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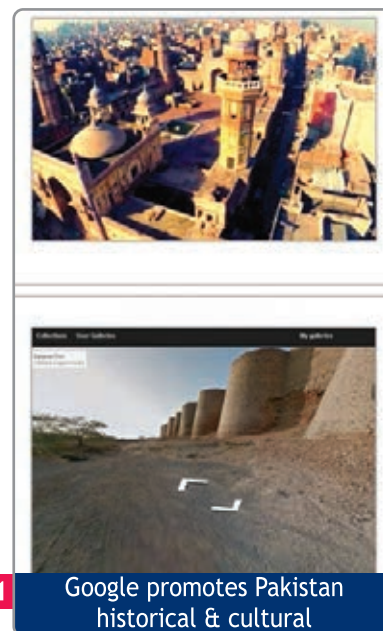
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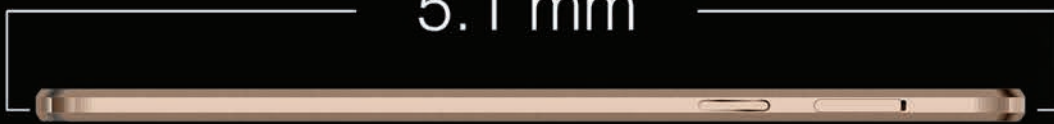


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Editor's Note

Modi visit to UAE is not "just publicity and selfi sessions ...!"

Indian Prime Minister Narendra Modi visited United Arab Emirates (UAE) from 16 to 17 August 2015 and warmly received by UAE government.

This visit of an Indian Prime Minister to UAE after 34 years marks the beginning of a new and comprehensive strategic partnership between India and UAE in a world of multiple transitions and changing opportunities and challenges. The think tanks of Indians explained some positive points of the visit but Indian media highlighted the visit "just publicity and selfi sessions".

He visited the Sheikh Zayed Grand Mosque and requested the UAE government to build temple. In this respect UAE government allocated land for the building of the first Hindu temple in Abu Dhabi. There are currently two Hindu temples and one Sikh gurudwara in Dubai, but none in Abu Dhabi. Media said if he gets succeed for construction of temple than it is great achievement. There are 700 flights operating between India and the UAE every week.

The strong language of the communiqué signals a shift in ties between India and the UAE which is a great concern for Pakistan. The UAE had invested billion of dollar in Pakistan and Pakistani politics, officials and businessmen have invested billion of dollar in UAE. The UAE has had very close all-round ties with Pakistan and the rulers treated the Pakistan as second homeland. The UAE companies are earning million of dollars and enjoy the good profit margins. UAE seeks better ties with other countries to boost its economy but it seemed our foreign policy totally collapsed.

Changing global trends in regional trade and the growth of Asian economies is forcing Pakistan to review the focus of its foreign relations.

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NADRA quagmire

The federal interior minister, Chaudhry Nisar Ali Khan, has directed NADRA to make arrangements to allow the local citizens to file CNIC applications online. At present only the overseas Pakistanis can apply online. This is indeed a very forward-looking step taken by the minister because national identity card is a very important document and everybody is required to possess one, and therefore it ought to be a cinch for any bona fide Pakistani to get it. But unfortunately in order to fill their coffers, the previous governments had made acquiring CNIC a very cumbersome process requiring the applicants to pay different kinds of fees besides getting knocked from pillar to post at every step. Moreover, the staff posted at the CNIC offices try to make full use of applicants' difficulties by turning them into opportunities to fill their own pockets.

For example, at the Muzaffargarh NADRA office, the senior citizens, women, and people coming from afar have to suffer protracted waiting periods standing in long queues to the point of fainting though they can get rid of their difficulty instantly if they pay some extra money to some roaming agent. The staff also seems to be working on a go-slow policy to intensify peoples' ordeal. All kinds of hurdles are created to break down their resistance to make them receptive to extortion. For instance, if a slight change in the maiden last name of a woman is necessitated on account of her marriage, or the B-form is submitted for new ID cards, all kinds of objections are raised by the officer in-charge to thwart the process until the applicant caves in to offer some amount of requital.

The worthy Interior minister is requested to increase public facilities at the Muzaffargarh NADRA office and pull up its staff so as to make them adopt a more humane attitude to the applicants. Also the proposed CNIC online application scheme for local citizens should be implemented immediately and extended to the passport offices as well, and the applicants should be called to the office only as a final step to have their photograph taken and their necessary documents verified. They should be allotted their turn online informing them of date and time of such attendance.

Ali Muhammad, Muzaffargarh

Out of order ATM

Automated Teller Machines (ATMs) have become a problem due to faulty ATMs, particularly Habib Bank Limited, Gulshan-e-Ravi branch and most of the time the ATM remains out of order or its link down. I request the concern authorities to replace the ATM or maintain properly so that the customer will not face problem in future otherwise the customers have options to move to another bank.

It has become extremely time consuming to fulfill one simple task in a bank. Many banks are deteriorating in their performance and their customer service has become sluggish. A number of people wait in line for their turn. Also, all the seats are occupied which results in the incoming customers to stand. Recently, I went with my mother to the bank to pay my brother's school fee. It was packed and I could see that the bank staff made no effort to work quickly.

Sobia Usman, Lahore.

NTS so-called tests mere formality

National Testing Service (NTS) is conducting recruitment tests for government and private vacancies since last five years. Candidates after paying heavy fee and another documents transport fee – difficult to manage for already jobless – appear in these exams but in vain, despite obtaining tremendous scores.

They seem money-oriented more than result-oriented, because we have rare examples of successful candidates before us, except HST, PST and JST. As I appeared in various tests especially in MEPCO test in March 2015 where I secured 81/100 marks but I am yet to be called for interviews. Many of my colleagues complain for similar issue of taking regular tests without positive outcome. I doubt whether, advertised positions are already filled on under desk negotiations and these so-called tests are mere formality rather business of making money.

I appeal, please take care of the unemployed and worried youth.

Dinesh Chandoo, Jhuddo

Apply for disconnection of PTCL broadband

I draw the attention of high-ups of PTCL authority through your esteemed periodical about the PTCL efficiency on the request to disconnect PTCL broadband.

I have sent a request disconnection of PTCL Broadband DSL on July 8, 2015 on the telephone 042 35880183 and returned the modem with all accessories and paid the bill for the month of June and July 2015. On August 3, I enquired on 1236 about the status of my application, the representative of your company showed ignorance about the request. I surprised to hear his reply.

I have found many customers who faced same problem like me. Some are shifting other places and want to disconnect the DSL but staff did not bother.

Kindly look into the matter and resolve my problem because I have already paid two month extra broadband charges which clearly non-seriousness of your company and burden on the shoulder common man like me. There is an urgent need to streamline the system of PTCL otherwise customers can switch over to other network.

I hope you consider my request on priority basis and take action against the non-serious and careless elements of the PTCL.

Azhar Javed, Lahore.

Justification of ban on cordless phones

I have received the messages from PTA and many people also received a text messages warning the usage and buying of DECT 6.0 cordless phones is illegal and anyone found using them would be reprimanded. Do not take that warning lightly, for strict action will be taken against the rule-breakers. The question is that why PTA allowed the import of cordless phones when the investors invested million of rupees in this business then banned such gadgets. PTA must test this gadget before the given the NoC now PTA technical found the strong signals interrupted the CMOs services and are seeking law enforcing agency's help in eliminating its use.

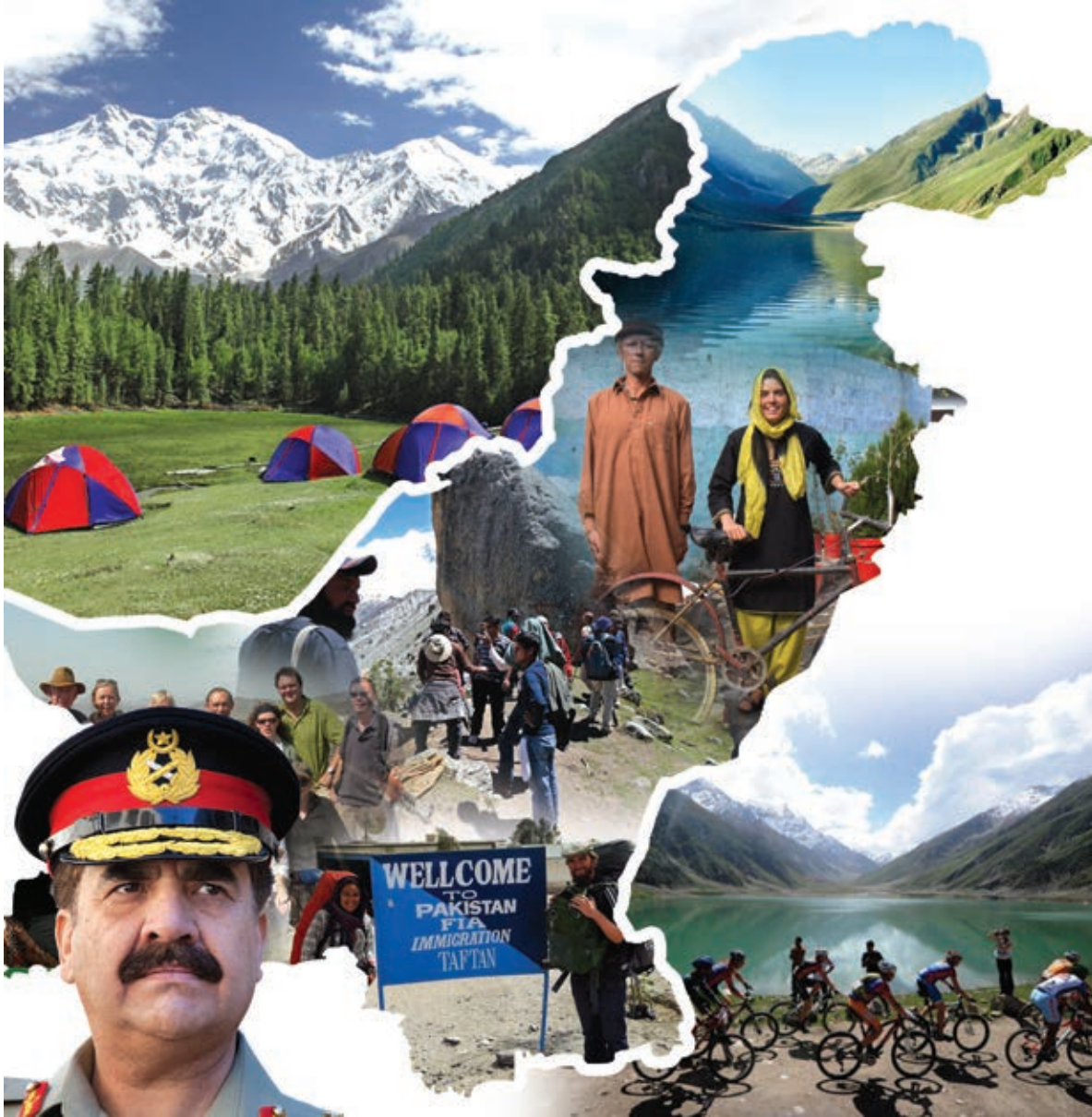
DECT (Digital Enhanced Cordless Telecommunications) is a digital wireless telephone technology, which has contributed to making cordless phones common in both businesses and homes.

Fahim Bahir, Karachi

Write us at: flaremagazine@flare.pk

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

Its time to boost tourism industry



“In early 90s, Pakistan’s tourism was flourishing and a lot of tourists from all over the world visited Pakistan, particularly the northern areas. If the security concerns are removed, tourism of Pakistan will get a boost and government will earn billion of dollar through this industry”

Thank you Chief of Army Staff General Raheel Sharif who reiterated the Zarb-e-Azb operation will continue till the elimination of the last terrorist from Pakistan’s soil. Such operations and steps will help to improve law and order situation and would attract foreign tourists in the country.

In early 90s, Pakistan’s tourism was flourishing and a lot of tourists from all over the world visited Pakistan, particularly the northern areas. If the security concerns are removed, tourism of Pakistan will get a boost and government will earn billions of dollar through this industry.

Pakistan being located in South Asia is a beautiful place to visit. With the high ranging mountains to the amazing Arabian Sea, this country features most of the types of landscape which attracts the tourists. I must say here that Pakistan has world most beautiful places for foreign tourists, especially at its best in northern areas and Kashmir region. This part of the country is famous all around the world because of sky high mountains, lush green valleys, mighty rivers, beautiful lakes, and amazing wildlife. The Paradise on Earth ‘Neelum Valley’ Mini Switzerland ‘Swat Valley’ and Mountain Kingdom ‘Hunza valley’ are the major tourist attractions in Pakistan. All these places are real natural beauty of the world. Best natural places to local and foreign tourists in Pakistan.

Neelum Valley is a 144 km long bow-shaped valley in Azad Kashmir Region. The Valley is situated at the North & North-East of Muzaffarabad (The Capital of Azad Kashmir). Running through the Lesser Himalaya, the Neelum River valley has excellent scenic beauty, panoramic views, towering hills on both sides of the noisy.

Neelum valley is one of the most attractive place for tourists due to its famous lush greenery, springs, streams, lakes and hilly and sloppy mountains. Some of its famous places like Athmuqam, Kutton Jagran, Karen, Neelum, Ratti Galli, Baboon, Noori top, Sharda, Sharda Fort, Sharda University (The Oldest University of Sub-Continent) Kel, Surgon, Halmet, Taobut and many more.

The Hunza Valley is a mountainous valley in the Gilgit-Baltistan region, It was formerly a princely state. The Hunza valley is situated north/west of the Hunza River, at an elevation of around 2,500 metres. The Valley has three Regions – Upper Hunza (Gojal); Center Hunza and Lower Hunza.

Swat is a valley and an administrative district in Khyber Pakhtunkhwa. It is the upper valley of the Swat River, which rises in the Hindu Kush range.

Swat Valley is mini Switzerland of Pakistan, has many attraction for visiting such as Mahodand Valley and Lake, Natural Ushu Valley & Ushu Forest, Malam Jabba (Famous ski resort in Swat Valley), Madyan,

Swat & Kalam Vallies, Bonir, Der and many other naturally beautiful sites.

Kalash Valley is one of the major tourist attractions in Pakistan. This is situated in the Chitral district of Pakistan. This valley has a historic background but its history has controversies. Kelash is actually a very old Greek civilization. The people belonging to this civilization are called ‘The Kelash’. Belongs to old tribes and have their own religion and culture. People construct their homes with rough shaped logs. People of Kalash are cheerful, they celebrates many festivals like Uchal Festival, Phoo Festival and Chomos Festival. There are many attractive sites for visiting.

The Kaghan Valley is a beautiful valley in the north-east of Mansehra District. It attracts many tourists from not only Pakistan but also from the whole world. Laying in lower Himalayan mountains range, the Kaghan valley, famous for its bewitching splendor and natural beauty, is one of the most charming tourist resorts in scenic Hazara division. There are many beautiful and attractive spots like Shogran, Jared, Naran, Lake Saiful Muluk, Lake Dudipat Sar, Lake Lulu Sar, Babusar Pass and much more to do.

Murree is a summer hill station, summer resort and is situated in subdivision of Rawalpindi District. Murree was the summer capital of the British Raj in the Punjab province. Tourists and people from all over the Pakistan wish to go there in summer to enjoy its beauty and in winter season for astonishing experience of snowfall. Bhurban and Patriata are a main tourist points. The most favorite tourist point of Murree is Galliat, it has fascinating greenery and scenic beauty that attracts tourist belonging different regions of Asia. Most Popular picnic points of Murree Hills are Dunga Gali, Muskpuri Hill, Nathia Gali, Bara Gali and Mall Road. Shandur has highest polo ground on earth, is about 3738 meter an above sea level and lies midway between Chitral and Gilgit. Each summer a hug event called the Shandur polo festival is organized here, which is a big source of attraction for the tourists. Different come against each other in this freestyle contest. The pass is generally unpopulated and passing through its snow covered slopes in winters is an exceptionally difficult adventure. The polo ground is about 168 Km from the main town Chitral and accessible by jeep. The road is closed during winter due to heavy snow.

Rawalakot is a town in Azad Kashmir. It is in a beautiful valley surrounded by hills, which is located 80 km away from Rawalpindi and Islamabad. Rawalakot is a summer visiting point. The winter in Rawalakot is cold and chilly. There are many attractions for visitors like Banjosa; Toli Pir; Poonch River; Tatta Pani; Banjosa Lake; Sudhgalli and many more.

Ziarat is the capital of Ziarat District, Balochistan. Ziarat is a famous holiday resort of Balochistan and nearly every trip from Karachi to Quetta stops at Ziarat. There is a good water supply and the hills around are well-wooded and picturesque. A visit to Quetta is incomplete without a trip to Ziarat.

Pakistan being located in South Asia is a beautiful place to visit. With the high ranging mountains to the amazing Arabian Sea, this country features most of the types of landscape which attracts the tourists

Jhelum valley is an ideal valley of Azad Kashmir region for both the domestic and international tourists. The curling river Jhelum passes through from East to West between the high green mountains of this valley. This valley has a most beautiful valley “Leepa Valley”. This is the most fascinating & loveliest valley in Azad Kashmir. Its lush green rice fields in summer and typical wooden Kashmiri houses present a wonderful view to the people visiting the area.

Walnut, Apple, Cherry and honey of Leepa are very popular and in great demand. There are many visiting sites like Peerchanasi, Chikar, Chinari, Leepa, Chakothei, Ghari Dopatta, Chokothei Cham-fall and Zilzaal Lake. ■

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Pakistan's exports to European Union have increased by 21 percent since getting GSP Plus status, Minister for Commerce Khuram Dastgir told National Assembly.

In a written reply, he said, country's exports to EU have grown more rapidly in 2014 as compared to regional competitors including Bangladesh, India and Vietnam.

The country's exports to European Union have been increased up to \$7.54 billion from \$6.21 billion in 2014 after GSP plus.

After getting the status of GSP Plus, country's exports to EU registered an increase of \$1.32 billion.

Many sectors including textile was facing a custom tariff from 6.4 percent to 12 percent, leather, footwear up to 6 percent which have now duty free access in EU, helping products to be more competitive.

Recently, LCCI President Ijaz A. Mumtaz has said that a lot was said upon getting duty free access to EU market after being awarded GSP plus status by EU Commission. He said that it was estimated that this scheme would enable Pakistan to export additional products worth over \$1 billion but we have yet to witness its actual benefits.

He quoted that as soon as GSP plus status was given to Pakistan, the Indian government announced certain incentives for their textiles exporters so that they could wipe out the edge available to Pakistan due to this scheme. They did succeed in their planning. He said that TDAP should have acted proactively while proposing the government to take required steps. He stressed the need for measures to increase Pakistan exports under this scheme.

He said that there should be regular interaction among the TDAP and leading chambers of the country. He urged the senior officials of TDAP to visit chambers on regular basis in order to assist them in the planning of international delegations and exhibitions.

German Ambassador Dr Cyril Nunn said that granting GSP Plus status to Pakistan by the European Union had an "extremely positive" impact on its exports to the EU, which had increased by 20 percent in last year.

In December 2013, European Union (EU) granted Generalised System of Preferences (GSP) Plus status to Pakistan with an impressive count of 406 votes, granting Pakistani products a duty free access to the European market.

Minister of State for Petroleum and Natural Resources Jam Kamal Khan said that the industrial sector should improve product's quality instead of quantity and build its market across the world for a big fortune.

Recently, the country's exports have registered 23 % increase after gaining GSP plus status from the European Union, said Resource Person of Trade Development Authority (TDAP) Ahmed Fasih.

The European Union has granted the much-awaited duty free market access under the Generalized System of Preference (GSP)+ to Pakistan which will enable Islamabad to export textile goods to 27 European countries till 2017.

In a written reply, he said, country's exports to EU have grown more rapidly in 2014 as compared to regional competitors including Bangladesh, India and Vietnam

"Yes, the EU has granted the GSP Plus to Pakistan which will increase our exports by \$2 billion per annum," Minister for Finance Ishaq Dar said while talking to reporters here on Thursday.

According to a statement issued by the EU here, the European Parliament voted on a resolution objecting to the delegated act presented by the European Commission, granting GSP+ to 10 countries, including Pakistan.



Pakistan exports to EU up by 21 % after GSP+ status

"The country's exports to European Union have been increased up to \$7.54 billion from \$6.21 billion in 2014 after GSP plus. After getting the status of GSP Plus, country's exports to EU registered an increase of \$1.32 billion"

The resolution was defeated with 409 votes against and 182 in favour. In other words, an overwhelming majority of members of the European Parliament supported the granting of GSP+ status to Pakistan.

The GSP+ will become effective from January 01, 2014. The European Commission's preliminary estimate is that exports from Pakistan will increase by Euro 574 million annually as a result of reduction of tariffs on over 90 percent of all product categories exported by Pakistan to the EU.

On this occasion, the EU Ambassador to Pakistan, Lars-Gunnar Wigemark, said: "This is a very good day for the EU-Pakistan relations. The granting of GSP+ shows the importance the European Union attaches to its relations with Pakistan. We have listened to Pakistan's plea for more trade and not just aid."

In addition to expanding and facilitating Pakistan's trade with the European Union, GSP Plus will also promote economic growth and create much-needed jobs across Pakistan. The EU consumers will benefit as well from cheaper imports made in Pakistan. "The textile industry is an obvious winner, but we should work together to ensure that other sectors of Pakistan's economy will benefit too. It is now up to the Pakistani business com-

munity to take full advantage of the opportunities offered. This will require improvements in the business climate in Pakistan, including access to energy," the EU ambassador said.

While there is every reason to celebrate this milestone in the EU-Pakistan relations, the GSP+ regime calls for Pakistan to fully implement its commitments under 27 international conventions on human rights, good governance, labour and environmental standards.

The EU is Pakistan's largest trading partner. In 2012, the total EU-Pakistan trade amounted to Euros 8.2 billion. GSP+ will reduce tariffs to zero on over 90 percent of all product categories being exported by Pakistan to the EU. The European Commission's preliminary assessment is that Pakistani exports, including textiles, and also other products such as leather would increase by Euro 574 million annually. The Pakistani textile industry estimates that exports to the EU of textiles alone under GSP+ will increase by \$650 million in the first year.

In 2012, the EU and Pakistan adopted a five-year Engagement Plan and launched a Strategic Dialogue, covering a wide range of issues from security, including counter-terrorism, non-proliferation and regional cooperation, to human rights, migration and development cooperation. ■

Pakistan, the next software hub?



“Yet Pakistan’s IT sector is carving a niche for itself as a favoured place to go for freelance IT programmers, software coders and app designers. There are now 1,500 registered IT companies in Pakistan, and 10,000 IT grads enter the market every year”

Pakistan isn’t usually considered one of the world’s information technology powerhouses; its share of global IT sales is only \$2.8 billion, of which \$1.6 billion represents tech and IT services and software exported abroad. This is a tiny percentage of the expected \$3.2 trillion global market for 2015 and is dwarfed by India’s \$100 billion worth of software exports per year. Yet Pakistan’s IT sector is carving a niche for itself as a favoured place to go for freelance IT programmers, software coders and app designers. There are now 1,500 registered IT companies in Pakistan, and 10,000 IT grads enter the market every year. Energetic members of the middle class educated in Pakistan’s top universities, they have honed their skills at the many hackathons, start-up fairs and expos, digital summits and entrepreneurial events at campuses, software houses and IT associations across the country.

Next comes showcasing their skills to a global market in order to grow businesses. So Pakistani freelance programmers flock to global freelance hiring sites such as Upwork, or fiverr.com, where digital employers in the United States, Australia or Britain bid to hire programmers for small software and app projects. On these platforms, hiring someone from Pakistan becomes as easy as hiring someone from Ireland or India, because traditional concerns about security, corruption and invasive bureaucracy in Pakistan do not apply.

The formula is working: the Pakistani programmers market ranks as the No. 3 country for supplying — freelance programmers — behind only the United States and India, and up from No. 5 just two years ago. It ranks in the upper 10 to 25 percent on Upwork’s listing of growth rates for top-earning countries, alongside India, Canada and Ukraine. Pakistan’s freelance programmers already account for \$850 million of the country’s software exports; that number could go up to \$1 billion in the next several months, says Umar Saif, who heads the Punjab IT Board and previously taught and did research work at MIT.

The optimism one hears in Karachi and Lahore even withstood a scandal last May, when news broke

that Axact, one of Pakistan’s largest IT companies, was operating as a fake degree mill. Members of the tight-knit IT community reacted at first with fears for Pakistan’s chances to become a major player on the world’s IT stage. Perhaps those fears acted as a spur to the authorities, who arrested Axact’s chief within weeks after the scheme was laid bare.

In any event, three days after investigators raided Axact’s offices, Naseeb Networks International, a Lahore-based company that runs the online job marketplace Rozee.pk, announced that it had won a third round of investments, worth \$6.5 million, from the European investment firms Vostok Nafta and Piton Capital, bringing the company’s total venture capital funding to \$8.5 million. It was the latest in a series of large venture capital investments in Pakistan over the last year and a half.

Two factors help account for Pakistan’s rapid recent growth as an IT contender. Success stories like Naseeb’s depend on building a reputation as trustworthy, talented players who can build long-term relationships with adventurous investors overseas. “The single most important reason for us is the entrepreneur,” said Greg Lockwood, a partner at Piton Capital. He singled out Monis Rahman, the founder of Naseeb Networks, as someone who “has done a terrific job building NNI over the last several years in challenging conditions for a cash hungry start-up.”

It ranks in the upper 10 to 25 percent on Upwork’s listing of growth rates for top-earning countries, alongside India, Canada and Ukraine

In addition, the business model for global IT has changed drastically in Pakistan in the last five years. No longer do huge, established entities like Microsoft engage large, overhead-laden Pakistani companies to deliver on software contracts that can require years in development. Mr. Saif says foreign companies now look for young programmers in three-person busi-

nesses who create apps “out of their garages or bedrooms.” Well aware of Pakistani irritants like undependable power and Internet connections, and lack of office space and mentors, Mr. Saif promotes software incubators across the country. Plan 9, in Lahore, is one of the largest, having graduated 66 IT companies, five of which are now worth more than \$5 million. Recently, Jehan Ara, president of the Pakistan Association of Software Houses, opened The Nest I/O in partnership with Google and Samsung in Karachi, and there are incubators at the Lahore University of Management Sciences and the National University of Sciences and Technology in Islamabad.

After developing an app in an incubator, a young IT company can get mentoring from international companies through a software accelerator like Invest2Innovate in Karachi or Lahore, or the Foundation at LUMS. Some mentor over Skype but many are willing to travel to Pakistan.

“IT entrepreneurs are gritty people,” Mr. Saif said. “They’ll go out of their way to help other entrepreneurs.”

It’s now also faster and easier for foreign companies to acquire the apps these programmers create, in contrast with negotiating traditional service contracts, and Mr. Saif anticipates that such start-ups will themselves become targets for acquisition by overseas companies. According to him, venture capital is the one missing ingredient in an enabling environment that the government, universities and software associations are building. Per Brilioth, the managing director of Vostok Nafta Investment, agrees. “The macro indicators and demographics are very strong,” he said, “and the country doesn’t seem to get a lot of investor attention, so valuations are reasonable.”

Those factors — and the rapidity with which Pakistan’s 200 million people are embracing the Internet on sub-\$50 Chinese 3G smartphones — are markers on which Pakistan’s entrepreneurial leaders pin their hopes for the future. They see problems like Axact as bumps in the road as Pakistan builds a haven for IT development. —The writer is the author of several books of fiction.

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Haier starts laptops assembling in Lahore



This follows the setting up of the country's first assembly line in Lahore by Haier Pakistan, in collaboration with the Chinese home appliance and electronics giant, the Haier Group



Pakistan is well on its way toward achieving full technology transfer in the manufacturing of laptops, opening the way, not in the too distant a future, for the country to join the ranks of technologically advanced countries. This follows the setting up of the country's first assembly line in Lahore by Haier Pakistan, in collaboration with the Chinese home appliance and electronics giant, the Haier Group. More than a 100,000 quality laptops will be manufactured at the budding Haier Pakistan plant and will be rolled off the assembly line by 2016, making the first significant inroad in to the ever vibrant market for laptops. As demand continues to grow this development has the potential to significantly reduce the ever growing import burden on the nation's precious foreign exchange resources.

As of now Pakistan's laptop imports are estimated to be in the region of 300,000 to 350,000 units annually amounting to an outlay of several billion in foreign exchange. Seen in that context the Haier Pakistan plant with a designed capacity of over 100,000 laptops per year, can help reduce the laptop import bill by a whopping one third. Haier Mobile & IT Pak-

istan has won the project for the supply of 200,000 units of 2 in 1 detachable laptops to be provided to deserving students nationwide. Says Shah Faisal Afridi, Chairman Haier Pakistan: "local production of high tech, high value goods through acquisition of technology transfer and knowhow is the way to go forward", and adds that China's true potential in helping Pakistan take the high road to accelerated economic development needs to be tapped and the onus for this lies on Pakistan. "Haier Pakistan's assembly plant is a small example of what can be achieved", he said.

"The laptop assembly plant in the immediate and short term has resulted in the creation of hundreds of jobs and in the years ahead stands to enable Pakistan to build a pool of a talented, highly qualified technical workforce," said Mr. Zeshan Qureshi, the CEO of Haier Mobile & IT. Haier has won the project for PM Laptops Scheme by virtue of which, the Federal government will procure 200,000 units of 2 in 1 detachable laptops from Haier Mobile & IT. Mr. Qasim Tariq, GM Enterprise Business at Haier Mobile & IT, is heading the project which will be completed by June 2016. ■





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Afridi & boxer Amir jointly act in Warid TVC

It's interesting to see that Warid has brought another sports superstar on board, and both Shahid and Amir, will soon be appearing together on television for the first time in Warid's new commercial

Legendary boxer, Amir "King" Khan and national cricket star Shahid Afridi, will be starring together in Warid's upcoming TVC which was being shot in a local studio in Karachi recently. Both sportsmen are known for their extraordinary prowess and exceptional performance in their respective sports. Shahid Afridi, as an existing Warid Brand Ambassador, has also appeared in Warid's LTE launch TVC in Pakistan.

It's interesting to see that Warid has brought another sports superstar on board, and both Shahid and Amir, will soon be appearing together on television for the first time in Warid's new commercial.

Amir Khan, a UK-based Pakistani and world

champion in boxing, is on a visit to Pakistan with his wife. He recently inaugurated Pakistan's new "Amir Khan Boxing Academy", a project he collaborated on with the Pakistan Sports Board. The academy will train young professional boxers and coaches and Amir Khan himself will be providing both equipment and his expertise for this endeavor. It is a great initiative and will provide young enthusiasts with a proper place to learn boxing and develop their skills to compete on an international level. During his visit to Karachi this week, Amir Khan also visited philanthropist Abdul Sattar Edhi, who is hospitalized.

Shahid Afridi, who welcomed his friend Amir

Khan to Karachi, has also visited several places with the Olympic silver-medalist. Shahid has also made great contributions towards society through his charitable and welfare work. Recently, he is nominated for being one of the top sportsmen in the country who donates a significant portion of their income for social welfare. Being an avid community worker, he has established 'Shahid Afridi Foundation', which aims to support public health, children's development and education while providing general community support.

This dynamic duo is the new face of Warid, let's see how these two perform in Warid's TV Commercial.





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Mobilink donates state-of-the-art mobile dispensary to Khidmat Foundation

This move further strengthens the long standing partnership between the two organizations, which began back in 2007 when Mobilink Foundation donated its first mobile dispensary unit to Khidmat Foundation

Mobilink donated a state-of-the-art mobile dispensary to Khidmat Foundation, at a handing over ceremony in Islamabad. This newly delivered vehicle, fittingly titled the mobile dispensary, will be used by Khidmat Foundation to provide free medical assistance to the rural population around Islamabad who have a limited access to medical centers, dispensaries and hospitals.

The dispensary houses a qualified doctor commissioned by Khidmat Foundation, basic testing tools for common ailments and stocks of various medicine. Its areas of operation include Bari Imam, Pind Sangrial, Alipur Farash, Romali and Loi Bhair.

This move further strengthens the long standing partnership between the two organizations, which began back in 2007 when Mobilink Foundation do-

nated its first mobile dispensary unit to Khidmat Foundation. Speaking at the ceremony about Mobilink Foundation's health initiatives, Omar Manzur, Head of Corporate Communications at Mobilink stated:

"Our aim with Mobilink Foundation's investments in healthcare is very simple - the universal provision of basic but essential health services to every needy Pakistani. Towards this end, the Foundation has supported a number of medical institutions across Pakistan through the provision of hospital supplies and medicine."

Speaking about Mobilink's partnership with Khidmat Foundation, he further added, "Our partnership with Khidmat Foundation, a leading NGO, looks to provide greater impetus towards our goals and accelerates our initiatives in the health

sector since it allows us to tap in to their large medical facilitation network. We will continue to look for ways to enhance this partnership for the greater good of the nation."

The establishment of the Mobilink Foundation in 2008 is a reflection of the commitment of Mobilink and its employees towards their host communities. It is the only registered NGO that belongs to the Telecom Sector and winner of the GSMA Mobile Award 2013 for its SMS Based Literacy Program.

The Foundation, working through the spirit of volunteerism of Mobilink employees, has a mission to provide improved access to education and healthcare, developing a clean and green Pakistan as well as providing relief during times of natural disasters. ■



Faletti's Hotel signed MoU to promote Lahore culture



The MoU was signed by the Director Operations of Faletti's Hotel Lahore Irshad B. Anjum & the Director General of Walled City Lahore Kamran Lashari

Faletti's Hotel Lahore & Walled City Lahore recently signed an MoU together to promote the rich culture of Lahore. The MoU was signed by the Director Operations of Faletti's Hotel Lahore Irshad B. Anjum & the Director General of Walled City Lahore Kamran Lashari.

Exchange the MoU in the hotel's premises along with the Heads of Marketing & Public Relations of both of the organizations.

The management of Faletti's Hotel Lahore also celebrated the Independence Day on August 14, Mr. Irshad B. Anjum Director Operations along with his department heads invited the in-house guests and all the staff over a high tea, where they cut the cake.



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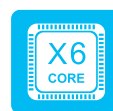
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Make your imagination fly

Samsung sponsors a movie on national boxing hero "Shah"



Artistically produced projects like - 'Shah' are breathing a new life into the decaying film industry of Pakistan and inspiring fresh talent in the society - MD Samsung Pakistan



Based on the real-life events, struggle and achievements of Pakistan's unsung hero, Hussain Shah, a biographical sports movie, 'Shah', directed by Adnan Sarwar is all set to hit the Pakistani cinemas and inspire the society with the fiery passion of the only Olympic bronze medal winner in boxing from Pakistan. The launch of this movie has been sponsored by Samsung, the global technology leader. This mega feature

of promoting culture and the human-spirit through various social development and inspirational initiatives. Going beyond philanthropy, social entrepreneurship, healthcare, education and economic wellbeing of the deprived segments, Samsung has been consistently playing its role as a highly responsible corporate citizen of Pakistan.

winner in today's competitive world. Projects like this movie are needed to bring positive changes in the nation's mindset, to help them work hard to realize their true potential and earn respect and honor among the global community."

This movie premiere show was held on 14th August at Cinestar in Township Lahore, where,



film highlights the challenges faced by Hussain Shah, while rising up from a most impoverished slum of Karachi, to attain this glorious stature in the world. Looking at the reviews and response from the masses, this film promises to be a block buster.

Samsung Pakistan remains at the forefront

Following this tradition of promoting social emancipation, Samsung has once again sponsored the mega feature film "Shah", produced by the talented and creative young man, Adnan Sarwar, who has also played the lead-role of Hussain Shah in the movie.

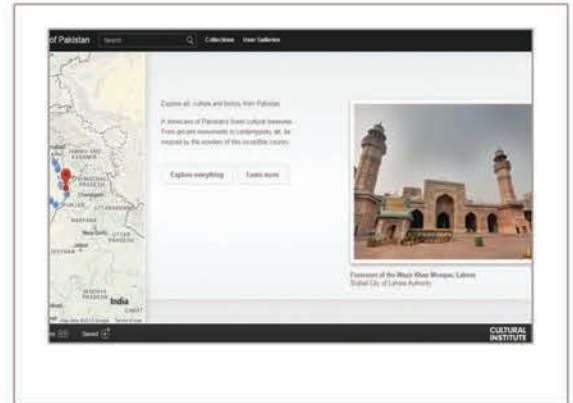
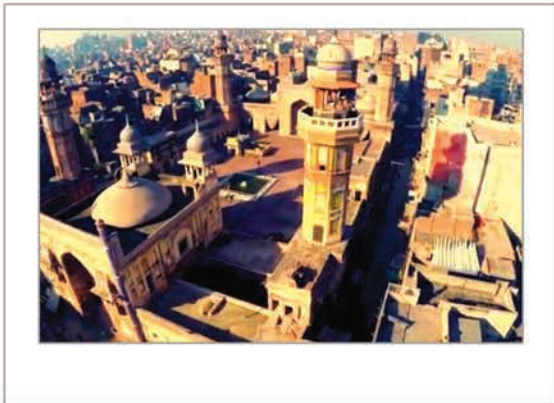
Samsung is inspired to highlight the achievements of our immensely talented youth, like the boxer Hussain Shah, who brought home the bronze medal after his thrilling victory in 1988 Summer Olympics, whereby he became the only boxer in the Pakistan's history to achieve an Olympic medal in a tough sport like boxing.

Samsung Pakistan's MD, J.H. Lee has expressed his excitement in these words, "We are utterly thrilled to be a part of this mega project, as we can foresee that "Shah" – the movie, is going to excite and influence countless lives in a positive way. It will instill greater ambitions and passion to overcome life's demoralizing challenges and emerge as a



along with Hussain Shah and the cast of this movie, major celebrities from the showbiz and sporting world participated enthusiastically, paying tribute to the boxer and appreciate this commendable effort by the film's production team. ■

Google promotes Pakistan historical & cultural via Street View Maps



“Official partners in the project are a number of non-profit organizations which have been striving to preserve this unique cultural legacy. These include the Citizens Archive of Pakistan (CAP), Mohatta Palace Museum, Heritage Foundation Pakistan, and more”

Google announced the launch of an extraordinary project for Pakistan to highlight and promote the country's cultural heritage. Over a dozen historical landmarks have been included to display striking panoramic imagery – similar to its trademark Street View.

Official partners in the project are a number of non-profit organizations which have been striving to preserve this unique cultural legacy. These include the Citizens Archive of Pakistan (CAP), Mohatta Palace Museum, Heritage Foundation Pakistan, and more.

The history of the geographical area that constitutes modern-day Pakistan can be traced as far back as the Indus Valley Civilization, which sprouted over 5,000 years ago. Since then, the region has witnessed Aryan, Buddhist, Muslim, Hindu, and Christian influences. Trading cities such as Moenjodaro and Harappa developed links with merchants from Central Asia, Middle East, and other parts of South Asia, resulting in a fusion of art, language, and traditions.

Pakistan's incredibly rich and diverse cultural lineage is undisputed. Currently there are a total of six locations inscribed on the World Heritage List by the United Nations Educational, Scientific, and Cultural Organization (UNESCO). These include:

- Archaeological Ruins at Moenjodaro
- Buddhist Ruins of Takht-i-Bahi
- Shalimar Gardens and Fort
- Rohtas Fort
- Makli Tombs
- Taxila

This isn't Google's first attempt to promote Pakistani culture. Back in 2012, they had signed an agreement with the Punjab government to capture historical locations and cultural sites in the province. However, it seems this project takes a much more encompassing stance, as it includes locations all over the country. Their site lists 467 different items available to view, with ancient relics, paintings, and old coins

all part of the package.

The cultural heritages left by the Aryans, Greeks, Arabs, Persians and Mughals are easily found across the country. The ruins from Moen-jo-Daro, Taxila, Harappa, Gandhara, Thatta and Takht-i-Bahi indicate the existence of some of the most ancient civilizations in Pakistani land.

Other monuments like Lahore Fort, Bashahi Masjid, Jahangir Tomb, Shalimar Garden, Wazir Khan Masjid and many other ancient buildings and architects make Pakistan distinguished for its cultural heritage.

In another development of Google is that the Google's Street View allows you to see panoramic views of streets from your mobile device, allowing you to "take a walk" along a street so that you can check out a neighborhood. The latest version of Google Maps for Android, which happens to be version 9.13.0, includes a link to a Street View for your destination. All you need to do is click on the thumbnail at the lower left of the screen to get there. The thumbnail will appear when you search for an address inside the app, or with a long press to the map.

Their site lists 467 different items available to view, with ancient relics, paintings, and old coins all part of the package

If you already have Google Maps for Android installed on your device, you can update the app by going to the Google Play Store and clicking on My apps. There are some other changes with the update, including one that allows you to add a missing business to the map from the sidebar. And of course, there are the usual bug fixes that are taken care of with this update.

The fast access to Street View will certainly come

in handy when traveling to a neighborhood that you're not familiar with. While many of you have seen the Google Street View car in action, other images come from those taking pictures on foot, by boat and even by camel.

Google Street View has been almost everywhere from the bottom of the ocean to the canals of Venice. But now, for the first time, it's going in literally a new direction: vertically up.

Google has launched a new set of images for the 360-degree mapping site which cover the 3,000-foot granite face of El Capitan, the "world's most famous rock wall" in Yosemite national park.

The search giant worked with climbers Lynn Hill, Alex Honnold and Tommy Caldwell for the project, which required ropes and spring-loaded mounts to make sure the camera would be steady enough to capture decent 360-degree images, in two separate expeditions.

In the second, climber Alex Honnold clambered up the sheer face of El Capitan in mere hours, taking pictures as he went with the help of a photographer.

Caldwell writes: "Alex took the camera and pretty much ran 3,000 feet up with photographer partner Brett Lowell. Now, anyone can get the beta (climbing speak for insider advice) before they climb the entire route."

The imagery is launched alongside a new Yosemite Treks page, which lets visitors find out more about Yosemite, and how climbers manage to climb the vertical rock wall in the first place.

"Yosemite's driven so much of my life that I'm excited to be able to share it with the world through my eyes," said Caldwell. "These 360-degree panoramic images are the closest thing I've ever witnessed to actually being thousands of feet up a vertical rock face -- better than any video or photo. But my hope is that this new imagery will inspire you to get out there and see Yosemite for yourself... whether you travel up a rock wall or just down the trail." ■

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The country property industry is at the preliminary stages of reaching its zenith in profitable investments and providing value-added realty sites, making now a good time to invest in this blooming economic sector. While it is fairly easy to own property in Pakistan for both residents and non-residents, the processes leading to the execution of a real estate transaction are, however, gritty and more often than seldom, tiresome. A common problem in the country's realty industry is illegal acquisition of land, overly extended litigation periods and lack of formal documentation. These shortcomings may well be attributed to the flimsy effectuation of land reforms from 1970s.

The previous thwarted growth of the real estate sector of Pakistan could be attributed to a legacy of the British Raj — the long standing and exceedingly popular patwari culture in controlling land records and accounts. Although the system was officially abandoned with government's introduction of the Land Record Management Information System (LRMIS) in March, 2007, the patwaris still manage to hold sway in some regions. A patwari is the local name for an administrative government officer responsible for maintaining records of crop harvest and agricultural revenue, land rights and inheritance, transactions including buying, selling and transferring of land under his area of jurisdiction i.e. the tehsil level.

Exploiting low literacy rates in the sub-urban and rural vicinities in the majority of the country, the patwaris often served their own interests by offering undue favors to tenants and land owners. Unjust favors offered by patwaris included facilitating the acquisition of land illegally to help the interest of some parties, while marginalizing that of others. As a consequence, the property sector of Pakistan is plagued by endless disputes over land ownership and stakeholders end up consulting the judiciary, sometimes spending decades awaiting a decision.

It's because the judicial processes are frequently marred by stay orders at every step, ownership of informal and uncategorized documentation and delayed verdicts. Thus, the real estate activity is further bogged down by a treacherously slow justice system depended upon to decide rightful ownership.

With the introduction of LRMIS, the government has officially alleviated the prevalent patwari culture with an aim to benefit the entire community of landowners, especially those from relatively marginalized rural regions where livelihoods mostly depend on land and agriculture. In 2012, Chief Minister Mian Shehbaz Sharif had inaugurated the first Land Record Management Information System (LRMIS) Service center in Lahore. With Land Record Management and Information System (LRMIS), government of Punjab digitized all land records of the province, due to which people get rid of corrupt mafia but it create conveniences in transfer of properties and getting Fards. With the inauguration of At LRMIS service center, and more in pipeline in at least 11 districts of Punjab, customers will be offered to obtain fard malkiyat and other relevant documents and details of a property within 30 minutes, that too without any mishandling at the hands of Patwaris. Also, transfer of a property (with verification) can be done within 50 minutes.

Unjust favors offered by patwaris included facilitating the acquisition of land illegally to help the interest of some parties, while marginalizing that of others

The state of the art digitized land record system, already being worked at in 11 of the Punjab districts, will put an end to the vicious patwari system and the loot and plunder of the land mafia. The operational staff for Land Record Computerization Project is being recruited through the Punjab Public Service Commission without any role of Patwari and Tehsildars. Some dealers and owners of lands have complained that the provincial government has failed to

Overcoming patwari culture a real estate dilemma



“A patwari is the local name for an administrative government officer responsible for maintaining records of crop harvest and agricultural revenue, land rights and inheritance, transactions including buying, selling and transferring of land under his area of jurisdiction i.e. the tehsil level”

eliminate 'patwari culture' as the computerisation of land records in Punjab, which was supposed to be completed in June 2014, has not yet been through in most of the districts.

The ground situation contradicts the government's tall claims made through official advertisements that the records had been computerised and that the patwaris were no longer involved in the issuance of land deeds. Moreover, the government is exaggerating the situation through different statements made by different provincial ministers that the government has achieved the target of computerisation of land record which is also helpful in collection of record revenue. Sources in the government claimed that service centres were functioning in 98 tehsils of the province and the process of computerisation was likely to be completed by the end of current fiscal year. According to them, some districts and tensils have achieved 50 per cent of the target while some have done 70 per cent work in this regard.

The sources further told that June 2014 was the deadline for the Revenue Department regarding completion of computerisation process but despite the tall claims made by the Punjab government, eradication

of 'patwari culture' from the province would remain a dream for a long time because of a lot of complications. Thousands of files are still missing from various revenue circles and cannot be recovered so far, they added. The computerisation process had been in progress since 2013 under the supervision of the district administrations and was being reviewed by the divisional commissioners on the directions of Punjab chief minister to motivate the officials deputed for the purpose so that they could speed up the task. All the divisional commissioners are chairing review meetings regularly, but the target has yet to be achieved.

The insiders told that the Punjab government had started the project with a view to improving service delivery and enhancing the perceived level of tenure security. A project management unit had also been formed under the administrative control of the Punjab Board of Revenue, they added.

Giving details about the working, they said the main objective of initiating this system was to provide the public with an increased access to land records at lower transaction cost, through a client-responsive service; increased security of land titles and collateral value of land to help boost the economic activity. ■



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SYED MAZHAR HUSSAIN
CHRO PTCL

“Syed Mazhar Hussain, is at senior management position in PTCL and actively reshaping the human resource to make PTCL a vibrant and commercial organization in Pakistan. So far he is successful in his mission and leading his department with excellence. Here we are publishing his interview for the interest of our readers.”

Q. Please tell us about your career profile and your current role in PTCL?

I started my career back in 1988 and took on different roles in diverse industries, before I joined PTCL in 1996 and have spent almost half of my life here.

For most of my career, my role has revolved around different areas of Finance including Financial Management, Treasury Management, Procurement & Supply Chain, Corporate Affairs, Corporate Development and Operations until, the day when I was given the role of Head of HR some 6 years back. Being assigned the role of CHRO to a workforce of thousands of employees is a huge responsibility and I have tried my best to leave no stone unturned in transforming this department to a model of excellence. Currently, my role is primarily focused on creating a SMART HR department, ready to take on the changing trends and challenges of the fast changing HR field.

Q. What was the biggest task in this role?

Imagine, you are given a new responsibility along with a huge challenge and that too related with rationalizing the headcount of the organization. PTCL was indeed over staffed at that time and we couldn't justify that. At the same time, it was a big decision for employees and their families if we had to let go of employees and we tried our best to make the process lucrative for employees through the Voluntary Separation Scheme. It was indeed a tough decision but tough times call for tough decisions.

Q. Being a CHRO in one of the largest organizations of the country, how did you steer the massive cultural shift?

PTCL has gone through a major shift from a typical state owned body to a competitive, priva-

tized organization. Unfreezing the old deep rooted culture and altering the mindset of a state owned organization was the most difficult task to pull off. My team had to bring about a 360 degree change in business processes, policies, organizational structure with comparatively less management layers and above all creating awareness and acceptability of this major shift within the PTCL family.

Some of the eminent initiatives that we undertook include trainings to employees pertaining to mindset transformation and inculcation of values, implementation of state of the art integrated performance management system on cloud based technology called Success factors, revamping of Employee relations mechanism focused on balancing the diversity, formulation and operationalization of leadership competencies, integrated communication framework with focal points spread across the organization, hiring of fresh talent from renowned universities to add a new stream of skill-set necessary to bring about change and most importantly by walking the talk.

Q. How has technology impacted the HR department of PTCL, are you happy with the changes that have come along with technology?

Most of our key HR processes are technology driven and when we talk about creating a SMART HR at PTCL, technology is one of the most important element that we focus on. We are successfully automating our key HR processes to increase the efficiency and productivity of our teams and most importantly the entire organization.

I am proud that we are the pioneers in implementing the integrated performance management system in the corporate sector of the country. From self-service online employee portal, e-filing system, SAP based travel and fleet management dashboard to learning management systems; we

have come a long way in upgrading HR processes to modern and easy to use HR systems.

I must admit that technology has made our lives simpler at PTCL, and I am very much content with how we efficiently handle the core processes of HR after automation.

Q. How is PTCL investing in its talent?

Employee development is one area which is close to my heart. 'As you sow, so shall you reap', I strongly believe that the more we invest in our employees, the more they would deliver. Our learning model encompasses a blend of development interventions that are required by our employees to stay abreast with changes in the market and deliver high level of performance. Under the umbrella of Professional Enrichment Program, we provide various development opportunities to employees which are not just limited to conventional in-house trainings, but also include executive educational programs from reputed academic institutes, participation in external corporate forums and conferences, experiential learning and interactive sessions which are facilitated by world class business experts. We have also incorporated new interactive e-learning platforms like globally recognized Harvard Manage Mentor in our development programs

Q. What key initiatives have been introduced in PTCL vis-à-vis employee rewards and compensation?

We have in place the best possible incentives to engage and motivate our employees ranging from Hajj Scheme, the expenses of which are borne by the management, Variable Pay Plan for core business functions of PTCL and Revenue-based Incentive schemes aiming to change the strategic focus of employees towards enhancing the revenues.

I would also like to mention our very prestigious President Business Excellence Awards which are held every year to recognize Stars of PTCL who consistently perform above and beyond to drive performance excellence. We have now taken our rewards and recognition framework to the next level by introducing an E-Reward and Recognition portal to standardize employee appreciation practices of the company.

Q. How do you perceive the role of women in the current work arena and how is PTCL capitalizing on women empowerment?

I would say that when it comes to talent and potential, women are no less than men in any walk of life. As a CHRO of a progressive organization like PTCL, one of my top most priorities is to promote women empowerment in the organization. We are providing pick and drop facilities to our female employees and are also offering day care facility to our working mothers.

And I must add here that presence of women in our senior management cadres is evident of our inclination towards women development and representation at corporate forefront with no glass ceiling

Q. What is your definition of a good leader?

I don't think that there is "one size fits all definition" of a good leader, however to be precise a good leader creates an example of how to deliver the best and inspires people to follow along the way.

Q5. How does PTCL engage its employees in its image building activities?

Our employees are our brand ambassadors. They actively participate in networking activities and campus drives at leading universities. We provide employment opportunities to young graduates through our one year Triple E Internship Program; our Triple E interns highlight the image of PTCL by becoming the proud brand ambassadors.

Moreover, our employees are actively engaged in different CSR activities including tree plantation and energy conservation drives, relief activities for IDPs, flood and drought affectees. Our employees are also contributing for social causes across the border by participating in global health campaigns like mHealth Grand Tour supported by GSMA, Etisalat and some other partners.



Q. A key for future success is an environment where innovation thrives. How PTCL is engaging its workforce in this regard?

I strongly believe that innovation is the key to deliver excellence in whatever we do! At PTCL innovation is a part of our mission statement and we live it every day! The way PTCL has evolved its products and services e.g. 4G LTE EVO, Smartlink

and Cloud computing solutions etc. is evident of our innovative culture. We have come a long way from wireline business to such a diverse portfolio of offerings. We are constantly on the lookout for talent that helps us to drive change across the organization. In addition, we strive and ensure that our people are empowered to suggest and implement change.

Q. Any plans implemented to develop and strengthen the leadership at PTCL?

Yes, we have two structured and specialized development programs for different leadership tiers in place besides the usual trainings that all employees get. One is for young leaders, titled as Fuel and other program Leadership Excellence is for our top leaders.

Our Fuel (Future Leaders) program is aimed at enhancing the leadership capabilities of the future leaders at the earlier stages of their careers and thus effectively and efficiently meeting the strategic business requirements of the company. Leadership Excellence on the other hand is a high-impact top leadership development program with the objective to establish a strong distinctive leadership brand for PTCL and better align company's leadership capabilities with the strategic business vision.

Q. As a leader, what keeps you up all the night and what is the biggest challenge that you have faced as an HR professional?

As a leader my biggest challenge is to win the 'talent war' in this very tough and competitive business environment as it is the human capital which really makes the difference to the bottom line. And for me, the talent war does not just mean attracting the best talent; it is also about giving the best talent the best environment to prosper. Since we have employees from different generations, it becomes hard to sustain a culture of productivity as these different sets of people have different working styles and different approaches to life, which becomes quite challenging.

Q. What is your vision for PTCL and what are the main development projects and challenges ahead in the years to come?

As a passionate leader, I envision PTCL to become a leading telecom organization in the country providing unmatched innovative telecom solutions in wireline, broadband, digital services and cloud computing catering to the needs of all kinds of customer segments across the country.

To fulfill this vision, I am trying to fortify the HR function to build strategic alignment with business needs, supported by the right culture leveraging an integrated talent management approach, anchored by deep functional and technical knowledge. And, I am optimistic that with the pace that we are working, we'll soon achieve our vision and will delve into new horizons. ■



Mobilink exclusive partner launching Samsung Galaxy Note 5 Galaxy S6 Edge+ in Pakistan



Aamir Ibrahim CCO and Deputy CEO Mobilink and Farid Ullah Jan, Country Head Samsung at the launch of Samsung S6 Edge+ and Note 5

Aamir Ibrahim said this exclusive collaboration with Samsung will enhance Mobilink's 3G device portfolio in a bid to provide our customers with superior telephony and data services. The launch of Samsung Galaxy S6 Edge+ and Galaxy Note5 enables our customers to use next generation mobile services on a large screen display with an unprecedented user experience and the best data offers on the go.

Mobilink in collaboration with Samsung has exclusively launched the highly anticipated Samsung Galaxy Note 5 and Samsung Galaxy S6 Edge+ phablet sized smartphones for customers in Pakistan. The devices can be pre-booked by visiting the following link: <http://www.mobilink.com.pk/devices/s6-edge-plus-note-5/> and can then be collected upon payment from the nearest Mobilink Business Center. The Samsung Galaxy Note 5 LTE DS 32GB is priced at PKR 82,000 and the Sam-

This exclusive collaboration with Samsung will enhance Mobilink's 3G device portfolio in a bid to provide our customers with superior telephony and data services. The launch of Samsung Galaxy S6 Edge+ and Galaxy Note5 enables our customers to use Next Generation Mobile Services on a large screen display with an unprecedented user experience and the best data offers on the go."

"At Samsung, we believe in the promise that large screen smartphones can actively address some major consumer pain points by providing users with a better viewing experience," Farid Ullah Jan, Country Head Mobile Samsung Pakistan and Afghanistan.

Farid Ullah Jan said we believe in the promise that large screen smartphones can actively address some major consumer pain points by providing users with a better viewing experience

The Galaxy S6 Edge+ and Galaxy Note5, both having a 5.7 inch display, blend form and function with industry leading features, including: the best screen technology, the most advanced camera for high quality photos and videos, the latest fast wireless and wired charging, and an incredibly powerful processor. With increased 4GB RAM, both smartphones offer the most powerful capacity and processing power on the market, enabling users to enjoy more seamless multi-tasking, keep up with messages, post updates to social networks faster, and enjoy graphic-heavy games without suffering

lag time.

On the other hand, Samsung announced the global launch of the Samsung Galaxy S6 edge+ and Galaxy Note5. Both devices represent Samsung's commitment to the big screen smartphone market, which Samsung boldly pioneered in 2011 with the original Galaxy Note.



Fawad Khan the Brand Ambassador of Samsung Pakistan quoted "As expected Samsung has raised the bar by launching two new smartphones. The 5th generation of Note comes with some exciting features. It has been a privilege to have been part of the Samsung Note 5 unpacking event in New York" ■



SAMSUNG Galaxy S6 | S6 edge

sung Galaxy S6 Edge+ LTE 32GB is priced at PKR 89,999 respectively. Upon purchase of these devices, Mobilink is offering 12 GB of free mobile data for 12 months so that customers can enjoy Mobilink's superior 3G on one of the world's most innovative devices.

Aamir Ibrahim CCO and Deputy CEO Mobilink commenting on this exclusive launch partnership, said: "We consistently look to provide innovative services and products to our customers.

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MODI INVITES BILLIONAIRES OF UAE TO INVEST IN INDIA

Hardliner Narendra Modi government formally registered a protest against the signed \$46 billion China-Pakistan Economic Corridor. India has also expressed its concerns about China routing its corridor through Kashmir, but Chinese President Xi Jinping had dismissed these objections, describing the economic corridor as "a commercial project." India is aiming to destabilize Pakistan by creating artificial shortage of water in Pakistan which may lead to a chaotic situation in the country.



Narendra Modi is the first Indian prime minister to visit UAE in 34 years. He wrapped up his two-day visit with the speech at the Dubai Cricket Stadium to an estimated 50,000 Indians, among them a diverse crowd of Muslims and Hindus, who work and live in the Arab country.

With around 2.6 million Indians living in the UAE, Indians not only outnumber the local Emirati population, but also comprise around a third of the total population in the UAE, a federation of seven emirates that includes Dubai and Abu Dhabi.

"The UAE said that they will support India in our bid for a permanent seat for the UN Security Council," he told the audience as they erupted in applause and cheers, many waving the Indian flag. "India should get the permanent seat in the Security Council."

Modi met Dubai ruler Sheikh Mohammed bin Rashid Al Maktoum and held talks with Abu Dhabi Crown Prince Mohammed bin Zayed Al Nahyan. Modi said in his speech at the stadium that the crown prince vowed that the UAE would invest \$75 billion in India.

The money would be distributed through the establishment of the UAE-India Infrastructure Investment Fund, which will support the building of railways, ports, roads, airports and industrial corridors, according to a joint statement released by the crown prince and Modi.

They also agreed to boost trade by 60 percent over the next five years. India is the UAE's second-largest trading partner and the UAE is India's third largest, behind the U.S. and China, according to the Indian Embassy. Trade between India and the UAE reached \$60 billion last year.

The joint statement said the visit by the Indian prime minister marks the beginning of a new and comprehensive partnership between the UAE and India.

"In the past, relations between the two governments have not kept pace with the exponential growth in relations between their people or the promise of this partnership," the statement said, adding that the pair agreed to "chart a new course in their partnership."

They also agreed to strengthen defense cooperation through regular exercises and training, and manufacturing defense equipment in India.

Modi, who has come under fire for his party's links to hardline Hindu groups, kicked off his visit with a tour of Abu Dhabi's Sheikh Zayed Grand Mosque, where he also visited the grave of the country's founder.

Modi, a Hindu like most of India's 1.2 billion people, has long had an uneasy relationship with his country's roughly 120 million Muslims. His nationalist Hindu party swept elections and he was sworn in as prime minister in May of last year.

Modi wrote on this official Twitter account that the UAE government agreed to allot land for a Hindu temple in Abu Dhabi, which he called "a great step." There is already one Hindu temple in nearby Dubai.

The international community has built an opinion on the basis of their perceptions that the Indian efforts to dry up Pakistan as nearly 3200 dams and barrages had been constructed in India in Occupied Kashmir.

Modi toured Masdar City, the site of a renewable energy and sustainable technology project in Abu Dhabi, and also met with members of the UAE's wealthy Indian business community.

Annual Indian remittances from the UAE are estimated at \$14 billion. Indians are among the largest investors in UAE real estate, and have helped make Dubai International the busiest airport globally for international transit passengers, with more than 950 weekly flights between the two countries.

However, the Indian Embassy says that half of the 2.6 million Indians working in the UAE are lower-wage migrant laborers. Many hold construction jobs, building the UAE's dazzling skyscrapers and shopping centers.

Modi visited a labor camp in Abu Dhabi where 50,000 migrant workers live, around 40 percent of them Indian. He met briefly with a few hundred Indian workers at the camp, shaking hands and listening to their struggles and requests, including lifting transfer taxes on remittances.

India and the UAE will enhance cooperation in counter-terrorism operations, intelligence sharing and capacity building. They plan to work together for the adoption of India's proposed Comprehensive Convention on International Terrorism in the United Nations.

Pakistan was the first country to recognize UAE after it attained independence in 1971 and the last 40 years have seen the strengthening and diversification of bilateral ties and close friendship between the two countries.

UAE agreed \$45 billion will be invested in Pakistan for various construction projects, which is the biggest and historical investment in Pakistan. Abu-Dhabi group has previously made huge investments in Pakistan by the establishment of Bank Alfalah, Warid Telecom and Wateen Telecom.

Pakistan has traditionally maintained very close relations with the UAE. However, strains appeared in April this year when UAE's Minister of State for Foreign Affairs Dr Anwar Mohammed Gargash criticized Pakistan's "ambiguous stand" over Yemen conflict.

The GCC countries led by Saudi Arabia and the UAE had requested Islamabad to join the military strikes against Houthi rebels in Yemen. Islamabad, toeing the line of Turkey and Oman, decided to stay neutral in the conflict. The Parliament passed a resolution asking the government not to take sides in the conflict. Saudi Arabia and the UAE, Pakistan's closest allies, expressed dismay at Islamabad's decision.



Diplomatically Pakistan has done little to allay Abu Dhabi's apprehensions about its stance on the Yemen conflict. The country's top political leadership has frequented to the UAE but not officially. These visits by senior politicians have mostly been private pleasure trips to their villas in Dubai. Pakistanis have some of the largest investments in UAE's property market. Many top government officials, including Pakistan's finance minister, are believed to have huge personal business stakes in the Emirates.

The Abu Dhabi royal family, the Al Nahyans, reached out to New Delhi about three months ago about re-orienting the traditionally distant government-to-government bilateral relationship. Prime Minister Narendra Modi made it clear that the seven members of the United Arab Emirates, of which Abu Dhabi is the most powerful, would need to tack explicitly against terrorism, implicitly against Pakistan.

After the UAE signalled acceptance, a state visit by Modi was put on fast track. This was big time: The UAE was one of the three closest international friends of Pakistan and the offshore financial centre of Islamabad's establishment. It had been one of three countries that had recognised the earlier Taliban regime. Mumbai bomber Dawood Ibrahim rested and invested in Dubai without hindrance.

If the UAE was ready to see India as more than a source of cheap labour, the repercussions would be strongest inside Islamabad.

In the Indian view, the UAE was making this geopolitical shift for three reasons.

One, the UAE was among the Sunni Arab states that is worried about the ascendancy of Iran and the Shia populations of west Asia. They had long maintained a close tie with the Pakistani military and political class to tap their money, but also as a gun for hire.

When the Pakistan National Assembly rejected a request by Saudi Arabia and the UAE to send Pakistani troops to quell a Shia rebellion in Yemen, the sheikh rulers of both countries were livid. The Saudis warned

of repercussions. The Abu Dhabi royal family's response was to sidle closer to India.

Two, the Abu Dhabi royals and other emirati rulers have been increasingly of the view that UAE needed to change its image as a safe haven for terrorism, gangsters and so on. Singapore or Hong Kong should be the future of a place like Dubai.

This, in turn, meant reducing the unsavoury ties that the UAE had with Pakistan's seamier side. It also meant reworking ties with India whose economic potential seemed to be greater than almost any other emerging economy. That Dubai is the main offshore financial de-



pository for wealthy Indians and Indian firms -- and the amounts involved probably dwarfed what their Pakistani counterparts were storing there -- no doubt bringing the sheikhs on board.

Third was a growing concern, widespread among all the Gulf sheikhdoms, that the geopolitical balance in their region was becoming more unstable and hostile to their interests. Bringing in other outside powers into the region, especially powers that already had strong eco-

nomical and cultural ties with the Sunni Arab states, thus made sense.

The most important geopolitical shift in the Gulf has been the return of Iran, a country that is slowly freeing itself from years of sanctions, being left with a recessed nuclear weapons capability and still wanting to be the dominant Gulf power - on a foundation of Shia religious resurgence. The UAE, Kuwait and Saudi Arabia have been at the forefront of regional attempts to contain this Iranian re-emergence. This coupled with a growing US disinterest in maintaining the balance of power in the Gulf has suddenly made countries like India and China of greater interest to the emirates.

India is a medium term gamble for them -- it has so far stayed away from playing an active role in Gulf geopolitics and been careful to engage with everyone in the country. But one worth playing. Taking a tough stance on Pakistani terrorism, however, is understood by the UAE to be a necessary prerequisite for engaging India strategically.

It is not clear if New Delhi has worked out a coherent strategy for the new state of affairs in the Persian Gulf. But it recognises that opportunities are arising as the geopolitics of the area starts to shift -- and India is exploiting these opportunities to further its economic interests and its desire to isolate Pakistan and discredit its use of terror.

It is a lot closer to getting Iran to develop the Chhabahar port and the North-South corridor so that India gets a surface transport route to Afghanistan and central Asia. It has now used a similar opening to get UAE to issue a joint statement which has clause after clause attacked terrorism and, implicitly, Pakistan's differences with India. Besides the various clauses on counter-terrorism and its finance, this "XVI. Call on all nations to fully respect and sincerely implement their commitments to resolve disputes bilaterally and peacefully, without resorting to violence and terrorism" sounds almost like an endorsement of India's Kashmir line. ■

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More viable solar tech & investments to reduce energy crisis



“Inam-ur-Rahman, CEO Reon Energy Limited states: “The increasing viability of solar power is soon expected to make it the most attractive energy solution for businesses. Effective policies should be in place to facilitate and fund such renewable energy investments””

Pakistan is located in a region with ample sun energy that makes it suitable to utilize solar power technologies to overcome the energy crisis. The largest businesses today are effectively making use of solar energy to power their operations. Solar energy can now be an affordable and practical contributor to our country's energy needs. Reduced capital expense has made it really attractive for industrial and corporate users alike. It helps reduce long term operating costs, provides a reasonably predictable supply of electricity and is a complete hedge against market fuel price volatility. It further helps companies accomplish their carbon targets – something that is very important in the competitive global environment. Inam-ur-Rahman, CEO Reon Energy Limited states: “The increasing viability of solar power is soon expected to make it the most attractive energy solution for businesses. Effective policies should be in place to facilitate and fund such renewable energy investments.” Reon Energy Limited is the renewable energy division of Dawood Hercules Limited - the single largest private sector energy provider in Pakistan.

As countries and economies move towards adopting renewable energy, the regulatory environ-

ment and the availability of funds become the two largest challenges. One has to follow the successful models adopted in developed, as well as developing countries, to see how renewables, especially solar can be jump-started in Pakistan. We now have well

As countries and economies move towards adopting renewable energy, the regulatory environment and the availability of funds become the two largest challenges

documented examples of how this freely available natural resource can be turned into a major driver for the economy. The one thing that Pakistan needs at this juncture are companies with strong service backup facilities helping the sector grow rapidly. No one wants to spend a large amount of money and be worried that the solar company will not be there next year.

Corporate commitments have helped drive renewable energy investments in Pakistan. Various companies have risen over competitive capital allocations, and short term inconsistent policies to se-

cure funding for renewable energy projects. Solar Energy Project at Wah Nobel Limited is a remarkable example of our industrial sector's commitment to strengthen renewable energy resources. Various renewable energy companies have emerged over the last decade, that are now playing a vital role in providing reliable and cost effective solutions to the buyers.

Financial institutions and international development organizations must play a significant role, to help the renewable energy industry advance beyond its nascent stage in Pakistan. For sustainable long term economic growth, it is imperative that policy makers enable programs that support the energy demand of large scale businesses. It is also necessary for corporations to set time-bound renewable energy targets for creating self-sustaining ventures. Such interventions at various levels shall surely help the country evade the looming energy crisis.

Recently, Reon Energy Solutions took a mega step in energy abundance with the groundbreaking of the 1MW Solar Power Project at Wah Nobel Chemicals Ltd. The 1MW project demonstrates Reon's expertise in high scale solutions to meet industrial requirements and Wah Nobel Group's commitment of adopting innovative technologies.

Reon has completed a host of successful projects countrywide with its solar and biogas energy solutions making a difference in numerous business fields such as telecom, health, education, agriculture and industry.

"The growth in this sector is driven through partnerships," said Inam-ur-Rahman, CEO Reon Energy Solutions. "And our company is the most reliable long-term partner for renewable energy solutions in the country."

It is remembered that the around 22 solar power projects having a cumulative capacity of 772.99 MW are under different stages of development and can achieve commercial operation by 2015-16. These projects will achieve commercial operation by stipulated period subject to availability of Grid by National Transmission & Despatch Company (NTDC) Limited Pakistan and announcement of tariff by National Electric Power Regulatory Authority (NEPRA).

Sources at Alternative Energy Development Board (AEDB) said the department is pursuing and facilitating the development of Alternative and Renewable Energy (ARE) based power projects through private sector.

The Renewable Energy (RE) power projects based on wind and solar energy are being developed by private sector on Independent Power Producer (IPP) mode.

Moreover, the sources said two wind power projects of 49.5 MW and 56.4 MW capacities respectively are operational while three wind power projects of 150 MW capacities in total are under construction and expected to be completed this year.

They said another thirteen wind projects having a cumulative capacity of 680 MW are at advance stages and ready to achieve financial closing in 2014.

The sources said Alternative Energy Development Board (AEDB) is promoting use of solar technology at domestic level for electricity generation adding that the private sector is already using solar energy for domestic use for self-consumption as there is no restriction or licensing requirement.

The RE Policy allows consumers to avail features like Net-Metering and Wheeling of Energy which require interconnection with the grid, they said and added the implementation of such schemes, however, requires regulatory framework enabling the domestic, commercial and industrial users to carry out net-metering and wheeling using solar energy.

The AEDB has also prepared draft rules for distributed generation, covering electricity generation from solar at domestic level, and submitted the same to NEPRA for announcement.

The NEPRA, being the regulator, is the concerned agency for developing regulatory framework including incentives. ■

I fell in love with hotel industry: Waheed Murad



**HOTEL
CROWN PLAZA
LAHORE**

MR. WAHEED MURAD
G.M Hotel Crown Plaza,
Lahore

“Flare panel talks to Waheed Murad, GM, Hotel Crown Plaza, Lahore, who says that the potential is huge but the law and order situation needs to be improved. Unfortunately, tourism has never been a preference for our governments. Though, all of us travel abroad but never get together for the development of this important industry in Pakistan. Most of the time, we are concentrating on the local tourism and not any of the international one”

Flare: Please share few words about your academic and professional life?

Waheed Murad: I have done my Masters in English Literature from Punjab University Lahore, Masters in Business Administration from Government College University, Lahore. I have also done Diploma in Hotel Management, Services' Excellence certification from LUMS, Certificate in Entrepreneurial Marketing theory and Practice and European History from Nationalism to Globalization from the Utrecht University, Holland.

As regards to my professional career, I have struggled a lot to reach this position. I am a specialist person in my trait, and has developed myself from rank and file staff to supervisory and then to the management position. I have over fifteen years experience in Hotel Industry.

Flare: How did you start your career?

Waheed Murad: As an ordinary employee who wanted to rise. I am like most of the Pakistanis a pro-

fessional by default not by design. During my student days, I used to work in the evening shifts in hotels to meet my needs and that was the time, when I fell in love with this industry.

I strongly believe that “how to meet people” should be your strength in life and one must learn this art as quickly as possible. You do not find a place like a hotel where you are paid to meet people. Remember, there is no harm to be a professional by default as long as you do not believe in short cuts.

Flare: Have you had to face any challenges in your career to get to where you are today?

Waheed Murad: Yes, lots of, in comparatively smaller property, as a General Manager you would have more challenges in terms of availability of resources and guest traffic volume. Yet, guest expectations are just as high in any five-star property.

Flare: What do you like the most about your job?

Waheed Murad: I feel that the General Managers' office should be a university for his employees and a

good General Manager should listen. When people come to me and I try to teach them or guide them for better results, I like this part of my job. In this way, I have overcome my frustration.

Flare: What are the biggest achievements in your career for the last few years?

Waheed Murad: From the business point of view, becoming a General Manager with Hotel Crown Plaza, Lahore was a proud moment. I progressed at my own, I never worked with any of the superstar of the industry but still look I am right in the competition with the same zest and fervor.

Flare: How do you see future of hotel & restaurant sector in Pakistan?

Waheed Murad: Well. Things are quite acceptable, lot of people are getting into this business in these days. Even few gigantic business groups are showing their interest into this industry which is a good omen for all of us. I sincerely hope that the future of the Hotel and Restaurant sector would be a good one.

Flare: Any tough decision you have taken in your career?

Waheed Murad: Yes, I preferred to nurse my mother instead of serving abroad since I am the only son of my parents. I was due to join a hotel abroad but due to the sudden death of my father rushed back. I think that was a very tough decision of my life. But I believe that there is a theory of incompleteness runs with you, sometime you have the education but no exposure and sometime people have the exposure but do not have the quality education. I am proud, i do this to care my dear mother.

Flare: The tourism industry in Pakistan has been affected by the political turmoil in recent years, how much potential do you see for hospitality industry in Pakistan and what are the challenges here?

Waheed Murad: Potential is huge but the law and order situation needs to be improved. Unfortunately, tourism has never been a preference for our Governments. Though, all of us travel abroad but never get together for the development of this important industry in Pakistan. Most of the time, we are concentrating on the local tourism and not any of the international one.

Flare: What hopes and aspirations do you have for Hotel Crown Plaza?

Waheed Murad: I am highly thankful to Hotel Crown Plaza for providing me with a chance to be known as a top professional in Pakistan. I am very committed to make this hotel more acceptable at the corporate level. Our reputation as an organization is far better than our competitors.

Flare: How does Hotel Crown Plaza keep its competitive edge while providing services to other companies in the country?

Waheed Murad: Of course through the quality of the staff, today is an era of huge competition everywhere. The modern executives should not be more worried about learning check in check out or serving the guests, though it is very important but they should learn how to handle their people who will create competitive edge for them in the market.

Flare: How do you define good leader or a good manager?

Waheed Murad: I am a hands-on person and actively coaching my staff on being better all the time, and do the right things. I like to have interaction with the team, the more I share with them, and the more I touch them in some way. I like an up-and-down approach rather than traditional top-down approaches to staff interactions.

Flare: How do you spend your leisure time?

Waheed Murad: Most of the time with my family, my daughters and to know more about my subject. I am a footballer and play football and exercise. I personally feel, that education train your mind and exercise makes you healthy and you become matchless.

Flare: How to project Pakistan's positive image across the world?

Waheed Murad: I feel films are a true medium to send a soft image of Pakistan. Pakistan should work hard to establish their film industry to show the world that we are a soft country. We should invite teams to Pakistan and organize few events and matches instantly to throw a very soft image of Pakistan. ■

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So far Pakistan has signed 30 Letters of Intent of 1760 megawatts for wind power projects, Energy Purchase Agreement (EPA) and Implementation Agreement (IA) signed by 12 IPPs of 706.4 MW. Five projects 255.4 are operational and nine projects of 500 MW have achieved Financial Close and are under construction. 11 projects of 800 MW have applied for the award of Tariff.

Flare talks to Chief Executive Officer (CEO) Alternative Energy Development Board (AEDB) Amjad Ali Awan. During the interview, he shares some very important information regarding the wind, solar and energy projects.

The Government of Pakistan has tasked the AEDB to ensure 5% of total national power generation capacity to be generated through renewable energy technologies by the year 2030. In addition, under the remote village electrification program, AEDB has been directed to electrify 7,874 remote villages in Sindh and Baluchistan provinces through ARE technologies.

About AEDB success so far

So far Pakistan has signed 30 Letters of Intent of 1760 megawatts for wind power projects, Energy Purchase Agreement (EPA) and Implementation Agreement (IA) signed by 12 IPPs of 706.4 MW. Five projects 255.4 are operational and nine projects of 500 MW have achieved Financial Close and are under construction. 11 projects of 800 MW have applied for the award of Tariff by National Power Regulatory Authority (Neptra). On the basis of available wind data, about 3000 MW of capacity will be developed in the next five years.

He said that his organisation is more focused on designing a sectoral response for increased governmental ownership of renewable energy initiatives. He said that through stakeholder engagement and capacity building, AEDB will work towards addressing energy issues which are institutional in nature.

He elaborates about project execution, environment and incentives for local and foreign investors. Renewable Energy Policy is in place that gives thorough roadmap of project development, procedures, and incentives and defines the role of stakeholders in a concrete way. Standardized security agreements (EPA and IA) for Wind, Solar and biomass/bagasse co-generation projects made available.

Detailed resource mapping for wind, solar and biomass resources being carried out by Energy Sector Management Assistance Program (ESMAP) of the World Bank.

Quality standards enforced to restrict the import of sub-standard solar equipment being introduced. No customs duty or sale tax for machinery equipment and spares meant for the initial installation or for BMR and expansion of RE projects.

About incentives for Renewable Energy Projects

Exemption from income tax, including turnover rate tax and withholding tax on imports is a big incentive for investors. Repatriation of equity along with dividends freely allowed, subject to rules and regulations prescribed by the State Bank of Pakistan.

Parties may raise local and foreign finance in accordance with regulations applicable to industry in general. GoP approval may be required in accordance with such regulations. Permission for power generation companies to issue corporate registered bonds.

About Role of AEDB as a one Window Entity

Standard bankable project agreements available Guaranteed Power Purchaser Permission to issue shares at discounted prices to enable venture capitalists to be provided higher rates of return proportionate to the risk.

Permission to issue shares at discounted prices to enable venture capitalists to be provided higher rates of return proportionate to the risk.

Permission for foreign banks to underwrite the issue of shares and bonds by private power companies (IPPs) to the extent allowed under the laws of Pakistan.

To another question, he said that the companies of wind, solar and alternate energy projects have given proposals to the government after financial guarantee, issue a letter to the company by AEDB.

We are at war to overcome energy Crisis

AMJAD ALI AWAN
CEO AEDB



“Amjad Ali Awan is a man of principle and being an honest and dedicated public servant, the government has given him a key post of CEO AEDB. The government has given him task to find out the sources to overcome the power crisis through renewable energy projects and bring foreign in Pakistan. He thinks Pakistan is in state of war to combat climate and energy woes.”

Within no time, it issues letter to the investors of renewable energy projects because it is very easy and convenient method introduced by the department.

About AEDB process to move ahead

He further said that when the AEDB receive any request letter for the project, it called all departments for negotiations and suggestions.

AEDB strictly follows three major rules and regulations before issue of the letter or NoC to the project. First, there is no Wapda grid station or transmission near the project, it should be free environmental health hazards and safety of the residents living in adjourn area than Neptra authority issues the power generation licence to the company when AEDB issues the Letter of Support. After issuance of the Letter of Support it gives 12 months as timeframe including financial guarantee.

About Solar power high tariff and prospects

He also explains that tariff of solar power increasing for the purpose of boost up foreign investment. In Pakistan, the capacity of solar power increasing day-by-day. Due to increasing capacity of solar there is an urgent need to establish solar panel and batteries factories.

He answered the question, in our country, especially Sindh we produce 34K-40K MW from wind energy. Pakistan is the best place for solar energy because of summer and sunny weather, and we will produce a lot of electricity. For example the Government of Punjab started 1000 MW and working effectively for the completion of project efficiently.

About major issues of alternative energy

The first crucial issue for the energy crisis is transmission line and infrastructure development. This is the responsibility of government to provide transmission line to projects. Second crucial problem is tariff and government is taking serious actions. Government is trying to set the tariff of solar this could help to boost the investment in Alternative Energy Power Plants.

He said that the production of wind energy and solar energy give more benefits, this energy easily produce in our country. Alternative Energy Power Plants are future technology and our board responsibility to encourage the investor and also remove hurdles in the path of these projects, and also give one window help services for the start of projects. He said more that we are supporting stakeholders for enhancing and encouraging foreign investment. The present government and Federal Minister for Water and Power Khawaja Muhammad Asif are exemplary options for the promoting of alternative energy.

Alternative Energy Development Board (AEDB) is the sole representing agency of the Federal Government that was established in May 2003 with the main objective to facilitate, promote and encourage development of Renewable Energy in Pakistan and with a mission to introduce Alternative and Renewable Energies (AREs) at an accelerated rate. The administrative control of AEDB was transferred to Ministry of Water and Power in 2006. ■

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Gold prices just rose to a three-week record. But why? Look no further than Beijing to get your answer. China devalued its currency two times last month, first by 1.9% and then a further 1.6%. Tremors were felt across global financial markets following this latest news, as investors and analysts attempted to figure out what this meant. Sifting through the chaotic swirl of opinions and financial moves is one discernible trend in investor behavior; they are running from risky investments and parking their wealth in precious metals such as gold and silver.

Beijing's move came on the back of its recent trade balance report, which shocked global markets with the fact that for the month of July, China's exports declined by an astounding 8.9% year-over year. Export numbers declined to \$190 billion. The country's trade surplus tanked by eight percent to \$42.3 billion, as all indications point to a real slowdown in the Middle Kingdom's economy.

Other cracks are appearing, with the country's producers feeling deflationary pressure. China's producer parity index (PPI) surprised analysts by falling 5.4% in the last year, compared to an average 4.7% year-on-year decline in the first seven months of this year.

Translation: production is declining, and fast.

This is bad news for Chinese investors, as all of their yuan-denominated assets have now effectively been devalued. Facing this devaluation and speculation of further cuts to come in the value of their money, where does your average investor turn?

China's Currency Devaluation Rewrites Gold Price Outlook

In steps, gold is the safe haven for parking your liquid cash during an unpredictable point in the stock market. This is a classic crisis phase in which gold's simple utility becomes obvious to all but the most uninformed.

Have Chinese citizens already begun to hoard the yellow metal? It's difficult to tell, but many of them have certainly wized up to the abrupt and heavy-handed monetary policies of their government. The proof is in the pudding, as they say, and gold just experienced a five-day rebound to close at a three-week high.

But China's effect on gold prices could have a long way to go still. Here's how things might unfold in the coming weeks and months.

The People's Bank of China (PBoC) lowered its interest rate four times since last November, and such rate cuts are likely to keep coming. There is even the possibility of their printing more yuan, increasing the physical money supply but putting inflationary pressure on purchasing power. The result of either or worse, both moves, would put even more negative pressure on the Chinese currency and cause people to flock to gold.

The country's trade surplus tanked by eight percent to \$42.3 billion, as all indications point to a real slowdown in the Middle Kingdom's economy

Could other countries follow suit?

Following its currency devaluation, China has essentially made its products less expensive relative to other global exporters, and cheaper to purchase with foreign currency such as U.S. dollars. This will have the effect of boosting China's limping exports, while Chinese citizens will simultaneously find foreign exports more expensive and demand for them will drop.

But this is not a secret strategy or complex economic meta-strategy. What's to stop other export-oriented economies from following China's example and devaluing their own currencies to stay competitive?

This is called a currency war. And while it sounds good on paper, it's essentially a race to the bottom where everyone loses.

Gold is only protection from global trade war



“Beijing's move came on the back of its recent trade balance report, which shocked global markets with the fact that for the month of July, China's exports declined by an astounding 8.9% year-over year”

What is Our Gold Price Forecast for 2015?

What does it mean for investors when currency is decreasing in value? Commodities that retain value during deflationary periods, most especially gold, are the safest place to put their money. Wealth preservation takes centre stage, as investors rush to buy gold and silver, driving their price up.

Will this delay the Federal Reserve's interest rate hike?

Because China is the United States' second-largest trade partner, this devaluation in the yuan could have significant effects on trade flow between the two. Put simply, an artificially weak yuan and rising U.S. dollar could put a substantial dent in American multinationals' profit margins.

Don't believe me? The stock market certainly does. The Dow Jones, NASDAQ, and S&P 500 have all been falling for several days now, as markets are adjusting to this latest news from China.

But how will the U.S. Federal Reserve react to all of this? Speculation abounds, of course, but some hard facts are worth mentioning. If the Fed decides to raise interest rates, this will all but certainly raise the dollar's value, making it even less competitive in international trade.

A delay in the interest rate hike is a bullish sign for gold, as investors will seek to shift their money

into something stable for the time being. Furthermore, if the stock market keeps on declining, gold should attract more investment due to its historic safe haven status.

If the interest rate must be raised at some point, what does mean for gold?

Again, all signs point to a bull market. The first area to be affected when the interest rate is raised is the stock market, which has become far too comfortable in a climate of low interest rates. Much of the growth seen since 2009 has stemmed from these conditions, and once the rate is raised, a great deal of volatility could erupt.

It's at this point that gold will really shine, serving as the financial bedrock for investors looking for something stable.

Forecast for Gold Prices in 2015

At this point you might be thinking about investing in gold, and you're certainly not alone. Lots of smart investors have woken up to where the economy is headed, and are looking to diversify their portfolio with gold.

But where should you begin? Luckily, our top analysts have written special reports to help you make the most informed decision. Check out our special FREE report, “A Golden Opportunity for Stock Market Investors.” ■

Mobilink partners with LUMS to enhance entrepreneurial eco-system

“The telco in collaboration with LCE will scout, mentor and provide sustenance to LCE’s next cohort of 12 to 18 prospective business startups. This extension of support to young entrepreneurs is being carried out by Mobilink under their ‘Make Your Mark’ (MYM) initiative with the objective of helping young people shape their future”

Mobilink and LUMS Center for Entrepreneurship (LCE) have signed an agreement whereby, the telco in collaboration with LCE will scout, mentor and provide sustenance to LCE’s next cohort of 12 to 18 prospective business startups. This extension of support to young entrepreneurs is being carried out by Mobilink under their ‘Make Your Mark’ (MYM) initiative with the objective of ‘helping young people shape their future’. The partnership will see Mobilink support LCE by providing financial and non-financial assistance to help them in their pursuit of supporting the enhancement of the entrepreneurial eco-system in Pakistan.

The MoU signing ceremony, between LUMS and Mobilink, was attended by Sohaib Arshad, Manager Corporate Responsibility Mobilink, Dr. Ahsan-ul-Haq, acting VC LUMS, and Khurram Zafar, Executive Director LCE, along with the top management of LCE and currently incubated start-ups at the Center.

Speaking about this incubator support initiative, Omar Manzur stated, “Our commitment to nurture and cultivate emerging talent is a fundamental element of our CSR approach and extends out to significantly contribute to nurturing young entrepreneurs who place enormous value on innovation, have cutting-edge ideas and are willing to take risks. We look to lessen their challenges and overcome road-blocks through our years of experience, comprehensive business consultancy and mentorship.” He further added, “The initiatives planned under our ‘Make Your Mark’ program will offer support to a variety of



Dr Ahsan-ul-Haq, Acting VC LUMS (L) and Sohaib Arshad, Manager Corporate Responsibility, Mobilink at the MoU signing between Mobilink and LUMS for entrepreneurship for the enhancement of the local entrepreneurial ecosystem.

Since LUMS Center for Entrepreneurship began its program, it has mentored and groomed over 80 entrepreneurs and the startup businesses have created a total of over 120 direct and 350+ indirect jobs. The combined annualized revenues of the startups based on last month’s figures is approaching \$250,000. These startups have also raised nearly \$600,000 in investment from local and foreign investors. Moreover, the combined valuation of the businesses at which these startups have raised money at, or have had investor

Center for Entrepreneurship, while speaking about this partnership with Pakistan’s leading Telco, stated, “We look forward to continue to scout and support passionate Pakistani entrepreneurs in collaboration with Mobilink and its Make Your Mark initiative. The shared vision both organizations have to bolster entrepreneurship in Pakistan will go a long way towards strengthening this partnership over the long haul. We are thankful to Mobilink for the support it has extended.”

The ‘Make Your Mark’ initiative, launched by Mobilink recently, is a key element of Vimpel-Com’s corporate responsibility strategy. It aims to provide young people with technology tools, support and mentoring, and in some cases access

The ultimate aim of MYM is enabling a generation of educated and tech-literate young people to help themselves, their communities in a bid to drive growth in the broader economy

to basic education, to help them tackle these challenges at an individual, community and national level – to shape their future. Under the Make Your Mark umbrella, Mobilink has also partnered Pakistan Centre for Philanthropy, Institute of Social and Policy Sciences, and GuarantCo and is working on expanding its mLiteracy program to reach out to an additional 3750 rural females in addition to establishing state-of-the-art ICT labs. ■



beneficiaries to tackle the socio-economic challenges in Pakistan. The ultimate aim of MYM is enabling a generation of educated and tech-literate young people to help themselves, their communities in a bid to drive growth in the broader economy.”

term sheets offered, is over \$5 Million. With its third batch in the final phase of its graduation, LCE is currently accepting application for its fourth batch.

Khurram Zafar, Executive Director of LUMS

Flare: Tell us a little about yourself?

Saima Naeem: I am Saima Naeem, serving as Country Manager at Panda Security Pakistan since 2005. After I completed my MCS and MBA joined Panda Security in 2003.

Now Alhamdulillah, we are serving as a hub for providing helpdesk services to Pakistan and more than nine countries in Middle East.

Flare: What do you like the most about your job?

Saima Naeem: It is an honor for me to contribute in the efforts to keep Pakistan online with the peace of mind. It is not just hardcore selling and solution that I have to supervise, but I have also to be ready to lead end-to-end projects.

Flare: What sorts of things have you done to become better qualified for your career?

Saima Naeem: Being a woman entrepreneur, I had many challenges that I could not overcome with the support of my family, my husband Naeem Akhtar, who is Head Technical in Panda Security have a great contribution as well as my two daughters have always been very caring and supportive.

I completed my studies after marriage and even my kids were at their early ages, they contributed their time while I was building my career blocks.

Flare: Describe how your position on a group project contributed to your team's goals. What is the team's goals and mission?

Saima Naeem: A woman's natural leadership style is mentor-leadership and collaborative. I always want to empower my team members. Although it is an honor for me that I am here for key decision making role, but I do my best to keep the motivation alive in my team.

It is a continuous phenomenon that needs daily revisiting, improvement and keeps the team full of enthusiasm.

Flare: What do you do when you are faced with an obstacle to an important project? Give an example.

Saima Naeem: Every project is a challenge in itself, Examples!!!! We cannot share as we are accountable for not publishing our secured customer's names!

Flare: What role has Panda Security Pakistan played in the software industry?

Saima Naeem: At Panda Security Pakistan, we try our level best to keep a remarkable combination of high technical knowledge, best customer services and a practical approach to problem solving for home & corporate users solving product and malware related incidents.

Flare: What is expected in the software industry policy 2015-16?

Saima Naeem: A great supportive approach is required for software industry in Pakistan.

It needs special attention, so that we can be the beneficiaries of modern automation within the country also, rather than only serving the foreign companies and the eventual beneficiaries are the already developed nations.

Flare: How successful are the Panda Security Pakistan shows and what do they achieve?

Saima Naeem: Since 2003, we have achieved a great fall in Piracy rate. Our approach is to improve the IT security of the home and corporate users.

Our cloud Antivirus is totally free, all other corporate products are cloud based and are offering one month free trials. We never try to impose solution or compare with the competitors; rather we offer the full featured demos along with complete guidance to improve the IT threats situations.

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

Saima Naeem: We are very hopeful in the coming days, as the importance of the IT & data security has increased in Pakistan.

Flare: What is the status of Panda Security Pakistan in the market?

Saima Naeem: Globally the company has more than 30 million customers, and in Pakistan, we have a good reputation in consumer as well as corporate market.

Flare: Was a Product & Services like Panda Security Pakistan needed in the Pakistani market?

Saima Naeem: Yes, of course, there was need of

Panda Security is pioneer in anti-malware

SAIMA NAEEM
Country Manager
at Panda Security Pakistan



“Flare Panel talks to Saima Naeem, Country Manager at Panda Security Pakistan, who says we try our level best to keep a remarkable combination of high technical knowledge, best customer services and a practical approach to problem solving for home & corporate users solving product and malware related incidents”

an organization in Pakistan providing quality anti-malware products, along with the state of the art technical support.

Also in a developing nation like us, need of the hour is to get higher up in IT Sector,

It is not just about virus protection, it is about major activities of life, Clean and Threat Free Internet keeps our ATM Machines working for us, keep our precious personal and business data secure, keep our online Hospital, Aviation, Education, Government Systems online, and thus alive!

Our solutions are cloud based, from laptop to next generation firewalls, gate defenders that act as first line of defense against external attacks.

Adaptive defense is one of its kind unique technology that prevent zero-day attacks and advanced persistent threats.

Flare: In what ways can Panda Security Pakistan become even more useful for security enthusiasts?

Saima Naeem: Panda Security has always been the leader in innovation. During the last four months, Panda Security has obtained the best rate protection in the Real World Protection Test by Av-Comparatives. It

is an independent laboratory, so the conclusions drawn from the tests are really important. In these tests, Panda participated with our free antivirus, Panda Antivirus Free, and successfully detected and blocked 99% of the threats.

The new 2016 Consumer Solutions range by Panda Security is finally available! In an increasingly global and multi-device environment, the 2016 Consumer Solutions range is designed to make the digital world easier and more secure. From the most basic to the most advanced, offer multiplatform protection, providing service on Windows (including Windows 10 compatibility), Android, Mac and even antitheft for iPhone and iPad.

Mac systems and iOS devices are also becoming victims of attacks and threats. Therefore, the new 2016 Consumer Solutions range includes Panda Antivirus 2016 for Mac, a complete protection against viruses and other Internet threats for Mac users. It offers updates, quarantine and the possibility to analyze your iOS devices from your Mac. The entire range includes an app for iOS that allows for the remote location of the device in case of loss or theft. ■

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Nokia is hiring software experts, testing new products and seeking sales partners as it plots its return to the mobile phone and consumer tech arena it abandoned with the sale of its handset business.

Once the world's biggest maker of mobile phones, the Finnish firm was wrong-footed by the rise of smartphones and eclipsed by Apple and Samsung. It sold its handset business to Microsoft in late 2013 and has since focused squarely on making telecoms network equipment.

Now Nokia boss Rajeev Suri is planning a comeback. He must wait until late 2016 before he can consider re-entering the handset business - after a non-compete deal with Microsoft expires - but preparations are underway.

The company has already dipped its toe into the consumer market; it has launched an Android tablet, the N1, which went on sale in January in China and days ago unveiled a "virtual-reality camera" - heralding it as the "rebirth of Nokia".

It has also launched an Android app called Z Launcher, which organises content on smartphones.

Meanwhile its technologies division has advertised on LinkedIn dozens of jobs in California, many in product development, including Android engineers specialising in the operating software Nokia mobile devices will use.

Nokia had also planned to lay off about 70 people at the division but a company source said that the figure had since been halved.

Nokia itself is not giving much away about its preparations, beyond saying some staff at the 600-strong technologies division are working on designs for new consumer products, including phones, as well as in digital video and health.

But it will not be easy to claw its way back to relevance in the fast-changing, competitive mobile business where Apple has been scooping up nearly 90 percent of industry profits, nor for it to carve out a place in electronics.

One ace Nokia that holds is ownership of one of the mobile industry's biggest troves of intellectual property, including patents it retained after selling its handset business. It does not want to waste such resources, built up with tens of billions of euros of investment over the past two decades.

It will also get an injection of talent when it completes the \$17 billion acquisition of Alcatel-Lucent, announced in April, in the form of Bell Labs - a U.S. research centre whose scientists have won eight Nobel prizes.

It says it will not repeat the mistakes of the past of missing technology trends, being saddled with high cost and reacting too slowly to changing consumer tastes.

To blunt such risks, it is seeking partners for "brand-licensing" deals whereby Nokia will design new phones, bearing its brand, but - in exchange for royalties - will then allow other firms to mass-manufacture, market and sell the devices.

This is stark contrast to its previous handset business which in its heyday manufactured more phones than any other company in the world and employed tens of thousands.

It has also launched an Android app called Z Launcher, which organises content on smartphones

Suri said recently that Nokia aimed to re-enter the mobile phone business, but only through such licensing agreements. It will not fall back on the "traditional" methods, said the CEO, who took the helm last May and has turned it into a slimmed down, more profitable company. He sold off its mapping business a week ago.

Such brand-licensing deals - as Nokia has struck for the N1 tablet - are less profitable than manufacturing and selling its own products, but also less risky. They can add a tidy sum of revenue for little investment for the company, which generates the bulk of income from selling telecoms network

Nokia plans to return mobile phone market



“Once the world's biggest maker of mobile phones, the Finnish firm was wrong-footed by the rise of smartphones and eclipsed by Apple and Samsung. It sold its handset business to Microsoft in late 2013 and has since focused squarely on making telecoms network equipment”

equipment to operators like Vodafone and T-Mobile.

"They want to be innovative and seen as a company with long-term vision in the (tech) industry and having a foot in devices plays into this impression, even if it's not bringing massive revenue at the outset," said Gartner analyst Sylvain Fabre.



Brand-licensing models are not new in the industry; European companies like Philips and Alcatel have made money from consumer electronics by licensing out their brand after capitulating to Asian competitors more than a decade ago.

But given the crop of newcomers like China's Xiaomi and India's Micromax, it may not be possible for Nokia to reproduce even the minor successes that Philips and Alcatel were able to achieve by renting out their brand.

With advances in contract manufacturing and standardisation of software, components and features like touch-screens, it is also easier than ever for companies to outsource everything to produce lookalike phones.

"We only see this competitive pressure intensifying in coming years," said CCS Insight mobile analyst Ben Wood. "Barriers to entry in the handset market are lower than ever and almost anyone can enter the smartphone market.

The strength of the Nokia brand - crucial to the success of such licensing deals - is also open to debate.

The company says its brand is recognised by four billion people. But, after being consistently ranked as one of the world's top-five brands in the decade up to 2009 according to market researcher Interbrand, it has since nose-dived and now looks set to disappear from top 100 lists.

"A brand is quickly forgotten if it is absent from the consumer business," said former Nokia executive Anssi Vanjoki, a professor at Finland's Lappeenranta University of Technology.

"The brand will not help much if the product is similar to what is already being sold out there. But if there is something new and interesting to it, the old heritage may be helpful." ■

Haier Pakistan aims to set up smartphones plant locally

“The Haier team expressed the increased usage and demand of smartphones after 3G/4G launch in Pakistan, there is a dire need of a smartphone manufacturing facility in the country. To considering the demand Haier now interested in establishing a smartphone manufacturing plant in Pakistan”

Haier Pakistan is planning to open a smartphone manufacturing plant in Pakistan, this was revealed during the meeting of a delegation of Haier Group led by its CEO Haier Mobile Zeeshan Qureshi with Anusha Rehman, Minister of State for IT and Telecom held in Islamabad recently.

The Haier team expressed the increased usage and demand of smartphones after 3G/4G launch in Pakistan, there is a dire need of a smartphone manufacturing facility in the country. To considering the demand Haier now interested in establishing a smartphone manufacturing plant in Pakistan.

The delegates further said that they don't want to import mobile phones but focus is on the transfer of technology in the country so that they could manufacture their own products within Pakistan.

Ministry of Information Technology and Telecommunications (MoITT) and Pakistan Telecommunication Authority (PTA) are to facilitate Haier in establishing Pakistan's first smartphone assembly line before the end of the year. A high level meeting with Ms. Anusha Rehman assured a delegation of Haier that presented their plan that following the successful auction the business friendly government is keen to promote local assembly and manufacturing of smart-

phones in Pakistan. Haier has already successfully established laptop assembling plant in Pakistan few months back. Haier Pakistan is currently producing refrigerators, deep freezers, washing machines, home air conditioners, commercial air conditioners, television sets, microwave ovens and other small appliances



in a special economic zone (SEZ) on the outskirts of Lahore.

Now the company has showed keen interest for producing a wider range of smartphones in the country. This plan to establish an assembly plant for smartphones is beneficial for overall economic progress of Pakistan as with this affordable smartphones will be soon available in the market.

In this regard, a meeting held at the Ministry of IT & Telecom also attended by PTA, all agreed, to work on facilitating the process towards achieving the goal for local assembly by end of the current year and eventually fully fledged manufacturing of Smartphones in Pakistan.

The main agenda of the meeting was to focus on the plan for setting up local assembly line for assembling mobile phones in Pakistan and that it should include more clarity of SKD policy and tax exemption to facilitate investment in Pakistan to enable support job creation and technology transfer.

In this regard, a meeting held at the Ministry of IT & Telecom also attended by PTA, all agreed, to work on facilitating the process towards achieving the goal for local assembly by end of the current year and eventually fully fledged manufacturing of Smartphones in Pakistan. ■

Panda Security offers solutions to protect the devices and information

“Saima Naeem, Country Manager, Panda Security Pakistan informed the media about the various packages introduced by the Panda Security Pakistan and she claimed that the Panda products best other than companies products”

Panda Security Pakistan has introduced various consumer solutions to its customers in Pakistan and worldwide during the Press conference held in Lahore.

Saima Naeem, Country Manager, Panda Security Pakistan informed the media about the various packages introduced by the Panda Security Pakistan and she claimed that the Panda products best other than companies products.



“We want the user to be able to perform any activity on the Internet without worrying about cyber criminals, malware or inappropriate content,” explains Saima Naeem, Country Manager (Pakistan) at Panda Security. “Not all users are experts or have the same

needs. Therefore, we offer various solutions that protect the devices and sensitive information of the user and his family.”

The new range of 2016 consumer solutions from Panda Security is now available as Panda Gold Security 2016, Panda Global Protection 2016, Panda Internet Security 2016, Panda Antivirus Pro 2016,



Panda Mobile Security 2016, Panda Antivirus for Mac 2016, and Panda Free Antivirus 2016 make up the portfolio of Panda solutions for user protection on all devices. In an increasingly global and multi-device environment, the 2016 Consumer Solutions range is designed to make the digital world easier and more secure. It allows you to hop and browse online safely;

protects families against inappropriate content; keeps identities and confidential information safe. The monitoring and optimizing of different devices is now easier than ever with the new Panda products.

Data Shield to prevent the stealing of information relating to the devices. In addition Panda Global Protection 2016 and Panda Gold Protection 2016 allow for the safeguarding of files so no one can access them. Protection of Wi-Fi networks to display the



computers on the network and detect intruders. It also allows for network audits to check its safety and potential vulnerabilities, and to block access from unknown computers. ■

Sundar Pichai to Satya Nadella Indian-origin CEOs at global tech companies



“The recent overhaul by Google has led Pichai to become the latest entrant in the list of Indian-origin executives serving as the head of industry-leading tech companies. It was only last year when Nokia and Microsoft appointed India-born Rajeev Suri and Satya Nadella, respectively, as CEO”

With Larry Page moving to head the new company Alphabet, Sundar Pichai, a long-time Google executive who most recently served as the company's senior vice president of products, will now head Google as its new CEO.

The recent overhaul by Google has led Pichai to become the latest entrant in the list of Indian-origin executives serving as the head of industry-leading tech companies. It was only last year when Nokia and Microsoft appointed India-born Rajeev Suri and Satya Nadella, respectively, as CEO.

Nokia appointed Rajeev Suri to head the new company after it sold its ailing mobile phone unit to Microsoft last week. Suri joined Nokia in 1995 and has held a wide range of leadership positions in the company. He is a graduate from the Manipal Institute of Technology, and took over as Nokia CEO on May 1, 2014.

Microsoft named Satya Nadella as its new CEO in February 2014. Nadella, has worked at Microsoft for over 22 years.

Shantanu Narayen is President, chief executive

officer, director of Adobe Systems. He joined Adobe in January 1998 as Vice President and General Manager of engineering technology group. In January 2005, Narayen was promoted to President and chief operating officer, and effective December 2007, he was appointed Chief Executive Officer and joined Board of Directors.

Sanjay K Jha is chief executive officer of GlobalFoundries. Appointed in January 2014, Jha has strong executive experience in the technology industry, most recently as chief executive officer of Motorola Mobility Holdings, and its subsidiary Motorola Mobility.

Francisco D'Souza is Cognizant's CEO and a member of the Company's Board of Directors. He joined Cognizant as a co-founder in 1994 - the year it was started as a division of The Dun & Bradstreet Corporation.

Harman International Industries develops, manufactures and markets audio products and automotive electronics systems. Dinesh Paliwal was named president, chief executive officer (CEO) and vice chairman, effective July 1, 2007.

Talwalkar was appointed LSI President and CEO and elected to the company's board of directors in May 2005.

Sundar Pichai's recent promotion to the CEO of Google is anything but a surprise — at least for one former employee.

An ex-Googler who requested to remain anonymous said Pichai has shown that he's "CEO material" over the past few years. This person left the company recently after working at Google for several years.

"If you look at how he's kind of risen with Chrome, and then getting Chrome and Android, and being able to grow a lot of that under his tenure, it was very clear to anyone that he was being groomed for CEO," this person said, who previously worked with Pichai. "It's not a surprise to me."

Sundar Pichai started at Google in 2004, when he was hired as the vice president of product management for Chrome. Over the years he's gained a ton of responsibility at Google, and in October he was put in charge of most of Google's core products, including Maps, Search, and commerce in addition to Chrome and Android.

Earlier, Google announced a major change to its structure: Larry Page will lead a new company called Alphabet that's more broad and contains a bunch of Google companies such as Life Sciences. Google is now a subsidiary of Alphabet, and Pichai is Google's new CEO.

From what we've heard, it sounds like Google employees have been excited about working with Pichai for years.

Pichai was put in charge of most of Google's core products, including Maps, Search, and commerce in addition to Chrome and Android

"People kind of gravitate towards him," this person said. "I don't know what it is, it's kind of like there's this weird gravitational pull, but people want to work with him. And it's not just engineers or product. The marketing people respect him. Larry respects him, the entire leadership."

This is likely because Pichai is excellent at getting to the point, and Googlers feel like they can learn a lot from him. Here's how our source described a meeting with Pichai in which they reviewed a script for a presentation at Google I/O about three years ago.

He's just very good at asking the right questions. He uses his words very wisely in the sense that there's no fluff with his words. It's not like he's blunt; he's eloquent to the point that every word matters and has impact, and he asks questions that way. It's actually at a point where he would ask a serious of questions and it would be really insightful for any of us to think about...He just has this ability to take all of these disparate things or grasp tons of information, but then be able to distill it into the one or two points that actually matter. He can do that with anything I've seen.

Sundar Pichai was born in 1972 and grew up in Chennai. An IIT Kharagpur alumnus, he later attended Stanford for MS and Wharton for his MBA. Pichai's father was an engineer with GEC. Before he joined Google, Pichai worked in engineering and product management at Applied Materials and in management consulting at McKinsey & Company.

Pichai joined Google in 2004 and was the driving force behind Google Chrome browser and the Chrome OS. Initially, Pichai started with handling the 'Google' search toolbar in the upper right corner of Web browsers, well before the launch of Google's own browser. This was the time when Microsoft's Internet Explorer was still dominant across the world. The success of the Google Toolbar, was what helped build his reputation at the company. ■

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Flare: What role do you feel the automobile industry has played in the growth of Pakistan's economy in the past years?

Raja Murad Khan: We have witnessed that Pakistan's economy has grown tremendously in the last year. As in May, the International Monetary Fund (IMF) itself stated that Pakistan has made "significant progress" and that the economy is steadily growing at over 4% per year with the demand for cars domestically increasing by 20% since last year. All of this, coupled with a lower interest rate I think it could be a very strong driving force for the economy.

Flare: How do you think this growth will be projected in investor and consumer behavior?

Raja Murad Khan: Moody's Investors Service raised Pakistan's credit rating from stable to positive on the back of the country's improving macroeconomic indicators. This upgraded outlook, I strongly believe, can only further improve investor's confidence.

From the consumer's perspective, inflation in Pakistan has been on a consistent downward trajectory, resulting in the slowing of the food price hike and forcing the State Bank to reduce interest rates (the base discount rate in PK). This, we can see, has led to increased lending for those with higher disposable income and increased spending on automobile and related purchases.

Flare: How do you foresee the online car market in the country?

Raja Murad Khan: I recently came across the Nielsen survey according to which, 78% of online consumers in Pakistan plan to buy a new or used cars in the next two years. Our own research shows more and more usage of the internet in car buying behavior from multiple socio-economic segments, so I remain very optimistic of continued growth.

Flare: What factors do you think are the main drivers of car demand in Pakistan?

Raja Murad Khan: Research suggests a vast majority of people want to buy a new car in Pakistan. I personally back its findings by my own experience when it says that, aside from financial reasons, the love of driving is the strongest trigger in buying cars. Owning a car for efficiency and practicality (81%) or as a status symbol (67%) are the main drivers that will influence future automotive demand in Pakistan.

Flare: Do you feel these drivers will be sufficient to fuel more demand of cars?

Raja Murad Khan: Pakistan has a massive population and a very young one of that, with an improving economy many more new consumers will come into the car buying financial bracket, cars and motorcycles will be even more affordable with better and more cost effective financing options.

Flare: Do you expect an increase in the demand

Role of auto sector in the growth of Pakistan commendable



carmudi
PAKISTAN

RAJA MURAD KHAN
Managing Director, Carmudi Pakistan

"Raja Murad Khan, Managing Director, Carmudi Pakistan during the interview with Flare said car financing is a major factor that we are counting on which is currently estimated at 30%, compared to 5% in the previous few years, thanks to the lowest interest rates seen in forty-two years"

the rise. Along with the healthy growth in the auto sector due to an increasing per capita income, an improved agricultural sector and an overall healing of the economy, car financing also gradually picks up. Car fi-

aid the car demand in the past?

Raja Murad Khan: Car financing is definitely among the major contributors. From July 2014 to March 2015, consumer financing posted a growth of around 6% percent compared to around 10% the year before. Within consumer financing, auto loans increased by 20%. The increase is largely due to high demand for new models, plus amended regulations which permit banks to finance cars up to nine years old. Car Financing has helped those people who otherwise would find it extremely difficult to own a vehicle. Owning a car in a heavily populated city, like Karachi, is now a necessity. Car Financing services offered by banks in Pakistan are of high quality and have played a big role facilitating car sales.

Flare: What effect has Consumer Financing had on the auto industry?

Raja Murad Khan: Basically, the Monetary Policy as a whole has an extensive effect on financing conditions in Pakistan as it affects the cost and accessibility of credit. Due to the rapid decline in oil and commodity prices, demand for vehicles in Pakistan has gone up and has had a trickledown effect on the demand for car financing in the country. Overall, we have noticed that the rise in interest rates and the non-availability of consumer finance has adversely affected the growth of the auto industry. Nearly two-thirds of locally manufactured vehicles sold during 2006 and 2007 were made on auto finance. Now, with the macroeconomic indicators stabilizing and recent cut in interest rate by the State Bank of Pakistan, we hope that financial institutions will become proactive in offering

PROFILE

Raja Murad Khan is the Managing Director for Carmudi Pakistan which is a Rocket Internet backed venture. Previously Murad was part of a private education network where he rolled out over 200 private schools where he incorporated modern day educational technology tools. Murad has also founded his own businesses including a furniture manufacturing company in Lahore. Murad is a graduate of the Institute of Business Administration in Karachi and previously studied at Aitchison College Lahore. Murad is a big vintage car enthusiast and has restored a number of cars in his college days and loves outdoor sports.

carmudi
PAKISTAN

for cars in the near future?

Raja Murad Khan: We saw that car sales in Pakistan hit a high in 2012, and now we see that they are beginning to increase once again. We expect that this trend will continue since consumer lending is also on

financing is a major factor that we are counting on which is currently estimated at 30%, compared to 5% in the previous few years, thanks to the lowest interest rates seen in forty-two years.

Flare: To what degree, has car financing helped

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India reveals world's 1st totally solar-powered airport

“Kerala’s Cochin International Airport has become the first airport in the world that would be running fully on solar power”

Kerala’s Cochin International Airport Ltd (CIAL) has become the first airport in the world that would be running fully on solar power. The airport officially commissioned a 12 MW solar project on Tuesday.

The state’s chief minister Oommen Chandy commissioned the project constructed on 45 acres near the cargo complex of the airport. The project was executed by Bosch Ltd at a cost of Indian Rs.62 crore in about six months.

Once in operation, the project is estimated to generate about 50,000 units of electricity daily. This, coupled with an existing 1 MW solar plant commissioned in 2013, which was upgraded from a 100 KW plant set up in the same year, will be enough to meet all power requirements of CIAL, said an airport spokesperson.

In fact, CIAL expects the plant to generate more power than what is required for the airport. It has entered into a pact with the Kerala State Electricity Board (KSEB), the state-run utility, for feeding power produced from the station to the power grids of the board. The power would be brought back from the board as per the requirements of the airport and any additional power would be sold to KSEB.

Based on installed capacity, CIAL is the largest project which has been executed by the Bosch Energy and Building Solutions team in India till date,



said Steffen Berns, president of Bosch Group India and managing director Bosch Ltd in a press statement.

CIAL director A.C.K. Nair said switching to green energy is almost equivalent to planting 3 million trees or not driving 750 million miles, as the airport would be able to cut carbon-dioxide emission from coal-powered power plants by 3 lakh tonnes over the next 25 years.

Sixteen years into operation, CIAL was the first airport to be constructed in public-private-

partnership model in the country. It is also the only airport company that has handled more than five million passengers in a year in Kerala, as per its annual results reported in 2015.

The airport also plans to tap more into the green energy sector in Kerala, a state that has no lack of vast natural resources and has suitable weather conditions to harness renewable energy. CIAL has already floated a proposal before the government to construct floating solar power plants on the water bodies of the state. ■

Mobile threats prevalent in cities for tourists

“Times Square in New York City is the riskiest place for tourists using a mobile device, according to a new analysis from mobile threat defense company Skycure”



In its report, Skycure analyzed the presence of mobile threats and high-risk networks at the 50 locations included on Travel & Leisure’s Most-Visited Tourist Attractions list and identified the prevalence of actual threats within 25 square miles from each site from June 2014 to June 2015. If more than one attraction was within the same 25 square mile area, the most popular destination was used.

Among the most dangerous locations for mobile users were destinations in large cities, such as New York, Paris and San Francisco, as well as three separate Disney Parks, including the Magic Kingdom in Florida and Disneyland in California.

“Unfortunately for mobile tourists, the most magical places on earth can sometimes be the most dangerous,” said Skycure CEO Adi Sharabani. “When

you’re in a high-traffic area like these famous destinations, you’re a target for hackers. Unlike your computer, your phone is always on, even when you’re taking in the sights.”

The locations safest for mobile users were those that had limited connectivity or other mobile use restrictions, such as the Taj Mahal in India and the Great Smoky Mountains National Park in Tennessee.

In a separate analysis of Threat Intelligence data, Skycure found that the average monthly rate of threat encounters for all mobile devices was 25 percent. Further, on a monthly basis, approximately 41 percent of Android users will encounter a threat compared to 19 percent of iOS devices.

According to the report, the most frequent threats identified were SSL decryption attacks, which allow

hackers to capture personal and work information even in a session the user believes is secure. The research also revealed cases of SSL stripping, which downgrades secure URLs (https) to non-secure URLs (http) and allows hackers to gain access to private information and communication.

To minimize the threat of a mobile attack, Skycure advised device users to avoid free Wi-Fi networks, update their devices to the most current operating system, read any warnings that may appear on their device and do not proceed if the threat is not understood, disconnect from the network if your phone behaves strangely and employ the services of a mobile security app.

The top 15 tourist attractions with the highest mobile risk are:

1. Times Square, New York City, NY
2. Notre Dame Cathedral, Paris, France
3. Disneyland Paris, Marne-la-Vallée, France
4. Golden Gate Park, San Francisco, CA
5. Ocean Park, Hong Kong
6. Las Vegas Strip, Las Vegas, NV
7. Hollywood Walk of Fame, Hollywood, CA
8. Union Station, Washington DC
9. Faneuil Hall Marketplace, Boston, MA
10. Disneyland Park, Anaheim, CA
11. Navy Pier, Chicago, IL
12. St. Peter’s Basilica, Vatican City
13. Grand Palace, Bangkok, Thailand
14. Disney World’s Magic Kingdom, Orlando, FL
15. Pike Place Market, Seattle, WA

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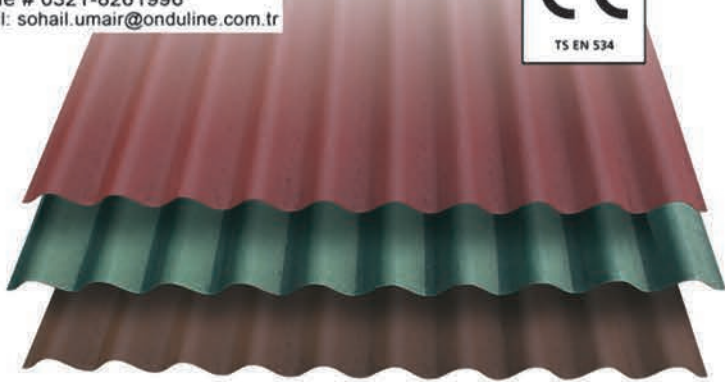


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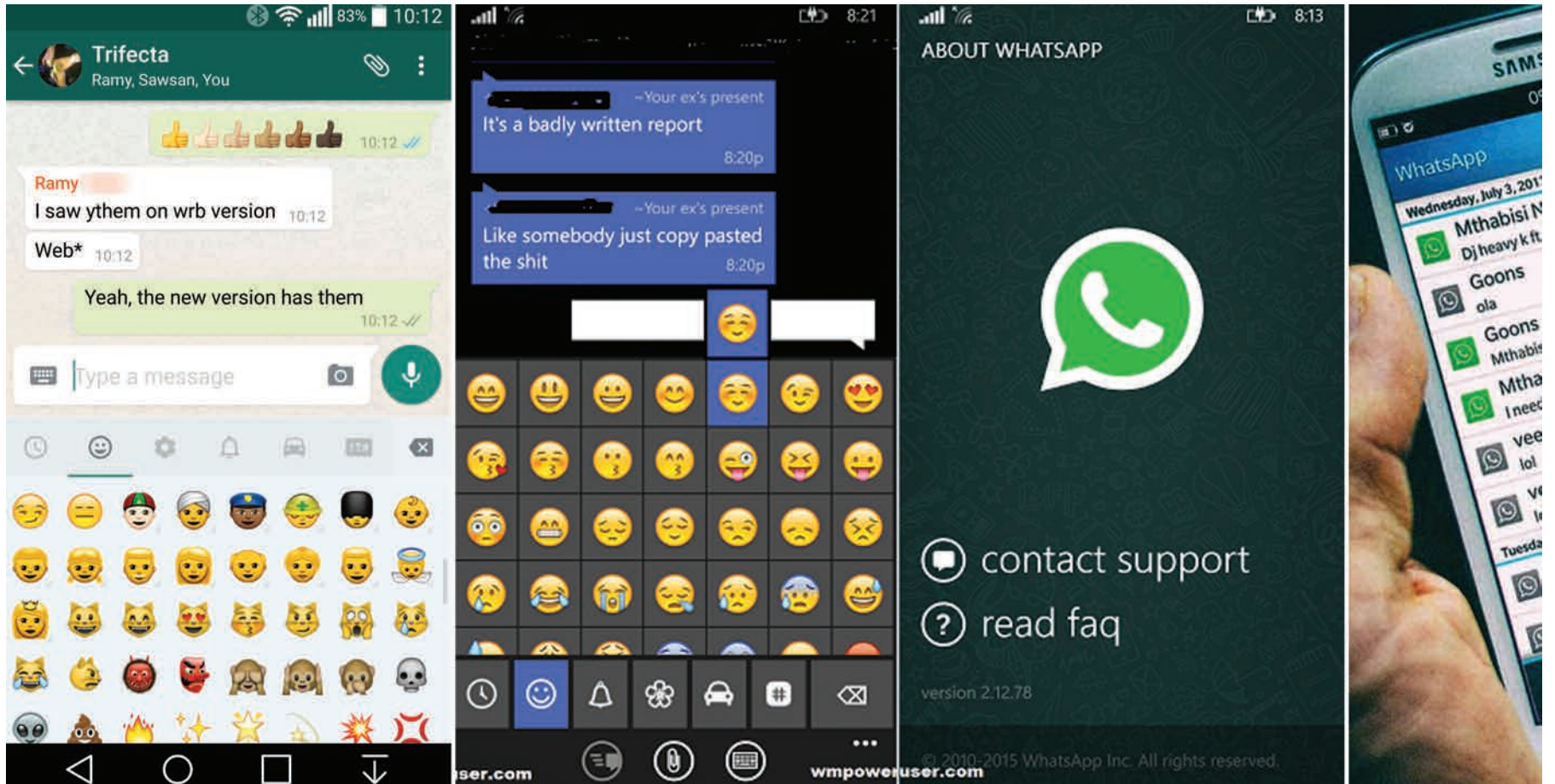
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WhatsApp gets another update, adds various skin tones to emoji

“User has to open the chat and tap on the contact name at the top. It will show user the option for setting custom notifications. From here, user can set custom notification tones, manage pop-up notifications, choose notification light colors and caller ringtones”

Popular instant messaging service WhatsApp has received a new update (version 2.12.250), bringing in new features. It includes new emojis, different skin tones for emojis, custom chat notification options for individual chats, marking chats read/unread, lower data usage for WhatsApp calls, and much more. Although many of these features were available in the beta version, this update brings the new features to all WhatsApp users. One of the most useful features rolled out by WhatsApp in this update is the ability to set custom notifications for each chat. To do this, user has to open the chat and tap on the contact name at the top. It will show user the option for setting custom notifications. From here, user can set custom notification tones, manage pop-up notifications, choose notification light colors and caller ringtones. User can also choose to mute an individual chat from here. In addition to this, user can tap and hold on any chat from user chat list interface to mark it as read or unread.

Choosing different skin tones for Emojis is available for a selected few emojis. User can identify them by looking for a small arrow next to them. To choose the skin tone of own choice, tap and hold on the particular emoji to view all of its options. In addition to this, Whatsapp has introduced a bunch of new emojis like vulcan salute, the middle finger, etc.

Another good feature is the ability to lower data usage during WhatsApp calls. This can be done by going to the 'Chats and Calls' option under Settings. It can be handy for users on limited mobile data plans. There is a slight improvement to available options regarding receiving contacts on WhatsApp. Previously, WhatsApp only provided options to add a contact to user phonebook. Now, if a contact is present within WhatsApp chat lists, user can communicate with it directly, without having to save it to the phone's contact list.

Meanwhile, WhatsApp Web has finally arrived on iPhone, finally letting people send messages from their computer almost half a year after the same fea-

ture was launched on Android. The feature allows people to access and send their WhatsApp messages from inside the browser, and was first launched in January. But it didn't appear on the iPhone — likely because of the company's concerns about privacy, and ensuring that it remained focused on mobile phones. But now it seems that it is rolling out the functionality to iPhones, quietly and on a user-by-user basis. To see whether the feature has been enabled,

Another good feature is the ability to lower data usage during WhatsApp calls. This can be done by going to the 'Chats and Calls' option under Settings

users can head to web.whatsapp.com — the same place that the feature is accessed, once it has been turned on. The site will show a QR code, which can be scanned using an option in the Settings tab of WhatsApp, and if it is enabled then the feature will start working straight away. WhatsApp for Web on iPhone doesn't need an update and is instead enabled at WhatsApp's end. But it does need users to be on the most recent version of the app, as those for other platforms do. As with the Android app, the web client requires the phone version of WhatsApp to be running, and functions more as a remote control than a fully-featured way of chatting. That is thought to be part of WhatsApp's concerns for privacy.

The January release brought compatibility with WhatsApp for Windows Phone and BlackBerry as well as Android. It required users to sign in through Chrome on their computer. At the time, WhatsApp blamed Apple for not being able to get the Web feature onto iPhones, citing “platform limitations”.

The United States often leads the world's consumer internet trends, popularizing cornerstones of the web such as Google search and social network-

ing via Facebook. But when it comes to mobile messaging, the country is far behind.

WhatsApp, Line, and WeChat, despite remaining mere “texting apps,” have entered the zeitgeist in their dominant markets, both numerically and culturally. In Brazil, for example, WhatsApp has an estimated penetration rate of 70% among smartphone owners, who use it to sell products, promote political candidates, and replace work email. In India, where WhatsApp has over 70 million monthly active users, the app has become so popular that doctors are using it to keep in touch with patients. Line has 53 million monthly users in Japan and 17 million monthly users in Taiwan (about 80% of the latter's total population), and recently earned \$234 million in quarterly revenue, largely by shilling virtual goods for games. And then there's WeChat, which has over 600 million monthly active users in China, and is quickly evolving into a new kind of operating system that facilitates e-commerce, digital publishing, and even the “internet of things.”



No chat app has reached equivalent heights in the US. But chat apps' slow uptake in the US isn't caused by tech-averse dinosaur Americans. Instead, it's because sending SMS text messages in the US over phone lines has been essentially free for a long time, unlike in most of the rest of the world. ■



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Relive the Glory

Most parents fret when their child stays glued to a video game or computer for hours, and they fret for good reason. The gaming industry has been built on violence and frenzied action. In one of the most popular series of games, Grand Theft Auto, players tear drivers out of their cars to mug them, and run over pedestrians. What if electronic games could help children with attention deficit disorder (ADHD) increase focus for tasks that they find boring?

Parents, therapists, and educators can choose from several new games and devices on the market that may train distracted children or adults to pay more attention. Some connect the user's brain to the home computer through high-tech sensors and allow the person to control the action on the screen, not with a fast finger or a keyboard but with his brain waves. Call it joystick neurofeedback.

Using this method to improve concentration isn't a new idea. Therapists have used the technology for decades. Some games trace their development to National Aeronautics and Space Administration (NASA) technology that measures the brain waves of pilots as they use flight simulators. Today, experts in psychology and technology are finding new ways to link the brain with a computer, and manufacturers are creating software and equipment designed for home users. Manufacturers and experts agree that the games are only a tool to train a child to pay attention in distracted children, not a treatment for ADHD. Medication and behavior therapy is the gold standard for improving symptoms of the condition.

"The games have the potential to increase attention stamina," says Rohn Kessler, Ph.D., of Boca Raton, Florida, who works with children with attention deficit. "They aren't a quick fix or a one-step solution, but I have seen distracted kids increase their ability to focus."

Captain's LogAhoy!

With Captain's Log, you can become the captain of your own brain, instead of letting impulses and distractions take you off course.

Therapists and educators have used Captain's Log to help children and adults with ADHD and other cognitive challenges since 1985. The software is now used in all 50 states and 75 foreign countries, according to the manufacturer, BrainTrain of Richmond, Virginia.

BrainTrain calls Captain's Log a "computerized mental gym," which works with any standard computer-control device, like a mouse or a keyboard, or with a joystick or game controller. With 50 different programs and over 2000 different exercises, Captain's Log offers a vast variety of options for helping some students improve concentration, memory, and self-control. A child or adult chooses which games he wants to play based on his needs, whether it be improving his inattention or controlling impulsive ten-

Parents, therapists, and educators can choose from several new games and devices in the market that may train distracted children or adults to pay more attention

dencies. Once the user selects his preference, a selection of games will pop up on the screen. You might be required to match two cards from memory or two similarly colored animals. The pace and length of the games are varied, and visual and audio distractions are thrown in to increase the challenge. The program advances to the next level automatically when the student has mastered the previous level. Captain's Log generates detailed reports so that professionals or parents can trace a student's progress, and it produces certificates as rewards for students as they improve.

Captain's Log developer Joseph Sandford, a psychologist with a computer programming background, originally created the software to help patients who had traumatic brain injury. Therapists soon realized that it may increase attention in people with ADHD.

ADHD video games focus fun alternative treatments



“Some connect the user's brain to the home computer through high-tech sensors and allow the person to control the action on the screen, not with a fast finger or a keyboard but with his brain waves. Call it joystick neurofeedback”

What's this daring new treatment? It's called video games. Yes, that's right — video games as treatment for cognitive disorders could someday replace the need for medication. At least that's the hope of a team of neuroscientists and game developers who created a game called Project Evo. And these developers are serious: the game is currently in clinical trials with the intent of submitting it to the Food and Drug Administration for approval as an alternative to ADHD medication.

Project Evo uses cognitive skills required for multitasking to help people with ADHD learn to improve their attention spans and ignore distractions.

"The qualities of a good video game, things that hook you, what makes the brain – snap – engage and go, could be a perfect vessel for actually delivering medicine," said Matt Omernick, executive creative director at Akili, the company behind Project Evo, to NPR.

Of course, getting a game through the FDA process could mean that it will be years before it's on the market — but that also means that doctors could prescribe games to patients as an alternative to prescribing drugs. Also, if a video game becomes a prescribed therapy, that would make those games a covered expense under patients' health insurance plans.

Interestingly enough, many health insurance providers are for the use of video games as medicine.

"When you look at the percentage of individuals that are playing video games [59 percent] and overlay that with the percentage of individuals that have chronic conditions or need some assistance from the medical perspective [45 percent], the relationship is pretty strong," said Willis Gee of health insurer Cigna.

Drug companies are also paying attention. Project Evo has an unlikely partner in drug manufacturer Pfizer, which believes that the game can also help diagnose Alzheimer's disease, along with helping the company in simplifying drug trials.

Obviously, video games replacing actual medication makes sense with children under certain circumstances: many parents are already uncomfortable with using drugs to treat cognitive disorders in their kids. Also, having games – something perceived of as fun – for children could make treatment more effective.

Of course, video games in place of pills also has its detractors. First, medication with ADHD is understood to be 70 to 90 percent effective in children: can a game provide that kind of success? Secondly, how many game developers would take their games through the process of FDA approval? ■



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Sony Corp has jumped on the drone bandwagon and has given people a little trailer of its soon-to-be launched drone project. It recently released a YouTube video, which shows the drone takes its flight vertically. However, the bad news for many potential users is that these drones are only for enterprise and businesses use, not catered towards the average gadget-buying consumer.

The testing drone's name is Aerosense, and it is the product of a joint venture between Sony and ZMP, the Japanese automation specialist. The venture was announced this summer. The future drone models will have the ability to carry a mass of up to 22 pounds. It is expected that the future models will be fitted with cameras and other associated gear for close up shoot coupled with a top speed of 106km/hr for around two hours.

The new drone is in the shape of an aeroplane, and can be seen as an attempt by Sony to expand its areas of operations and move beyond its core consumer product market. Therefore, the company has agreed to a joint venture that would enable both the companies to embed technology in the gadget according to their areas of expertise. Sony will equip its camera, sensing, and telecommunications technology while ZMP will put in place its robotic tech and automatic driving processing system in the drone.

Aerosense has some ambitious targets, including the automation some of various processes that are done by humans such as observation, surveying, inspection, and measurement. These intensive areas of calculations may not be what drones are normally expected to do, but manufacturers of these gadgets—especially the Chinese drone manufacturing company DJI—have already moved into the enterprise/business segment of drone tech. Reports state that the main purpose of the drone would be to capture images while airborne and process the images in the Cloud network.

The chief of Aerosense company, Hisashi Taniguchi, forecasts that the company has the potential to reach its revenue target of \$82 million in the next five years. Mr. Taniguchi also stated that the drones would be piloted remotely and will take user input on what areas they want the drone to measure or survey. The devices will be available to the public by next year.

Drones are very much still a testing gadget with limited consumption among the mass public. Many companies are still in the research and development phase to gauge how best to embed long-term flight sustainable sensors and technologies. A lot of that research has borne fruit with these technologies becoming cheaper and more readily available than before.

Apart from DJI, Amazon.com, Google, GoPro, and now Sony have ventured in this business area that has the potential to grow exponentially. Qualcomm

Aerosense has some ambitious targets, including the automation some of various processes that are done by humans such as observation, surveying, inspection, and measurement

has also looked to enter the drone market via its high-performance processors, which the company believes would bring down the unit price of drones down considerably.

The main factor limiting drone usage and growth right now are the strict laws of aviation authorities in different countries. The authorities have a certain set of rules and regulations depending on the country; these govern how unmanned aerial vehicles can operate and their jurisdiction. Some of the stringent rules are regarding how high the drones can reach the sky so as not to interfere with routes of commercial planes.

Analysts believe that the delivery system will be revolutionized once drone usage increases and it

Sony joins the race of drone industry



“The new drone is in the shape of an aeroplane, and can be seen as an attempt by Sony to expand its areas of operations and move beyond its core consumer product market. Therefore, the company has agreed to a joint venture that would enable both the companies to embed technology in the gadget according to their areas of expertise”

widely starts sending packages or mail to people.

The global commercial drone market could grow from \$609 million in 2014 to \$4.8 billion by 2021, according to research company Radiant Insights, fueled by rising demand in the energy, agricultural, and package delivery markets.

Many leading consumer drone makers also manufacture commercial drones. California-based 3D Robotics is the top drone maker in the U.S., and Chinese company DJI Technology is the largest one in the world. It's unclear how much annual revenue 3D Robotics generates, but DJI's annual revenue is expected to double to \$1 billion this year. Another growing rival, French drone maker Parrot, saw its drone sales nearly double to \$91 million last year. With Sony's support, Aerosense could thrive in this growing market.

Ryan Calo, a law professor at the University of Washington specializing in issues with robotics, told Ars Technica that he was "a little surprised" by Sony's decision to develop drone software instead of selling hardware.

Calo noted that commercial drones would become more interesting if "third parties can make software and applications" for them. For example, an energy company could require drones for specific purposes that Sony's software can't address. In that case, the business might buy programmable drones, like DJI's Matrice 100, instead of Aerosense drones

pre-loaded with Sony's software.

Sony also generally doesn't like hobbyists tinkering with its hardware. Over a decade ago, Sony issued a DMCA takedown notice to discourage customers from reprogramming its Aibo robotic dogs. That type of thinking isn't unusual for protective tech companies, but it might hamper Aerosense's progress in the commercial drone market.

Sony didn't really need to form a joint venture to produce drones. It already sells several products -- in-



cluding GoPro-like action cameras and Xperia mobile phones -- that can complement drones. Instead of expanding into enterprise drone software, Sony should build a consumer-facing drone business upon those foundations. ■

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The Motorola phones



“Just over two years later – October 2014 – Lenovo emerged as the buyer at the bargain basement price of US\$2.91 billion on very generous terms from Google including taking US\$750 million in Lenovo shares and the rest as a three year promissory note”

Time was when Motorola was synonymous with two-way radios and walkie-talkies used by military, police and emergency services. In fact, its heritage dates back to the 1930s. Later it became synonymous with cellular infrastructure, NASA space flight radios, pagers, modems, and made the highly advanced (for its time) MC6800 RISC central processor unit (later called Power PC) found on the Apple Mac, Commodore, Atari, Sun, and some IBM and HP computers.

Its first mobile phone ‘brick’ was in 1973, and at its peak – 2004 to 2007 - it sold 130 million Motorola RAZR flip mobile phones – still the record for the most sales of a single model - taking it to the number two slot in 2005 behind Nokia. It was cool to own one, celebrities used them, and it became a regular prop in movies and TV.

Time was that Motorola and Nokia were synonymous with the emerging mobile phone revolution.

But the market changed in 2007 with Apple’s launch of the 1st generation iPhone which essentially captured the imagination and wallets of the public as it reinvented the mobile phone as a smartphone.

Motorola responded with its flip RAZR2 series – a Linux based phone - but it could not compete with the iPhone. Simply it lacked the features - touch screen, 3G, apps and internet connectivity.

In 2011 Motorola resurrected the RAZR brand as a ‘Droid’, an Android smartphone – but it was

perhaps too late as Samsung and LG had beat it past the post with Android based smartphones that were competitive, feature for feature, with the iPhone. On the whole the Droid and its successors – were good products but manufacturing issues made quality variable and frankly U.S. thinking made the company less agile in a market now dominated by two Korean companies that would do almost anything to dominate – out spend, out market, and out manoeuvre. Motorola’s fate as a smartphone maker was sealed.

In January 2011, it split into two separate companies – Motorola Mobility (Red bat wing logo) and Motorola Solutions (Blue bat wing logo). There is no doubt that this was a survival move and within months Google – flush with cash – paid US\$12.5 billion dollars for it although it took over a year – May 2012 – to complete the deal.

Being early to the mobility space Motorola held many relevant mobile patents and analysts suggest that is where its real value lay.

Just over two years later – October 2014 – Lenovo emerged as the buyer at the bargain basement price of US\$2.91 billion on very generous terms from Google including taking US\$750 million in Lenovo shares and the rest as a three year promissory note.

Google maintains ownership of the vast majority of the Motorola Mobility patent portfolio, including active patent applications and invention disclosures. Lenovo received a license to use this portfolio and other intellectual property.

So to today

As the information release of new 4th generation Moto X, Moto X Play, and Moto G, smartphones is under embargo until.

According to IDC in Q1, 2015 Android had 78% of the market share, iOS 18.3%, Windows 2.7%, and Blackberry .3%.

Samsung dominates by virtue of having models in four market segments

- Flagship – Galaxy S6, S6 Edge, Edge+, Note 5 at around \$1000
- Mid-market – almost as fully featured as flagship but at a \$500+ price
- Mass Market – phones ranging from \$250
- El-cheapo – phones under \$250 – typically under \$100

Table 1
Worldwide Smartphone Sales to End Users by Vendor in 1Q15 (Thousands of Units)

Company	1Q15 Units	1Q15 Market Share (%)	1Q14 Units	1Q14 Market Share (%)
Samsung	81,123	24.2	85,507	30.4
Apple	60,177	17.9	43,062	15.3
Lenovo*	18,888	5.6	16,721	5.9
Huawei	18,102	5.4	13,450	4.8
LG Electronics	15,428	4.6	11,200	4.0
Others	142,335.6	42.4	111,897.8	39.7
Total	336,054.4	100.0	281,636.8	100.0

Source: Gartner (May 2015)
*The results for Lenovo include sales of mobile phones by Lenovo and Motorola both in 1Q15 and 1Q14.

Lenovo – has come from relative obscurity. It first showed up in Q2, 2012 with a 3.1% market share – exclusively from its own branded sales in China. Since mid-2014 with the Motorola 3rd generation phones it has achieved around 5.6% in Q1 and Q2, 2015.

If you know Lenovo, it is a company with great ambitions. It usual plays the long game as evidenced by the purchase of IBM’s PC business in 2005, and its Intel server business in 2014.

It now designs, develops, manufactures and sells personal computers, tablet computers, smartphones, workstations, servers, electronic storage devices, IT management software, and smart televisions in over 60 countries. It is the world’s largest personal computer vendor – much to HP’s chagrin.

It recently laid off 3200 workers – largely as a restructure of Motorola’s acquisition. iTWire has an article here.

It has also been embroiled in some crapware scandals with Lenovo perhaps overstepping its boundaries (as young and highly aggressive companies are wont to do) and had installed Superfish adware (to increase revenue) and recently the Lenovo Service Engine has been classified as a rootkit capable of being used by hackers to take over PCs.

Back to Motorola smartphones

There are some interesting philosophies at the company.

First is that Android will be left alone – Motorola will give you a 100% pure Android experience. This is undoubtedly due to Google’s influence as a shareholder but it also makes really good sense. It’s Lollipop based smartphones will have apps to provide the ‘Motorola experience’ meaning it and Google can update the operating system at will – yea!!!

On this point alone I give it 10 points because from hereon in their 4th generation phones will not suffer fragmentation or delays from carriers in updating and patching.

Time was that Motorola and Nokia were synonymous with the emerging mobile phone revolution

Next (at least in Australia) Motorola has been generally available as an outright purchase. Vodafone will continue to offer its new handsets as well as via retail channels. Motorola was a bit coy about retail stockists – could be because of the embargo.

And finally Motorola intends to enhance the relationship you have with your smartphone by more intuitive hardware/apps and things like turbo charging. ■



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Samsung unveils two new smartphones as it steps battle against Apple

President and CEO of Samsung Electronics J.K. Shin presents Samsung Galaxy S6 Edge+ and a Samsung Galaxy Note 5 at the products' launch event in New York



A reporter speaks about the new Samsung products after the Samsung Galaxy Unpacked 2015 event in New York.



“The moves are aimed at keeping the South Korean giant at top of the global smartphone market and countering US rival Apple, which has made gains with its large-screen iPhone 6 and 6-Plus and its tap-to-pay feature”

Samsung unveiled two new smartphones to ramp up its efforts to win over consumers seeking large-screen handsets and announced launch dates for its mobile payment service. The moves are aimed at keeping the South Korean giant atop the global smartphone market and countering US rival Apple, which has made gains with its large-screen iPhone 6 and 6-Plus and its tap-to-pay feature.

Samsung unveiled its Galaxy S6 edge+, the latest update for its flagship device, and Galaxy Note5, its main device in the "phablet" market at the media event held in New York.

"Today the journey continues in the large-screen category that Samsung created," said J.K. Shin, Samsung's head of IT and mobile communications.

The S6 edge+ and Note5 each have a 5.7-inch display, but the S6 has smaller overall dimensions and a curved "dual edge" screen that sets aside a portion of the display for contacts or other content.

The company also announced that its Samsung Pay service would roll out in South Korea on August 20 and in the United States on September 28, and that it would launch in Britain, Spain and China with partners to be named in each market.

Shin said he expects wide adoption because Samsung Pay "doesn't cause small business to upgrade their terminals and will be accepted almost everywhere on day one."

Samsung said its mobile service can be used

with magnetic stripe terminals as well as those using updated NFC or "near field communication" contactless payments employed by Apple Pay.

InJong Rhee, Samsung Electronics vice president, said that "NFC is fine technology but most stores don't have it."

He added that Samsung Pay will be secured by its Knox software, which creates a one-time code without transmitting credit card numbers.

Samsung has remained atop the global smartphone market even though its sales have been slipping in the past year.

With the new devices, Samsung expands from its 5.1 inch display on the existing Galaxy S6, and leapfrogs Apple's handsets at 4.7 and 5.5 inches.

The new handsets, which have Samsung Pay and wireless charging options integrated, will go

The S6 edge+ and Note5 each have a 5.7-inch display, but the S6 has smaller overall dimensions and a curved "dual edge" screen that sets aside a portion of the display for contacts or other content.

on sale in the US and Canada on August 21, Samsung said.

The Note5 is the upgraded version of the phablet which Samsung is generally credited with

popularizing. The new device has a new pop-out pen stylus and shares its upgraded 16-megapixel camera with the S6 edge+.

Kantar Worldpanel analyst Carolina Milanese said Samsung trailed Apple in the phablet market -- devices with screens at 5.5 inches and above -- in the second quarter.



A woman tries out a Samsung Galaxy Note 5 at the product's launch event in New York

Avi Greengart at the research firm Current Analysis said on Twitter that "Note5 is a worthy upgrade, but unlikely to expand the category" and that the S6 edge+ "is pretty but hard to hold."

Daniel Gleeson at IHS Technology said the Note5 appears aimed at professionals and business users due to its stylus and keyboard attachment, while the S6 edge+ "is a much more fashion-forward device and is likely to appeal to a younger, hipper market." ■



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India International Jewellery Show

“The 4-day India International Jewellery Week 2015 powered by GIA saw the best in the business. The Thai Gem and Jewellery Traders Association presented a fashion show that included 13 collections created by KGK India, Jewels with Thai coloured stones.”



Bollywood Actress Kiyara Advani showcases a creation during India International Jewellery Week 2015 in Mumbai.



Indian tennis star Sania Mirza walks for Moni Agarwal during India International Jewellery Week 2015 in Mumbai.



Indian model Sushree Shreya Mishra showcases a creation during India International Jewellery Week 2015 in Mumbai.



Bollywood actress Sonam Kapoor displays a creation as she takes part in the finale of India International Jewellery Week 2015 in Mumbai.

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Prime Minister Nawaz Sharif with his counterpart of Kazakhstan Karim Massimov witnessing at the MoU signing ceremony between Federal Minister for Commerce, Engineer Khurrum Dastgir and Deputy Chairman of the Board of Kazakhstan, Meirzhan Maikenov regarding cooperation on bilateral trade at Astana, Kazakhstan.



Army chief Gen Raheel Sharif holds the match trophy as he poses with the Green Shirts after playing cricket at the GHQ stadium in Rawalpindi sponsored by Haier



Finance Minister, Senator Mohammad Ishaq Dar being presented a copy of BISP's Demographic Directory by Chairperson BISP Marvi Memon in Islamabad on August 14, 2015.



Wife of Commander Southern Command Lt Gen Nasir Khan Janjua inaugurates first branch of First Women Bank Ltd at Girls College Quetta Cantt.



Governor Gilgit-Baltistan/ Federal Minister for Kashmir Affairs Gilgit Baltistan, Ch Barjees Tahir distributes cheques among affectees of Indian firing on LoC in Azad Kashmir.



Director Public Policy and Government Affairs of Google Asia Pacific, Ms. Ann Lavin called on Punjab Chief Minister Muhammad Shahbaz Sharif in Lahore



District Manager PIA Islamabad, Bashiruddin with passengers of PIA's third flight to Beijing from Islamabad.



Actress Mariam Ali with a cancer patient in Shaukat Khanum Memorial Cancer Hospital to celebrate independence day.



A delegation of Haier Group of companies called on MoS IT & Telecom Anusha Rahman in Islamabad.



(From L to R) Aamir Shah, Director of Business SAP Pakistan, Nadeem Kazmi, Senior Director Siemens and Noman Hasan, Executive Director Lucky Cement at the signing ceremony of the Lucky Cement SAP Project launch with Siemens Pakistan held at a local hotel recently.



Umer Saeed Rathore, Senior Manager Marketing Zong (7R) along with his team and Hajj package winners of the recently concluded reconnection campaign.



Director Domestic Cricket Itikhab Alam and Member Board of Governor PCB Shakeel Sheikh showing logo of Cool and Cool Haier Q8 T20 Cup during a press conference.



Dr Du Jiehui Professor of China Academy of Chinese Medicine Sciences poses for a group photo with the representatives of IFWA.



Ladies posing for a group photo on the occasion of 96th Independence Day reception of Afghanistan in Islamabad.



John Matthew Galvin, GM Coca-Cola along with Dr. Zafar Yusaf, MS Lady Willingdon Hospital Lahore pose for a group photograph at the opening of water filtration plant at Lady Willingdon Hospital. Director Public Affairs and Communications at CCBPL Zafar Abbas Jafri is also seen in the picture.



Chairman Nasser Abdulla Hussain Lootah and President and CEO Husain Lawai cut the ribbon to mark the opening ceremony of the newest Islamic banking branch of Summit Bank at Zamzama.



Girls take selfie with British-Pakistani boxer Amir Khan after signing ceremony of Amir Khan Boxing Academy at PSB, Islamabad.



Group photo of participants and organizers with Advisor on Education to Chief Minister Balochistan Sardar Muhammad Raza Barrech at inauguration ceremony of professional development workshop for faculty members of Balochistan Universities at CIIT in Islamabad.



Members of All Pakistan PTCL Pensioners Action Committee chant slogans against non-payment of their dues during protest demonstration at Peshawar press club.



Miss Iram and Mr Amir, Sales Executives, Arshad Electronics, Abid Market, Lahore pose for photograph at the main outlet.

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Broadband users surpasses 18 million

“The number of 3G and 4G users reached 14.6 million till month of July, constituting around 81 per cent of the country's total broadband subscriber base. This translates to an increase of 8.3% over 13.5 million of preceding month, statistics released by PTA”

Islamabad: The total broadband subscription in the country has surpassed 18 million with mobile internet penetration was showing a reasonable growth till the end of July this year.

The number of 3G and 4G users reached 14.6 million till month of July, constituting around 81 per cent of the country's total broadband subscriber base. This translates to an increase of 8.3% over 13.5 million of preceding month, statistics released by Pakistan Telecommunication Authority (PTA).

Similarly, the number of broadband connections in the country also witnessed 7% increase to 18 million as compared to 16.9 million in preceding month.

Almost all of this growth is due to the roll-out of high-

speed mobile internet which was introduced in April last year.

The Cellular Mobile Operators (CMOs) overall user base, which decreased by 18% to 114.7 million subscribers in fiscal year 2015 amid the biometric verification drive, also showed signs of recovery in the first month of current fiscal year.

The number of cellular subscribers increased 1.5% to 116.4 million at the end of July. The data cleaning exercise had brought down annual cellular mobile tele-density from a peak of 76.5% in 2014 to 61% at the end of June this year.

With regard to market share, the data showed that market positions of five mobile phone operators, however, remained the same as Mo-



bilink ended at the top with 34 million subscriptions at end of July, followed by Telenor Pakistan, which finished second with 32.5 million users in the same period.

China Mobile Pakistan (Zong), Ufone and Warid

were third, fourth and fifth with 22 million, 18 million and 10 million users respectively.

The mobile broadband category was dominated by Telenor Pakistan which boasted over 4.7 million 3G users at

the end of July, up 13% compared to 4.2 million of the previous month. It was followed by Mobilink that increased its 3G users by over 8% to almost 4 million compared to 3.7 million of the preceding month.

Zong remained third in the mobile broadband with 3 million users on its 3G network and 132,502 on the 4G platform. Ufone's 3G user base improved slightly to 2.6 million while Warid boasted 121,602 users on its 4G/Long Term Evolution (LTE) network at the end of July.

The data showed that till July, the number of technology-wise broadband subscribers included DSL 1,480,672 users, HFC 43,362 users, WiMax 487,582 users, FTTH 19,490 users, EvDO 1,334,725 users and the number of others users was 6,089.

Telenor, USAID collaborate to accelerate development through IT

Islamabad: Telenor Pakistan CEO Michael Foley and United States Agency for International Development (USAID) Mission Director John Groarke signed a memorandum of understanding (MoU) in Islamabad to initiate a strategic alliance between one of Pakistan's largest telecommunication companies and one of the country's leading development agencies. This partnership is poised to accelerate socio economic development by leveraging Telenor Pakistan's digital services and USAID's development expertise.

Telenor Pakistan and USAID will support initiatives in m-Health, m-Education, m-Governance, and Agriculture. Telenor Pakistan's network and portfolio (information-based, financial serv-

ices, and connectivity) in each sector will enhance USAID's development initiatives in Pakistan such as helping farmers gain better access to key information, improving reading skills for children, and supporting maternal and child health.

“The MoU gives us a unique opportunity to carry on our mission of using the power of digital communications for the country's empowerment. Through this partnership, we will be able to come up with more innovative mobile solutions in energy, health, education, governance and agriculture sectors by using our technological infrastructure, powered by imperative content integration from USAID,” said Michael Foley, CEO, Telenor Pakistan.

At the signing ceremony,

Mission Director Groarke said, “USAID considers public-private partnerships as an important next step in its development endeavors - and a logical progression in the expansion and improvement in economic and social services for the citizens of Pakistan. Keeping in view the long-term sustainability and continuity, USAID intends on developing more such partnerships across its Pakistan portfolio.”

USAID senior officials attended the event and expressed their willingness to work together in engaging masses at scale while improving livelihoods and information access. Telenor Pakistan's top management executives hosted the event and highlighted their commitment to accelerate technology adoption throughout Pakistan. ■

Waqas wins bronze at Microsoft Office Championship



Lahore: Waqas Ali, a Pakistani student hailing from the Ghotki and a student of Mirpur Mathelo FCC Government Grammar School,

competed and won a bronze medal for PowerPoint 2013 at the Microsoft Office Specialist World Championship 2015 (MOSCW).

The event was held between 9 to 12th August in Dallas, Texas. The event attracted 600,000 participants who were well versed in Office and other Microsoft products. After the initial qualification rounds, the winners were asked to come to Dallas for the final round. Sadly, Waqas Ali was the only Pakistani participant and he even made the journey on his own expense. It was the 14th edition of the MOSCW. The final round of the championship saw 145 students from 47 different countries. ■

PTCL introduces 'Limitless Packages' for CharJi and EVO customers

Islamabad: Pakistan Telecommunication Company Limited (PTCL) has introduced new economical packages for its new and existing CharJi and EVO 9.3 customers through 'EVO Limitless Packages'. Through this new offer, PTCL customers can experience high-speed wireless broadband connectivity at even more affordable rates with higher data volumes. Customers can avail this offer by purchasing or upgrading to CharJi EVO or EVO Wingle 9.3 devices before 31st October, 2015.

Aasif Inam, EVP Product & Pricing, PTCL said, “Our CharJi and EVO product portfolio is opening up new opportunities through high-speed wireless broadband internet con-

nectivity in the country. The new economical packages are designed to meet the diverse data requirements of our customers and provide maximum value for money.”

The new low-cost, high-speed packages offer a range of options starting from as low as Rs. 1,000 with 15 GB limit, while catering to heavy data users with new unlimited packages for only Rs. 2,000 per month. The discounted packages are valid for a period of 6 months from the time of purchase. PTCL CharJi is Pakistan's fastest wireless broadband service providing speed upto 36Mbps. The service is an extension of EVO range of services which are available in more than 250 cities nationwide. ■

Nadra join hands with InfoTech

Lahore: InfoTech Group, a leading systems integrator and technology solutions company, recently signed a contract with National Database Registration Authority (Nadra) to provide an application server middleware platform, enabling the automation of the CNIC acquisition process through an online service. According to the agreement, InfoTech deployed IBM Websphere at Nadra, and would continue to provide the consultancy services and back end support as the project goes live. Nadra was able to develop its online application in-house, with InfoTech providing back-end web hosting support. As IBM's Premier Business Partner, InfoTech was se-

lected by Nadra through an open and competitive process to deploy the IBM Websphere software on an IBM P8 series server to help facilitate its new online service. As a result, Nadra will enable Pakistani citizens to apply for CNIC card services online instead of visiting their registration centers. This will be especially useful for Pakistanis living abroad. The process, which boasts online document submission, credit card payment and home delivery of the CNIC, will greatly facilitate the public by eliminating the hassle of long queues and enabling overseas Pakistanis to access their documentation from anywhere at any time. ■

Warid & Bank Alfalah ink MoU with NBP for collaboration in building the National Payment Ecosystem

“This initiative is a major step to develop the required Digital Financial Services to be hosted by National Bank that will include P2G & G2P, thus enabling customers to perform transactions through National Bank Accounts using the Digital Wallets, digital channels of Bank Alfalah and the Mobile Paisa wallets & distribution network”

Lahore: Warid Telecom and Bank Alfalah Limited (BAFL) signed an agreement with National Bank of Pakistan (NBP) in order to jointly develop the digital financial ecosystem in the country. This new venture was marked with a graceful signing ceremony in Lahore, which was attended by Mudassir H. Khan, SEVP/Group Chief CRBG of NBP, Suhail Jan Chief Commercial Officer Warid, Khurram Hussain, Group Head Retail (C&N) and Consumer Banking and Azfar Jamal, EVP/Head of Remote Banking & ADC NBP amongst other senior officials from all the three entities. This initiative is a major step to develop the required Digital Financial Services to be hosted by National Bank that will include P2G & G2P, thus enabling customers to perform transactions through National Bank Accounts using the Digital Wallets, digital channels of Bank Alfalah and the Mobile Paisa wallets & distribution network.

Collaboration among large sized banks and the leading Telcos is the stepping stone in building the right road to finan-



cial inclusion that gives the much required boost to the economic activity and caters the need of unbanked and underserved masses of Pakistan. The partnering organizations believe that the formal financial services, through digital payment channels, can have a positive impact on a variety of microeconomic indicators, including self-employment, household consumption and wellbeing. These features aim to provide convenient banking and money management options to both those with and without bank accounts. The collaboration between the massive, government-owned NBP, the influential and popular Bank Alfalah, and one of Pakistan's favorite Telco's, Warid;

will take the financial services to a new level.

Warid CEO Muneer Farooqui commented, “NBP has dominated the G2P/P2G market for years. Our customers will get benefit from the plethora of products and services offered by NBP. We are glad to be taking this step in what we hope will be a long and fruitful relationship with NBP. The Eco-system being developed by NBP will strengthen all of the market players including our Warid Telecom to progress on the road of financial inclusion in Pakistan.”

Speaking at the ceremony Mudassir H. Khan said “National Bank envisions big opportunities to promote financial inclusion through new tech-

nologies, and through that; to drive inclusive and sustainable growth. We believe that combining the strengths of Telcos and Banks together can take us closer to our vision. NBP strongly believes in collaborations and leveraging of services to create new paradigms in financial services within the country. NBP now aims to develop an Eco-system in collaboration with all market players to host P2G & G2P services by enabling every Pakistani to pay any Government fees like traffic challans, taxes etc.

Azfar Jamal, EVP/Head of ADCs & Remote Banking National Bank added, “The merits of financial inclusion are strongly rooted in empowerment. Access to financial serv-

ices is a key link between economic opportunity and economic outcome. This collaboration is part of NBP's strategy to facilitate the people of Pakistan by developing a Digital Financial Eco-System allowing customers to avail any P2G and G2P services 24/7 through all available Digital Channels. This initiative of NBP to build the required Digital Payment Eco-system in partnership with multiple Banks and Telcos, will be catalyst to extend convenience to every citizen of Pakistan and creating the much required E-Governance structure.”

Bank Alfalah's Group Head Retail (C&N) and Consumer Banking Mr. Khurram Hussain exhibited great confidence in the venture and remarked that “This partnership between the three organizations will help in bringing transactional convenience to millions of underserved people of Pakistan. Bank Alfalah has been involved in helping to digitize G2P and P2G payments since 2012 and look forward to working with National Bank of Pakistan in creating the Digital Financial Eco-System.” ■

Huawei P8 Max offers enhanced creative & unique photography

Lahore: P8 max's mega screen enables consumers to create and enjoy the freedom of creative art. The Huawei P8 max offers consumers with the best instrument for superb creative photography and filming through light painting function and video filming function that reduce later editing. It also has a face-enhancing, selfie, piano, and lapse modes for photo-capturing. The Huawei P8 max utilizes a blend of front and rear cameras. The rear processing chip, mini SP, with optical vibration reduction. Rear camera provides

better night view photo-capturing. The RGBW sensors enable pixel size, which reduces the noises of the picture to minimum, while maintaining processing ability of picture definition and details. The Huawei P8 max's optical vibration reduction technology minimizes the aperture time 2-3 grades, which ensures brighter and clearer pictures in the same condition. Additionally, the dual-tone flash effectively brings back true color and creates vivid pictures in dark and dim lights.

Unlike light painting func-

tions on ordinary phones, the P8 max provides real time preview display of a picture. The P8 max has an optical vibration reduction function on the rear camera which helps to create stunningly perfect still pictures, without a tripod. The unique director mode of the P8 max enables consumers to shoot and share, vivid and outstanding quality videos. The users of P8 max can also make a blockbuster film, with no need to edit anymore, by lining a filming group with two other phones and switching different views. ■

Govt launches website to guide farmers

Islamabad: The government has launched a website to guide farmers about the use of right amount of farm inputs to increase average yields of wheat, cotton, sugarcane, rice and maize crops. Based upon soil test fertiliser prediction models to predict the required amount of N and P for desired yield of major crops, www.fertilizeruaf.pk is the site farmers can

use to determine the actual amount of nitrogen and phosphorus for desired yield.

According to a handout, farmers can visit the website at computer or smart mobile phones. These models have been developed by University of Agriculture, Faisalabad in collaboration with Agriculture Department, while USAID and ICARDA provided financial

and technical support. Every individual farmer can find complete e-solutions for site specific and economical crop production technology, according to his piece of land and financial resources. These e-solutions are available for six districts including Multan, Faisalabad, Gujranwala, Jhang, Okara and Layyah at the website kissan-dost.pk. ■

Bank Alfalah-sponsored movie actor shares his experiences

Lahore: Adnan Sarwar, the debutante actor/director of the movie Shah, shared his experience of making the movie at an interactive session organized at Books n Beans in Lahore. Sponsored by Bank Alfalah, the movie SHAH is based on the true story of Olympic boxing medalist Syed Hussain Shah.

Shah is an independent film based on the true story of the national boxing legend, Hussain Shah, a homeless child from the streets of Karachi, who went on to become the only Pakistani athlete to win an individual medal at the Olympic Games in the last 50 years. Hussain Shah dominated Asian boxing for nearly a decade before becoming the first South Asian in history to win an Olympic Bronze Medal in boxing at the 1988 Seoul Olympics.

The event was attended by people from different walks of life, who lauded Adnan's efforts and appreciated the role

of Bank Alfalah in supporting Adnan. As part of its long-standing commitment to foster emerging talent in Pakistan, Bank Alfalah supported debutante Adnan Sarwar – the young man who believed in himself and was determined to make a feature film on his childhood hero, Hussain Shah. An emerging talent in filmmaking, Bank Alfalah's Rising Talent, Adnan Sarwar is the writer, director and lead actor of the movie.

The interactive session also featured Sonya Ejaz, the art director of the movie SHAH, who responded to press and public queries about the acclaimed movie. Held at a popular, cozy bookstore cum café named Books n Beans, the talk highlighted how Hussain Shah, the forgotten national hero the movie is based on, was brought back into the spotlight by Adnan Sarwar through Bank Alfalah's 'Rising Talent' platform. ■

ACCA Pakistan offers exciting new route into profession

“Employers and learning providers were also consulted on the development, which means that fees for students will be competitively priced, taking into account global foreign exchange rates”

Lahore: After consultation with key stakeholders, including students, ACCA (the Association of Chartered Certified Accountants) has announced that it will be launching a new pricing structure to help people start their journey on a rewarding career in finance.

Sajjeed Aslam, Head of ACCA Pakistan, said: “This is an exciting development for ACCA, where we have placed providing greater value at the heart of our offering to students. We have worked to ensure that the product and price is right, and we have done this by listening to feedback, especially from students.”

Our ‘even greater value’

proposition includes academic recognition at all stages of education from Intermediate all the way to Master’s level. It includes gaining a BSc in Applied Accounting from Oxford Brookes University at the same time you are studying towards the ACCA Qualification. In addition students can also earn a Master’s in Professional Accountancy from the University of London.

Employers and learning providers were also consulted on the development, which means that fees for students will be competitively priced, taking into account global foreign exchange rates.

ACCA has also introduced



a new pricing structure for its exams. By modifying its prices, the global professional body for accountants also believes that employers who take on ACCA students stand to

benefit.

Richard Staunton Head of Global Delivery, explained: “This is also great news for employers that already support and work with ACCA,

offering our qualifications, and those that are considering working with us. The increased opportunities for students that the pricing structure offers will have a huge positive impact on organisations.

Staunton concluded: “We are wholeheartedly committed to building and sustaining the accountancy profession in Pakistan, a profession to which I am proud to belong. ACCA has a treasured and long-held value – that of opportunity. Our new pricing structure is modelled on this value, as it offers more opportunities to study to become a qualified certified chartered accountant.” ■

PTCL ranked as most preferred operator for broadband

Islamabad: Pakistan Telecommunication Company Limited (PTCL) has been ranked as the number one broadband and fixed line telephony service provider in Pakistan. This was revealed by the Best Buy Award research survey conducted by the Swiss organization ICERTIAS.

ICERTIAS measures consumers experience, opinion, and perception in terms of best value for money.

Consumers in Pakistan have ranked PTCL Broadband internet as their most preferred choice. The Best Buy Award survey measures customer experience relative to price-quality ratio and best value for money.

ity ratio and best value for money.

The research in Pakistan encompassed about 50 different non-economic and economic categories in sectors such as retail, food, telecommunications and finance, etc.

PTCL is the largest ICT services provider in Pakistan, encompassing fixed line voice telephony, broadband internet, digital television and corporate solutions for organizations. The company has revolutionized the broadband eco-system of the country by providing high-speed fixed and wireless broadband services at affordable rates nationwide. ■

Zong offers most affordable IDD bundles for Saudi Arabia

Islamabad: Zong, Pakistan’s first and only 3G & 4G network, has introduced international direct dialing (IDD) voice bundles to their prepaid and postpaid customers for calling their loved ones in Saudi Arabia.

Zong is the fastest growing telecom brand in Pakistan and has always offered pocket friendly products, value added service and packages that are very economical for the people from the lower and middle class

Sajid Mahmood, Chief Admin, LDI & International Business Officer Zong, said, “A large number of Pakistani’s reside in Saudi Arabia, so keeping their communication needs in mind, Zong thought to further facilitate our valued customers. Now customers can talk as much as they wish

with their loved ones in Saudi Arabia on highly affordable rates.”

The customers can send SMS “SUB” to 6966 for the activation of IDD Saudi Arabia Bundle. In order to avail the free minutes, customers need to dial 89 before the desired number. If a call is dialed without 89 in the beginning, customer will be charged from account balance. IDD voice bundle starts from bundle 1 which offers 15 minutes in just Rs. 100 and it goes up to bundle 4 which provides 150 minutes in Rs. 1,000 and the minutes can be used until one month. This offer is available for both prepaid and postpaid customers and free minutes could be consumed on all mobile and landline numbers of Saudi Arabia. Greater detail can be accessed on the Zong website.

Allied Bank deploys Oracle Exadata Database Machine

Karachi: Allied Bank Limited (ABL) has reduced the close of business (COB) processing time by as much as 50 percent with the successful deployment of Oracle Exadata Database Machine.

In addition, the bank has been able to simplify its IT and accelerate its expansion plans due to the solution’s ability to scale. ABL was also able to boost its data protection capabilities at a reduced total cost of ownership (TCO).

With its prior infrastructure, ABL’s core banking application was experiencing scalability issues, due to a high number of transactions in its Online Transaction Processing (OLTP) system. This resulted in delays in generating important reports and made it difficult for the bank’s management to make effective and timely decisions. The cost of scaling the existing solution was another key con-

cern for the bank as it sought to pursue aggressive expansion plans. By implementing Oracle Exadata, ABL was able to optimize its core banking hardware infrastructure and enhance its OLTP processing. As a result, it was able to significantly reduce the processing time for COB tasks such as daily transaction, calculating and posting interests, rolling the bank date forward and production of various reports.

“We had already done work to optimize our core banking application at the software level in order to improve OLTP and COB performance but the system still needed a boost,” said Sohail Aziz, Chief – Information Technology Group, Allied Bank. “By using Oracle Exadata, we were able to shrink the time for critical reporting processes by as much as 50 percent and at a reduced infrastructure cost. From our

evaluation at that point in time, we found Oracle Exadata was the only solution that could help us achieve the OLTP and COB performance required.”

“We are proud to have been selected by Allied Bank for this project,” said Waqas Hashmi, Country Director – Technology Business, Oracle Pakistan. “It is heartening to know that ABL is reaping benefits from Oracle Exadata Database Machine and we are confident that the implementation can help the bank to embark on its aggressive expansion plan.”

Oracle Advanced Customer Support Services deployed the solution at Allied Bank while equipment was supplied and installed by Techaccess Pakistan, a Platinum level member of Oracle PartnerNetwork. The account was awarded to Oracle in August 2014 and went live in April, 2015. ■

Telenor, Ravi Exchange sign MoU

Lahore: Pakistan’s first and largest branchless banking service and a joint venture between Tameer Microfinance Bank and Telenor Pakistan, Easypaisa has signed an agreement recently with Ravi Exchange. The agreement will allow Ravi Exchange to offer the full suite of Easypaisa services at its 108 exclusive outlets nationwide and will provide Easypaisa access to Ravi Exchange’s distribution network.

On the occasion, Shiekh Muhammad Omer, Director Ravi Exchange, Shiekh Alahuddin, CEO Ravi Exchange, Yahya Khan, Chief



Financial Services Officer Telenor Pakistan & Shahzad Najam, Business Director

OTC Telenor Pakistan signed on behalf of their respective companies. ■

Punjab Food Authority to launch a new restaurant grading app

“In order to grad restaurants in Punjab, the authority is finishing the transition with a new app that has been developed by Punjab Information Technology Board (PITB)”

Lahore: After recent triumphs rediscovering and finding the substandard restaurants across the Punjab, the Punjab Food Authority (PFA) has now come with another step towards standardizing restaurants.

In order to grad restaurants in Punjab, the authority is finishing the transition with a new app that has been developed by Punjab Information Technology Board (PITB). It has been confirmed by a press release on PITB website that an app was under development for PFA to help automate the process of complaints and food

checking practices.

According to PITB, the app will be helping PFA in documenting and monitoring restaurants making the process of information dealing with much easier and more convenient. PITB has already helped Punjab Revenue Authority to automate the process of checking restaurant bills to improve tax collection.

PITB held training sessions for the PFA android app making safety officials duly learn the working of the app. Smooth operation of app date management was also explained during the



training session.

PITB also detailed how to fetch real time information using the online PFA dashboard. The dashboard sum-

marises all the data conveyed via the app and supports PFA watch restaurants lessening field operations.

Initially, the app to func-

tion for restaurants in Lahore and it will enable the officials to rate restaurants in accordance with the data fetched following a sized standard. The concerned authorities have devised to roll out a future update allowing officials collect data from the public.

The app will also contain a complaint forum enabling the public to use the app to inform the authorities regarding any irregularities found during inspections to the restaurants.

The app will also help the users who can us grading information to make their meal plans accordingly. ■

PTCL introduces next-generation CharJi EVO services in Gujranwala



Khawaja Khalid Hassan, President Chamber of Commerce and Industries Gujranwala along with Adnan Shahid, Chief Commercial Officer PTCL and other PTCL officials at launching ceremony of CharJi EVO services in Gujranwala.

Islamabad: Pakistan Telecommunication Company Limited (PTCL) has launched its next-generation CharJi EVO wireless broadband services in Gujranwala. PTCL pioneered next-generation LTE wireless broadband services in the country by launching 'CharJi EVO' in 2014, which is an addition to the 3G EVO range of services already serving customers nationwide.

Gujranwala is an important industrial hub and the launch of CharJi EVO will enable residents of the city to access Pakistan's fastest and most reliable 4G LTE wireless broadband service at speed upto 36Mbps.

The launch ceremony of CharJi EVO services in Gujranwala was attended by a large number of business community, senior government officials, media personalities and prominent citizens of the city. Khawaja Khalid Hassan, President Gujranwala Chamber of Commerce & Industries was the Chief Guest at the occasion. Adnan Shahid, Chief Commercial Officer PTCL,

while speaking at the launch ceremony said, "We are striving to build a digital future for the people of Pakistan and we remain fully committed to contribute as an industry leader towards the development of the country."

"Our broadband infrastructure is geared towards improving the socio-economic conditions nationwide and enabling people to lead better lives. Gujranwala is one of the key industrial hubs of Punjab and CharJi wireless broadband services will open new doors of opportunities for local businesses and residents as well," he added further.

Naeem Shahbaz Ul Haq, Executive Vice President, Business Zone Central, PTCL said, "PTCL has always been at the forefront of offering cutting edge services and launch of CharJi EVO in Gujranwala is an extension of this vision. We are working hard to provide state-of-the-art products and services to our customers and provide CharJi coverage in more cities."

Tariq Siddiqui, Regional General Manager PTCL, Gujranwala said "PTCL is proud to extend Pakistan's fastest wireless broadband service in Gujranwala. Availability of CharJi EVO will not only enable fast internet access for citizens here in Gujranwala, but also provide new opportunities for businesses and students alike".

CharJi EVO service is available in convenient dongles, Mi-Fi clouds and tablet, providing a powerful internet experience, faster web browsing, HD video streaming, downloads, uploads and low latency (ping) rates for online gaming. The ease and comfort of CharJi EVO cloud devices with its state of the art Wi-Fi capability and fast internet browsing brings an unparalleled experience, connecting up to 10 Wi-Fi enabled devices simultaneously.

PTCL has launched Pakistan's first 4G LTE tablet 'CHARJI EVO TAB' which provides built-in CharJi connectivity and voice calling feature. ■

Huawei forecasts \$20 billion business revenue

Lahore: The tremendous growth of Huawei in the first half of the year 2015 has brought the company to another level and the Consumer Business Group has forecasted that the full year sales of Huawei will surely increase to \$20 billion this year. The reports that have been released by the company have shown the incredible sales growth that Huawei has achieved in the H1 of 2015, with a 69% increase the sales recorded are \$9.09 billion. It has also been announced that the contribution of consumer business revenue has also grown to 32%, which was 24 % year last year.

Huawei Pakistan, Director Marketing Devices, Mr. Fan-hong Bruce said: "Because of the rapid growth scored in the year 2015, the Consumer Business sales forecast for 2015 is \$20 billion in compar-

ison to \$16 billion last year."

The remarkable growth strategy adopted by Huawei is inciting business growth in both China and the international market as the Revenue has spurred to 124% y-o-y in China whereas in some other regions more than 40% growth has been recorded. The regions such as North-East Europe, Western Europe, North Africa, Middle-East and South Pacific have recorded respective, 54%, 45%, 164%, 48% and 41% year on year growth.

The shipments of Huawei's high-end smart phones has grown 70%, according to the report and it states that the total smart phone shipment ratio has grown to 31%, the growth of revenue is 388%, total consumer revenue 42.9% and the contributed share profit has increased to 44%. ■

AL Habib 'Asaan Account' offers free life insurance

Karachi: Bank AL Habib has introduced "Asaan Account" to encourage individuals to open a bank account with Rs 5/= with convenience and a host of value-added services such as free life insurance, free SMS alerts, free Internet & mobile banking and free e-statements. AL Habib Asaan Account also offers excellent rate of return of 5.5% on savings accounts and free ATM/Debit Card on current accounts.

At present, Bank AL



Habib has a network of 511 branches & sub-branches in 164 cities including overseas branches in Bahrain, Malaysia and Seychelles. The Bank also has representative offices in Dubai, Turkey and China. ■

EISA's Best Consumer Smartphone Award secured by Huawei

“Huawei P8 has achieved the “Best European Consumer Smart phone” Award by EISA for third time in a row”

Lahore: Huawei has won the “European Consumer Smart phone” award for the third time in a row, for its latest flagship smart phone, Huawei P8, previously Huawei had won this award for Ascend P7. P8 is the recent prodigy of Huawei which has established itself in the market because of its prolific ancestry based upon elegance and perfection of the P Series. EISA has acknowledged the tremendously enhanced quality of the camera performance and the high-end amazingly attractive craftsmanship, which has given P8 a commendably enriched and sophisticated appearance.



EISA, European Imaging and Sound Association, is a globally known and unique association, which deeply

analyses the latest products such as Mobile Devices, Electronics, and Home Theatre Audio etc. At EISA, the expert team of 50 special interest magazines, from 22 European countries Awards the best manufactured products after thorough assessments. The Awards are independently given and the winners are solely decided after fair and meticulous assessment. EISA has been giving awards from the past 33 years, through a process of fair analysis and the results are very well based and internationally acknowledged.

Huawei's Ascend P7 also received this award last year and now P8 has successfully

managed to grasp it again because of its enhanced and improved camera performance and exclusively modernized craftsmanship. This practically economical high-end smart phone, P8 possesses an extremely elegant appearance with highly efficient internal features, the Octa-core Kirin 930 processor, 3GB RAM/16GB or 64GB ROM, a heavy loaded 2680mAh battery, super quality 8MP Selfie and 13 MP rear camera with optical image stabilization and many other exclusive and exuberant feature. If one is comparing on the basis of price to performance ratio, then surely Huawei's ultra cool P8 outshines the rest. ■

APBF & Nigerian Embassy sign MoU for trade promotion

Lahore: During a ceremony held recently, the Embassy of Nigeria in Pakistan entered into a Memorandum of Understanding (MOU) with 'All Pakistan Business Forum' (APBF), aimed at the establishment and promotion of trade-links through mutual collaboration in the areas of

promotion of Cultural Exchange programs, increasing Educational Ties and working in collaboration for Social Development. The signing ceremony was attended by high-profiled members of the business community, media personnel, political figures, government officials and Aca-

trepreneurs to create and seize new opportunities for mutual development and growth.”

The Nigerian Ambassador to Pakistan, his Excellency Dauda Danlavi, while addressing the ceremony, thanked the APBF President - Mr. Ibrahim Qureshi for supporting in his vision for mu-



common interests. The Nigerian Ambassador to Pakistan - His Excellency Mr. Dauda Danlavi and the APBF President -Mr. Ibrahim Qureshi signed the MOU.

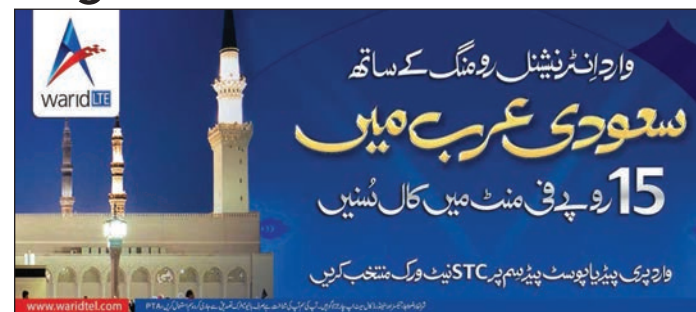
According to this MOU, APBF and Nigerian Embassy have reached an understanding to cooperate in key developmental areas like; promotion of mutual Trade links, facilitation of closer understanding between the Business Community of Nigeria and Pakistan, facilitation of B2B meetings and visits of Business delegates, Development of Women Entrepreneurs in Nigeria and Pakistan,

demia as well.

On this event, President APBF - Mr. Ibrahim Qureshi expressed his gratitude to the Nigerian Ambassador and acknowledged the valuable collaboration of Nigeria in a wide range of programs including; Trade, health, education, public diplomacy, culture, gender equity, and development in Pakistan. Mr. Ibrahim Qureshi reiterated that; “APBF will continue to put its best efforts in establishing and promoting the most favorable business environment in Pakistan, and will identify and engage resourceful organizations and vital en-

tual development of both countries. The Nigerian Ambassador also highlighted great opportunities for Pakistan Businesses to Invest in Nigeria. He admired the dynamic role of APBF - a business association comprising of more than 2000 enterprising members, towards creating an enabling environment for businesses to perform well and invest confidently in Pakistan. He also appreciated APBF for supporting the diplomatic community in Pakistan, which is engaged in various efforts to strengthen international trade and harmony. ■

Warid international roamers to get 85% discount in SA



Lahore: Warid Telecom has announced a special offer for its customers travelling to Saudi Arabia whereby all Warid Postpaid and Prepaid customers will be entitled to avail 85% discount on International Roaming rates.

Warid customers in Saudi Arabia can select STC (Saudi Telecom Company) as their preferred network to avail this discounted offer. In order to facilitate its roamers during Hajj, a special discounted rate of Rs. 15/min+tax is being offered for receiving incoming calls from their loved ones in Pakistan and Rs. 19/min+tax for calling back to Pakistan. These discounted rates will be offered through-

out the upcoming Umrah & Hajj season. Warid Postpaid roamers can also use internet at a rate of Rs 13/MB via Warid's International GPRS roaming service. No subscription or dialing of short code is required in order to enjoy discounted rates with STC. Just carry Warid's SIM along and enjoy seamless connectivity with your loved ones even while travelling abroad. STC holds the largest subscriber base in Saudi Arabia and is the one of the best providers of voice and data services. Warid and STC have partnered together to facilitate Warid's valuable customers travelling to Saudi Arabia for Umrah and Hajj. ■

Tameer Bank, Telenor Pak joins hands

Lahore: Pakistan's first and largest branchless banking service and a joint venture between Tameer Microfinance Bank and Telenor Pakistan, Easypaisa has signed an agreement recently with RAVI Exchange. The agreement will allow RAVI Exchange to offer full suite of Easypaisa services at their 108 exclusive outlets nationwide, and will provide Easypaisa access to RAVI Exchange's distribution network.

Shahbaz Sharif held Q&A session on Facebook

Lahore: Chief Minister Punjab Shehbaz Sharif conducted a question and answer session on Facebook recently. Fans of his Facebook page were allowed to ask questions which were later chosen and answered in a separate recorded video. Down below, we have made a list of some of the most important questions which were answered in the video.

Samsung gets number of awards at IDEA 2015

“The eight awards include one gold award, three silver awards and four bronze awards”

Lahore: Samsung Electronics received the largest number of awards at the International Design Excellence Awards (IDEA) 2015, one of the world's most prestigious design competitions. The eight awards include one gold award, three silver awards and four bronze awards.

Founded in 1980 and organized by the Industrial Designers Society of America, IDEA is one of the most influential design competitions recognizing creative and innovative designs.

Samsung's award winners for this year encompass various categories ranging from home appliances to mobile phone accessories, such as the virtual reality headset - the Gear VR. Other winners include a dishwasher with a new water spraying mechanism, and the LED Flip Wallet. All of these products showcase an innovative aspect of Samsung's business.

This year, the following items won gold award:

- NX mini – A mirror-



less camera with exchangeable lenses. It is 22.5mm thick and weighs 158g. By reinterpreting the essence of traditional cameras via a contemporary perspective, the NX mini shows a simple, classic design that is timeless.

This year, the following items won silver awards:

- WaterWall Dishwasher – A dishwasher that

features an effective spray bar that achieves corner to corner coverage of dishes inside in a way that rotary bars cannot. By introducing Flextray, a removable rubber pad where silverware and cooking utensils can be laid out flat and easily washed. The rubber pad can then be easily removed to move all of the silverware after the wash.

- LED Flip Wallet – The world's first smartphone cover that displays information and messages from a smartphone with its LED display.

- Digital Appliance Design Philosophy Framework – A sentimental and relatable story that can be understood by anyone via familiar media, such as videos and books. It is used to promote the design direction of Samsung home appliances.

Also, the following four products received bronze awards

- Gear VR – A virtual reality (VR) wearable device coupled with Samsung's latest smartphone can be easily controlled by a touch pad. The ergonomic design allows users to enjoy the device comfortably anytime, anywhere.

- Wireless Audio – 360 portable – A wireless audio that delivers sound in all directions consistently thanks to its streamlined shape that also seamlessly blends with its surroundings.

- Personal Cooler – A portable personal cooler that is easy to move thanks to its handle. It does not require an outdoor unit to operate.

- Hotblast™ Microwave oven – The black frontal glass with a slim bezel, wide door and flushed handle make a luxurious exterior

In addition, 31 other Samsung products made it to the finalist. For instance, the beautifully designed Samsung curved SUHD TV (S9W) with a 21:9 aspect ratio has turned the TV into a work of art. Like a sculpture in a gallery, the screen of the Samsung S9W rests upon a finely crafted metal cube with its exquisite form on full display. Meanwhile, the Samsung printer UX (Smart UX Center) allows users to manage documents easily based on the features of a mobile operating system. Further, the Design Samsung webpage introduces Samsung's values and culture based on its design philosophy. ■

Ufone launches Super roaming offer for Hajj pilgrims

Islamabad: Ufone has launched a special offer for Hajj pilgrims named 'Super roaming offer' aimed at facilitating them while fulfilling their communication needs during their stay in the Kingdom on the occasion of Hajj with family, friends and relatives.

Under this offer, Ufone prepaid customer would be able to avail these special rates by recharging via specially customized roaming super cards and buckets, valid on both Mobily and Zain networks in Saudi Arabia.

While recharging via a roaming super card from the nearest retailer, Ufone customer would get 25 minutes (incoming or outgoing) and 25 SMS for just Rs 700, valid for 30 days, whereas for Rs 1000, the customer would get 50 minutes and 25 SMS with a validity of 45 days.

If recharging from within Saudi, Ufone

customers would be able to avail the roaming buckets whereby the customer would get two options: 25 minutes (Incoming or outgoing) +25 SMS valid for 30 days in Rs 500+ tax by dialing *4880#, whereas the other option is 50 minutes (Outgoing or incoming) +25 SMS valid for 45 days in Rs 750+ tax by dialing *4881#.

Regarding this new offer, Mr Taimur Faiz Cheema, GM (Products, Pricing & Strategy), Marketing at Ufone (PTML), Pakistan said, "This offer has been specially designed while keeping in mind the needs of pilgrims, so that they can communicate freely with peace of mind, without having to worry about loading mobile balance. We always strive to provide the best possible packages to our customers which provide both convenience and value for money, which is reflected in this offer as well." ■

Mobicash celebrates Independence Day with specially designed ATM cards

Islamabad: To celebrate Pakistan's independence and share the feeling of patriotism with its subscribers, Mobicash has introduced the distinctive, one of its kind, Independence Day ATM card. Mobicash Mobile Account users can get these limited edition ATM cards by visiting their nearest Mobilink Customer Care Centers and Franchises, nationwide. "It is our way of connecting with the celebrations across the country on the birth of this great nation.

It provides our mobile account subscribers an opportunity to showcase their love for the nation by carrying this patriotically designed ATM card." said Aniq Afzal Sandhu, Head of Mobile Financial Services - Mobilink. Mobicash Mobile Account customers can use ATM cards to withdraw cash from any ATM across Pakistan. For further convenience, PIN change option is available through the USSD menu and through a call to the customer care center. ■

Striking smartphones of 2015 taking Huawei to another level

Lahore: Year 2015 has proved to be extremely fortunate for the swiftly developing ICT solutions providing company, Huawei. Over the past few years, Huawei has achieved a strong position in the international market with the help of its incredibly innovative smart phones, tablets and other smart devices. The rich research involved in the manufacturing of Huawei smart devices is extensive and involves experts' stationed in 16 R&D departments estab-

lished across the world.

In 2015, the sales growth of Huawei has increased tremendously. This year Huawei has attained the highest sales target in comparison to the last five years. According to the forecasts announced by the officials at Huawei CBG, a sales mark of USD 20 billion would be achieved in 2015 whereas this figure was USD 16 billion, in 2014.

"The speed with which Huawei is progressing, it can undoubtedly said that the fu-

ture market would belong to us. The major reason being our strong relation with our customers, we do not only deliver a supreme quality product but we also keep an effective after sales relation with them." said Mr. Fanhong Bruce, Director Device Marketing of Huawei.

Huawei has achieved tremendous success and a great contribution in this success has been made by the striking smart phones released this year. These smart phones



are from the Mate series, Honor series and the amazingly popular P8 from the P series. Huawei's high-end smart phone P8 sold 1 Million units in first two months following its launch.

Huawei has followed its consumer-centered approach to achieve remarkable success in the market. The pioneering and innovative ideas incubated at the R&D departments of Huawei have made its smart phones fully equipped with modern and futuristic features.

With the quality products consistently being delivered from Huawei, one can certainly hope for a future, where people would be living in "a better connected world". ■

Huawei Media Pad T1 7.0 gaining rapidly peaking sales

“Media Pad recently delivered by Huawei is enclosed in a solid Aluminum metal Unibody that looks perfectly attractive and is also resistant to external impacts which may be moisture and dust”

Lahore: Launched in the beginning of this month, the wonder phablet of Huawei is sailing smooth in the technology market of Pakistan and getting peaking sales growth. It is now quite a well established fact that Huawei has set itself as such a technology solutions providing company, which does not rest for anything mediocre and it only develops such devices and technologies which are not only innovative but also within easy access of its customers. This smart phablet is gaining very smooth and fast pacing sales in Pakistan mobile market, particularly because of that large bunch of customers who look for tech loaded products at affordable prices.

Media Pad recently delivered by Huawei is enclosed in



a solid Aluminum metal Unibody that looks perfectly attractive and is also resistant to external impacts which may be moisture and dust. Media Pad has been manufactured with the OTG reverse charging the innovative reverse charging function so that your device is always running and you are connected with the

world for long hours.

The phablet's exterior has been designed with a smooth transition technology, TOD, which fuses together the display area and the TP frame area and gives the feel of a quite large screen. The colorful and bright display of Media Pad is a 7 inches IPS screen and wide viewing an-

gles.

Media Pad T1 7 runs on efficient Android 4.4 KitKat OS with an excessively comprehensible Huawei EMUI 3.0. Interface. It carries a Quad-core processor with a frequency of 1.2 GHz; the memory specs are 1 GB RAM/ 8 GB ROM, extendable up to 32 GB (with mi-

croSD card). This superb smart phablet delivers unhindered and smooth web browsing and voice calls, SMS/MMS facility as well.

Huawei has equipped Media Pad with a battery power of 4100 mAh which after being charged provides long hours in standby mode, video viewing and Internet surfing etc supported with speedy 3G/Wi-Fi connection. Huawei has manufactured this phablet with the Smart power consumption control technology which keeps a solid check on the battery usage.

As this Brand's logo says it all, team at Huawei is thriving to bridge the gaps between the people belonging to all cultures and countries etc and make this world a better connected place. ■

Jovago.com organizes hotel awards to encourage tourism in Pakistan



Lahore: Jovago.com, Pakistan's No 1 online hotel booking website, organized its first hotel awards held in Lahore recently to applaud the best hotels in Pakistan. The purpose of this activity was to promote Tourism as well as to raise public awareness among the general public regarding the travel and tourism industry.

In its effort to boost local tourism, and to promote hotels in different areas of Pakistan, Jovago.com has taken this ini-

tiative to reward the hotels that are considered exceptional according to the rating given by the tourists. The presence Fayyaz Ahmed from TDCP further added encouragement to the participating hotels.

Commenting on this initiative Country Manager Jovago.com, Mrs. Nadine Malik Almani said “Jovago.com believes on bringing new initiatives and is working tirelessly to promote travel and tourism across Pakistan by educating

travelers to smartly book their hotels with ease and at best rates. Jovago.com congratulates all the award winners and hope to make it an annual feature”

Lahore Continental, Avari Hotel, Hotel One, Heritage Luxus suites, and Parhena Cottages & hotel were awarded at the first ceremony that was attended by representatives from hotel industry, tourism sector, socialites, media, and travel enthusiasts. ■

Telenor provides opportunity to women for 2nd time

Islamabad: Telenor Pakistan has announced the second intake of Naya Aghaaz program which is aimed at providing women the opportunity to reboot their careers and experience the corporate lifestyle by being part of the Telenor Pakistan. Naya Aghaaz provides project based mid-career opportunities to women while ensuring their work life balance; consequently creating a talent pool of potential female

employees and future female leaders for the organization.

Naya Aghaaz offers a 9-month contractual position. The project invites women belonging to all age groups who are on a break from their careers due to family engagements and now want to rejoin the corporate world. While expressing his delight to announce the call for applications for the second batch of Naya Aghaaz, Michael Foley,

CEO Telenor Pakistan said, “The project is in line with our commitment to further build up a diverse and inclusive workforce, where all employees can realize their potential. Telenor Pakistan's top management is actively working as sponsors of diversity development and inclusion with an aim to contribute towards not just the company's success but country's success as a whole.” ■

Unilever & WWF tackle climate change

Lahore: Unilever Pakistan has partnered with the World Wide Fund for Nature-Pakistan (WWF-Pakistan) to address rising temperatures by increasing the number of trees in the city. As part of this effort, Unilever Pakistan and WWF-Pakistan have planted 2,000 trees to counter the impact of extreme weather patterns in Pakistan's largest city. The initiative was inaugurated by Unilever's employee volunteers as part of Independence Day Celebrations for a Cleaner Greener Pakistan.

Shafaq Omar, Director Human Resources, Unilever Pakistan Limited highlighted, “Unilever's sustainability am-

bition aims at growing our business by creating a brighter future for consumers, customers and communities. As proud citizens of Pakistan we hope to inspire positivity with this initiative while also creating dialogue around climate change this year. Speaking on the occasion, Ali Dehlavi, Senior Manager, Building Capacity on Climate Change Adaptation in Coastal Areas of Pakistan (CCAP) project of WWF-Pakistan remarked that positive climate change actions are an integral need for Pakistan's ongoing efforts for sustainable development, especially as Pakistan remains highly vulnerable to the adverse impacts of climate. ■

TPL Trakker, HBL sign pact

Karachi: TPL Trakker and HBL have signed an agreement to support contactless payments for HBL customers using TPL technology. The arrangement will be opening a completely new and innovative way of doing financial transactions, which would be critical to the growth of electronic payments across Pakistan. Present at the ceremony were Ali Jameel, CEO TPL

Trakker, Faiq Sadiq, Head – Payment Services HBL and other senior officials of both the organizations. “TPL is extremely excited to be providing HBL the solution to support Contactless Payments” stated Ali Jameel, CEO, TPL Trakker, while shedding light on this venture and its core facets, during the signing ceremony. ■

Mobilink Lahore Monthly Allrounder offer

Lahore: Mobilink have introduced Lahore Monthly Allrounder sensational offer for its prepaid subscribers in Lahore which caters to their

data, all network voice calling & SMS needs in just Rs 250+ tax including as minutes of all networks, 4 GB data, 250 SMS to be use in a month. ■

Pemra to invite bids for DTH licensing in November

“Pemra now expect to invite bids for DTH licensing by the end of November, 2015. DTH licensing would be a major milestone in the broadcast arena”

Islamabad: Pakistan Electronic Media Regulatory Authority (PEMRA) has approved the recommendations report of the Swiss consultancy firm M/s Digital Strategy regarding initiation of Direct to Home (DTH) licensing in the country.

It was decided in the 105th Pemra meeting held at its Headquarters Islamabad.

PEMRA had inked accord with Swiss Consultancy Firm, back in March 2015 to assist Pemra in preparing eligibility criteria, license template, bidding methodology, determination of base price, recommendation on number of licenses to be issued and the duration of licenses for DTH etc.

Pemra now expect to invite bids for DTH licensing by the end of November,

2015. DTH licensing would be a major milestone in the broadcast arena.

With the launching of DTH in Pakistan, the subscribers would have much more access to high quality TV channels, embedded with digital features like parental control, electronic programme guide, Internet and video on demand.

DTH service would help in easier regulatory control besides addressing complaint of TV channels who are not finding adequate place on traditional analogue cable TV networks.

Similarly this technology would facilitate viewers to watch large variety of uninterrupted channels in their homes.

The initiation of this digital medium would help in



creating jobs for thousands of people besides injecting investment of billions of rupees in the country's economy.

As a result of the DTH, Pemra also foresee licensing of more local and foreign TV

channels.

Besides, the Authority approved grant of two non-commercial campus FM radio licenses, one each to Bahria University Islamabad and Shaheed Benazir Bhutto University, Shaheed Be-

nazirabad and also approved request of Aruj TV channel for change in management.

The Authority directed issuing final 30 days warning to Indus Vision and VSH (Balochi) channels to settle all outstanding dues of the Authority.

In case of further failure, the Authority would endorse the recommendations of the Council of Complaints Karachi dated May 28, 2015 to suspend both TV channels licenses.

The meeting was chaired by Executive Member/Acting Chairman Pemra, Kamal Uddin Tipu while the Secretary Ministry of Information Muhammad Azam, Chairman PTA Dr. Ismail Shah, Chairman FBR Tariq Bajwa and Ashraf Gujjar (Member) attended the meeting. ■

PepsiCo hosts Sting Challenge Meet and Greet with renowned boxer Amir Khan

Lahore: PepsiCo Pakistan's leading energy drink brand Sting hosted an exclusive "Sting Challenge Meet and Greet" with renowned boxing champion Amir Khan at a local hotel in Lahore recently. Sting Challenge is a social media driven initiative

lot of talent here. I want to ensure that the youth have facilities and opportunities to become international champions. I want to thank Sting for providing a platform to meet, coach and engage with the youth of Pakistan through friendly boxing rounds. Stay



whereby the youth of Pakistan is presenting a series of physical challenges to Amir Khan.

Amir Khan, accepted round one of Sting Challenge and flew in to Lahore to meet fans. He engaged in live one on one boxing rounds with fans teaching them the art of boxing. He also showed his boxing moves to inspire the youth towards channelizing their energy productively in sports.

Powered by Sting, Amir Khan said: "Pakistan is my home country and we have a

tuned on social media to find out what's next for round two and three of the Sting Challenge."

Speaking at the occasion, Salman Butt, Marketing Head for PepsiCo Pakistan & Afghanistan said: "We are thrilled to host Amir Khan in Pakistan for the Sting Challenge. Sting is a brand for the youth and provides energy boost. Amir Khan is a youth icon championing the energy and vitality Sting provides. He is an inspiration for those who fight challenges and live up to their dreams." ■

iNew Pakistan signs regional distribution agreement with Mobile Masters

Lahore: iNew Pakistan (Fonscape Communications Pvt Ltd) has appointed Mobile Masters as the regional distributor for iNew smartphones and accessories in central Punjab. The agreement was signed by Alan Chen (CEO iNew Pakistan) and Mian Irfan Aziz (Managing Partner MobileMasters). The agreement signing ceremony was held in Lahore.

Expressing his views on this occasion Alan Chen, CEO iNew Pakistan said; "We are absolutely focused to launch iNew Smartphones in Pakistan. The Head Office will start its formal operations in the last week of August. We are committed to bring latest innovative technology solutions to our customers and this distribution partnership will pave the way, to increase our



nationwide presence and make our innovative products available for more consumers in other cities as well.

He also said, we are pleased to be represented by a company of the stature of Mobile Masters in this important phase of our business ad-

vancement in the Country."

"Mobile Masters is delighted to be associated with iNew Pakistan and looks forward introducing the high performance iNew Smartphones in Pakistan," said Mian Irfan Aziz, Managing Partner, Mobile Masters. ■

Warid launches Pakistan's 1st Postpaid Menu over USSD

Lahore: Warid Telecom announced the launch of Pakistan's first complete Postpaid Menu over USSD with this free of cost service, Warid subscribers can easily manage their connection with the swipe of a finger.

Aimed at making services more handy, the USSD menu allows customers to have quick, free, and easy access to a variety of features and services, including account details, Voice/SMS/LTE bundles, activation of Value Added Services and much more. To

access the menu, users simply have to dial *321# and an array of options will pop up on the screen, which can be navigated through by using the number keys.

Warid's new USSD Menu provides similar services which are available on Warid's mobile app "My-Warid" which allows smart phone and internet users to access details and features online. Similarly the USSD base menu provides even greater flexibility for such customers who do not have internet ac-

cess, thus this handy service over USSD allows full control to user to manage their mobile account and access any desired information. This initiative will greatly improve the customer service experience for Warid subscribers, making it significantly easier for them, more faster & convenient for them to access any information that they desire.

With many industry firsts, Warid has always excelled when it comes to innovation and delivery of outstanding services. ■

Mobicash offers NFC payments at vending machines

“Through this collaboration, Mobicash users will be able to purchase items from Wavetec’s NFC enabled vending machines which are to be installed at various places around the country”

Islamabad: Mobicash has become the first mobile financial services provider (MFS) to launch Near Field Communication (NFC) payments on vending machines for its mobile account users after signing an agreement with Batwa and Wavetec.

Through this collaboration, Mobicash users will be able to purchase items from Wavetec’s NFC enabled vending machines which are to be installed at various places around the country. As a pilot, this facility will be available at the Mobilink premises for employees. After a successful trial period, the facility will be available to Mobicash Mobile Account holders. This initiative is another step towards a secure and reliable cashless ecosystem in the near future.

To launch the NFC payments mechanism, a signing ceremony was held in Islamabad, attended by Ms. Anika Afzal Sandhu, Director Mobile Financial services – Mobilink, Adnan



Asdar, Director – Batwa, Sajid Farooqi, CEO – Batwa, Ahmed Fraz, CEO – Wavetec, and Saim Ehtesham, HOD – Vendi.

Speaking about this first of its kind innovative offering, Anika Afzal Sandhu stated: “NFC based payment solutions open up a unique opportunity to enable our 1.5 million strong Mobicash mobile account user family to use NFC technology to pay for day to day transactions, starting with these NFC based

vending machines. As a promoter of branchless banking in the country with a vision to bridge the prevalent divide between the banked and unbanked population, we believe rapid growth of NFC based payment solutions is for the benefit of a cashless ecosystem. The next step in this cashless ecosystem revolution is the launch of our NFC enabled retail payment solutions across Pakistan. We would like to thank Batwa and

Wavetec for jointly assisting us in the development of an efficient and customized solution for our customers.”

Adding his thoughts on the need for more NFC based payment solutions, Ahmed Fraz said: “Pakistan has great potential for a NFC based payment ecosystem, especially since MFS accounts for a great amount of financial activity amongst the large unbanked population. Such solutions will offer greater bene-

fits to the consumers, retailers and cashless banking sector in the country.

Adnan Asdar further added: “I would like to congratulate the entire Mobilink, Wavetec, Vendi and Batwa teams on successfully collaborating to launch this project; a big step towards creating a cash lite eco-system. Its success will emphasize the importance of an agnostic infrastructure for accelerating financial inclusion and bringing down the cost of doing business for all stakeholders.”

To use this innovative payment solution, Mobicash users will input their mobile number to acquire an NFC tag, payment for which will be deducted from their mobile account, and will then place this tag on the Vendi’s NFC reader to link their Mobicash mobile account to their NFC tag. Upon selection of an item from Vendi, the user will enter his/her MPIN on their phone to complete the transaction. ■

Intel introduces 6th Generation Intel® Core™

Karachi: Intel Corporation introduced the 6th Generation Intel® Core™ processor family, the company’s best processors ever. The launch marks a turning point in people’s relationship with computers. The 6th Gen Intel Core processors deliver enhanced performance and new immersive experiences at the lowest power levels ever and also support the broadest range of device designs – from the ultra-mobile compute stick, to 2 in 1s and huge high-definition All-in-One desktops, to new mobile workstations. There are over 500 million computers in use today that are four to five years old or

older. They are slow to wake, their batteries don’t last long, and they can’t take advantage of all the new experiences available today. Built on the new Skylake microarchitecture on Intel’s leading 14nm manufacturing process technology, 6th Gen Intel Core processors deliver up to two and a half times better performance, triple the battery life, and graphics that are 30 times better for seamless and smooth gaming and video experiences versus the average 5-year-old computer. They can also be half as thin and half the weight, have faster wake up time, and battery life that lasts virtually all day. ■

Visa & Stripe partner to expand online commerce

Karachi: Visa Inc and Stripe, a mobile and online payment provider, announced a strategic partnership to support new technologies and online payment experiences for merchants, developers and consumers worldwide. Through this relationship, Stripe will accelerate its international expansion, particularly in emerging markets, accessing Visa’s global footprint through its acquiring and issuing partners. To support this growth and joint long-term initiatives, Visa has also made a strategic investment in

Stripe. Working together, the companies will enable a global payments solution for new ecommerce experiences like “buy buttons” and new innovations to come. Stripe will also be one of the first beta partners to connect to Visa’s network capabilities via APIs and SDKs, offering their developer community access to payment and risk management services, Visa’s tokenization service and security technologies. With this joint effort, Visa and Stripe will offer an expanded set of capabilities to the developer community. ■

Huawei Talkband B2 your smart companion

Lahore: Talkband B2 is a highly advanced wrist band, which possesses such extraordinary features which undoubtedly make it a perfect companion for your every day smart life. Huawei has launched it recently, along with its other smart devices such as P series, P8 and P8 lite. This Talkband is compatible with the smart phones which have Android 4.0 above and IOS 7. This smart band can be used in numerous useful ways i.e. as a Bluetooth, as a fitness tracker, sleep manager, phone locator etc. The UI of this smart band is very simplified and easy to understand, presenting all the applications etc as circles on the touch screen which continue to add up with further use. Given its size and features



the battery power of this device is also very strong, 95 mAh i.e. Stand by time (if Bluetooth is not used) is 12 days and with normal usage its 5 days with 6 Hours On calls and the Talkband gets charged in half an hour with the help of a built-in micro USB. Huawei has made technology easier for its customers by manufacturing Talkband, which would

serve as their exclusive fitness tracker as well. This smart band has the ultra cool feature of monitoring your daily exercise routine. The Talkband is water and dust proof, which makes it easily wearable during your sweaty exercises. This Band serves as the best “FITNESS TRACKER” having built in 6 Axis Sensors, which detect the type of exercise you are doing and helps you by counting your steps, distance covered and calories burned etc. Huawei’s Country Marketing Head, Fraz M Khan expressed his view about this band in these words, “The Talkband is indeed a very useful product of Huawei for the gadget lovers as it provides variety of effectively practical features. ■

Mobilink introduces international roaming offer for Hajj pilgrims

Islamabad: Mobilink has announced a convenient international roaming offer for its postpaid and prepaid subscribers performing the holy ritual of Hajj. The offer gives Hajjis an opportunity to connect with their loved ones back in Pakistan by availing up to 90% discount on international roaming through Saudi Arabia’s Zain Network. To benefit from this offer, subscribers need to activate international roaming by visiting their nearest Mobilink Cus-

tomers Care Centre, Franchise or simply calling 111. Mobilink Hajj Roaming offer is by default available for all customers who have roaming service activated on their number. This offer is currently available and valid till October 31st, 2015. Speaking about the Hajj Roaming Offer, Ehtisham Rao, Director Business Services Division Mobilink said: “Mobilink understands the value of creating a strong bond with its subscriber base by continuing

to offer convenient and innovative offers, which enhance service experience and make life more comfortable. This auspicious pilgrimage is nothing short of a spiritual journey for each pilgrim, and through our Hajj Roaming Offer, we have done our best to ensure this journey is shared with loved ones back home.” Through the Hajj Roaming Offer, subscribers can receive and make calls to Pakistan and within Saudi Arabia at just PKR 0.25/ second. ■

PTCL introduces next-generation CharJi EVO services in Peshawar

“The introduction of CharJi EVO will enable residents of Peshawar to experience Pakistan’s fastest and most reliable 4G LTE wireless broadband service at speed upto 36Mbps”

Islamabad: Pakistan Telecommunication Company Limited (PTCL) has expanded its next-generation CharJi EVO wireless broadband services to Peshawar.

The introduction of CharJi EVO will enable residents of Peshawar to experience Pakistan’s fastest and most reliable 4G LTE wireless broadband service at speed upto 36Mbps.

The company ushered a new era of technological innovation in the country by introducing the next generation ‘CharJi EVO’ in 2014, which is an addition to the 3G EVO range of services already serving the residents of Peshawar and customers nationwide.

The launch ceremony of CharJi EVO services was attended by a large audience of business community, senior government officials, media personalities as well as representatives of IT and education sector. Muzaffar Said, Minister of Finance, Government of Khyber Pakhtunkhwa (KP) was the chief guest.

Adnan Shahid, Chief Commercial Officer, PTCL, while speaking at the launch



Muzaffar Said, Minister of Finance, Government of Khyber Pakhtunkhwa (KP) along with Adnan Shahid, Chief Commercial Officer PTCL and other PTCL officials at launching ceremony of CharJi EVO services in Peshawar.

ceremony said, “PTCL has always been at the forefront in introducing innovative technologies and services in the country and our fixed and wireless broadband services are acting as a catalyst in transforming the socio-economic landscape of Pakistan.”

“PTCL has always introduced technologies that have helped people improve their lives. Peshawar is a historic city and a strong business hub

and CharJi wireless broadband services will open new possibilities of growth” he added further.

Shahid Mahmood, Executive Vice President, Business Zone North, PTCL said, “We are committed to develop high-speed broadband ecosystem throughout the country and launch of CharJi service in Peshawar is a reflection of this vision.”

Badar Ul Zaman, Regional General Manager,

PTCL, Peshawar said: “The launch of PTCL CharJi EVO will create more value for our customers here in Peshawar. The service will open new avenues for households, educational institutions and businesses in the city.”

CharJi EVO service is available in convenient dongles, Mi-Fi clouds and tablet, providing a powerful internet experience, faster web browsing, HD video streaming, downloads, uploads and low

latency (ping) rates for online gaming. The ease and comfort of CharJi EVO cloud devices with its state of the art Wi-Fi capability and fast internet browsing brings an unparalleled experience, connecting up to 10 Wi-Fi enabled devices simultaneously.

PTCL has launched Pakistan’s first 4G LTE tablet ‘CharJi EVO Tab’ which provides built-in charji connectivity and voice calling feature. ■

Warid brings special LTE bundle offer for Multan, Hyderabad and Jaamshoro

Lahore: Warid Telecom announced a region based LTE offer for its customers residing in Multan, Hyderabad

and Jaamshoro. This offer allows prepaid customers in these cities to avail 1GB LTE internet in just Rs. 50 for 7

days, or utilize 5GBs in Rs. 100 for one whole month. Customers will simply have to dial *522# to activate this ex-

citing offer.

Warid has made it quite apparent that its’ LTE services are exceptional. Quickly growing from its LTE launch in December 2014, the company now boasts the largest number of LTE customers in Pakistan. Additionally, over the last decade, the company has proven itself to be highly popular, with the highest rate of customer satisfaction amongst all providers in Pakistan.

Warid has not only brought the latest technology to its customers, but has also consistently provided them with convenient, accessible and affordable plans and offers along with outstanding customer service. Furthermore, Warid’s Lightning Taiz LTE internet has been embedded with MiFi and Wingle devices as well, bringing its customers inexhaustible options for internet connectivity. ■



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Fitbit officially launches its wearables in India. media conference

Fitbit's Chief Revenue Officer Woody Scal (R) and Indian Bollywood actress Shraddha Kapoor pose for a photograph during a promotional event in New Delhi. Fitbit is launching products in over 300 stores across India, after a soft-launch online earlier in 2015.

TechShop offers classes in a variety of fields

A member of TechShop works on a design computer 2015, at TechShop in Arlington, Virginia. TechShop, with facilities across the US, offers classes in a variety of fields including woodworking, metal shop, machining, textiles, welding, computers, fabrication, laser cutting, autodesk, 3D modeling, steam, and supplying approximately one million USD.



Bionics robotic hand for amputees

A young boy, born with a right hand malformation, tries on his new 3D-printed hand by a member of the Association for the Study and Assistance of Child Amputees (ASSEDEA). A prototype 3D-printed robotic hand that can be made faster and more cheaply than current alternatives is this year's UK winner of the James Dyson Award.

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Peugeot scooter on display

A model sits on a Peugeot scooter on display at the Indonesia International Motor Show in Jakarta, Indonesia. The auto show, which ended on August 30 became a major global motor show and it has been a benchmark for the automotive industry in Southeast Asia.



Tenge lost more than a quarter of its value

A woman uses her mobile phone next to a currency exchange office in Almaty, Kazakhstan. Kazakhstan's under-pressure tenge lost more than a quarter of its value after the oil producing central Asian nation, hit by a sharp fall in world crude prices, introduced a freely floating exchange rate for the currency.



Muscle building device for knee pain patients

A model displays Japanese electronics giant Panasonic's muscle building device for knee pain patients and senior people "Hiza trainer" (knee trainer) in Tokyo. The device has gyro sensors to analyze user's motion of walking and give electric stimulation on the muscles of thighs to build muscles.



Selfie photo trend

Some girls take a selfie photo in a decorated street of Gracia district, in Barcelona, during the "Festa Major de Gracia" (Gracia's annual festival). This festival attracts crowds of people to enjoy one of the festival's most popular event, "the best decorated street" contest during which residents of 23 neighboring streets recycle any kind of used objects and materials to decorate their neighbourhood.



E-cigarettes 95% less harmful than tobacco

A woman smokes an electronic cigarette in London, Britain. Electronic cigarettes are around 95 percent less harmful than tobacco and should be promoted as a tool to help smokers quit, a study by an agency of Britain's Department of Health said. E-cigarettes, tobacco-free devices people use to inhale nicotine-laced vapor.



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Government Policies Current Fuel Prices Traffic Updates	Take Our Quick Test 	Dealing With Car Breakdowns 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.	Seasonal Advice

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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

Facebook celebrates one billion users in single day

"Facebook said monthly active users surged 13 percent from a year ago to 1.49 billion. The number of mobile active users rose to 1.31 billion"

Facebook boasted of a new benchmark in its seemingly inexorable march to Internet ubiquity: a billion people used the social network in a single day.

"We just passed an important milestone," chief executive and co-founder Mark Zuckerberg declared in a post on his Facebook page.

"1 in 7 people on Earth used Facebook to connect with their friends and family."

"When we talk about our financials, we use average numbers, but this is different," Zuckerberg added.

"This was the first time we reached this milestone, and it's just the beginning of connecting the whole world."

Zuckerberg also posted a video dedicated to the achievement.

In its earnings update last month, Facebook said monthly active users surged 13

percent from a year ago to 1.49 billion. The number of mobile active users rose to 1.31 billion.

Facebook on Thursday also said it is building new technology that video creators can use to guard against their works being copied at the social network without permission.

"This technology is tailored to our platform and will allow these creators to identify matches of their videos on Facebook across pages, profiles, groups, and geographies," a blog post said.

"Our matching tool will evaluate millions of video uploads quickly and accurately, and when matches are surfaced, publishers will be able to report them to us for removal."

Facebook planned to soon begin testing the new matching technology with a select



group of partners, including media companies.

The California-based social network said that it has got word from some publishers that videos are sometimes uploaded to Facebook without permission in a practice referred to as "freebooting."

Facebook is already using an Audible Magic system that uses audio "fingerprinting" to identify and block copyrighted

videos from making it onto the social network without proper authorization.

"We want creators to get credit for the videos that they own," Facebook said.

"To address this, we have been exploring ways to enhance our rights management tools to better empower creators to control how their videos are shared on Facebook." ■

Panasonic to close Beijing battery factory, cut 1,300 jobs

Panasonic Corp announced that it will shutter its Beijing lithium-ion battery factory and cut 1,300 jobs. The move comes amid weak global demand for basic mobile phone and digital cameras thanks to the increasing prevalence of high-tech smartphones, the company said.

Panasonic inherited the factory in 2010 following its \$4.6 acquisition of Sanyo Electric Co.

Workers at the 15-year-old factory, which produces batteries for the less popular devices, were informed of the impending closure late last month.

Panasonic has been in the

midst of restructuring to focus on electric car batteries, signing an agreement with Tesla Motors in 2014 and announcing in June 2015 that it plans to invest nearly \$500 million in its own automotive business.

According to the agreement with Tesla, Panasonic will be responsible for the "manufacture and supply cylindrical lithium-ion cells and invest in the associated equipment, machinery and other manufacturing tools" at the company's \$5 billion Gigafactory in Nevada.

As of noon Thursday, Panasonic stock was down less than one percent and shares were trading at \$10.80.

HP opts for du enterprise mobile services

du, the fastest growing telecommunications provider in the Middle East, has recently signed leading global information technology company Hewlett-Packard (HP) as a new enterprise customer.

As part of a multi-level agreement, du will provide HP employees in the UAE with mobile (including data) and fixed line services.

Hany Fahmy Aly, Executive Vice President – Enterprise Business, du, said: "At du, we understand that mobile service is pivotal to any business's ability to stay connected, which is why we continuously seek to provide

the best in breed products and services to our valued business customers, so that they can succeed and evolve. We are delighted with our latest collaboration with HP, and we look forward to a lasting and fruitful partnership."

By providing HP with tailored services, du will enable its new enterprise client to meet its communications needs, thereby boosting productivity and connectivity. A senior and experienced dedicated account manager, with clear service level agreements, will be on hand to service the HP account along with a team of capable du employees. ■

Google rejects EU anti-trust charges as 'wrong'

US Internet search giant Google rejected accusations by EU anti-trust regulators that it illegally abuses its market dominance, in its first formal reaction to allegations by Brussels earlier this year.

"We believe that the statement of objections' preliminary conclusions are wrong as a matter of fact, law, and economics," Google general counsel Kent Walker said in a blog post, referring to the European Union's official complaint filed in April.

By standing its ground in the formal response, Google leaves the daunting decision to further pursue one of the world's most far-reaching companies to EU Competition Commissioner Margrethe Vestager, a steely Dane and Europe's top anti-trust regulator.

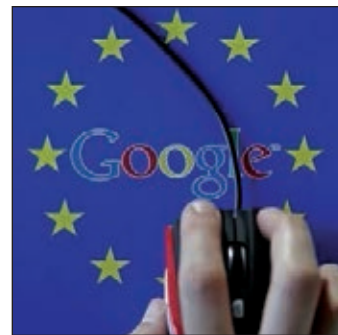
The stakes are huge for Google which if found at fault under EU anti-trust rules, could face a fine of up to 10 percent of its annual sales -- in Google's case, \$66 billion in 2014.

"We've taken seriously the concerns in the European Commission's statement of objections that our innovations are anti-competitive," Walker said.

"The response we filed today shows why we believe those allegations are incorrect, and why we believe Google increases choice for European

consumers and offers valuable opportunities for businesses of all sizes," he said.

In April, Vestager formally accused Google of abusing its dominance in Europe where the brand holds an imposing 90 percent of the search engine market, greater even than the US, where Google stands at 76 percent.



"The Commission can confirm that it has today received Google's reply to the statement of objections," Commission spokesman Ricardo Cardoso said in a statement.

"We will carefully consider Google's response before taking any decision on how to proceed and do not want to prejudge the final outcome of the investigation," he said.

Vestager, a former Danish finance minister, has launched another high-profile probe against Russian gas giant Gazprom and is also delving into the tax affairs of major multinationals, including Apple, Amazon and Starbucks. ■

NEWS BRIEFS

Key Apple music exec steps down

A key executive for Apple's music service who came to the US tech giant with its acquisition of Beats has left the company. Apple confirmed in an email that Ian Rogers, who had been chief executive of Beats Electronics and head of its streaming music service, is departing. ■

LG introduces folding keyboard

LG unveiled a nearly full-sized, foldable keyboard, a device it says is aimed at expanding the company's mobile accessory offerings. "The goal was to create a product that could add more value to LG smartphones and tablets at the same time offering a unique design proposition that hadn't been explored before," said Seo Young-jae, vice president in charge of Innovative Personal Devices at LG Electronics Mobile Communications Company. ■

Apple announces Sept. 9 event for 'iPhone 6s'

Apple has just sent out invitations for its expected September press conference, teasing us with an announcement revolving around Siri. Taking place on 9 September, Apple is expected to show off the iPhone 6s and more surrounding a new version of Apple TV. ■

Honor unveils latest smartphone, wearables play

Honor introduced its latest flagship smartphone, Honor 7, into the European market, with the company also revealing it has a wearable set for launch. ■

Ashley Madison parent CEO quits after huge infidelity data hack

The chief executive of infidelity website Ashley Madison's parent company Avid Life Media has left, just over a week after hackers leaked data about millions of its clients in a massive cyber assault. ■

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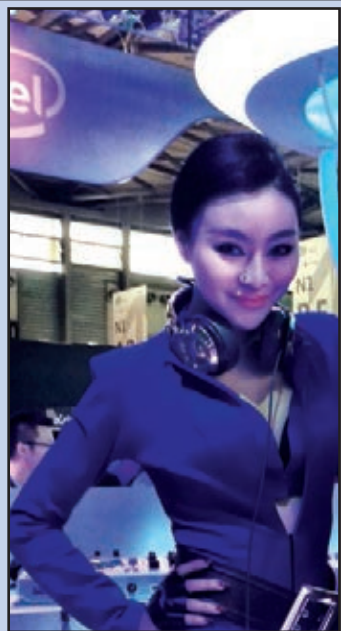
77

Asus to launch up to seven Zenfones

Asus, the Taiwanese company, has plans to launch 6-7 more Zenfones, by next year. This move was stated by Jerry Shen, Asus CEO. Asus will be launching two different variants of the 'mainstream' Zenfone Laser, one Zenfone Selfie, one 'premium' Zenfone Deluxe, one Zenfone Max, and one or two more models of Zenfone Go. All of these variants of the Zenfone family will be released in 2016, but specific launch times for each variant was not mentioned by him. ■

BitTorrent shoot allows for cross platform file sharing

While there are plenty of apps available in app stores for files sharing, BitTorrent's Shoot app stands out for the simple fact that it is cross-platform, meaning that you can share anything across Android, iOS and even Windows Phone. ■



All in all, I'm keeping an eye on CES Asia and am expecting huge growth from this show over the coming years. The attendees had an energy that was contagious. Many of the brands brought their best experiences. It was indeed a memorable show. ■

ZTE profits soar as company increases LTE equipment sales

ZTE Corporation posted a \$252 million net profit for the first half of 2015 on revenue of \$7.1 billion. That net profit amounted to a 43 percent increase over the same period last year. The major gains were attributed to increased sales of LTE network equipment to carriers, including Telefonica, MTN Group and Bharti Airtel, among others. ■

China Mobile, Huawei and Qualcomm, debut Uplink Data Compression on 4G network

"The use of Uplink Data Compression also greatly reduces the latency of Internet surfing for mobile users particularly in areas where performance is less than satisfactory, e.g. at the edge of coverage"

China Mobile, along with Huawei and Qualcomm announced the completion of the industry's first commercial verification of Uplink Data Compression (UDC), a TDD technology, on a LTE TDD commercial network.

The results indicate that Uplink Data Compression enable operators to maximize LTE-TDD uplink resources, greatly increasing the number of uplink users and achieving significant compression efficiency for various applications such as WeChat, and other services including web browsing.

The use of Uplink Data Compression also greatly reduces the latency of Internet surfing for mobile users particularly in areas where performance is less than



satisfactory, e.g. at the edge of coverage. TDD+ was initially proposed by Huawei and is a key part of 4.5G. Through a series of innovations, it can utilize MBB speed to xGbps level based on existing and future LTE TDD features such as Massive MIMO, 3D Beamforming, 256QAM, and UDC. Among these technology, UDC offers an uplink efficiency improvement. The

LTE modem in the terminal intelligently compresses the uplink data at the LTE lower layers based on different conditions and application traffic, effectively reducing the amount of data transmitted over the air as well as the respective interference generated by the device.

This results in high compression gains reducing the uplink resource consumption

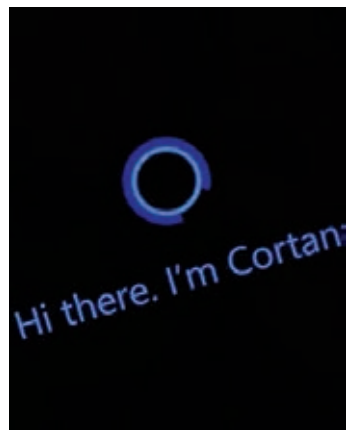
and increase the overall uplink system capacity by 50%.

Uplink Data Compression deployed without requiring any hardware upgrade.

On the network side, operators need only upgrade the eNB software. On the terminal side, this technology is fully implemented in the LTE modem and thus completely independent from the mobile phone's operation system. It does not require changes to either the browser or other mobile phone applications, nor does it affect the operator's billing revenue system. Qualcomm Technologies' next generation LTE modems are expected to support this later this year, with Huawei's eNB solutions also ready for commercial release at the same time. ■

Microsoft courts Android users with Cortana digital assistant beta

Software giant Microsoft has taken another step along its new, platform-agnostic mobile strategy with the launch of a public beta of its Cortana personal digital assistant app on Android.



Cortana originated as a proprietary feature of Microsoft's Windows Phone mobile OS, as the company strove to persuade OEMs and consumers to adopt the platform over Android or iOS. Now that Microsoft has effectively given up on acquiring significant global smartphone market share for Windows Phone it is instead looking to exploit its mobile products across all platforms.

Assistance tools such as Google voice search ("OK Google") and Google Now already come as standard on Android devices, but they're a bit piecemeal and don't offer the one-stop-shop digital assistant package promised by Cortana and Apple's Siri. One of the crucial features in the An-

droid version of Cortana is the ability to launch it just by long pressing the home key, thus replacing Google voice search, but the "Hey Cortana" command is still unavailable on Android.

The latest version of Microsoft's desktop OS – Windows 10 – comes with Cortana preinstalled and Microsoft is positioning Cortana on Android as an extension of the PC tool. This is also consistent with Microsoft's strategy of making better use of its massive PC installed base to improve its fortunes in mobile.

"The Cortana app can do most of the things Cortana does on your PC or on a Windows phone," said Microsoft's Susan Hendrich in a blog post. "With the app, you can manage your hectic lifestyle by setting and getting reminders, searching the web on-the-go, tracking important information such as flight details as well as starting and completing tasks across all of your devices."

It remains to be seen how much demand there is ever likely to be for an alternative digital assistant app on Android, or even if people want this sort of thing at all, given Siri's lukewarm reception. But this launch is probably more significant as a statement of intent by Microsoft, which is seeking to be the dominant provider of productivity tools on all mobile platforms. ■

Windows 10 running in 192 countries, on 90,000 unique devices

Microsoft's newest OS was installed on 14 million PCs within 24 hours of its launch and has now been installed on 75 million PCs.

Almost a month since it was launched, Windows 10 has found widespread acceptance. Microsoft's latest operating system has now been installed on 75 million PCs spread over 192 countries. Some other interesting bits of statistics were shared by Yusuf Mehdi, Corporate Vice President of Marketing for Windows and Devices through a series of tweets yesterday.

Following its 29th July launch, Windows 10 was installed on more than 14 million PCs within the first 24 hours. Probably the biggest factor that is pushing Windows 10 adoption is the fact that it's being offered as a free upgrade to Windows 7 and Windows 8.1 users. The more the merrier definitely seems to be Microsoft's mantra as it seeks to reclaim some lost ground after the debacle that was Windows 8. And, for now, it seems they are on the right track. "Even some devices manufactured in 2007 have upgraded to Windows 10," Mehdi tweeted, which seeks to highlight Windows 10's ability to support a wide range of PC configurations

dating back to Vista. More than 90,000 unique tablet and PC models have upgraded to Windows 10. It also seems like Microsoft's digital assistant, Cortana, has a funny bone and has told over half a million jokes in response to the "tell me a joke" query (watch out Russell Peters).

The Windows Store on Windows 10 has also witnessed an upswing in popularity with six times more downloads being reported per device than Windows 8. Xbox One owners have also cumulatively streamed more than 122 hours of gameplay to Windows 10 devices. That would be roughly 13,360 playthroughs of GTA San Andreas' main storyline! Also, a combined total of 10 million achievements have been unlocked by Microsoft Solitaire Collection and Minecraft: Windows 10 Edition Beta players. Mehdi further tweeted that over 2000 organizations all over the world are in competition to win the global partner slot in its "Upgrade Your World" program. Through it, Microsoft would be providing cash support to non-profit organisations. He also thanked Kim Kardashian, Lady Gaga and Dwayne Johnson for their help in the Upgrade Your World program. ■

Google, Samsung to issue monthly Android security fixes

“Samsung Vice President Rick Segal acknowledged that his company could not force the telecommunications carriers that buy its devices in bulk to install the fixes and that some might do so only for higher-end users”

Google and Samsung Electronics will release monthly security fixes for Android phones, a growing target for hackers, after the disclosure of a bug designed to attack the world's most popular mobile operating system.

The change came after security researcher Joshua Drake unveiled what he called Stagefright, hacking software that allows attackers to send a special multimedia message to an Android phone and access sensitive content even if the message is unopened.

“We've realized we need to move faster,” Android security chief Adrian Ludwig said at this week's annual Black Hat security conference in Las Vegas.

Previously, Google would develop a patch and distribute it to its own Nexus phones after the discovery of security flaws.

But other manufacturers would wait until they wanted to update the software for different reasons before pushing out a fix, exposing most of the more than 1 billion Android



users to potential hacks and scams until the fix.

Ludwig also said Google has made other security changes. In an interview, he told Reuters that earlier this year the team broke out incidence rates of malicious software by language. The rate of Russian-language Androids with potentially harmful programs had spiked suddenly to about 9 percent in late 2014, he said.

Google made its roughly weekly security scans of Russian phones more frequent and was able to reduce the problems to close to the global norm.

Ludwig said improvements

to recent versions of Android would limit an attack's effectiveness in more than nine out of 10 phones, but Drake said an attacker could keep trying until the gambit worked. Drake said he would release code for the attack by Aug. 24, putting pressure on manufacturers to get their patches out before then.

Nexus phones are being updated with protection this week and the vast majority of major Android handset makers are following suit, Ludwig said.

Samsung Vice President Rick Segal acknowledged that his company could not force the telecommunications carriers that buy its devices in bulk

to install the fixes and that some might do so only for higher-end users.

“If it's your business customers, you'll push it,” Segal said in an interview. Samsung is the largest maker of Android phones.

Ludwig said many Android security scares were overblown. He added that only about one in 200 Android phones Google can peer into have any potentially harmful applications installed at any point.

Drake noted that those figures exclude some products, including Fire products from Amazon, which use Android.

As with Apple's iPhones, the biggest security risk comes with apps that are not downloaded from the official online stores of the two companies.

Stolen files from Hacking Team, an Italian company selling eavesdropping tools to government agencies around the world, showed that a key avenue was to convince targets to download legitimate-seeming Android and iPhone apps from imposter websites. ■

HTC announces 15% staff cut as part of restructuring plan

HTC announced its plans for a “realignment” that will result in a 15 percent reduction in the company's workforce.

“As we diversify beyond smartphones, we need a flexible and dynamic organization to ensure we can take advan-



tage of all of the exciting opportunities in the connected lifestyle space,” HTC chairwoman and CEO Cher Wang said in a press release. “This strategic realignment of our business will ensure that each product group has the right focus, the right resources and the right expertise to win new markets.”

In addition to staffing cuts, HTC's restructuring plan will include the creation of new business units to “create greater focus and profitable growth in our key areas of premium smartphones, virtual reality and connected lifestyle products.” In total, the realignment is expected to reduce operating expenditures by 35 percent.

The announcement came on the heels of the company's July posting of \$166 million in operating losses on just over \$1 billion in revenue in the second quarter. At the time, HTC said increased competition had raised operating costs and noted that the company was working on cost-saving measures to improve operating efficiency.

In June, the smartphone maker slashed its revenue projection for the second quarter as sales of its high-end Android phones suffered a severe decline.

According to comScore, HTC controlled 3.8 percent of the U.S. smartphone market by vendor at the end of the first quarter 2015, marking a drop from 4.1 percent in the same quarter last year.

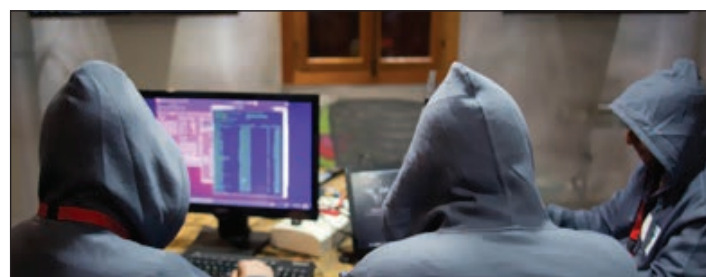
Once a prime player in the smartphone market, HTC has run into trouble recently as its flagship One M9 phone has faced fierce competition from the Samsung Galaxy S6 and S6 Edge, as well as Apple's iPhone 6 and iPhone 6 Plus.

Computer giant Lenovo also announced plans to reduce its workforce by 10 percent as it attempts to recover from a massive first fiscal quarter earnings slide of 51 percent year over year. ■

Hackers post data from affair dating site

Hackers have released stolen information from some 32 million users of the affair website Ashley Madison.

The data dump on what Wired described as the “dark web” included millions of payment transactions, email ad-



resses and phone numbers of people who were registered on the dating site.

The release comes about a month after the data was stolen by hackers identified as the “Impact Team” who allegedly tried to shut the site for cheaters down “immediately permanently.” The group threatened to release customers records, nude pictures and conversations if the site wasn't closed.

Ashley Madison's website is known for its slogan “Life is short. Have an affair.” It helps connect people seeking to have an extramarital relationship and is owned by company Avid Life Media.

The hacker team appeared to follow through on its threat

with a 9.7 gigabyte dump, Wired reported.

“We have explained the fraud, deceit, and stupidity of ALM (Avid Life Media) and their members. Now everyone gets to see their data,” the group reportedly wrote in its

data dump.

“I'm looking for someone who isn't happy at home or just bored and looking for some excitement,” said one user in the data, Wired reported, while noting some 15,000 users in the data included government or military email addresses.

Avid Life Media, based in Toronto, Canada, condemned the initial hack calling it a “criminal intrusion.” The company spoke out again saying the release of data was an illegal action against the members of the website, Wired reported.

Ashley Madison was temporarily blocked in South Korea by the country's communications commission, but it returned with a surge of users this year. ■

WhatsApp for web is now iOS friendly

Facebook-owned chat messenger WhatsApp launched a web client earlier this year, but the QR code you need to scan to access it didn't work for iOS devices. If you felt left out that time, update your app and check for “WhatsApp Web” in the Settings section, because the web client is now available for iOS users. Just go to web.whatsapp.com -- you can now see the iPhone listed among its supported devices -- and access “WhatsApp Web” on your iOS app's Settings to scan the QR code that appears on your computer. ■

Alibaba to take \$4.6 billion stake in retailer Suning

Chinese Internet giant Alibaba is to pay 28.3 billion yuan (\$4.6 billion) for a near-20 percent stake in consumer electronics retailer Suning. At the same time the Chinese shopping chain will invest up to 14 billion yuan for just over one percent of Alibaba, the statement said, bringing the total value of the deal to nearly \$7 billion. ■

Batelco appoints Muna as Bahrain CEO

Batelco Chairman Shaikh Hamad Bin Abdulla Al Khalifa has announced the confirmation of Muna Al Hashemi as Batelco Bahrain's CEO. Mrs. Al Hashemi was appointed as Acting CEO for the Bahrain operation in December 2014. She is the first lady to hold the leadership role of a telecommunications company in the GCC region. ■

Panasonic launches three Android smartphones

Panasonic has recently launched three smartphones dubbed Eluga L2, I2 and T45. Each smartphone will feature Dual-SIM and LTE Connectivity. The Smartphone which is more massive in innards and hardware is Eluga L2 which has a 5.5-inch screen. The L2 runs on Snapdragon chipset with a 1.2GHz quad-core processor accompanying 1GB RAM. ■



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waridLTE

waridtel.com

Flare

79

Lenovo launches the affordable A2010 4G phone

Lenovo introduced A2010, India's first and most economical 4G LTE dual-SIM smartphone from their very successful A series in India. This is perhaps the most value for money LTE device in India. Lenovo has emerged as the biggest 4G smartphone brand in India according to the latest IDC report for Q2 2015 with 30% market share and is poised to further extend its reach in the product portfolio through its latest offering. ■



Twitter lifts 140-character limit on messages

Micro blogging website Twitter lifted its character limit for direct messages between users, saying it would help make the private side of Twitter "more powerful and fun." As a result, users of twitter will now be able to send private messages without 140-character barrier which applies to tweets. ■

Italy telecoms merger

Two Italian telecommunications companies, Wind and 3 italia, announced their merger, creating a group with 31 million mobile phone clients and revenues over six billion euros. CK Hutchinson Holding Limited, the parent company of 3 Italia, and VimpelCom, the owner of Wind, said they had reached an agreement for a joint venture which will be operated on an equal basis and be comprised of their activities in Italy. ■

Taiwan's Foxconn to invest \$5 billion in India

Apple iPhone manufacturer Foxconn has agreed to invest \$5 billion on a new plant in the western Indian state of Maharashtra, a government official said, in a major boost for Prime Minister Narendra Modi. The Taiwanese firm's chairman Terry Gou signed a memorandum of understanding with Maharashtra's chief minister Devendra Fadnavis in India's financial capital of Mumbai. ■

Huawei wins largest share of China Mobile VoLTE project

"Huawei will again be a key strategic partner of China Mobile as it implements its "Three New" strategy proposed at the beginning of 2014, which includes New Call, New Message, and New Contact. In total, Huawei will capture almost half of the China Mobile VoLTE project share"

Huawei says that it has been awarded the largest share of China Mobile's VoLTE (CM IMS phase 2) project, which includes network convergence building and reconstruction across 31 provinces and municipalities in China.

According to the preliminary result of the overall bidding process announced recently, Huawei will again be a key strategic partner of China Mobile as it implements its "Three New" strategy proposed at the beginning of 2014, which includes New Call, New Message, and New Contact. In total, Huawei will capture al-



most half of the China Mobile VoLTE project share.

China Mobile aims to provide services for 50 million commercial VoLTE subscribers by the end of 2015 or

the beginning of 2016, and a key part of this is the evolution of fixed IP Multimedia Subsystem (IMS) networks to Fixed-Mobile Convergence (FMC) networks across 14 of

China's provinces. Among these 14 provinces, Huawei has won the bid to conduct FMC transformation for 12 developed coastal provinces and cities including Beijing, Shanghai, Tianjin, Guangdong, Zhejiang, and Jiangsu.

VoLTE deployment and commercialization is forecast to grow rapidly in 2015, with a total of 28 commercial VoLTE networks currently existing worldwide according to a report by GSMA.

Huawei added that it has won over 50 VoLTE commercialization contracts as of July 2015. ■

Skype gets more personal on Android

In response to user feedback, Skype is offering more personalised features via its latest Android update.

"At Skype we take your feedback to heart and continuously make updates to improve your Skype experience. Today in Skype 5.10 for Android, we're bringing you new ways to express yourself," the company says in a blog post.

One of the new features is the ability for user's to personalise ringtones. Users will be able to customise incoming call sounds for a contact by selecting a ringtone from their device.

Users will now be able to forward photos from their chats. They can now share photos from chats with other Skype friends who may not be included in the original conversation; a feature that previously was unavailable.

Skype says it also has included a number of fixes and additional improvements in the latest update, including changing the colours of avatars for group chats so user can easily tell one conversation from another. Users can try the features by downloading the latest version of Skype for Android from the Google Play Store. ■

Google launches Wi-Fi router for home use

Google Inc launched a Wi-Fi router, the latest move in the company's efforts to get ready for the connected home and draw more users to its services.

The cylinder-shaped router, named OnHub, can be pre-ordered for \$199.99 (£128) at online retailers including the

itself by creating Alphabet Inc, a holding company to pool its many subsidiaries and separate the core web advertising business from newer ventures like driverless cars.

Making products for the smart home is one such venture.



Google Store, Amazon.com Inc and Walmart.com.

The router comes with built-in antennas that will scan the airwaves to spot the fastest connection, Google said in a blog post.

With the router, users will be able to prioritise a device so that they can get the fastest Internet speeds for data-heavy activities such as downloading content or streaming a movie.

The router can be hooked up with Google's On app, available on Android and iOS, to run network checks and keep track of bandwidth use among other things.

Google said OnHub automatically updates with new features and the latest security upgrades, just like the company's Android OS and Chrome browser.

The router is being manufactured by network company TP-LINK, Google said, hinting that ASUS could be the second manufacturing partner for the product.

The product launch comes days after Google restructured

Google last year bought Nest, a smart thermostat maker, for \$3.2 billion (£2 billion), aiming to lead the way on how household devices link to each other and to electricity grids.

The global market for "Internet of Things", the concept of connecting household devices to the Internet, will nearly triple to \$1.7 trillion by 2020, research firm International Data Corp said in June.

Technology firms including Intel Corp, Cisco Systems, Samsung Electronics and telecom giants Vodafone and Verizon are betting heavily on Internet device-connected homes for future revenue and profit.

Google has also been working on providing faster Internet with its Google Fiber service in some U.S. cities.

It also aims to expand the reach of the Internet through Project Loon, under which it is floating balloons 20 kilometres above the Earth's surface to beam Internet connection to rural and remote areas. ■

Telenor chooses Ericsson for VoLTE and Wi-Fi calling

Telenor Sweden has chosen Ericsson as the sole supplier for a full scale upgrade of the operator's core network, enabling voice over LTE (VoLTE) and Wi Fi calling.

Part of a five-year deal, the rollout will begin in the third quarter of 2015 with Ericsson implementing a full suite of



products and services which will enable Telenor to offer HD voice and simultaneous surfing over LTE networks.

With almost two and a half million mobile subscribers, Telenor is one of the largest operators in Sweden,

and under the terms of the agreement their user data subscriber architecture will also be upgraded to a more secure, reliable and simpler structure.

Stefan Jäverbring, CTO Telenor Sverige AB, says: "Ericsson's comprehensive portfolio and expertise will be a great asset to us as we upgrade our core network. The flexibility and scalability of the services deployed is just as important as their performance, and we believe this will provide an excellent platform for Telenor as we build Sweden's leading mobile network."

The deal includes Ericsson IMS to enable voice over LTE, Wi-Fi calling and Rich Communications Services, Wi-Fi Mobility Gateway, User Data Consolidation, Mobile Softswitch Solution, and related system integration services. ■

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G'FIVE Inspire Possibilities

MODEL	RATE
A 1	1250
FT01	2595
FT02	2695
FT03	2695
G 1	1295
G 2	1295
G 3	1295
G 510	1395
G 610	1495
G 710	1495
G 880	1795
L 226	1350
L 228	1550
M 35	1450
N 10	1782
N 11	1795
N 12	1595
N 18	1495
N 79TV	1750
N 9	1695
T 1	1650
T 2	1650
T 28	1850
U 225	1295
U 228[Flat]	1095
U 229	1250
U 310	1450
U 505+	1662
U 628 TV	1850
U 629 TV	1750
U 873	1495
U 220[Flat]	1075
W 1	2195
W 1+	2150
W 22	1795
W 23	1495
W 29	1495
W 37	1595
W 39	1595
W 7	1650
W 8	1695
W 3	1995
WP 86	1840
WP 89	1882
Z 1	1295
Z 2	1750
Z 5	1750
Z 6	1550
Z 7	1250

SMARTPHONES

A5{3G}	4999
A76	6900
A77 [Flat]	4900
A8	4900
A97{3G}	6500
A98 {3G}	7500
Classic 1	6900
Classic 9	14900
G 6c {3G}	8500
G 6 Plus{3G}	8499
G 9 [Flat]	9999
G-Note 3	14900

G10 fashion	9999
G10 honor	15900
G10 mini	4950
G10 OC	11900
Gpad 2	7499
Gpad 201[Flat]	7000
Gpad 3[Flat]	7900
Gpad 701{3G}	8900
Shark 1	3050
Shark 2	3495
Shark 3	3895
LTE 1[Flat]	14500
Smart 1	4595
Smart 2	4595
Smart 5	7700
X-Hero 7{3G}	12999
Tango 7	19900

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
Xperia T3	39500
Xperia Z	31000
Xperia Z1 Compact	51500
Zperia Z1	68000

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
SMARTPHONE	
RHYTHM SERIES	
PZ1 {3G}	7700
PZ10{3G}	12500
PZ15{3G}	18750
PZ8{3G}	10900
RX100{3G}	14900
RX35{3G}	5700
RX40{3G}	6700
RX50{3G}	6900
RX55{3G}	7200
RX60{3G}	11800

RX65{3G}	8900
RX70{3G}	9750
RX75{3G}	9900
RX80{3G}	11400
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
C100{1.8"}	1675
C110{1.8"}	1625
C115{1.8"}	1875
J500{2.6"}	2450
J505{2.6"}	2990
J510{2.4"}	2475
J515{2.4"}	2675
N300{2.4"}	2150
N310{2.4"}	2150
N320{2.4"}	1925
S600{2.8"}	2850
S610{2.8"}	2875
S620{2.8"}	2975
S700{2.8"}	3775
S625 {2.8"}	3150

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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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	4200
T50 - 3G	4990
T200 - 3G	6750
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	13500
X600 - 3G Deal 5+1	14900
2GB RAM / 8GB ROM	
X700i - 3G New Model	12900
2GB RAM/16GB ROM	
X900 - 3G Deal 5+1	14900
2GB RAM/16GB RAM	
X900 - 3G Deal 5+1	14000G
1GB RAM/8GB ROM	
X950 - 3G	26500
2GB RAM/16GB ROM	
Z SERIES PHONES	
Z6 - 3G	22500
Z8 - 4G LTE	18900
Z8 Plus - 4G LTE	20999
5.5 Inch HD IPS LCD	
Z9 - 4G LTE	25000
Slimmest Phone Ever	
PREMIUM SMART PHONE SERIES	
LinQ X70	8500
1GB RAM/8GB ROM	
LinQ X100	9500
1GB RAM/8GB ROM	
LinQ X300	12500
1GB RAM/8GB ROM	
LinQ L10	13500
1GB RAM/8GB ROM	
LinQ L15	12900
1GB RAM/8GB ROM	
BAR PHONE SERIES	
B33 - Without Camera	2050
B35	2150
B40	2150
B55	1775
B60	2400
B65 - Deal 20+1	2150
B70 - DEAL 30+1	2250
B8	1800
B80	1990
B85 - DEAL 20+1	2050
B100 - ANALOGUE TV	2250
B170	2700
B255 - DEAL 20+1	2050
B260 - DEAL 20+1	2100
B500 - DEAL 30+1	2800
B600	2850
C SERIES PHONES	
C2	1850
C3	1750
C6	2650
C10	1950
C12	1825
EXPLORER 3G	3990
E SERIES PHONES	
E4 - Deal 20+1	2750
E50	2650
E9	4200
E739 - Without Camera	2450
E95	3500
E990 - Sirocco	3800
E995	3500
E875 - Full Touch	3650
G SERIES PHONES	
G101 - Without Camera	1690
Deal 20+1	

G103	1650
G175	1950
G400	2750
H SERIES PHONES	
H54	2050
H67	2300
H60	2050
J SERIES PHONES	
J2500	2750
J5500 - TV & TRI SIM	2999
L SERIES PHONES	
L1	1490
L2	1550
L3	1525
L4	1500
L7 - New Model	1650
M SERIES PHONE	
M10	1950
M20	1975
M30	2500
M25	1990
M70	2500
M85	2690
M125	2350
M150 - New Model	2250
M225	2400
M250	2450
M450 - Net Price	1800
M650	2950
M700	2500
M80	2200
M800	2250
N SERIES PHONES	
N90	2075
N100	2150
N150	2200
N175	2200
N250	2600
POWER SERIES	
Power 3, Deal 20+1	2600
Power 4, 2800 mAh Battery	2275
P1000, Power Bank, 4000 mAh Battery	3200
R SERIES PHONES	
R100	2050
R200	1700
R220	1750
R240	2650
R250 - Dual Cam	2550
R300	1825
R350	1850
R360 - Deal 20+1	2600
R370	1875
R390 - Deal 20+1	2250
R395	2250
R400	2250
R440	2150
R450 - Analogue TV	2250
R500 - Tri Sim	2600
R550	1925
R650 - Deal 20+1	2700
R700	2400
R720	2450
R740 - Deal 20+1	2475
R750 - Metal Body	2500
R800	2625

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R850	2475
R900	2600
R950	2450
R990	2950
R1000	2750
R2000 - Full Touch	3200
R3000 - Full Touch	3500
S SERIES PHONES	
S50	2050
S150	2350
S200 - Deal 20+1	2100
S250 -Deal 20+1	2150
S300	2175
W SERIES PHONES	
W20	2200
W200	3800
X SERIES PHONES	
X4, 3000 mAh Battery	2450
X4 - Lite	2650
X7 - Deal 20+1	2850

SAMSUNG

MODEL	RATE
A3 {4G} LTE	29000
A5 {4G} LTE	39999
A7 {4G} LTE	48400
A8 {4G} LTE (DS)	54000
B310E	2599
B312E	3499
B360E	6250
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}	12999
G360H[Core Prime]	15000
G530H[Prime]{3G}	19999
G850[ALPHA]{4G}	50000
G900[Galaxy S5]{3G}	52000
G920[Galaxy S6]	64500
G925[Galaxy S6 Edge]	79000
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}	54000
N910[Note 4]{3G}	69999
N915F[Note Edge]	97000
N920[Note 5] {4G}	82000
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
VOICE V110	2,600
VOICE V115	2,650
VOICE V118	2,750
VOICE V120	1,800
VOICE V123	1,750
VOICE V122	1,850
VOICE V121	1,450
VOICE V125	2,000
VOICE V130 Azan Alarm	1,850
VOICE V133	1,750
VOICE V140	1,650
VOICE V142	2,150
VOICE V144	2,200
VOICE V145	1,900
VOICE V150	2,400
VOICE V150i	2,250
VOICE V155	2,600
VOICE V160 Big Battery	2,150
VOICE V165	2,650
VOICE V170	2,700
VOICE V174	2,950
VOICE V176	2,950
VOICE V175 Fashion Phone	3,000
VOICE V177 Leather Touch	3,050
VOICE V180i	2,750
VOICE V185	2,950
VOICE V190 Metallic Phone	3,300
VOICE V410	1,700
VOICE V430	2,250
VOICE V440 Wireless FM	1,750
VOICE V445	2,300
VOICE V450	2,375
VOICE V455	2,900
VOICE V460	2,500
VOICE V470	2,600
VOICE V520	2,550
VOICE V530	2,800
VOICE V540 TV Phone	3,000
VOICE V550	2,950
VOICE V555	2,900
VOICE V560	2,800
VOICE V666 Tri-SIM	2,800
VOICE V750	3,075
VOICE V888	3,400
VOICE V950 Wifi+Front Camera	3,600

SMART PHONES SERIES

VOICE V10 (Dual Core)	7,300
VOICE V10i (Dual Core)	3,900
VOICE V12 (Dual Core)	5,950
VOICE V14 (3G) (Dual Core)	6,950
VOICE V15 (3G) (Dual Core)	5,500
VOICE V20 (3G) (Dual Core)	7,950
VOICE V21 (3G) (Dual Core)	8,000
VOICE V22 (3G) (Dual Core)	8,300
VOICE V25 (3G) (Dual Core)	8,900
VOICE V30 (3G) (Dual Core)	10,200
VOICE V35 (3G) (Dual Core)	11,500
VOICE V40 (3G) (Dual Core)	11,500
VOICE V40i (3G) (Dual Core)	11,200
VOICE V44 (3G) (Dual Core)	11,400
VOICE V50 (3G) (Dual Core)	11,800
VOICE V55 (3G) (Dual Core)	11,900
VOICE V60 (3G) (Quad Core)	8,800
VOICE V65 (3G) (Quad Core)	14,800
VOICE V70 (3G) (Quad Core)	9,800
VOICE V75 (3G) (Quad Core)	15,800
VOICE V80 (3G) (Quad Core)	14,800
VOICE V90 (3G) (Quad Core)	20,900
VOICE X2 (3G) (Quad Core)	11,500
VOICE X3 (3G) (Quad Core)	14,800
VOICE X5 (3G) (Octa Core)	16,500



HUAWEI

MODEL	RATE
Ascend G630{3G}	18000
Ascend G7{4G}[D]	30999
Ascend G700{3G}	25900
Ascend G730{3G}	21500
Ascend G750{3G}	32000
Ascend P6{3G}	36500
Ascend P7{4G}	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}	14000
Ascend Y635{4G}	15750
HONOR 3C LITE	16000
HONOR 3C{3G}	19000
HONOR 4C{3G}	21000
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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UAN: 111 721 721

The Largest Electro Mall in Pakistan

Rehman Chambers, Abid Market, 132-Temple Road, Lahore - Pakistan

ORIENT

ORIENT REFRIGERATOR

MODEL RATE

ICE PEARL SERIES

5535 IP LV	33000
5544IP LV	34900
5554 IP LV	35900
6047 IP LV	38400
6057 IP LV	39000
68635 IP LV	43000
68750 IP LV	45000

GLANCE (NEW)

5535 GD LV NEW	34600
5544 GD LV NEW	36500
5554 GD LV NEW	37500

GLASS DOOR PEARL FINISH

6047 GD LV	42500
6057 GD LV	43000
68635 GD LV	48700
68750 GD LV	51000

ICON SERIES

5535 IC LV	33500
5544 IC LV	35000
5554 IC LV	36000
6047 IC LV	39000
6057 IC LV	41000
68635 IC LV	45500
68750 IC LV	47500

INVENTAGE (PRO FRESH)

6047 IN PF	42500
6057 IN PF	44000
68635 IN PF	49500
68750 IN PF	51500

ORIENT MICROWAVE OVEN

20PD1	7000
20TL3	7000
30ARW	9500
30E3Q	11000
30AZFG	11000
30AKQG	11500
30C2	11000
30C2G	10800
36STBG	14500
36AXXG	14000
46SS	14000
46SSG	14700

ORIENT L.E.D

MODEL RATE

22F6562	18700
24F6511	19400
29F6508	25000
32G6510	26900
40G6520	37999
50G6521	55999
55G6521	84999
32G7061 SMART	34499
40G7061 SMART	43999
50G7061 SMART	65999
60L7510 SMART	92999
65G6530	139999

Haier

HAIER REFRIGERATOR

MODEL RATE

MINI COOL SERIES

62-WL	16000
62-BSS	16500
126-WL	19000
126-BSS	19500
136-W	21000
136-BSS	21800

OCEAN SERIES

205 GRAY/DM/WAVE WHITE	31000
205H GRAY/DM/WAVE WHITE	32000
255 GRAY/DM/WAVE WHITE	32500
255H GRAY/DM/WAVE WHITE	33000
305 GRAY/DM/WAVE WHITE	35500
355H GRAY/DM/WAVE WHITE	36500
355 GRAY/DM/WAVE WHITE	36000
355H GRAY/DM/WAVE WHITE	37500

SUPER STAR SERIES (WIDE BODY)

300 M GRAY/DM/WAVE WHITE/MAROON	39000
310 M GRAY/DM/WAVE WHITE	37500
340 M GRAY/DM/WAVE WHITE/FLOWER WHITE	42000
350 M GRAY/DM/WAVE WHITE/FLOWER WHITE	41000
380 M GRAY/DM/WAVE WHITE/FLOWER WHITE	43500

ROYAL SHINE SERIES (GLASS DOOR)

342 RED/BLUE/BLACK	52000
382 RED/BLUE/BLACK	54500
305 RED/BLACK/GOLDEN	44500
355 RED/BLACK/GOLDEN	47500

HAIER L.E.D

MODEL RATE

22T100F	18000
24T1000	19500
24P600	22500
24B600	19500
29M630	24000
32B7000	27700
32T1000	28000
32M600	27700
32V600	27700
40B7000	39000
50B50	66000
28M600	26000
22M600	17300
24M600	19000
42U700	75000
50U7000	120000
46V600	58000
50V600	66000
40B7500	40000
50K5000 (SMART)	62600

HAIER MICROWAVE OVEN

MODEL RATE

2070 M/MS	6800
2080 E	7800
2080M	7800
2080 MR	7300
2380 EG	10200
2380 EG	9200
2580 EG	10800
2390 EGT	10500
2590 EGT	11000
3290 EGM	13200
38100 EGW	13200
2690 M/MS	9000
3090 EGB / EGS	13500
3090 EGF	14000
3290 EB/ES	11000
3290 EGS	17000
3290 EGS/EGB	12000
32100 EB/ES	10000
32100 EGS/EGB	10200
36100 EB/ES	12200
36100 EGS / EGB	14000
38100 EGS	13500
45100 ES/EB	14000



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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
F419B5Q	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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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 1.3GHz 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

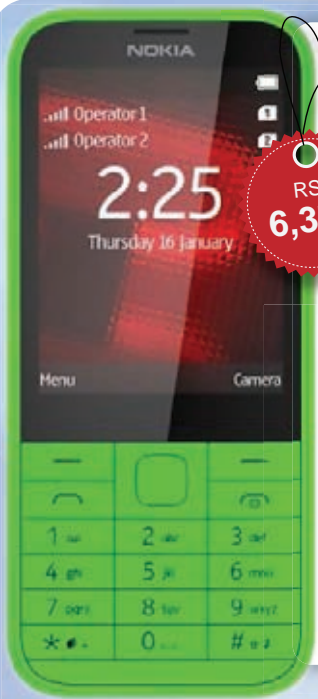


Haier Klassic M105

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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Nokia 225

Nokia 225, the new low-cost model from the Finnish giant is so far the thinnest internet ready Nokia mobile phone with a big screen. Nokia's 225 price in Pakistan is unknown at this time, the handset can be described as a small pocket-size cheap phone. Nokia 225's features include a 2.8-inch display, a two megapixel camera and a dust and splash resistant keyboard. Nokia 225 is developed for any age young or old who like to keep two SIM cards at a time. Nokia 225's battery life in standby mode is more than 36 days. The dual-SIM version of Nokia 225 promises a sustainable backup of 27 days in standby mode. According to the company, Nokia 225 will appear in selected stores as early as late spring.

RS.
6,375



Samsung Yacca B360

Samsung's new bar phone mobile, Yacca B360 is not some mighty smartphone but a simple bar phone at your service without any operating system. Samsung handset are becoming prominent not only as smartphones but the simple easy to use mobile phones are also getting popular. Samsung E series is getting a lot of new arrivals with quite heavy dressing and metal ornaments to get neck to neck with competition so Samsung prepares itself also for the low end devices, releasing Yacca 280 predecessor or the Yacca C345 and many other smaller versions. Samsungs knows how to succeed in world's market with Yacca bar devices. Yacca A13 and the Yacca B360E.

RS.
5,800



Nokia 220

Build to Capture and Share Online! Latest is the Nokia 220, The Most affordable, Stylish and easy to use handset with internet access that's well connected. Nokia's 220 has all the necessary features and capabilities to provide you the comfort and ease of use while performing daily routines. Image clarity will amaze you on Nokia 220's 2.4 inches sharp LCD. With a resolution of 320 x 240 and the ability to transfer up to 256k colors, 220 by Nokia is built to impress and endure. Based on a proprietary ODM operating system 220 allows you to get and stay in touch the easy way. Good call quality anywhere, no matter where you are, Nokia 220 supports microSD cards.

RS.
4,950



Samsung S5611

Classic Design for The Best Moments. Samsung reveals S5611, A Modern 3G bar phone with high tech functionality but in a very affordable price tag. The new low-cost Samsung S5611 mobile phone has a powerful processor to simplify all of your daily executable functions. The whole purpose of Samsung S5611's existence is to facilitate the modern communication with business partners and friends not to forget Samsung's S5611 is also good at other functionalities such as quickly and accurately capturing pictures and video clips. In short, with S5611 stylish 3G model from Samsung you can do anything you like what you can normally expect.

RS.
8,000



QMobile Power 1000

The Power in your hand! QMobile unleashes exciting Power 1000, if you are among people who are constantly on work and have no time to charge your phone then your favourite company has a solution for you. QMobile Power 1000 is a phone that can go a month without being charged and can provide you with days of talk time. It is exclusively for those who have busy routines and cannot waste their time in charging phones or changing batteries. QMobile Power 1000's battery requires charging only once a month, It is dual SIM supported so that you can easily communicate on both SIMS for longer durations and can stay connected anywhere.

RS.
3,200



QMobile W200

Bari Screen Ka Maza! Intezar hua khatam! QMobile Laya new W200 sirf aapke liye. Agar aap chahte hain aik bari screen take ap movies aur videos enjoy kar sakein, to phir ye phone ap hi ke liye hai. QMobile W200 eik entertainment model hay with a large TFT-LCD 3.5 inch ka bharpoor display takay aap ke chehre par bohat sari khushiyan bikhair sakay. QMobile's W200 aap ko ijazat deta hai ke aap iss par 32GB tak ke microSD cards use kar sakein, takay ap itminan se QMobile W200's large display capabilities use kar sakein, aur g hahn headphone jack bhi normal 3.5mm wala hi lagta hai. QMobile model W200 ap ko FM radio sunne ka mauka bhi deta hai. yeh model inteha ka tez aur barq raftaar.

RS.
3,800

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RS.
11,900

Qmobile Tablet QTab Q400

QMobile Tablet QTab Q400 refers to the budget model for everyday usage. Due to the high productivity and excellent image quality, QMobile QTab Q400 is highly recommended as a recreational center for games and movies, as well as solutions for workloads. Small children will also appreciate QMobile Tablet Q400 as an excellent tutorial. Stylish design plate made of premium plastic immediately attracts the user attention. QMobile Q400 itself - a very compact and lightweight. Its dimensions are only a 192x113x10.4mm. Functionality and performance is unmatched, QMobile Tablet is equipped with a 7.0 inch display with a resolution of 1024x600 pixels. On QTab Q400 it's absolutely easy To work with a wide touch screen. High productivity corresponds to the Powerful Dual-Core processor. The amount of RAM on QMobile Qtab to run resource-intensive applications is 1 GB. Data storage on Q400 is allocated 8 GB of internal memory. With the help of MicroSD you can expand the memory up to 32 GB. QMobile's Qtab Q400 is equipped with a built-in Wi-Fi.

Huawei MediaPad 7 Youth 2

The Huawei MediaPad 7 Youth 2 is a great small gadget that not only looks great but also feels and functions fantastically. Before it, I had reviewed the MTN Steppa Tablet and found it terribly inefficient, so getting this tablet to use for over the Festive Season was met with some reluctance. Since then however, it it has obliterated any negative thoughts I harboured of it. The design is nothing special, sticking to the well-worn formula of a glass layered front surface, white edges and with a beautiful aluminium champagne back cover. On the side of the tablet, it has the usual buttons, fitted on one side, at the top, it has the volume buttons and the off and lock button and at the bottom the tablet is fitted with microSD card and SIM slot. And that's a full-sized SIM, mind you. And speaking of the battery, the li-polymer unit boasts a capacity of 4100mAh that is, under moderate use, not bad. It held for two days during browsing and playing a games for a short bursts in-between. On days which I only used it for internet, it held out even longer. At 7-inches, the screen is a bit smaller than most tablets and it is big enough to watch movies and videos from YouTube in high quality. It is ideal when you are travelling or commuting to work, but snuggling in bed, but it won't become a fixed feature in any room. It's not entirely its primary purpose though, lest we forget.



RS.
16,000



RS.
14,499

Huawei Tablet T1

An oncell IPS display reproduces over 90% of Adobe RGB color space to deliver brighter colors and contrasts. With a 16M true color WSVGA screen, you can also get a clearer image display while a 178° wide-view angle makes for a naturally rotating screen. The finely designed light metal unibody sits at an incredibly thin 8.5 mm and weighs just 278 grams, making it ultra-portable and ultra-easy to carry in your bag or pocket. MediaPad T1 7.0 can work as your mobile phone and tablet. Enjoy endless online possibilities that's faster with 3G and Wi-Fi connections and support for high-speed network connections and high quality voice calls. The 4100 mAh battery is built to last a long time, giving you over 300 hours of standby time so your tablet is always ready for you when you need it. Browse the web for up to 8 hours, or watch a few movies (up to 12 hours) without worrying about the recharge.

QMobile Tablet QTab Q850

QMobile Presents Tablet QTab Q850, for all your education & entertainment needs. Correct your posture & show off your style with the cool new QMobile QTAB Q850. Grab the most awaited, slim & stylish tablet in the market and carry all your infotainment on QTab Q850's 8GB Internal Memory. A modern tablet that combines the use of advanced intelligent technologies and innovative design. QMobile's QTab Q850 is capable of hitting its high performance as it is equipped with all modern standards. Having a powerful 1.3 GHz Quad core processor, Q Tab Q850 packs a brilliant 8.0 inch XGA IPS display which is sure to provide a superior quality image reproduction and wide viewing angles. QTab's revolutionary design makes it unique in its kind, loaded with a complete Gigabyte of RAM you'll never run out of the performance. QMobile QTab Q850 comes loaded with a magnificent 5.0 MP camera with autofocus to get quality photos that are splendid in appearance. Wait coz QMobile Q850 has a noble front camera too for video calling & selfies that are elegant and exceptional in its kind. Equipped with Dual-SIM support, QMobiles Q Tab Q850 is a 3G enabled device having all wireless technologies including WiFi, Bluetooth, GPS and EDGE connectivity.



RS.
13,900

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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 Smart 2

GFive presents Smart series 2, an excellent model for those who value functionality and high quality technology and at the same time does not want to overpay for unnecessary features. GFive Smart 2 modern smartphone is designed for two SIM-cards and supports almost everything, that maximizes your chances of communication. The basis of the productive work of the Gfive 2 is a dual-core ARM Cortex-A7 processor with a clock frequency of 1.2 GHz, enabling you to enjoy the amazing speed and high productivity of the Smart 2 smartphone. On an excellent 4-inch TFT screen with 480x800 pixel expansion is very convenient to browse email, read books, watch movies and play exciting games.

RS.
4,595



Club A1

It's not just another mobile from club it's A1. With Dual SIM and Dual memory card slot features of Club A1, Staying in touch is fun. Get more from life with Dual Memory card slots, store pictures, music or whatever you like because life is fun with Club's A1. No need to buy the expensive phones for quality display as wide 1.8 QVGA Screen of Club A52 will provide you with the real taste of large display. If you've got the time, Club A52's highness have got the best smart digital camera for easy breezy beautiful photos. Battery of A52 by Club wins again with 1000 mAh, providing long lasting backup according to your expectations. Privacy Lock feature of Club Mobile A52 will make everything better along.

RS.
1,800



Voice V140

Voice V140 comes with sleek design & good grip, Get ready to stay occupied through the day with Voice V140, Stay connected with your friends on your new Voice V140 through test messages, enjoy smart camera and make photos using Voice V140.

RS.
1,550



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, The Nokia 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

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Samsung 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.

RS.
54,000



QMobile Z9

QMobile presents sleek Noir Z9, the thinnest smartphone ever from the company. Weighing only a few grams and measuring barely a few millimeters the handset QMobile Noir Z9 can make the world 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.

RS.
25,000



Huawei P8

Introducing Huawei heavyweight champion P8max, made in the same sophisticated design as that of the younger brother, but has a large screen of 6.8 inches offering longer operation times without recharging. Huawei P8max is equipped with a camera that can work in any lighting condition, inheriting traits such as elegant appearance and high quality cameras from the P series. Huawei's P8max is extremely fuel efficient, the proprietary power-saving features and power management ensures a long operating time of up to 15 hours of uninterrupted video viewing. Huawei P8max's 13 MP main camera is equipped with an optical stabilizer.

RS.
54,000



Nokia Lumia 730

Your worries are over. Nokia takes care of your selfie needs by presenting the Lumia 730 DualSIM, turning a "Selfie" phone into a reality microsoft rolled it out officially at the pre IFA event. Nokia featured its latest Lumia 730 with a front 5.0 megapixel camera with a primary focus on selfies and video calling on skype. Lumia devices fitted with wide angle lens as 730 can easily beat other devices of the same genre. There are two variants of this phone: Lumia 735 having 4G LTE and single sim & the other version is Lumia 73 supporting Dual SIM with 3G, 730 does not have 4G LTE and will carry an affordable price tag for Pakistani market. its strange to see the 730 still have the Nokia.

RS.
20,750



Sony Xperia M2 Aqua

Sony Mobile Communications presents Xperia M2 Aqua, bringing Waterproof technology to the middle range so that it could be in everyone's reach. With Sony Xperia M2 Aqua you don't have to worry anymore about the bad weather or rain as with the innovative sealed casing design this big brother of the original Sony Xperia M2 is waterproof and is called M2 Aqua. it can easily withstand a drop in fresh water for about 30 minutes. Sony M2 Aqua comes with a design that you can trust at a very enjoyable price in pakistan, Featuring an 8MP camera, Sony Xperia Aqua lets you take photos underwater up to 1.5 meters, take a dive now and come up with amazing underwater imagery.

RS.
20,000



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.

RS.
17,999

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Samsung Galaxy S6 Edge

Your eyes must never have seen such glare ever. Very well executed Galaxy S6 and new Galaxy S6 edge are the most attractive smartphone handsets released recently. Having all high chances to catch the fancy eye of the public always looking for something unique, any one of the new Galaxy S6 or Galaxy S6 edge will do the magic. Not so long ago, the engineers just relied on the 6 rules of business i.e. increasing CPU power, RAM, space, screen resolution, size or new OS. All Edged Galaxy S6 has a slight bend on both sides, The slim Galaxy S6 handset boasts full metal and yet acquired a sleek look beyond imaginations. Loaded with the latest Cutting-Edge design these new handsets add a new dimension to the Galaxy flagship with their 2K.

RS.
79,999



Huawei Ascend Mate 7

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.

RS.
57,000



Apple iPhone 6 16GB

Apple has officially announced iPhone 6 Plus with a mighty 5.5 inch HD screen based on Retina display that is equally impressive. Apple has done it again but this time its an amazing phablet, yet another tight end contender for the 6 inch world. Apple's nailed it with 1080p LED backlit display that's not only bigger than all the previous iPhones but much better in every aspect plus it has a much tougher glass protection. With its first 64-bit A8 chipset Apple's new smartphones are now much more powerful yet saving much more energy, enabling 6 plus to provide you with no less than 16 days of standby along with a full day of continuous talk time. But one thing has still not changed.

RS.
78,000



Sony Xperia Z3

Embrace the beauty, Sony Xperia Z3 is a serious and stylish gadget characterized by a nice design, excellent performance and high reliability. Sony's brand new Xperia Z3 smartphone is not only resistant to the ingress of moisture but is also able to withstand a half-hour immersion in water to a depth of 1 meter. Third edition of the popular Sony Xperia Z also features a durable, scratch-resistant display. Thus, on the one hand Sony Z3 can be considered a stylish toy for your children and on the other other hand - Xperia's Z3 is a reliable device for business people. 5.15 inch Capacitive IPS display supports multi-touch and can track up to 10 simultaneous touches. Sony Xperia Z3's screen resolution is 1920 x 1080 pixels enough.

RS.
49,000



Lenovo Vibe Z2

Once more, Lenovo announces sleek Vibe Z2, a smartphone that meets all the modern trends of the latest smartphone designs, which primarily focus on functional aesthetics. Precisely smooth lines of Lenovo Z2 elegantly emphasize the chrome edges, wrapped in a gorgeous brushed aluminium casing the phone not only has an impressively stunning design but also portrays a far superior performance. Vibe's Z2 is an excellent choice for those who appreciate high quality and want to achieve excellence in nearly about everything. Equipped with most advanced technologies, Vibe Z2's camera has an optical stabilizer on top of a 13 megapixel sensor that can take great shots at any time of the day.

RS.
51,000



Samsung Galaxy 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.

RS.
89,999

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Qmobile Noir X40

QMobile reveals hot Noir X40 for a much richer and powerful user experience based on seamless multitasking. Loaded with every useful basic smartphone feature on the planet, QMobile Noir X40 also packs support for 2 SIM cards making it a reliable assistant and friend whether you are a hard working business man or simply a student. QMobile Noir X40's latest edition is a mini-computer in addition to its primary function of communication and is equipped with so many other options that will amaze even the discerning user. Firstly, this QMobile Noir X is based on a modern Android 4.0.4 platform, which allows maximum mobility and availability of business and leisure applications to keep you going.



GFive Smart 1

GFive Brings Smart model 1 at all the shopping malls near your homes. An entry level smartphone for students with all the basic functionalities. An excellent candidate for beginners. GFive Smart 1 is based on modern components, has an attractive appearance and has an excellent set of functions, sufficient for everyday tasks. Gfive 1 is equipped with a stunning display of 4 inches. As for a budget phone, the image quality is above all praises. Sufficiently high resolution, brightness and a good supply of acceptable viewing angles makes the use of Smart 1 comfortable regardless of the outer lighting and environmental conditions and if the sun is shining or not. Unmatchable processor speed of Gfive's Smart 1.



Nokia Lumia 435

it's here, Microsoft proudly unveils Lumia 435, A bright new smartphone with fantastic multimedia capabilities, stylish white casing and cutting edge design. Microsoft Lumia 435 will always accentuate your style. Fast and smooth operation is enabled by a Quad-core Qualcomm Snapdragon processor. With Microsoft Lumia 435's smartphone you will be greeted by a variety of applications, games and entertainment opportunities. Microsoft Lumia 4 family is all about user friendliness, having a 512MB of RAM doesn't slow it down as Windows is a light OS. Microsoft's Lumia 435 will provide you with limitless opportunities to work with selfies and images.



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, that's going to rock you hard.



Samsung Advance

Also known as Samsung Galaxy Star 2 Advance SM-G350E. Samsung has updated its Galaxy Android Smartphone collection yet again, this time with the super stylish Samsung Galaxy Star 2 Plus Smartphone, a sleek and sophisticated handset for professional and personal use. An upgraded version of Samsungs hugely popular Samsung Galaxy Star 2 handset, the brand new Galaxy Star 2-Plus Smartphone includes a 4.3-inch capacitive touchscreen, an Android v4.4.2 KitKat operating system, a 1.2GHz single core processor, and a brilliant 3-megapixel camera with LED flash and video option. The Samsung Star 2 Plus Smartphone handset supports both.



QMobile Noir X100 Link

Defining luxury, QMobile gives us Noir X100, an innovative new product in the smartphone market representing the latest fashion wrapped in leather finish. Unique QMobile Noir X100 blends the glossy appearance with hand crafted elegance, enhancing communication while providing significant fashion statement. QMobile Noir X100's Innovative 4.5 inch IPS display is a mean of constant access to the important information, news, alerts and SMS. It's not just about the looks, the new QMobile Noir X loads a 1.3 GHz Quad-Core Processor transforming the work into an absolute delight, smoothly without any hiccups. The latest gadget QMobile's Noir X100 is equipped with 512MB of RAM and a complete 4GB.

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RS.
4,100

Nokia 215

Microsoft having Nokia Tags, announced 215, a new and affordable phone which provides easy access to the internet and playbacks mp3-files as well along with the FM-radio. The new Nokia 215 comes with preinstalled twitter and Facebook apps with messenger and to access the internet it has Opera mini. Nokia's 215 also has services like Bing search and weather from MSN, as its a microsoft handset. Having a cute overall appearance Nokia 215's bar phone will be available in clear white, dark black and shiny green variants with either single or dual-sim options. Nokia model 215 is made for business calls so the stand-by time is up to 29 days for the single SIM version and 21 days for Dual-SIM Nokia. When playing music or listening to the radio, 215 will provide about 50 to 45.



RS.
3,990

QMobile Explorer 3G

QMobile pocket friendly Explorer 3G is here to rock you with some quite unbelievable stuff. Where else could you find a 3G bar phone that also has a WiFi? To Tell you the truth, QMobile Explorer 3G is one and only of it's kind in the Pakistani market and that too in an attractive price that would not be much heavy on your wallet. QMobile Explorer 3G's Wireless LAN / Wifi will always keep you connected on the go and if you can't find a hotspot the built-in 3G will sprinkle it's magic for you. The new member of the QMobile Explorer 3 series is loaded with unlimited fun and functionality, Dual SIM along with Dual camera for Video Chatting will keep the party going for you. QMobile's Explorer 3G provides you a freedom.



RS.
3,100

Haier Klassic M108

Dimension 128 x 56 x 9.5mm
Battery 1200 mA, Memory 5 0 0
Phone Book Memory, MicroSD card (support up to 16GB), Connectivity Bluetooth 2.1, USB, WAP 2.0, GPRS class 10 Display Size 2.8 Inches, 240 x 320 pixels Display Colour QVGA Display Operating Frequency / Band SIM1: GSM 900 / 1800 SIM2: GSM 900 / 1800, Browser WAP Colors Black Entertainment FM Radio, 3.5mm audio jack, Audio Player, Video Player, Games (built-in) Camera Smart Camera Other Features Bar Phone, Dual SIM - Dual Standby, Torch, Speakerphone



RS.
3,500

Qmobile E995

QMobile hamara hai, E995 laya hai apney sath aik qeemti Metallic look jo apki ankhon ko kheera kar degi. Ap hargiz iss key chote size par mat jana, dikhne mien chota sahi par QMobile E995 bohat hi kaam ki cheez hai. Ap iss ki sleek and stylish look logon ko dikha dikha kar tang karein gay, toh phir der kahe ki? Abhi mobile market jaye aur QMobile's E995 laye! Kionke iss ko arasta kar diya gaya hai aisi tamam khasosiat se jo aap ka aik zati khasoosi style to zahir karega. Sab dharti rangon se lais QMobile E995's premium version aap ko milega dharti grey aur sunheri rang mein. Ab ap ko ser pe le kar chalte hain ek anokhi khasosiat ki duniya mein, sub se pehlay yeh ke QMobile phone E995 mien hai Dual SIM.



RS.
3,300

Voice V190

Voice reveals the all new V190 at a prudent cost so that you don't have to spend too much. Voice V190 fulfils all your desires in a low budget mobile ranging from Dual SIM options to full pack of entertainment, Voice's V190 provides you a quality display in 2.8 inches QVGA screen and allows you to watch videos clearly, Get the pictures using Digital camera on your V190 by Voice and share with pals and family using built-in bluetooth, for more entertainment Voice V190 comes with 3.5 mm ear jack that allows you to listen Radio and songs, Voices V190 has endless features including WAP, GPRS, MMS for your online life and furthermore Voice V190's built-in storage provides you with a space of 1000 phone-book contacts and 500 messages.



RS.
3,499

Samsung B312 Brio

Samsung announced B312 Brio today after so many smartphones because the demand is not in place & everyone is addicted to gadgets. Samsung B312 Brio is a novelty from the South Korean manufacturer, offering an excellent unit in the updated package with the usual keypad. Samsung's B312 Brio has 2 SIM card for a wider range of communication. Extending the scope of communication today can be quite easy with Samsung B312's Brio as it's equipped with two slots for SIM cards, a champion of reducing the cost of telephone calls. Be free with Samsung B312 Brio's magic tricks, easy and user friendly menu will not cause any discomfort during the operation.

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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

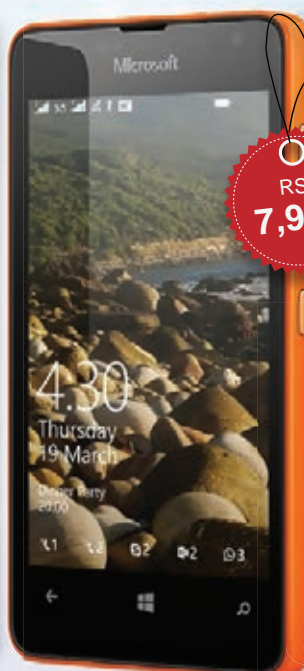
QMobile Magnus X2i

Qmobile presents magnificent Magnus X2i, a bright, beautiful, compact and easy to use smartphone with two SIM cards. No Matter where you go on your ventures, the wonderful QMobile Magnus X2i handset will be your constant companion. Its convenient compact polycarbonate, rough & tough body is able to withstand any challenge. QMobile Magnus X2i's possibilities as a true companion are limitless, it's like snatching the top notch qualities of expensive smartphones and molding them together at an affordable price. QMobile Magnus X smartphone comes with the most popular and updated applications preinstalled and ready to use, Skype, Office, and many other. On QMobile's Magnus X2i.

RS.
3,990

Voice Xtreme V10i

Here comes another! Voice have launched Xtreme V10i, for a much smarter and pure android life experience, especially for youth. Voice Xtreme V10i adds convenience to your busy and hectic life. More than ever, you'll not want to get unglued from your Voice V10i for nothing! This new and modern smartphone adds not only a beautiful design, but also represents innovation, practicality and yes lots and lots of fun! With Xtreme V10i by Voice, you'll not only be connected to the virtual world but can also access and monitor social networks. One can also follow everything with Voice's Xtreme V10i that goes on the small screen. Yes, install a digital TV app from play store and voila!

RS.
3,900

Nokia Lumia 430

New Microsoft handset, the Lumia 430 is launched at a price of less than 100 euros which is clearly designed to help the beginners. Having a 4.0 inch IPS screen, Lumia 430 has a reasonable resolution of 800 x 480 pixels. In the small display size which gives a pixel density of 235 ppi, The processor of Microsoft is Qualcomm's Dual core Snapdragon having a Lumia clock speed of 1.2 GHz. The RAM is 1GB as we usually see in the Android smartphones. The built-in flash memory of 8GB is quite big, a slot for micro SD cards is installed on the new Lumia. it supports both UMTS frequencies 900 and 2100 MHz and quad-band GSM networks. LTE is not present. Wireless Lan is also present in the Lumia 430 at a frequency of 2.4 GHz.

RS.
7,950

Haier Pursuit G20

Haier proudly presents Pursuit G20, the most stylish and powerful handset for today's modern smartphone users who demand a maximum return of their well spent bucks. Haier Pursuit G20 is here now to meet all your needs in multimedia and games arena, whether you like your coffee hot or want to play it cool. The new Haier Pursuit G series is from a reputable electronics manufacturer and will certainly appeal to those who look for a powerful stuffing in an original design. Haier Pursuit G20's ultra-thin body is hiding inside a collection of most modern accessories that can cope with any tasks with ease. High quality image on the screen of Haier's Pursuit G20 Black boasts.

RS.
7,300

Lenovo A319

Take this! Lenovo gives us A319 White, the embodiment of modern technology in a stylish and compact design. The device is based on a modern dual-core processor from MediaTek running the Android operating system, the latest version. Lenovo's A319 has a good screen with high pixel density and is quite convenient for one-handed operations. The rear camera allows you to take quality pictures with the flash and autofocus, shoot stunning movies with Lenovo RocStar A319. The front, in turn, is used for video calls and shooting selfies. Built-in memory can be expanded from 4GB microSD cards up to 32GB. Lenovo enjoys presence of two SIM cards, and plus A319 also supports the new 3G communication.

RS.
7,900

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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

SAMSUNG Galaxy S5 Neo

The Samsung Galaxy S5 Neo is expected to be a mid-ranger powered by Sammy's new Exynos 7580 SoC. The chipset comes with an octa-core CPU featuring eight Cortex A-53 cores and a maximum clock speed of 1.6GHz. The Mali-T720 GPU crunches the graphics. Despite the higher model number, this is not quite as powerful as the octa-core Exynos 5422 SoC or the quad-core Snapdragon 801 SoC that powers the Samsung Galaxy S5. The Galaxy S5 Neo will also come with a 5.1-inch Super AMOLED screen with a 1080 x 1920 resolution. 2GB of RAM is inside with 16GB of expandable memory. A 16MP camera adorns the back of the handset, and a 2800mAh battery keeps the lights on. Android 5.1 is pre-installed.

- microSD, up to 128 GB, 16 GB, 2 GB RAM
- 16 MP, 5312 x 2988 pixels, autofocus, LED flash
- Wi-Fi 802.11 a/b/g/n/ac, dual-band, Wi-Fi Direct, hotspot



MICROSOFT Lumia 540 Dual SIM

The Microsoft Lumia 540 Dual SIM is defined by its 5-inch 720x1280-pixel screen. This has become fairly standard for budget phones and we have no complaints. The screen is sharp and bright, with decent viewing angles even under direct sunlight. The processor is a low-end Qualcomm Snapdragon 200 with four cores running at 1.2GHz. The 1GB of RAM and 8GB of built-in storage solidify this phone's budget-level positioning. You get Wi-Fi b/g/n, Bluetooth 4.0 and A-GPS. The removable battery seems beefy enough, with a 2,200mAh rating. The rear camera has an 8-megapixel sensor and the one in front is a surprisingly decent 5-megapixel unit.

- Qualcomm Snapdragon 200, Quad-core 1.2 GHz Cortex-A7
- microSD, up to 128 GB, 8 GB, 1 GB RAM
- Wi-Fi 802.11 b/g/n, DLNA, hotspot, v4.0, A2DP

SONY Xperia C5 Ultra

Sony has announced a new smartphone, the Xperia C5 Ultra, and while a super selfie camera may immediately grab attention, it's the incredibly slim bezels around the massive screen that will draw you in. The phone was the subject of a few leaks, when the screen size was said only to be 5.5-inches or possibly larger. It turns out Sony has done the Ultra name proud, and fitted a whopping 6-inch screen to the front of its new phone. The 1080p resolution means it should look great, plus it has Sony's Mobile Bravia Engine 2 for improved colors and contrast. The bezels, at least based on the pictures released by Sony, look very slim indeed. The proof comes when we examine the dimensions. The Xperia C5 Ultra is 79mm across, a single millimeter more than the 5.7-inch Samsung Galaxy Note 4. It's slightly longer at 164mm (the Note 4 is 153mm), and a tiny bit slimmer at 8.2mm. For the size of the display, it's a very compact phone. A MediaTek MT6752 octa-core processor running at 1.7GHz with 2GB of RAM provides the power, and there's 16GB of internal memory and a MicroSD card slot. Sony will produce a 4G LTE version, and one with dual-SIM support, plus it has all the usual connectivity options including Bluetooth 4.1 and NFC. The 2930mAh battery is supposed to be good for two-days, and there's Sony's Stamina mode to extend it beyond this, if you're willing to cut down on functionality.



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OPPO R5s

Oppo's R5 is a seriously gorgeous phone. Clad in metal, it's super-thin -- just 4.85mm (0.19 inches) deep, and it weighs a scant 155 grams (5.5 ounces). It's certainly impressive, but this comes at the loss of the 3.5mm audio jack, so you'll have to use Bluetooth headphones if you want to listen to music. For Android fans envious of the iPhone 6's slim frame, well, look no further. The R5's ultra-slim body beats the iPhone handily, and will draw envious stares from other Android owners as well. But slimness isn't all that great without the performance to back it up, and this is where the phone falters. It's oftentimes sluggish, and the camera takes forever to start up. The phone's thin frame also doesn't help with the heat and it can get uncomfortably hot at times.

- Qualcomm MSM8939 Snapdragon 615
- Quad-core 1.7 GHz Cortex-A53 & quad-core 1.0 GHz Cortex-A53
- 13 MP, 4128 x 3096 pixels, autofocus, LED flash

HTC Desire 526

The latest device of HTC, Desire 526G+ is a dual SIM integrated Smartphone. It comes with various eye catching features and specs that you are looking for. Multi tasking, smooth browsing and video creation are some of the significant features of HTC Desire 526G+. Powered by a 1.7GHz Octa-core powerful processor along with 1GB RAM makes your phone worth buying. There is an external storage slot for SD card of up to 32GB capacity. HTC Desire 526G+ weighs 154gram and sports a 4.7-inch qHD screen display. The device is operating on Android 4.4.2 KitKat OS and comes with HTC Blink Feed home screen to deliver news and social updates. There is an 8 mega pixel camera with LED Flash and auto focus fit for capturing memorable pictures along with 2 mega pixel front snapper for selfies. Talking about the connectivity options, the Desire 526G+ comes with Wi-Fi, Bluetooth, GPS, FM Radio, and 3G network support that enables you to share files anytime. The device gets power with battery life of 2000mAh. The device will be available in fervor red, lacquer black, stealth black and glacier blue color variations.



HUAWEI Honor 4A

The Huawei Honor 4 Play. It is a perfect combo of technical innovation and design display. It sports a quadcore 64 bit processor and Snapdragon 800 that enables the users to facilitate from the entertainment features like gaming along with other business applications. Full metal housing with 4th edition with outstanding visuals that enhance your user experience. Huawei Honor 4 Play features 5 inches HD screen with 720 x 1280 pixels is although extraordinary but gives a compact look to the device. It runs on Android OS, v4.2.2 Jelly Bean, and internal memory specs includes built in 8GB with undecided card slot and 1GB RAM. The connectivity options are amazing in Honor Play 4 that includes Bluetooth v4.0 with A2DP, USB (micro USB v2.0), WLAN Wi-Fi 802.11 b/g/n, Wi-Fi hotspot), GPS, EDGE, 3G (HSDPA, HSUPA), and 4G LTE. The camera comes in 8 mega pixels with 3264 x 2448 pixels featuring autofocus, LED Flash, Geo-tagging, Touch focus, and face detection. The secondary camera comes in 2 mega pixels. The Huawei Honor 4 Play comes in standard white and black colors. Now you can enjoy more fun on your fingertips with strong battery and large HD display. Huawei Honor's 4 Play makes you live on the top.

LENOVO A3900

Lenovo, soon after launching the K80 smartphone, has now unveiled the A3900. Unfortunately, there is no word on the availability details of the A3900 smartphone, though we can expect the smartphone will be going on sale in the company's home country soon. Lenovo has also not revealed whether the A3900 will be launched outside China. As per to the listed specifications on the company's site (via MTKSJ), the handset features a 5-inch FWVGA (480x854 pixels) display; 4GB built-in storage; expandable storage support; 5-megapixel rear camera with flash; 2-megapixel front camera, and a 2300mAh battery. The dual-SIM based Lenovo A3900 is backed by an octa-core processor clocked at 1.2GHz coupled oddly with 512MB of RAM. The Android 4.4 KitKat-based smartphone supports 3G, 4G, Wi-Fi, Bluetooth, OTG, and Micro-USB connectivity features.



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Mega Man Legacy Collection

Preserving video games is difficult. Outside of illegal ROMs, it's tricky to find clean and reliable copies of the vast swath of video game history. With the Mega Man Legacy Collection, Capcom is preserving and reintroducing the roots of a franchise built into the very building blocks of modern gaming—even if the actual act of playing the games themselves isn't always the treat you remember them to be. The Mega Man Legacy Collection is a tribute to the Blue Bomber's 8-bit origins, collecting Mega Man 1-6 as well as the games' soundtracks and a lot of original concept art. The games are recreated faithfully, with all of their glitches and framerate issues intact. These are the Mega Man games you played in the late 80s and early 90s, thus, The Legacy Collection is a valuable gaming history. While anyone can appreciate that aspect, the games' high levels of difficulty may be a turn off if your experience isn't guided by nostalgia and first-hand experience. Let's pretend for a moment that you've just landed on Earth after having been abducted by aliens for the last 28 years and you've never heard of Mega Man.

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.



Gears of War: Ultimate Edition

Late in the story of Gears of War: Ultimate Edition, Marcus Fenix kicks down the front door of his childhood home. He finds the wallpaper peeling, the furniture in disarray, and a fine layer of dust blanketing every surface. This return to a dilapidated family home is a poetic echo of the task at hand. Many members of developer The Coalition worked on the original 2006 Gears of War, and this remaster is the studio's first release before it launches Gears of War 4. And although it's created a faithful homage to the game that started it all, some of the furniture is still out of place, and the corners continue to gather dust. Gears of War: Ultimate Edition lets us cheat time, and travel back to 2006, when we first saw Fenix emerge from that shadowy prison cell. Because of the updated visuals, Gears of War: Ultimate Edition fills in cracks and polishes edges to preserve our ever-so-fragile nostalgia. I played Gears of War on Xbox 360 recently, and the differences here are apparent: Ultimate Edition removes the muddy textures, shiny faces, and bleak environments of the original, replacing them with detailed landscapes and brighter hues.

Metal Gear Solid V: The Phantom Pain

The Metal Gear series has always delivered complex plots, with unexpected twists and revelations altering your perception of people and events you thought you understood. Though Metal Gear Solid V: The Phantom Pain continues this tradition, the majority of its plot focuses on the events at hand. Fans of the series will find their diligence rewarded in ways that newcomers can't begin to imagine, but such loyalty and knowledge isn't a prerequisite. Top-notch cinematography and voice acting echo—and at times exceed—contemporary standards for film and TV, carrying extraordinary characters into the realm of believability. Though you will cross a few elements in the world that illicit a chuckle, there's very little humor in The Phantom Pain's story; the dark themes and subject matter like disenfranchised youth being forced into combat call for a serious tone, after all. The gravity of the game's encounters leaves you on the edge of your seat, with a racing pulse. As Big Boss, the leader of a private military group The Diamond Dogs, you go behind enemy lines to carry out recon and assassination contracts, as well as infiltrate the hideouts.




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دھوکہ دہی کا بادشاہ ریو موبائل

ایڈوانس ٹیلی کام نے اپنے ہی دوستوں کو چونا لگا دیا۔ غیر معیاری اور ناقص کمپنی "ریو" کا موبائل خریدنے والے ہزاروں کسٹمرز سر پکڑ کر بیٹھ گئے۔

کراچی (خصوصی رپورٹ) ملک بھر میں گزشتہ کئی سالوں سے مختلف موبائل فون کمپنیوں کے موبائل فون فروخت کرنے والی ڈسٹری بیوٹر "ایڈوانس ٹیلی کام" نے یکم مارچ 2015 کو "ریو" نامی موبائل فونز کے 17 ماڈلز مارکیٹ میں فروخت کے لئے پیش کیے ایڈوانس ٹیلی کام نے مارکیٹ میں موبائل فون فروخت کرنے کے لیے نوکیا سمیت دوسری موبائل فون کمپنیوں کے ملازمین کو پرکشش تنخواہ پر ملازمت مہیا کی اور ان کو یہ ہدایت کی کہ ایڈوانس ٹیلی کام کا اپنا موبائل "ریو" کو نوکیا کی طرح پیش کریں اور مارکیٹ میں ڈیلرز اور کسٹمرز کو بتائیں کہ یہ فون یورپ کے ملک ہنگری میں ڈیزائن کیا گیا ہے۔ لیکن بد قسمتی سے نہ تو ڈیزائنر کمپنی کا نام اور نہ ہی ڈیزائنر کمپنی کا پتہ موبائل فون کے باکس پر لکھا ہے۔ البتہ ایڈوانس ٹیلی کام کے ایک اہم ذمہ دار ڈائریکٹر کو اس ہنگری کے خود ساختہ ڈیزائن کا بہت فائدہ ہوا ہے۔ ڈائریکٹر موصوف نے ایڈوانس ٹیلی کام کو لوٹنے کے لیے اور اس برانڈ کا بیڑا غرق کرنے کے لیے یورپ کے ملک ہنگری کا نام استعمال کرتے ہوئے چائنہ سے سستے اور غیر معیاری موبائل فون اپورٹ کر کے اس کی پیکنگ پر ڈیزائن "ہنگری" لکھ دیا اور کمپنی کی تقریب رونمائی کرنے والی اشتہاری کمپنی میں بھی اپنی حصہ داری ڈال دی اور بتایا جاتا ہے کہ موصوف ڈائریکٹر نے "ریو" کے لانچ ہونے کے بعد ہی دی اشتہارات کے نام پر کروڑوں روپے کا ٹین کیا ہے۔ موصوف ڈائریکٹر صاحب جو کہ عرصہ دراز سے کمپنی میں سیلز کے معاملات کا تجربہ رکھتے تھے۔ لیکن "ریو" کے آنے کے بعد راتوں رات لبرٹی مارکیٹ لاہور سے نئے تجربات کی کتب خرید کر ایڈوانس ٹیلی کام کمپنی "فائر اینڈ بولڈ" میں حصہ دار بن گئے اور کمپنی کے دیسی موبائل فونوں کے منگنے ترین انگلش کرشلز بنانا شروع کر دیئے۔ جن کی سمجھ صرف موصوف ڈائریکٹر اور حصہ دار ایڈوانس ٹیلی کام کمپنی کو ہی آتی ہے۔

صرف تھوڑے عرصے میں "ریو موبائل" کے خلاف کئی یومر کورٹس میں شکایات کے انبار لگ گئے۔ سب سے بڑا فراڈ کمپنی کو "ڈیزائن ان ہنگری" کے نام سے فروخت کرنا ہے

"ریو" موبائل فون کو ابھی مارکیٹ میں آئے ہوئے تھوڑا ہی عرصہ ہوا ہے کہ موبائل فونز کمپنی کے خلاف پاکستان بھر کی کئی یومر کورٹس میں سینکڑوں درخواستیں فون کے ناقص اور غیر معیاری ہونے کی گواہی دے رہی ہیں۔ چند روز پہلے اس کمپنی کے ناقص اور غیر معیاری موبائل فونز کے بارے میں پاکستان کے قومی اور علاقائی اخبارات میں اشتہار شائع ہونا شروع ہو گئے ہیں کہ "ریو" موبائل فون خریدتے وقت سوچ سمجھ لیں۔ اخبارات میں شائع ہونے والے اشتہارات کی کاپی بھی شائع کی جا رہی ہے تاکہ عوام کی بہتر رہنمائی ہو سکے۔ کمپنی کے ذمہ دار ڈرائیو نے بتایا کہ کمپنی نے پہلے دن جس کلر اور لوگو کے ساتھ فون لانچ کیے تھے اس پر کروڑوں روپے خرچ کیے گئے اور بعد ازاں جب مارکیٹ میں فونز کی فروخت میں ناکامی کے بعد کمپنی کو موصوف ڈائریکٹر نے کہا کہ جس طرح موسم کے کئی رنگ ہوتے ہیں اس طرح ہمیں نئے آنے والے موبائل فونز کے ڈبے اور ہینڈ سیٹس کے بھی رنگ بدلنے ہوں گے۔ اب اچانک کمپنی نے مارکیٹ میں مختلف رنگوں کے ڈبے فروخت کرنا شروع کر دیئے ہیں۔ جس کی وجہ سے کمپنی کو بڑا نقصان اٹھانا پڑا ہے۔ پاکستان میں موبائل فون فروخت کرنے والے چھوٹے اور بڑے ڈیلرز کا کہنا ہے کہ ایڈوانس ٹیلی کام کی طرف سے ناقص اور غیر معیاری "ریو" نامی موبائل فون فروخت کرنا ہماری توقعات کے برعکس ہے۔ ہم نے ایڈوانس ٹیلی کام کی انتظامیہ کو موبائل فون کی کوالٹی اور معیار کو بہتر بنانے کے لیے کئی بار کہا ہے اور انتظامیہ کو یہ بھی بتایا کہ لبرٹی مارکیٹ لاہور کی بک شاپ سے کتا میں خرید کر ایڈوانس ٹیلی کام کی مارکیٹنگ کرنے والے ڈائریکٹر کو فارغ کیا جائے تاکہ صارفین اور ڈیلرز کا اعتماد بحال ہو سکے اور ایڈوانس ٹیلی کام کا اصل لوگو "ہم دوستوں کو بھولتے نہیں" کا وقار واپس مل سکے۔

• موبائل فون کمپنی Advance Telecom کے موبائل فونز Rivo Mobile کے خلاف شکایات کی Consumer Councils میں متعدد شکایات۔

• چائینا کے غیر معیاری موبائل فونز Rivo Mobiles کو Europe کے موبائل فونز کے طور پر خریدنے والے شہری پریشانی کا شکار۔

لاہور اور فیصل آباد کی کئی مزید شکایاتوں میں Rivo Mobile خریدنے والے شہریوں کی جانب سے Advance Telecom کمپنی کے خلاف شکایات درج کی گئی ہیں جن میں شہریوں کی جانب سے مذکورہ کمپنی پر دھوکہ دہی کے الزامات ہیں کہ وہ اپنے موبائل فونز کو Europe کے Rivo Mobile کے طور پر خریدنے والے شہریوں کی گارنٹی کا جھانڈا دے کر فروخت کرتے ہیں جو کہ بعد میں انتہائی غیر معیاری ثابت ہوتے ہیں اور ان میں ٹوٹنے والے شہریوں کی کئی طرز اور بھی نہیں کیا جاتا جو کہ قریب آروں کے مطابق سراسر دھوکہ دہی کے مترادف ہے۔

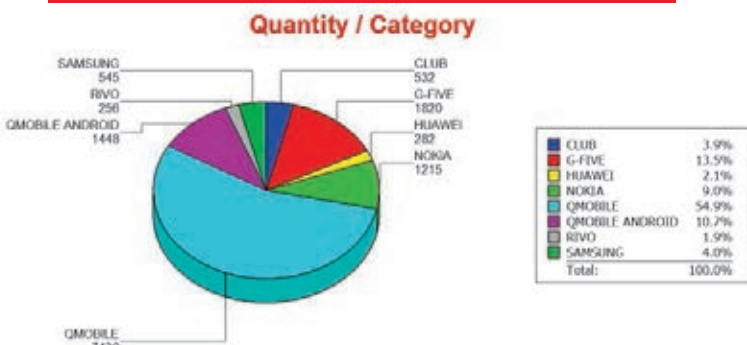
تعمیرات کے مطابق Advance Telecom کمپنی جو کہ Rivo Mobile کے نام سے اپنے موبائل فونز مارکیٹ میں فروخت کرتی ہے کے بارے میں انکشاف ہوا ہے کہ وہ چائینا سے تعلق رکھتی ہے اور غیر معیاری موبائل فونز اپورٹ کر کے ان کی پیکنگ پر "Designed in Hungary" لکھ کر فروخت کر رہے ہیں۔ لاہور کے ایک ریٹیلر نے فریڈرے کے نام سے Advance Telecom کمپنی کی دھوکہ دہی سے متعلق شکایت کی ہے۔ اسے ساتھ پیش آنے والے موبائل کی تفصیل بیان کرتے ہوئے بتایا کہ اس نے مارکیٹ میں آنے والے Rivo Mobile کے بارے میں سنا کہ وہ ہسٹام لبرٹی میں مل جاتے ہیں تو وہ اپنے استعمال کے لیے موبائل خریدنے کی غرض سے ہال روڈ لاہور پر واقع موبائل شاپ پر گیا تاکہ اسے اپنی کاپی میں مل جائے۔ موبائل فون کے ساتھ ایک معیاری اور سستا فون ہے جو Europe کا ہے اور دیکر دوسرے موبائل فونز سے ہر لحاظ سے بہتر ہے اور ایک سال کی گارنٹی بھی ہے جن سب باتوں سے متاثر ہو کر تو فریڈرے نے Rivo Mobile, Model Sapphire S610 خرید لیا۔ موبائل خریدنے کے صرف چار دن بعد موبائل کے کمپنٹ اور انکسٹریٹ میں مختلف خرابیاں رونما ہونا شروع ہوئی جس پر فریڈرے نے Advance Telecom کے سروس سینٹر بتایا اور انھیں موبائل میں درج خرابیوں کے متعلق بتایا اور کئی کے مطابق اسے رچھ کر کے نئے موبائل کی فراہمی کی گئی تاکہ اسے نئے موبائل کی فراہمی اور رچھ کر کے ہونے کہا کہ یہ چائینا کا موبائل ہے اور اس کی کوئی گارنٹی نہیں ہوتی۔

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یہ صرف تو فریڈرے کے لیے ہے اور اس کی کوئی گارنٹی نہیں ہوتی۔

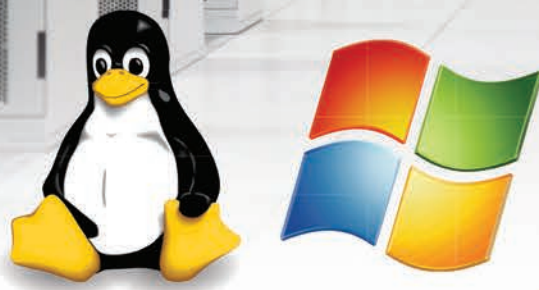


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