extra SIM card slot, both Lumia 535 alternatives are motorized by a 1.2GHz quad-core processors based on Snapdragon 200 mainframe. This is joined with a 5.0 inch qHD screen, 1GB of RAM, 8 GB of inside storage, a microSD card slot, a 5.0 megapixel.

RS.  
13,900



## 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 listento 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 anintensive use of superior applications and games.

RS.  
16,000

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## QMobile Noir 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 slip 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



## Huawei Ascend G7

The wait is over! Huawei provides a new vision to the smartphone designs with Ascend G7, with ultra thin metallic body to fit your lifestyle for a little less pressure and a little more pleasure. With an elegant design Huawei equipped latest addition Ascend G7 with 5.5 inch screen, unlike other Ascend phones with plain display its humpy screen provides much better viewing angles. With unique curves this latest Ascend adds a premium touch to the G7. Loaded with ultra snapshot feature to capture the life with ease, as in Ascend G730 to reduce the hassles and make your life a little more joyful. Just as the high end device Ascend P7 released few months back, G7 also features super fast 4g LTE for life unbound to reduce all the chasing.

RS.  
28,500



## Samsung Galaxy J7

Samsung newly certified handset Galaxy J7 makes its appearance for j series fans. Classic color and original design blends perfectly with the broad functionalities, affordable price and high quality build of this model. After Galaxy A series, it's one of the most cost effective and compact Galaxy J handset that perfectly complements any modern style. Main advantages of the J series Galaxy includes, but not limited to, a powerful Android 5.1 operating system, that enables the new Galaxy J7 to secure fast and high-quality benchmarks during some internal testing. Main camera of J7 is a sheer work of art carrying 13 megapixels at it's best along with a 5.0 megapixel front camera that allows you to take some high-quality images.

RS.  
28,000



## 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 to users with an active lifestyle.

RS.  
17,999



## Microsoft Lumia 640 XL

Microsoft Devices accidentally 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



## Sony Xperia Z Ultra

The first Android smartphone Sony Xperia Z Ultra with a 6.4 inches Full HD Display & the first one ever to incorporate a TRILUMINOS Display with X-Reality for mobile, Sony Xperia Z Ultra is slimmest Full HD smartphone With its 6.5 mm body, reflective glass surface & at 212 grams, this premium big screen phone is impressively slim, light & slick, Sony Xperia Z Ultra is Waterproof, dust resistant & with tough tempered glass coated with an anti shatter film, this Android smartphone is much tougher than it looks, Sony Xperia Z Ultra comes with Quad core 2.2 GHz Krait 400 processor with Qualcomm MSM8274 or MSM8974 Snapdragon 800 Chipset & GPU.

RS.  
31,000

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### Samsung S6 Edge Plus

In 2015, the South Korean company Samsung's mobile division presents us with a remarkable flagship, namely Galaxy S6 Edge plus that immediately attracts attention because of its unusual design. Company does not let old users down with the possibility of new items as old Smartphone still please us with their functionalities. Samsung new revolutionary handset S6 Edge Plus has an exceptional design in resemblance to the S6 Edge, and the most notable part of the new flagship is its curves on the both sides of the screen and such a small detail definitely attracts attention, also it turned out that this solution is also very useful and functional. To control S6 smartphone new gestures are added. Despite boring us for several generations.

RS.  
89,999



### Samsung Galaxy Note 5

Samsung Galaxy Note 5, like Note4 is not even a smartphone, but it is a full PHABLET with all its possibilities. Samsung Galaxy hot 5 is a convenient and practical combination of classic smartness, molded into a small and compact tablet. A radical departure from previous models is that Samsung's Galaxy Note 5 has a much advanced hardware and is an updated and enhanced design of the previous saga device Note 4, which is definitely worth staying a little behind with a short gap of an year just like the much earlier Galaxy Note 3. The handset has a great design, outstanding performance, screen with stunning visuals and a capacious battery with more juice.

RS.  
77,500



### 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.

RS.  
54,000



### Huawei Mate S

Huawei has unveiled new Ascend Mate S super phone in Pakistan, a phone that is equipped with the latest force touch feature (only available in premium version) which probably is only upgrade smartphones will see this year. Earlier model will be replaced by Huawei Mate S, that holds a slightly smaller 5.5inch screen as compared to 5.7 inch massive display screen. Full touch display and beautiful craftsmanship, Huawei's Mate S has proved that their designs are best from the rest. Handset comes with 3GB RAM and latest Kirin 935 processor by company itself for blazing fast performance. Ascend Mate S's will be running on a lollipop Android with custom UI for better productivity. The latest update will be its front camera of 7M.

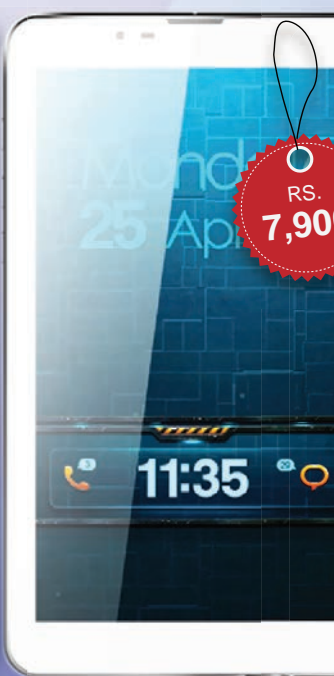
RS.  
66,999



### Huawei 721 3G Tab

With a slim, compact and light design that weighs only 350g, this device is ultraportable and particularly easy to store or carry in a bag or pocket. The metallic frame is just 9.9mm wide. A powerful MSM8x12 quad-core 1.2GHz processor takes high performance to the limit. Now you can browse faster and multi-task with ease, anywhere, anytime. With the safe and reliable 4100mAh battery, as well as Huawei's patented power-saving tech and the Dynamic Power Management system, you no longer need to worry about the battery life of your tablet. Tired of using 2 devices? Now you just need the MediaPad 7. While enjoying the big screen for your entertainment.

RS.  
16,000



### GFive GPAD 201 Tab

GFive GPAD 201 has 7 inches, (800x600) screen. GFive GPAD 201 takes photos & videos using 2 MP Camera camera, with th great features of Geo Tagging, LED flash .GFive GPAD 201 enables users to capture sharp, detailed video, pictures & Recording. GFive GPAD 201 designed for the more convenient operating experience Android 4.2 (Jelly Bean) GFive GPAD 201 equips 1.2GHz Dual Core processor with ARM CORTEX A7 (MTK6512) Chipset. GFive GPAD 201 has built-in 8GB ROM, 4GB RAM for high end performance. GFive GPAD 201 has phonebook with .GFive GPAD 201 gives a great talk-time with 3500 mAh Li-ion Battery.

RS.  
7,900

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waridLTE Never settle for less than the best

waridtel.com



### Haier Esteem i70

Display 5 inch HD 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



### 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

# Haier



### 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



### 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

# Haier



### 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, Whatsapp, Big Battery  
 Stylish ID



### 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, Whatsapp, Big Battery  
 Stylish ID

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## SAMSUNG Galaxy Note5

Samsung's Galaxy Note 5 is the smoothest, sleekest stylus-equipped jumbo-screen smartphone that the company has ever made. And it could have been even better. The Note 5, while eye-catching, is also the least distinctive of the Note line. It's still Samsung's only phone for 2015 with a stylus (and a good one at that), but at a glance it looks pretty much the same as the Galaxy S6 Edge+ -- which features a dual curved-edge screen, but otherwise near identical specs. Meanwhile, both the Note 5 and S6 Edge+ are basically supersized versions of the Galaxy S6. There's no denying that the Note 5 costs a lot. Depending on where you live and where you buy it, this year's retail price could be roughly the same as last year's Note 4.

- Quad-core 1.5 GHz Cortex-A53 & Quad-core 2.1 GHz Cortex-A57
- 16 MP, 5312 x 2988 pixels, optical image stabilization
- Dual Shot, Simultaneous HD video and image recording, geo-tagging, touch focus, face/smile detection, panorama,

## SAMSUNG Galaxy S6 edge+

The obvious change is to the screen, with a 5.7-inch choice rather than the 5.1-inch option on the smaller S6 Edge. However, internally it's almost identical, with 4GB of RAM the only real difference. That means there's sadly no microSD slot again, the Exynos octa-core chipset lives on and there are only 32GB or 64GB options to choose from. The other big change on offer is the edges are being used more effectively. When I heard rumour of this phone, I assumed it was going to be the Galaxy Note Edge from 2014 rebooted to have two edges that could be stroked and manipulated... and therefore made more useful. But that's not the case here, with the same effect of the screen softly sliding away on either side of the phone.

- Android OS, v5.1.1 (Lollipop), Exynos 7420
- Quad-core 1.5 GHz Cortex-A53 & Quad-core 2.1 GHz Cortex-A57
- 16 MP, 2988 x 5312 pixels, optical image stabilization, autofocus, LED flash



## HUAWEI G8

As we mentioned, the phone has a much less aggressive shape than the modern rectangle-shaped smartphone. This is all supplemented by the slightly arched back, which allows for an easier hold, and the 2.5D glass on its front. There was no compromise with the materials, as the phone's back and frame are made out of cool-feeling metal. The 5.5" diagonal shows that this phone is definitely targeted at those looking for a phablet -- a smartphone that works well as a media-consumption device. With a 1080 x 1920 resolution, the display ends up having a 400 PPI density, which makes for some sharp images -- rest assured, small text and details are perfectly visible.

- Quad-core 1.5 GHz Cortex-A53 & quad-core 1.2 GHz Cortex-A53
- 13 MP, 4160 x 3120 pixels, autofocus, dual-LED (dual tone) flash
- 16 GB, 2 GB RAM, 32 GB, 3 GB RAM

## HUAWEI Honor 7i

At first glance the design of the Huawei Honor 7 is rather straightforward and basic, and more than a little familiar. It reminded me of a cross between the Apple iPhone 4 and the Xperia Z3+, which means that while it's far from an ugly handset, it doesn't exactly wow either. The back of the Honor 7 is also home to the rear camera and LED flash, and just below that a fingerprint scanner. Its location towards the centre of the back makes it more comfortable to reach when you're holding it in your hand than fingerprint scanners on the front of the body, although this also means it's easier to accidentally touch. The bezels above and below the screen are quite a bit thicker, however. While I'm willing to forgive Huawei for the thick top bezel, as it holds the front-facing camera, LED flash and speaker for phone calls, the bottom bezel seems like wasted space.

- Qualcomm Snapdragon 616, Quad-core 1.7 GHz Cortex-A53 & quad-core 1.2 GHz Cortex-A53
- 32 GB, 3 GB RAM - ATH-AL00 model, 16 GB, 2 GB RAM
- 13 MP, 4208 x 3120 pixels, autofocus, dual-LED (dual tone) flash, Wi-Fi 802.11 b/g/n, hotspot



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**LENOVO Phab Plus**

Lenovo way back during MWC 2015 earlier in the year, they managed to pique our attention when they teased to us an early prototype of this phablet-esque device they were developing. Despite it being non-functional, the chassis alone got us intrigued because of its premium construction and svelte footprint. Looking around the PHAB Plus, the power and volume controls are placed on the right edge of the phone, offering good feedback when they're pressed. Their positioning is standard, but we feel it might have been smarter if Lenovo moved them a bit lower down the edge, making it easier to reach them on such a large phone. The 3.5mm headphone jack is positioned on the top left corner, while the microUSB port and microphone are found on the bottom.

- Quad-core 1.5 GHz Cortex-A53 & quad-core 1.0 GHz Cortex-A53
- microSD, up to 64 GB (uses SIM 2 slot), 32 GB, 2 GB RAM
- 13 MP, 4128 x 3096 pixels, autofocus, dual-LED (dual tone) flash

**HTC Desire 626s**

The Desire 626S, from HTC, was first available for purchase in July 2015. In the US, it's available from a variety of carriers, including Boost Mobile, Cricket, Metro PCS, Sprint, T-Mobile, TracFone, and Virgin Mobile USA. The phone runs on the Android operating system, which is currently the most popular platform on the market. HTC Sense, by HTC, runs on top of Android on this device, offering a customized experience. The HTC Desire 626S camera lens aperture maxes out at f/2.2 which is standard for smartphone cameras. While lens aperture size shouldn't be a deciding factor when choosing a phone, some camera fanatics might prefer a larger one.

- Qualcomm MSM8909 Snapdragon 210, Quad-core 1.1 GHz Cortex-A7
- 8 GB, 1 GB RAM, 8 GB, 1.5 GB RAM (T-Mobile only)
- 8 MP, 3264 x 2448 pixels, autofocus, LED flash, Wi-Fi 802.11 b/g/n, hotspot



**SONY Xperia Z5**

Sony unveiled its flagship smartphone lineup for 2015, and instead of the two variants that most were expecting, we got three - the Sony Xperia Z5, the Sony Xperia Z5 Compact, and the Sony Xperia Z5 Premium. There's no doubt that the screen on the Sony Xperia Z5 Premium is stunning. At over 800 pixels per inch, the display is obviously the highest resolution yet, but in terms of everyday use, most would be hardpressed to spot any noticeable improvement in terms of density compared to, say, the display on the Samsung Galaxy S6. The headline feature of the new Xperia Z5 series of smartphones is of course the rear camera. The three phones come with 1/2.3 Exmor RS for mobile 23-megapixel sensor and f/2.0 G lens.

- Qualcomm MSM8994 Snapdragon 810, Quad-core 1.5 GHz Cortex-A53 & Quad-core 2 GHz Cortex-A57
- 23 MP, 5520 x 4140 pixels, phase detection autofocus, LED flash
- microSD, up to 200 GB, 32 GB, 3 GB RAM

**LG Class**

LG has officially announced Class, the company's latest smartphone with a metal body after several rumors. It has a 5-inch HD display with a curved glass offering a 3D effect, is powered by a quad-core Snapdragon 410 64-bit processor and runs Android Lollipop. It has a 13-megapixel rear camera with LED flash and a 8-megapixel front-facing camera, which uses the same SMP sensor used in the LG G4. It has Gesture Interval Shot, Beauty Shot and more camera features. It has a powerful loudspeaker with 1W (watt) output that promises a clear sound. The smartphone is just 7.4mm thick and weighs 147 grams, even though it has a metal back. The power button and the volume rockers are present on the back, similar to the latest LG G series smartphones.

- Qualcomm MSM8916 Snapdragon 410, Quad-core 1.2 GHz Cortex-A53
- 13 MP, 4128 x 3096 pixels, autofocus, LED flash
- microSD, up to 128 GB, 16 GB, 2 GB RAM



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## Dishonored: Definitive Edition

There is nothing a player should relish more in Dishonored than the opportunity to stare down the barrel of a loaded gun. Facing the very real, very quick possibility of being shot opens up a vast, bloody rainbow of possibilities, and there's very little that the imagination can conceive of that Dishonored does not provide the tools to achieve. You could stop time, and simply step out of the way. Or even better, stop time, possess the shooter, and walk him into the path of his own bullet. You could stop the bullet itself, load it you're your own gun, and shoot back before your enemy reloads. You could teleport behind the enemy and shove a blade through his last meal. Or strap a bomb to his back before he even realizes the bullet missed. To don the mask of Corvo Attano--a master assassin--is to invite a freedom of ingenuity the likes of which, one console generation and an actual Thieftale later, remains an elusive, rare thing. Dishonored is a game that felt ahead of the curve three years ago, and only just now feels right at home. That just barely excuses just how little work went into improving Corvo's second go-around.

## MAD MAX

There's a good reason why the new Mad Max game occasionally resembles this year's Mad Max: Fury Road: it's a canonical prequel that pits you against Scabrous Scrotus--son of the film's sinister Immortan Joe. Mad Max's wasteland is greasy and dusty, a place where mechanical monstrosities clash against the natural beauty of the desert. You play the part of Max, an unfortunate wanderer with a troubling past. You charge across open roads in search of redemption, running over those who stand in your way. Driving is central to life in the wasteland, and it's the basis for the game's best moments, too. The combination of an intriguing world and great car combat make Mad Max an occasional joy to play, but shallow ground combat and a handful of other missteps ultimately drive the game off the road. At the start, you find yourself in the wrong place at the wrong time when you're assaulted by Scrotus and a pack of his sinewy war boys. They steal your beloved car, the Interceptor, leaving you empty-handed. However, fortune smiles upon you when a Gollum-like mechanic by the name of Chumbucket crosses your path.



## Pillars of Eternity: The White March Part 1

With the first part of the White March expansion for Pillars of Eternity, Obsidian Entertainment has a chance to expand upon one of the best RPGs around. Unfortunately, these new adventures are almost indistinguishable from the questing and killing on offer in the main game. This isn't entirely a bad thing given the game's superb foundation, but while I enjoyed most of my time in this snow-draped environment, something was missing. The setting was new, but I felt like I was finishing off leftover side quests that didn't make the cut the first time around. The saying "been there, done that" came to mind.

Just as Pillars of Eternity is a modernized take on the iconic Baldur's Gate games, The White March is reminiscent of Icewind Dale, at least when it comes to the frigid, mountainous setting and game's combat-heavy focus. In the White March, your party must head up to the frigid mining town of Stalwart and deal with an ogre infestation so the local residents can return to the Moria-like Durgan's Battery. Inside lies the fabled White Forge, which is used to make a legendary alloy known as Durgan Steel.

## Dragon Age: Inquisition - The Descent

One thing that everyone can agree upon when it comes to Dragon Age: Inquisition is that the game is big. Like, crazy big. The Hinterlands alone is approximately the size of North Dakota. So, when The Descent DLC came along and promised to scale things down to a dungeon crawl, you had to wonder how it was going to play out. I figured it was going to go one of two ways. I assumed the adventure would be either a nice change of pace via an old-school D&D-flavoured romp through underground caverns, or a mundane corridor creep, making the fantastic original game mundane and predictable. But I clearly underestimated BioWare, as the developer covered all the bases here and created an add-on that offers both some interesting new settings and an occasionally monotonous trudge through caves. The area of Thedas that The Descent focuses on is certainly intriguing. After installing the DLC, a new 16-power assignment shows up near the Storm Coast on the Skyhold war room map. Local dwarves are reporting mysterious earthquakes rumbling through the Deep Roads--a not-exactly-hiding-it borrowing of The Underdark underground domain.



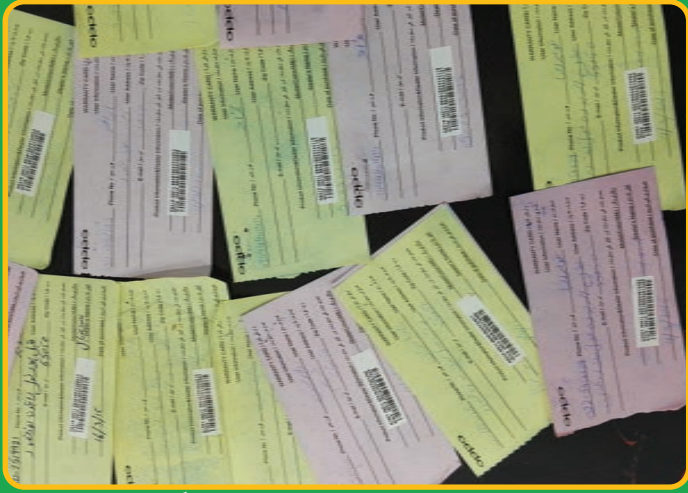

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وقت کرتا ہے پرورش برسوں۔۔ حادثہ ایک دم نہیں ہوتا

# OPPO موبائل کمپنی بھی دو نمبرنگی۔ نئے نام سے نئے فراڈ کی تیاریاں!

لاہور (خصوصی رپورٹ)

گزشتہ سال چین کی ایک موبائل فون بنانے والی کمپنی OPPO نے پاکستان میں اپنے فون متعارف کرائے۔ کمپنی انتظامیہ نے لاہور سمیت ملک بھر میں کے شہروں میں 500 سے زائد سیلز اسٹاف کو ملازمت دی اور ان کو سیلز کے ٹارگٹ دیئے تاکہ OPPO کے موبائل فونز ڈیلرز کو کمیشن پر فروخت کئے جائیں۔ تاہم دو ماہ تک سیلز اسٹاف کی بھرپور کوششوں سے بہت محدود موبائل ہی فروخت کئے جاسکے۔



اور کمپنی نے 500 سے زائد ملازمین کو نوکری سے برطرف کر دیا جب کہ چینی عملے کے کچھ لوگ ابھی بھی پاکستان کے کچھ شہروں میں موبائل کے نام پر فراڈ کرنے میں مشغول ہیں، کمپنی کی جانب سے ملازمت سے نکالے گئے درجنوں ملازمین نے بتایا کہ کمپنی کی انتظامیہ پاکستان میں موبائل فون کے نام پر ڈیلرز کے ساتھ فراڈ کرنے میں مصروف تھی جو کہ کافی حد تک ناکام ہو چکی ہے۔ انہوں نے بتایا کہ کمپنی کی ہدایت پر جو اشاک فروخت کیا گیا اس کے وارنٹی کلیم اور بعد از سیلز کمیشن کسی بھی ڈیلر کو ادائیگی نہیں کی گئی جس پر ملک بھر کے ڈیلر سراپا احتجاج ہیں اور بعد از فروخت لاکھوں روپے کا کمیشن لینے کے لیے احتجاج کر رہے ہیں۔ انہوں نے مزید بتایا کہ اس کمپنی میں چینی باشندوں نے چین کے OPPO کی لاکھوں روپے کی ادائیگی پر ڈیلر شپ لی تھی جب کہ ڈیلرز کو یہ بتایا جا رہا ہے کہ OPPO پاکستان میں ڈائریکٹ سیل کر رہی ہے لیکن ایسا ہرگز نہیں ہے۔ حقیقت یہ ہے کہ یہ چینی باشندے پاکستان میں غیر قانونی طور پر موبائل لاکر فروخت کرتے ہیں اور ان میں ملوث افراد اور کمپنی چینی کے بدنام زمانہ

فراڈیے ہیں جن کو اپنے ملک میں برنس چلانے کی اجازت نہیں اب وہ پاکستان پوری آزادی سے کام کر رہے ہیں، جو شخص یہ کمپنی پاکستان لانے کا دعویٰ دار ہے اس نے اب ایک نئے نام سے نئی کمپنی بنالی ہے۔

جس کے ذریعے یہ شخص ملک میں نئے فراڈ کے لیے پرتول رہا ہے، ایک ملازم نے اپنا نام ظاہر نہ کرنے کی شرط پر بتایا کہ اس کمپنی نے پاکستان میں موبائل برنس کو تباہ کرنے کی ہر ممکن کوشش کی ہے۔ کمپنی کی انتظامیہ نے دکانداروں کو ایڈورٹائزنگ بورڈ کے نام پر ماہانہ لاکھوں روپے کی پیشکش کی۔ جب بورڈ دکانداروں نے لگوا لیے تو بتایا گیا کہ ادائیگی کے لیے ”ڈبل شاہ“ سے رابطہ کریں۔ جس پر تاجروں کو سخت مایوسی کا سامنا ہوا اور ان کا بورڈ کے لیے خرچ ہونے والی بجلی پر تاجروں کو لاکھوں روپے کا نقصان اٹھانا پڑا۔ کمپنی کی جانب سے بعد از کمیشن اور وارنٹی کلیمز کی مد میں ڈیلرز کو بھی لاکھوں روپے کا جو نقصان ہوا ہے فلیئر اس کی رسیدیں بھی شائع کر رہا ہے۔ کمپنی کے مختلف ملازمین نے اپنی بے بسی اور کمپنی کی جانب سے ہونے والے فراڈ کے بارے میں بتایا کہ ہم دوسری کمپنی میں معقول پر عرصے سے کام کر رہے تھے لیکن انہوں نے ہمیں سبز باغ دکھا کر نوکری دی اور کچھ ماہ کے بعد ہمارے ساتھ فراڈ کر کے ہمیں نکال دیا۔ اب ہم کہاں جائیں اور اپنے بال بچوں کا پیٹ کیسے پالیں۔ اب ہمارے پاس کوئی جاب نہیں۔ ہم در بدر کی ٹھوکریں کھانے پر مجبور ہیں۔ چینی ملازمین نہ ہماری کال سنتے ہیں نہ ہی ہمیں پیسے دیتے ہیں جو کہ ہمارا حق ہے۔

## کسٹمرز سے ایک اور ہاتھ، Dany Tab بھی ملک سے فرار

کراچی (خصوصی رپورٹ)

چین سے سستے موبائل ٹیبلیٹ بنانے والی ایک اور پاکستانی کمپنی Dany Tab ملک بھر سے فراڈ کر کے بھاگ گئی ہے۔ کراچی، لاہور اور دوسرے بڑے شہروں کے ڈیلرز اور دکانداروں نے بتایا ہے کہ Dany Tab کمپنی کی جانب سے کسٹمرز کو وارنٹی کلیم اور دیگر سروسز نہ دینے کی وجہ سے مارکیٹ میں اشاک فروخت نہیں ہو رہا ہے اور پہلے سے فروخت شدہ ٹیب کی وارنٹی کلیم بھی نہیں دیے جا رہے جس پر سینکڑوں صارفین نے کزن یوم کورٹس میں درخواستیں دے رکھی ہیں اور ڈینی ٹیب فروخت کرنے والے کئی دکانداروں کو عدالت کی طرف سے جرمانے بھی کئے گئے ہیں۔ لاہور کے ایک بڑے ڈیلر نے بتایا کہ حفیظ سینئر سمیت ہال روڈ لاہور میں بھی ڈینی کی فروخت بند کر دی گئی ہے اور لاہور میں کمپنی کے دفتر کے ملازمین بھی دفتر کو تال لگا کر فرار ہو گئے ہیں۔ ذرائع نے بتایا کہ ڈینی نے جب کام شروع کیا تھا تو معروف کرکٹر وسیم اکرم کو اپنے اشتہار میں بطور ماڈل لیا تھا۔ تاہم ڈینی انتظامیہ کے فراڈ کرنے پر وسیم اکرم سخت شرمندہ ہیں اور پریشان بھی ہیں۔ انہوں نے سوشل میڈیا پر اپنے ایک بیان میں کہا کہ ہے کہ لالچ بری بلا ہے اور مجھے ڈینی کے اشتہار میں کام کرنے سے پہلے اندازہ نہیں تھا کہ یہ کمپنی عوام کے ساتھ فراڈ کرے گی۔ میں سمجھتا ہوں کہ میری وجہ سے لوگوں نے ڈینی ٹیب خریدے اس پر میں معذرت خواہ ہوں۔ میں نے آئندہ کے لیے فیصلہ کیا ہے کہ میں اس طرح کی کمپنیوں کے اشتہار میں بطور ماڈل کام نہیں کروں گا۔ انہوں نے مزید کہا کہ میں دوسرے کرکٹر سے بھی گزارش کرتا ہوں کہ وہ اس طرح کی جعلی کمپنیوں میں بطور ماڈل کام نہ کریں تاکہ عوام سے دھوکہ نہ ہو اور فراڈ مزید نہ ہوں اور انہیں بعد میں شرمندگی نہ اٹھانا پڑے۔



ملک بھر میں کمپنی کے مجاز ڈیلرز نے ڈینی ٹیب کی کسی بھی پروڈکٹ کی وارنٹی دینے سے انکار کر دیا، کروڑوں روپے کا اشاک پڑے پڑے ناکارہ۔ لاہور اور کراچی میں Dany Tab کے دفاتر بند ملازمین غائب، سینکڑوں کسٹمرز فریاد لے کر کزن یوم کورٹ پہنچ گئے، متعدد دکانداروں کو جرمانے

**Dany Tab کے ایڈ میں کام**

کرنے پر شرمندہ ہوں، عوام معاف کر دیں

دوسرے کرکٹر بھی ایسی کسی جعلی کمپنی میں کام

کرنے سے انکار کر دیں، وسیم اکرم کا کرکٹر کو مشورہ



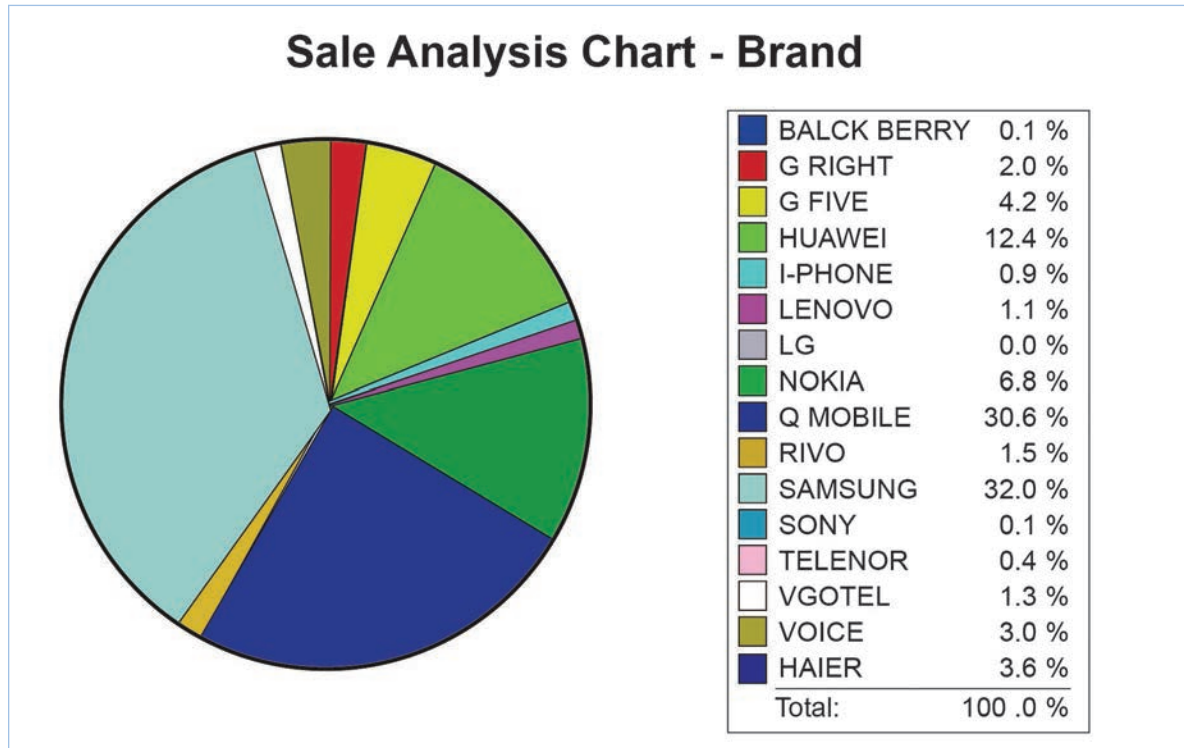
# Rivo Mobile Phone “Desi Maal Walayti Chekhain”



**L**ahore special court, Pakistani awaam ki taraf sy Rivo Mobile phone ko nakiss qarar diay jany k bad rivo mobile phone intezamian ny phones k packing dabey aur rang badalnay shuru kr diay hain.

Design in Hungry k daway-dar company ny apni official website per tmaam videos aur print advertisement mein sy Design in Hungry ka lafz mukamal tor py khatam kr dia ha, ic hawaly sy choty aur bary shehroon mein mobiles phones

intezamia China sy phones bnwa rhi ha aur Pakistan mein ic waqt ferookht honay waly dosry mobile phones sy Rivo Mobiles ny he khoob-soorat ha aur na he munasib qeemat ha. Unho ny btia k Design in Hungry ka jo drama Rivo ny kia ha wo saara sir fraud ha bulky Pakistan mein Hungry jesy behtareen mulkh ka image b kharaab kia jar ha , Unho ny mazeed kaha k Pakistan mein Hungry k sifaarat khaany ko sakht notice lena chaye.



fey-rookht krnay waly dealers aur dukan-daroon ny flare magazine ko btia ha k Pakistan mein ic waqt tmam mobile phones ferookht krny wali companiaan China say Mobiles Phone bnwa kr ferookht kr rhi hain.



Jab k sirf Rivo Mobile Phone ny Design in Hungry ka ishteyhari drama shuru kia hua ha. Taahum Rivo Mobile Phones ny darjanoon kharabioon ny yeh drama nakaam bna dia ha. Aur sari Pakistani awaam ko bewakoof bnany mein Rivo intezamiaan buri tarah nakaam ho gai ha. Hall road Lahore k aik dealer ny btia k Rivo

Lahore Hafeez center k aik aur dealer ny btia k mobile phone ka karoobar ic waqt Pakistan mein sakht tareen muqably sy guzar rha ha aur ic tarah k soorat-e-haal mein awam ko bewakoof bnana mushkil kam ha, unho ny kaha Rivo Mobile phone na sirf nakis quality ki wjha sy ferookht nhi ho rha ha bulky rivo mobiles phones



istemaal krny m b dosry mobiles sy mushkil ha. Lahore k aik aur maroof mobile phone ferookht krny waly Rivo Mobile phone ko chotay aur bary dukan-dar ferookht krny k liay tyar nhe hain uski bunyaydi wjha phone mein bay-panah kharabian, warranty claims, aur company ki taraf sy dokaandaroon aur dealers ko di gaye policy hain unho ny btia k rivo “Intezamian desy maal walaiti cheekhain” nikal kr phone ko ferookht krny ki koshish kr rhi ha.

Unho ny Rivo intezamian ko mashwara dia k walaiti ishtyharaat bnany ki bjaye phone ki quality per dehaaan zyada dy. Faisalabad k aik aur dealer ny btia k Rivo Mobile phone k aik natajarba khar director, nakaam sales manager k bd ab rivo k tv ishtyhaaraat k naam per advertising agency k sath mil kr maal bnany m masrooof hain. Unho ny btia k rivo mobile phone toh ferookht nhe ho rha ha jb k company ka director jeybain bhari ja rha ha.

Mulkh bhar m ferookht honay wali companian ka sales graph b shaya kia ja rha ha k ic graph sy b andaza lagaya ja skta ha k kon c company kitni sales kr rhi ha aur kon c company sales krny m ktini sub sy agay ah. ■

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