



SPOTLIGHT

OUR MANTRA
FOCUS
PASSION
EXECUTION



AT A GLANCE

— Incorporated in **1986**.

— Delivered **1st** packet on **23rd May 1986** and is in its **35th Year** of operations.

— Over **1600+** delivery locations with **32+ million** annual deliveries across Pakistan.

— Over **3500+** employees including **1400+** couriers.

— Our **Services** include: Courier, Logistics, COD, International Express, Print & Distribution.

— Operating in **3** Regional Offices, **11** Area Offices and **127** Branch Offices.

— **750+** Courier Centers across Pakistan.

— Providing services to **12000+** corporate customers.

— A Fleet of **300+** Owned/Rented vehicles.

— International Shipping to **200+** countries.

EDITORIAL

It is with sheer honor and delight to be part of a team making things happen for its employees, M&P itself, and most importantly, its customers. Here we enact the philosophy: *"Only the life lived in the service to others is worth living!"* - Albert Einstein.

We are approaching year end and with it comes the promise of tremendous growth and learning. Continuing the journey of development, we are thrilled to share with you our inaugural issue of Spotlight. This publication is specifically designed to showcase the key milestones achieved by the M&Pians and keep our customers and other stakeholders abreast with business and logistics endeavors.

Our magazine promises an insight into who we are, how we operate and interact with our communities.

Happy Reading!

Ms. Hina Ghufra - Editor Spotlight

"Successful business is about people doing business with people."



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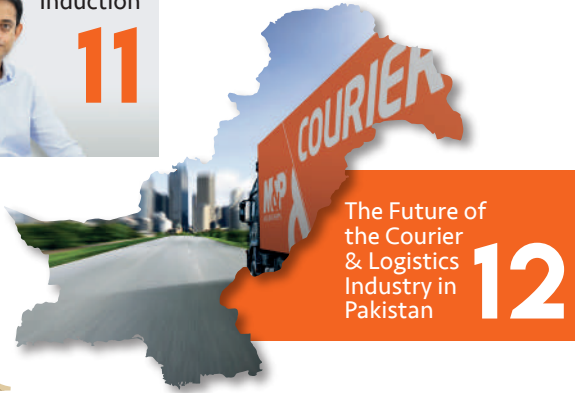
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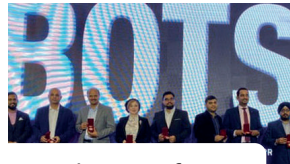
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OUR **COURIER** OUR **PRIDE**



Grit, responsibility, and zeal are synonymous with our couriers, who surmount the insurmountable daily and deliver your shipments safe and sound promptly.



WE DELIVER TO THE WORLD M&P International



Our Services

- Express
- Economy
- Cargo
- Student Package

Available in 210 Countries



SPOTLIGHT

M&PTM
MULLER & PHIPPS

COURIER

مزید معلومات کیلئے اپنے قریبی M&P کوریئر سینٹر پر تشریف لائیں اور کال کیجئے

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The LEGENDARY

MD & CEO
Kamran Nishat



Dear Readers,

I would like to express my deepest gratitude to all the M&Pians and customers who have chosen M&P Express Logistics throughout the years. Since its inception in 2015, when we acquired OCS, M&P has worked tirelessly to make this venture a success and be our customers' first choice.

The feeling of being valued and the drive we get from our success story cannot be summed up in words. The ongoing COVID-19 pandemic has reinforced our commitment to do more during the past six years. Initiatives such as offering a Home Pickup Service ensures that our customers do not have to come to our centers. In addition, this also depicts M&P's

adamant value of being *Customer Centric*.

The courier and logistics industry have great potential, and it is great to see new players entering the market, uplifting the competition. Competition plays a vital role for any enterprise to grow as it keeps you motivated to do more and perform better. I see our customers winning as they will enjoy the best experience levels, with M&P being their first choice.

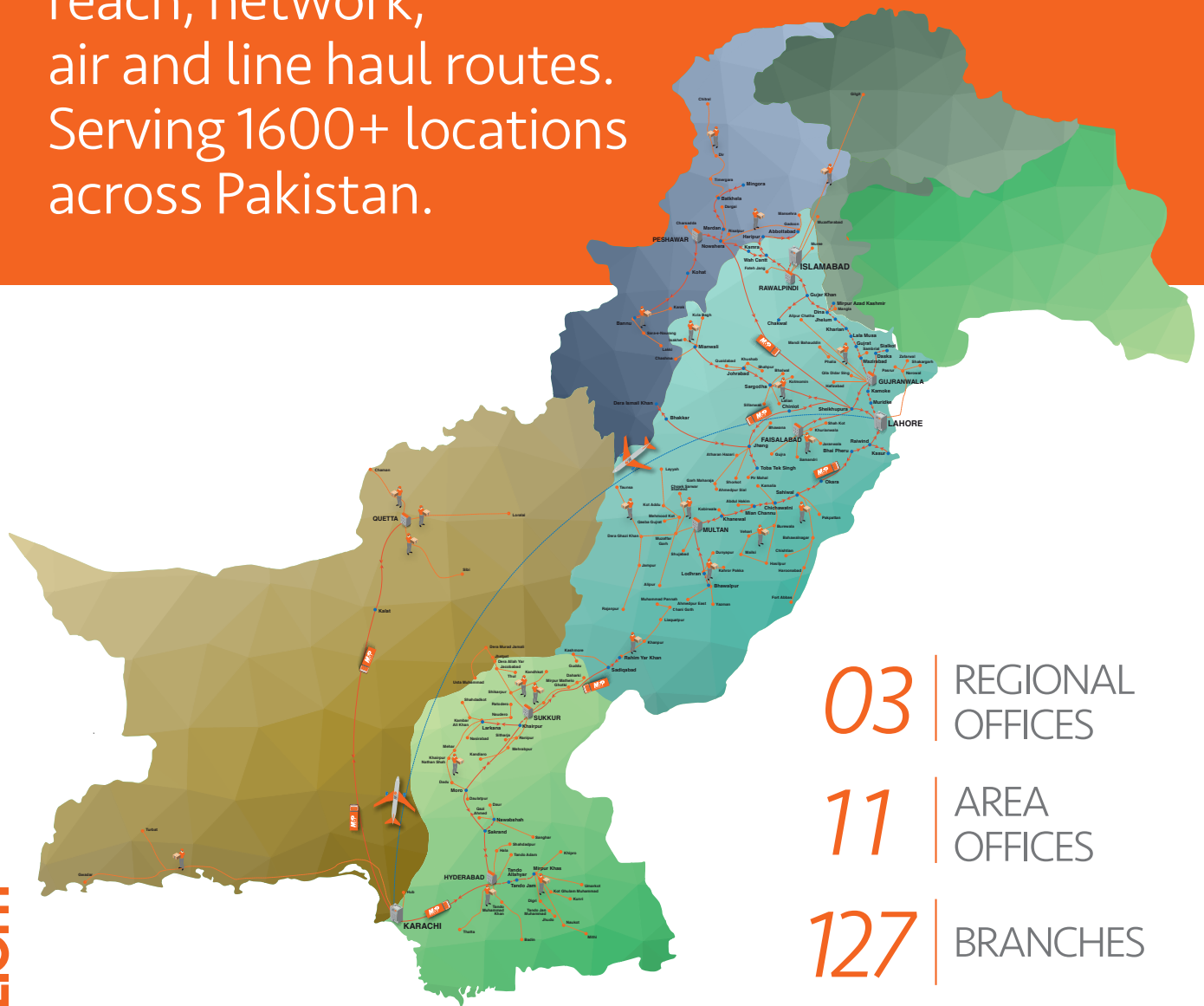
My advice to all my leaders is to invest in our people – they are our biggest asset. Our people must be on top of the game. For that, we need to train and develop them, treat them the way we would

want to be treated and ensure that they are satisfied with M&P. Our vision is to become the first choice for courier and logistical needs in Pakistan, leaving a legacy for others to follow.

“Be selflessly devoted to your cause; keeping customers first in whatever you do.”

OUR NETWORK

This map highlights M&P's reach, network, air and line haul routes. Serving 1600+ locations across Pakistan.



03 | REGIONAL OFFICES

11 | AREA OFFICES

127 | BRANCHES

Man Behind the Mantra

FOCUS PASSION EXECUTION

COO
Syed Atik Ali



Assalam O Alaikum!

We're able to deliver our promises leading us to earn the trust and respect of our customers just for one simple reason that is a great team. Coming from diverse backgrounds, we are passionate about our company and take ownership of everything we do. We aspire to build a Great Place to Work and we bring Focus, Passion, and immaculate Execution together.

At M&P Courier, we have earned a reputation for understanding our customers' needs better. We help them manage their core businesses more efficiently through our logistics and supply chain solutions.

Our methodology and tech-enabled solutions ensure that we deliver our commitments, on time, and every time. Our customers come to us with confidence that we have the expertise to take service delivery to the next level of performance.

Through our network of 127 branches and 750+ retail outlets, we are providing services across 1600+ locations. Our extended reach means that we can support our customers wherever their need requires us to, and across Pakistan.

We are continuously investing in our infrastructure and network to support our customers and expand our physical and digital reach to grow with them.

M&P Courier corporate culture revolves around four key pillars: Motivated Workforce and Teamwork, Quality Service Delivery, Customer Centricity, and Sustainable Business. Every single day, we work to achieve our objectives with Focus, Passion, and Execution mindset.

Our brand color Orange describes change and today, change is everywhere. The logistics market is undergoing radical transformation, E-commerce revolution, changing customers' preferences and technological advancement are shaping brand new experiences for consumers.

Today, M&P Courier is transforming itself to take advantage of the latest wave of change. We are reshaping our business and adopting the latest technologies to ensure that we are equipped to take advantage of emerging trends in growing markets. This

transformation aims at making us more agile, cost-efficient, and aligning us ever more closely to the needs and requirements of our customers.

Time and again, it is realized how blessed and fortunate we are, and the Almighty has provided us an opportunity to work with a team that refuses to settle on anything less than 110%. Even during the pandemic, the M&P Courier team worked day and night by putting their own lives in danger. A very big thanks to all my front-liners who worked selflessly putting their priorities aside time and again. Their work made us proud and brought a real difference in the lives of our customers.

Hope this pandemic will be over very soon Insha-Allah and we would like to thank Allah Subhana wata'ala for his unlimited blessing on all of us. We wish you and your families a very happy and blessed 2022.

MEET THE SALES CHAMPIONS



Yousaf Rashid
GM-North



Khalid Hussain
GM-Central



Zahid Khan
GM-South



SPOTLIGHT

Going above and beyond is a norm at M&P, where our Salesperson specifically strive towards meeting expectations and delivering outstanding performance with great dignity.

The professionalism which they depict on field does not only reinforce the positive image of our brand but also helps in getting new clients on board, whilst maintaining the same satisfaction levels.

Our three esteemed General Managers: **Mr. Yousaf Rashid** (North Division), **Mr. Khalid Hussain** (Central Division) and **Mr. Zahid Khan** (South Division) are at the forefront of leading the vanguard and are constantly on the lookout for more opportunities and markets to tap into.

EXECUTIVE INDUCTION

Getting the right employees on board ensures they grow with you, contributing to your overall success as a business.

We are delighted to welcome on board, Mr. Imran Afzal Khan as the Chief Financial Officer for M&P Express Logistics. Mr. Khan is a Fellow Chartered Accountant (FCA) with an enriched exposure of 22+ years in Accounts & Finance.

He complements our strong performance-oriented culture and we believe his impressive reputation for execution and achieving results makes him the right choice to lead our Accounts & Finance.

In the past, Mr. Imran Afzal Khan has been associated with diverse industries and have served in the Oil & Gas (United National Oilfield Services), E-commerce (Daraz.pk), Telecommunication (Middle East Telecommunications Company), Manufacturing (J&P Coats) and Tax Advisory (KPMG and PwC) sectors, both domestically and internationally.

I am extremely happy to join M&P; I was rejoiced to see senior leadership's dedication, knowledge, following of policies and experience they share with full support extended to me. I saw the working conditions are equally enjoyable as in other MNCs, whilst working both in and outside of Pakistan.

Moreover, the young guns I saw in finance and other departments as well are super energetic. We as a team must build this company, as this is our company. We shall follow and implement the policies with stringent controls, adopt best practices and do what is best for the company to take it to the next level. I always believe that 'when a company grows, the employee grows.'

I would end my views by the saying 'hard work beats talent when talent doesn't work hard.'

Mr. Imran Afzal Khan
Chief Financial Officer



THE FUTURE OF THE COURIER & LOGISTICS INDUSTRY IN PAKISTAN

According to the Asian Development Bank's report published in March 2020, COVID-19 and the resulting pandemic was estimated to cost the country as much as USD 4.95 billion, which makes up approximately 1.57% of the country's GDP, after the government announced a nationwide lockdown; many businesses completely shutdown their activities.

Despite the lack of momentum for these industries to catch up, a new scope of products and services catering to clients' needs resulted in a boom. The top three sectors significantly impacted include the logistics, tourism, and retail sectors in Pakistan and on a global scale. These industries make up a majority of the service sector economy. An example of a service that has seen a significant rise through COVID-19 was the implementation of Cash On Delivery services. This helped both business owners and customers to continue daily life without the drawbacks of the pandemic getting in the way.

The outlook for the courier and logistics industries can be easily changed. Rural areas can further be connected as part of a more extensive logistic or courier network by tapping into the potential road, rail, and air transportations, including dry, sea, and airports. In addition, the *China Belt and Road Initiative (CPEC)* projects consisted of several infrastructure projects that were completed in 2020. Storage and warehousing, including cold chain logistics, are also likely to emerge due to the requirements of CPEC.

96% of goods within Pakistan are transported by land and involve road freight transportation (Sustainable Freight Transport Systems: Opportunities for Developing Countries, 2015). Through expansion and modernization, rail transportation can also expand its market share. This will also enable more courier and logistics routes within the nation, especially in rural areas.

With roads development becoming a priority, logistics and warehousing



businesses will likely grow in the coming years. Currently, infrastructure projects, energy-efficient modes, stricter implementation of anti-overloading laws, and breakthrough technologies such as radio frequency identification tags (RFID), global positioning systems (GPS), and vehicle routing software is the need of the hour (Sustainable Freight Transport Systems: Opportunities for Developing Countries, 2015). This development will also contribute to integrated road and rail networks, opening new trade, logistics, and courier service avenues. The aim of connecting these logistic networks and some of the country's primary traders is a priority.

Most of the airports are already major transfer hubs. However, future upgrades will further grow the E-commerce, industrial and commercial centers. In addition, existing hubs are predicted to be further developed into cargo villages and modernized economic zones that will drive future growth in the logistics sector.

Increased trade activities through various ports across Pakistan will also introduce freight forwarding opportunities. These trade reforms are expected to increase overall business for courier and logistic companies in the region. Additionally, the development of the Gwadar port will significantly improve connectivity and linkage.

Currently, the logistics and courier industry is driven by innovation and technology. Businesses in Pakistan are not hesitant to adopt these technologies, embracing them to offer customers faster, cheaper, and more reliable delivery. They offer a comprehensive range of end-to-end solutions to consumer and B2B activities, making sending and receiving goods easier and more efficient.

M&P'S CUSTOMIZED WAREHOUSING SOLUTION



Coco Curls is an FMCG brand that was brought on board by M&P last year. They mainly deal in curly and wavy hair through a wide range of products, including gel, oil, and a wide variety of creams designed for different kinds of hair.

As a thorough 4PL company, M&P went the extra mile to assist Coco Curls in having a sustainable supply chain by offering its warehousing services. Presently, M&P is exclusively doing warehousing, distribution and inventory management for *Coco Curls*.

Coco Curl is an exclusive client of our company. We have catered to their needs by going above and beyond, assisting them in standing out from the competition and contributing to help achieve phenomenal growth. Furthermore, the Cash On Delivery (COD) and Home Pickup (HPS) segments to guarantee that their personal care product line is delivered to the right place, at the right time, and under the right conditions, regardless of the circumstances.

Currently, additional warehousing space is being provided to the brand in Islamabad, where their inventory is transported and stored from its manufacturers based in Lahore and Faisalabad. Inventory management also assures that records of all the boxes, products and packaging material are available just a click away, and the stock count is done in minutes.

"M&P has always thought out of the box and went an extra mile in facilitating their esteemed customers' needs. In the warehousing business too, we offered a comprehensive package to our valued customer Coco Curls and we are thankful to them for choosing us as their supply chain partner and subsequently, it gives us immense pleasure to see Coco Curls becoming a leading brand."

Mr. Yousuf Rashid

GM Sales & Operations – North

RETAIL EXPANSION

A STEP TOWARDS INCREASED PRESENCE AND VISIBILITY

One of the biggest challenges any brand faces is making your brand available for your customers.

Our Retail team has been working tirelessly to expand our network of our courier center's thereby ensuring an easy access for our customers in every area and town of Pakistan. During the past twelve months, we were able to add 104 new courier centers on following locations:

 FAISALABAD Company Maintained 07 Franchise 02 Shop n Shop 05 Total 14	 LAHORE Company Maintained 12 Franchise 00 Shop n Shop 01 Total 13	 MULTAN Company Maintained 11 Franchise 00 Shop n Shop 06 Total 17	 GUJRANWALA Company Maintained 06 Franchise 01 Shop n Shop 05 Total 12
 ISLAMABAD Company Maintained 01 Franchise 00 Shop n Shop 01 Total 02	 PESHAWAR Company Maintained 06 Franchise 00 Shop n Shop 02 Total 08	 RAWALPINDI Company Maintained 09 Franchise 01 Shop n Shop 00 Total 10	 HYDERABAD Company Maintained 05 Franchise 02 Shop n Shop 02 Total 09
 KARACHI Company Maintained 13 Franchise 00 Shop n Shop 01 Total 14	 QUETTA Company Maintained 02 Franchise 00 Shop n Shop 00 Total 02	 SUKKUR Company Maintained 01 Franchise 00 Shop n Shop 02 Total 03	REGION TOTAL Central 44 North 32 South 28
PAN PAKISTAN New Courier Centers 104			

ACCREDITATION OF **LEGEND** IN THE **WORLD CIO 200 SUMMIT**



Mr. Iftikhar Arif

General Manager Information
Technology & E-commerce at
Muller & Phipps Pakistan

Muller & Phipps credits its success to its people who, through their dauntless efforts, have led the company on the highway of success over the decades. One such human asset is Mr. Iftikhar Arif, General Manager Information Technology & E-commerce at Muller & Phipps Pakistan, who, through his innovative work, has achieved a great deal of success in the trying times of the recent pandemic. His unique ideas and passionate execution have not only gained him substantial appreciation inside the company but has also acquired much global attention, some instances of which include him being awarded the prestigious titles on two international forums: *BTX Roadshow 2021* and *The World CIO 200 Summit 2021*.

Mr. Arif recently won *BTX Roadshow Asia's Top Executive*

Award 2021: BTX Show and Transformation Awards 2021. Mr. Arif is one of the few individuals who have managed to secure this award for a third consecutive year, through his work on digital accessibility and smooth business operations, to empower employees during this pandemic. Being a key figurehead at the forefront of digital transformation in Pakistan, his contribution towards M&P's *AppTak* online shopping platform enabled its timely deployment. It has expanded the reach of our vendors' and buyers' way beyond the physical realm that has been used by buyers and sellers alike. Equipped with a user-friendly interface, the platform has various categories, having numerous various products which any online customer can order hassle-free and get delivered to their doorstep.

This year's *World CIO 200 Summit* was another event where Mr. Arif came into the limelight by being one of the two top IT executives from Pakistan to secure the *Inspiring Business Transformation Award* this year. He has been maintaining his rank amongst the top 100 CIOs (Chief Information Officers) in *The World*

CIO 200 (Pakistan Edition) list for the last 2 consecutive years in the *MASTER CIO* category (which requires an experience of 15 to 20 years along with an illustrious career in IT) and this time around he was able to land himself in the *LEGEND's* lifetime achievement award (which requires 20+ years of experience).

The event is a unique platform, which gathers the IT decision-makers and solution providers from around the globe under one roof. There were 450+ nominations across 4 different categories from 26 nations; Pakistan itself participated in the event for a second time. Mr. Arif was also featured in the event's *Book Of Titans (BOT)* in both 2.0 and 3.0 editions, in a special segment highlighting the world's top 200 CIOs and their projects from around the globe. In total, there were 21 inductees in it, and Mr. Arif was one of them. Seeing his immense contribution towards the field of IT and his passion for transforming automation into digitalization, we wish him all the best towards accomplishing his goals for the mutual benefit of M&P and Pakistan alike.



OPERATIONAL EXCELLENCE & COMPLIANCE

As the old saying by John D. Rockefeller goes: “Don’t be afraid to give up the good to go for the great.” We at M&P Express Logistics are continuously striving to improve. Be it our top management or our grassroots level couriers, striving for greatness is one of our critical requirements for success; due to the complex nature of our operations and the dynamic market conditions.

M&P Express Logistics’ Operations Excellence and Compliance department was established in the November of 2020 to support our business and operations team by minimizing and eliminating any bottlenecks present in our current process. The team comprises of industrial veterans who have decades of hands-on experience and witnessed the evolution of the logistics industry itself, with their very own eyes. The team played a pivotal role in enhancing our performance and changing the processes being implemented across the company.

With their tireless efforts, shrewd observations, and passionate dedication to their commitments, the team was

able to reduce the lead time and bring more swiftness in the processes. This included automation in weighing shipments on arrival, better coordinating and managing the pick up services, scheduling a route for our courier, creating a bagging plan, registering new customers with us, and generating shipper advice for deliveries.

Another major initiative taken by the Excellence and Compliance team was to cater to the demands of our customers and employees by coming up with two much-needed applications. A booking application enabled our customers to book their shipments online and get them delivered timely. This platform reduced the hassle that our clients would have to go through if they opt to book the shipment via our retail outlets or through calling us.

The other application is a delivery application which enables our courier to deliver the right thing, at the right place, at the right time. This also helped our courier channel our energy in the right direction and get the job done within the designated

time frame. Furthermore, this led to more satisfied clients. Complaint management was another domain which the Excellence team looked into. The team managed to bring more efficiency by restructuring the processes and reducing the dissatisfaction level of our clients. These initiatives, along with a dedicated team, proved to be extraordinarily effective and brought about increased productivity to our operations, relieving much of the lead time of the deliveries.

“Smooth business operations is of the essence in the logistics industry, and to achieve that, the Operational Excellence and Compliance department has taken many steps not just to reduce the lead time of our shipments but also improve the efficiency, capacity and monitoring process as well.”

Mr. Muhammad Sohail
Director 3PL, Operation Excellence
& Compliance



THE HEART OF OUR BUSINESS: CASH ON DELIVERY (COD)

In today's fast-paced world, it is hard to take out time to visit stores and markets to shop for daily necessities. With this comes an opportunity for brands to capitalize and expand their E-commerce business. Through E-commerce, brands can now sell their products locally and reach global markets and customers too. However, in Pakistan's E-commerce setup, end consumers still have trust issues when purchasing online. Therefore, Cash On Delivery (COD) remains the most popular mode of payment available in this part of the world. E-commerce and COD segments further got strengthened by the pandemic, as many entrepreneurs started home-based online selling setups.

"You can worry about the competition or you can focus on what drives you fast. Similarly, despite many challenges, the COD segment was there to drive us fast to achieve our targets."

Mr. Zahid A. Khan

GM Sales & Operations - South

M&P Pakistan has been working on making the lives of our E-commerce and COD business partners easy. We are also continuously striving to ensure better service to both our partners and their customers so that we play a crucial role in the growth of the E-commerce industry in Pakistan.

Our approach is simple, *Big or Small - Your Business Matters!* This

is why we do not only provide COD services to brands like *Khaadi, Daraz, J., Gul Ahmed, and Chase Value*, to name a few but also offer this solution to retail customers who have just started an E-commerce business and are struggling with fewer orders.

"COVID-19 turned out to be a blessing in disguise for the logistics sector of Pakistan; as people began to rely heavily on our COD segment and started to build trust on the E-commerce's model."

Mr. Khalid Hussain

GM Sales & Operations - Central

Our strength lies in our network spread across Pakistan, from Karachi to Gwadar, and even hard-to-reach areas like KPK and Kashmir. We offer a customizable solution for perishable goods like *Mango Fiesta* and other sensitive equipment that requires special handling. Our multi-location or multi-vendor pickup and drop-off solution for our customers is helping us provide them cost-effective solutions.

Our COD Portal is easy to understand, while our *MyM&P* app keeps our customers up to date with their shipment status, monitoring and billing details, etc. We also have a dedicated team of COD, including CSRs, couriers, and operations that help us provide seamless services to our clients. Our customers' satisfaction with our COD services has helped us grow this segment exponentially. As they say, the best marketing comes from the word of mouth of your customers.

"COD prove to be a star segment for us. It not only helped us in facilitating our customers by keeping their business operations smooth but also helped them in exploring a new virtual dimension."

Mr. Muhammad Sohail

Director 3PL, Operation Excellence & Compliance



A Passionate Beginning of Y2021

SPOTLIGHT

Developing a high-performance culture means strengthening leadership that can balance the competing needs of the organization and its stakeholders – customers, investors, and employees.

To align strategy, motivate high performers, generate energy around, and appreciate the efforts cross-functionally, team M&P decided to organize a flagship event. Since it was first of its kind, it was essential to ground it with solid objectives that highlight organizational goals. Hence, it was branded as Spotlight 2021.

Teams from North, Central, and South regions were invited to Karachi to attend this prestigious event attended by our visionary leaders - MD & CEO Mr. Kamran Nishat and COO Mr. Syed Atik Ali.

The two-day event started with a warm welcome for all the teams at *Ramada Plaza* where everyone received corporate t-shirts and goodie bags from the organizing committee. Our honorable MD & CEO, Mr. Kamran Nishat, took the audience down the memory lane, where he articulated M&P's journey sharing how it all started from scratch, back in 2015, to being one of the top 3 couriers brands in Pakistan.

Our COO – Mr. Syed Atik Ali, reiterated the significance of Keeping Things Simple and Doing The Right Thing as this matters the most in our brand's success.



Functional Leaders from all domains shared their team's success stories and motivated everyone to achieve even, more significant milestones in 2021.

Recognition was seen as the essence of Spotlight 2021. Star Performers from the entire network were awarded, and their performances were appreciated by all. Special recognition was also given to employees who played a significant role in M&P's success since its acquisition. Spotlight has helped us enable a recognition-based culture at M&P and has become a distinct platform for M&Pians. The excitement was further uplifted with a delicious dinner followed by a musical gala.





I am delighted to see the motivation and commitment of my team; this is what is required for any organization's success. The way everyone was cheering on each other's success is remarkable. M&P is making its move in the right direction, and with such talented and passionate people on board, we will soon make it to the top of the courier industry.

Mr. Kamran Nishat - MD & CEO



The second day kicked off with massive excitement for all the M&Pians, as we all drove in our vans towards Turtle Beach, where fun events, team building, and water sports activities were arranged for all participants. The day served as an opportunity for

employees to indulge in the mesmerizing beauty of nature and disassociate from their office routines.

Moreover, the event did not leave any stone unturned and infused motivation. After Spotlight 2021,

our people felt valued and contented to strive harder than ever for the growth of M&P. The event successfully reinforced that nothing is more critical to success than collaboration.



Spotlight gave us a chance to set the tone straight for the entire organization and boost the morale of our employees even further. It aligned their passion with the company's aim of continuous success.

Mr. Syed Atik Ali - COO



EMPOWERING WOMEN AT WORKPLACE

International Women's Day has become a global phenomenon. Celebrated annually on 8th March, the day appreciates women's cultural, political, and socio-economic achievements in our society. This event entails an excellent opportunity to reinforce that we all have a role in creating a more gender-balanced world.

We are convinced that there is a strong link between diversity and productivity at the workplace by inducting a diverse team of qualified men and women. This results in increased employee engagement and creativity. Women can bring unique

experiences to the table that can boost productivity and motivation levels.

Following the International Women's Day theme for 2021, "Women in Leadership: Achieving an equal future in a COVID-19 world," M&P commemorated the event at the group level where the festivity ensured to spread smiles as we celebrate the color of softness, support, sensitivity, cooperation, warmth, passivity, and affection.

As a token of appreciation, a lovely gift basket was presented to all female employees to acknowledge their efforts and endorse equality

by appreciating their roles in our organization. In addition to this, a special video message proudly featuring our female employees, from leadership to entry-level, was broadcast on all digital platforms. Lastly, high tea was organized, inviting all women in the organization for a thought-provoking session hosted by the Chief Operating Officer, Mr. Syed Atik Ali, alongside the entire leadership team.

From challenge comes change, so let us all #choosetochallenge. This year, M&P is celebrating achievements and increasing visibility. I choose. You choose. We all choose to challenge.

Women at the workplace can make a significant difference, with their contrasting point of view and mindset. Being part of the M&P family, I felt that the culture here is extremely inclusive and open to diversity.

Ms. Kinza Tariq
Manager Customer Care - Karachi



HUB RALLY 2021

*"Straight roads are for fast cars;
turns are for fast drivers."*
- Colin McRae

The annual Hub Rally was organized this year by *Toyota Highway Motors* in collaboration with *Indus Motors* and *Toyota Gazoo Racing*. Their aim remains to honor the *Motor Sports Circle* at *Gaddani Beach* and the rally was held between 13th and 14th March 2021.

A 50 kilometers race track was set for the event covering

mountainous, coastal, and desert-ed areas, making it a thrilling and adventurous track for the racers. The rally welcomed the drivers of Toyota Fortuner and Hilux vehicles as the participants. The event kicked-off with great enthusiasm as both male and female drivers competed for the gold medallions. For the first time, M&P took part

in this thrilling contest with its customized branded Orange Hilux to show our passion for adventure and stand out amongst those attending the event.

The program ended with prize distribution ceremony. Whilst everyone was coated in sand, they all had vibrant smiles on their faces.



THE ROLE OF INFORMATION TECHNOLOGY IN THE COURIER & LOGISTICS INDUSTRY

Information technology has enabled the transition as the global economy shifts from manufacturing and industrial businesses to more service and post industrial oriented ones. As a result, the logistics and courier industry has become more efficient and effective.

Integrating IT and continuous innovation allows organizations to offer their services at lower rates, generating additional income through reduced costs and offer additional services. The implementation of IT also has value-added benefits for customers and provides a



Depending on customers' needs, IT enables logistics and courier companies to negotiate on a set of pre-indicated performance measures. These include pre-transaction services, including estimated delivery dates, transaction elements, such as order tracking and status, and post-transaction services, including returns and actual delivery time. This allows customers and logistic service providers to get the most value while investing the least possible resources.

The rise in E-commerce businesses that rely on the internet instead of physical stores has also opened up a new avenue of activities for logistic companies. Electronically, businesses and logistics enterprises can communicate with each other. This reduces the need to place orders physically and allows shoppers to enjoy the best of quick delivery services.

Technology has also enabled vehicle and driver tracking.

However, it is crucial to consider that improper implementation can result in high costs and risks. Therefore, logistic and courier companies should evaluate their goals and to what extent they require IT support based on their operations. IT improves performance within logistics companies and benefits customers simultaneously, making it an essential investment for businesses within the industry to consider.

SAFETY MATTERS

The safety and security of employees is the top priority of our business operations, and undoubtedly, our employees are our number one asset.

Employees are not just essential, or irreplaceable instead considered the backbone when it comes to the smooth sailing of businesses. The success of any organization relies heavily on the effectiveness to which resources are kept. The business practices adopted by the organizations set them apart and decide the standards to which they seek to aspire.

With an aspiration to ensure a safer community with all M&Pians, a training session was organized, outlining the importance and utility of first aid during an emergency. We partnered with *Rescue 1122* to train our employees at Faisalabad's Area Office.

The first aid training was limited to a half-day session followed by a fire drill which lasted for two days. The sessions were then concluded by members receiving their participation certificates.

The effort and arrangement by the *Rescue 1122* team was well received amongst participants and applauded by our Human Resource function in making this learning a success. We intend to increase the frequency of such sessions throughout our regional and area offices across Pakistan to increase the practical and theoretical knowledge of Health, Safety and Environment (HSE), leading to a safe and secure atmosphere for our people.

[[Safety first! Taking care of our employees is the first thing we focus on at our workplace. Through this session, we geared up our employees to cope up with medical emergency by imparting the basic knowledge of first aid techniques, including CPR, to stabilize themselves and their fellow colleagues in life threatening situations.]]

Mr. Muhammad Shahzad Khan - Head of HR



SPREADING HAPPINESS EID UL FITR



Eid - ul - Fitr is celebrated upon the completion of the blessed month of Ramadan – a reward from the Almighty for all the Muslims worldwide. It allows families, loved ones, and communities to come together and celebrate following a month of abstinence and dedication to Allah (SWT).

During the festive times, when we all celebrate such events with our families and loved ones, it is imperative to remember those colleagues and fellow beings around us who cannot enjoy these events to the fullest.

This Eid-ul-Fitr, we ensured that we meet and celebrate with all those M&Pians who were unwell or injured due to any unfortunate incident.

Our leaders and their teams visited the house of many of our team members on the first day of Eid-ul-Fitr to celebrate and enjoy some memorable moments with them. During the visit, they also distributed eidi and sweets to the team members sent by M&P's Management to emphasize the values of care, affection, and team bonding.

STAY HOME, STAY SAFE! STAY COURIER CONNECTED HOME PICKUP SERVICE

It is often said, “desperate times call for desperate measures.”

During the onset of COVID-19 globally, like any other organization, M&P too ensured the organization’s sustainability in its own respect, bearing in mind the safety of its people and most importantly, its customers in the best possible manner.

Amidst the crisis, when a national lockdown was imposed in March 2020, M&P realized it was not feasible to assume that our clients could easily walk into our courier centers and book their shipments. To make the matter worse, all public and private transportation were closed, further hindering people from reaching our centers.

Home Pickup Service was hence initiated by M&P so that our cash

customers can book a pickup and get their items collected from the doorstep. Thereby, M&P ensured it was following through with safety measures imposed by the local government.

Our retail and customer service team showed great zeal and determination. Even the pandemic was unable to stop them from doing what was required to fulfill our commitment towards our customers. The combined team effort led to staggering upselling performance, alongside ensuring that our customers and their businesses keep prospering during this challenging time too.

HPS not only enabled us to fulfill our brand promise but also helped us gain the trust of many existing and new customers.

“During the initial tough days of lockdown when our lives had come to a halt and people were unable to go out and buy even the necessities, we as a courier company, took on the responsibility and launched a free Home Pickup Service in major cities of Pakistan. Our team ensured all necessary COVID-19 precautions were followed and served the customers with full dedication.”

Mr. Wasim Gillani
Head of Retail



WHEN THE WORLD TURNED

ORANGE

Do not wait until the conditions are perfect to begin. Beginning makes the conditions perfect.

The dawn of Y2021 brought immense good luck for the M&Pians. This year, they embarked with a radical mindset that revolved around having ownership of the brand and creating a lasting image in the minds of those associated with it.

To set the tone right for a lasting bond between the organization and its employees itself, M&P leadership came up with the **Orange Day Contest**. The contest allowed teams across the network to battle amongst each other, showcasing their creativity and flair in decorating their department/workstations with the color **Orange**. Then, they were tasked to drive the highest possible engagement on social media platforms under the hashtag **#OrangeCourierRevolution**.

Apart from the innovative decorations Pan - Pakistan, an **Orange Resolution Wall** was specifically designed and installed at the entrance of the head office block. This wall helped cement the commitment from each leader, functional head, and business owner to work together as One Team in achieving our goals for the year 2021. The purpose was simple, to create a sense of pride and belongingness towards our brand M&P. In addition to this, a special video message about the **Orange Day Celebrations** was featured on all social media platforms showcasing our leadership's promise of an unshakable resolve, in the year 2021.

Evaluating a winner was a challenging task as we observed a tough battle amongst the teams. The winner was chosen based on two factors: (i) how creative the decorations were and (ii) the amount of engagement each team attained on different social media platforms. Eventually, the **Orange Day Celebrations 2021** was won by the



Customer Services and Learning & Development Department from our head office. To finish the competition, a trophy was awarded by the MD & CEO, Mr. Kamran Nishat, alongside COO Mr. Syed Atik Ali in the annual meeting.

On winning the first of its kind and prestigious trophy Ms. Hina Ghufuran (National Manager CS and L&D) explained the importance of this contest stating, *"It's time to connect as ONE TEAM to achieve common goals. Love your brand. Love M&P. Love Orange."*



Ms. Hina Ghufuran (National Manager CS and L&D) and her team posing with the prestigious trophy.

"Orange Day Celebration turned out to be a big hit. We saw Focus, Passion & Execution in the celebrations and most importantly, observed commitment and perseverance from every individual across M&P."

Mr. Syed Atik Ali
Chief Operating Officer



SUPPORTING OUR YOUTH'S PASSION FOR SPORTS

Sport help to groom our youth, guiding them to develop skills that are directly associated with the workplace. It teaches teamwork, communication, strategic development, and self-discipline, how to deal with failure and maintain the spirit of sportsmanship.

Values such as these are closely aligned with M&P's strategic vision. Hence, with a keen interest in supporting young footballers in the country, M&P sponsored The *National Soccer FC Team* to participate in different tournaments.

M&P's *National Soccer FC* since then has appeared in two football tournaments. The first one was *Shaheed Jilani Khan Achakzai International Football Tournament* held at Chaman. The young players beat Afghanistan's *Spin Boldak* and the *Islamabad Riders* team after very close competition to enter the quarter-finals.

During the *All Pakistan Asghar Khan, Utmankhel Football Tournament* was held at Loralai. Our team played against great teams like Pishin, host team Loralai and team Quetta. Our young champs were able to beat all three teams and made it to the semi-finals of the tournament. These young players aspire to play for the national team one day and M&P is proud to support these talented footballers.



DIGITALIZING PAKISTAN IN COLLABORATION WITH HBL KONNECT



Mr. Abrar Ahmed Mir, Chief Innovation & Financial Inclusion Officer - HBL (sitting left),
Mr. Kamran Nishat, Managing Director & CEO - M&P Express Logistics (sitting right)
signed the agreement. Senior representatives from both the organizations were also present at the occasion.



Customers at our retail outlets will now be able to make their payments through **HBL Konnect** app, simply by scanning a QR code. Bringing the **"Scan, Pay and Go"** concept to our services.



TECHNOLOGICAL ADVANCEMENT

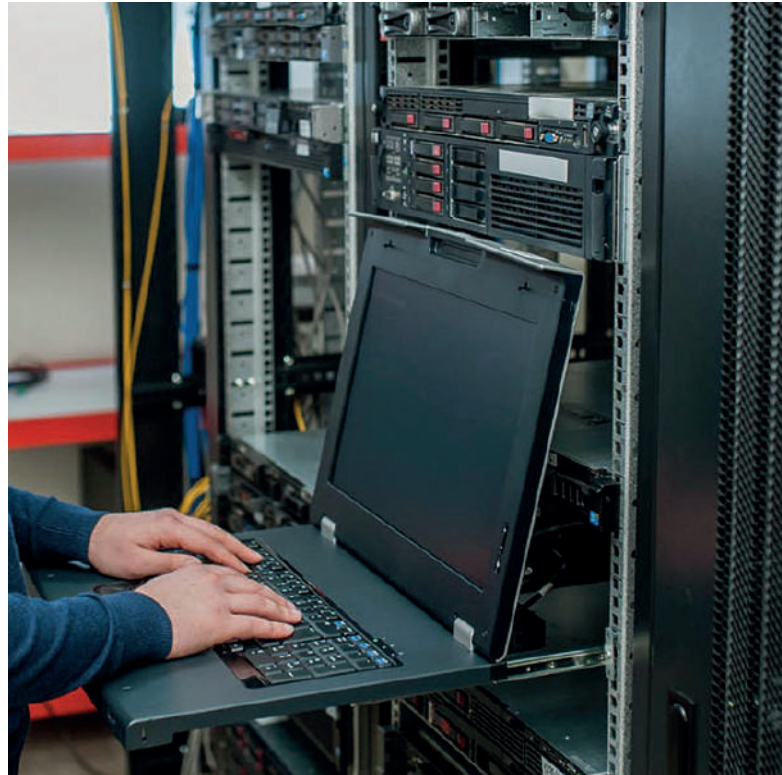
DATA SECURITY SOLUTION

Our Information Technology team recently endeavored on a journey to upload M&P's core applications' data onto one of the most secure cloud services, *Microsoft Azure Cloud*. The primary purpose of this project was to create a more accessible business application Pan-Pakistan, enhance data security and reduce our carbon footprint. In addition, this initiative has added an extra layer of security towards our data and also created a backup (in *Microsoft's* servers abroad) in case we ever encounter power outages, hardware malfunction, or external threats, if any.

The IT team was also able to secure the latest licenses of *Windows* and *SQL Server*, which enables it to address and resolve critical issues faced by the company and introduced a more scalable server infrastructure, which can be expanded if needed as per futuristic requirements.

At M&P, we believe in delivering quality service while maintaining trust, a fundamental building block for lasting relationships. Keeping that in mind, our IT team deployed *Kaspersky Endpoint Security* and *FortiGate Enterprise Series Network Firewall* systems, an on-premises and cloud-based security solution that includes the latest anti-malware, a formidable firewall, and central administration control.

This enhanced the data protection of our servers, cloud storage database, and other removable devices which are often associated with our operations. Furthermore, the upgrades allow for better cloud management, online traffic monitoring, as well as WAN (Wide Area Network) and ISP (Internet Service Provider) management with IPS (Intrusion Prevention Systems) to utilize networks with safety and security. Thus, these advancements are taking M&P in the right direction of having a safe and secure perimeter around its customers' information and ruling out any possible hindrances caused by unwanted intrusions.



"The development of new technologies helps our company to improve its operational business processes and as Head of IT, I am glad to see that my team has successfully deployed and is on track for technological advancement."

Mr. Nasir Hussain - Senior Manager IT



BOOKME.PK AND M&P COLLABORATE FOR HBL PSL 6

Cricket is one such sport that binds the nation together, and the *Pakistan Super League* is undoubtedly one of the most coveted events in our country. A blend of foreign and Pakistani players in each team makes the event even more enjoyable. It is an excellent opportunity for players to showcase their talent and enthusiasm for the game while representing regional teams.

This year's *HBL PSL* was the 6th edition of the grand event.

Bookme.pk, an online ticketing service and M&P Express Logistics, one of the top three courier companies in Pakistan, joined hands to support *Pakistan Cricket Board (PCB)* in running a seamless and successful event. The collaboration aimed to ease ticket validation, enabling spectators with genuine tickets to enjoy the matches to the fullest.

Approximately 120 M&Pians volunteered from various departments to participate and were actively available at the

National Stadium, Karachi, to assist the spectators with entry into the stadium. The M&P team also distributed the goodie bags to the audience containing M&P branded accessories and masks to wear while attending the matches. This ensured COVID precautions were maintained throughout *HBL PSL 6*.

After a thrilling competition, the *Multan Sultan's* were finally able to secure their victory by 47 runs over the *Zalmi's*. Thus, earning the title for themselves, as the winners of *HBL PSL 6*.



The ultimate solution to your
special logistics needs **M&P offers**

CUSTOMIZED TEMPERATURE CONTROLLED VEHICLES

*with state-of-the-art technology and in various sizes as
per your supply chain needs.*



FOSTERING A LEARNING CULTURE

Organizations that nurture a learning environment have employees who develop themselves as individuals and are willing to learn, unlearn and master new skills.

Organizations that nurture a learning environment have a tendency to develop their employees as individuals who are willing to learn, unlearn and master new skills. Employees' happiness and motivation are critical drivers for having loyal, long-term customers who will continue to do business, which will result in increased sales, profitability and sustainability. At M&P, Motivated Workforce and *Teamwork* is one of our core pillars. Thus, to build a team of highly-skilled, trained and motivated professionals, a Learning and Development function was formulated in November last year.

This team primarily focuses on ensuring that we work passionately towards employees' development and help them enhance their skills and productivity. In the short span of one year, a solid and competent L&D team was augmented. In addition, they also designed a training roadmap for the organization, alongside a functional curriculum for our front-line departments. This was possible under the guidance and vision of our senior leadership, to make what was once a dream, a reality. Here is an overview of L&D's journey that fulfilled all its requirements, delivering a combination of live and virtual sessions.

These sessions were planned to keep in view the limitations that the corporate world faces due to the pandemic, catering to functions like *operations, retail,*

debriefing, recovery and customer service. In addition, the designed manuals have structured the usage of the company's portal (MRABTA, CXM and MIS) and are available for all new hires in their respective domains as a guide. Other initiatives which the L&D team embarked upon are developing a LMS (Learning Management System) portal with the help of our IT team, launching the first ever company's magazine, supporting in revamping the company's official website, SOP refreshers and conducting soft and technical skills trainings (live and virtual). It is of extreme delight to share that till date, 1400+ employees have been trained. However, this is just a start to an exciting and fun learning journey at M&P.

Happy Learning!

“Employees engage with employers and brands when they are valued as humans worthy of respect. Being leaders, it is our responsibility to build our talent, develop their skill-set and prepare them for future roles through interactive learning.”

Ms. Hina Ghufan, National Manager CS and L&D.



TOP PERFORMERS OF YEAR 2021

STAR COURIERS



Zubair Khan
Service Delivery Officer
Operations - North



Abdul Majeed
Service Delivery Officer
Operations - Central



Muhammad Mubeen
Service Delivery Officer
Operations - South



Ahzaz Arif Abbasi
Fleet Coordinator
South



Masood Ahmed
Fleet Mechanic
South

Year 2021

Q-2

Q-3

SALES PERSON OF THE QUARTER



Faran Meer
Territory Sales Manager
Corporate Sales - North

Q-1



Mushahid Hussain
Business Development
Manager
Corporate Sales - Central

Q-1, 2 & 3



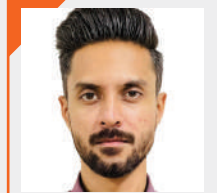
Nadir Ali Khan
Key Account Manager
Corporate Sales - South

Q-1 & 3



Maham Bakhtiar
Call Center Representative
Customer Service

Q-1



Faraz Ahmed
Key Account Executive
Customer Service

Q-1



Amir Khan
Tele Sales Executive
Corporate Sales - North

Q-2



M. Sami Gul
Key Account Manager
Corporate Sales - South

Q-2



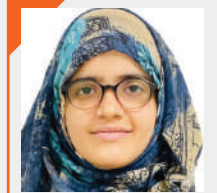
Farrukh Nisar
Territory Sales Manager
Corporate Sales - North

Q-3



M. Fahad Uddin
Call Center Representative
Customer Service

Q-2



Saher Anjum
Key Account Executive
Customer Service

Q-2

RETAIL WARRIORS



Muhammad Usman
Retail Sales Executive
Retail Center - North

Q-1



Asif Ali
Retail Sales Executive
Retail Center - Central

Q-1



Nawab Ali
Retail Sales Executive
Retail Center - South

Q-2 & 3



Nimra Ahmed
Call Center Representative
Customer Service

Q-3



Kamal Sikander
Customer Care Executive
Customer Service - North

Q-3

BACK OFFICE CHAMPIONS



Mahesh Shekhar
Team Leader
Recovery

Q-1



Afzaal Anwar
Assistant Manager Recovery
Recovery

Q-2 & 3



Muhammad Bilal
Deputy Manager Finance
Finance

Q-1



Abdul Ahad
Accounts Manager
Finance

Q-2



Muhammad Bilal
DM-Budgeting & Reporting
Finance

Q-3



Fahad Ali
Deputy Manager - Software
Information Technology

Q-1



Rao Israr
Manager IT Network &
Communications
Information Technology

Q-1



Hiba Tur Rahman
BSC-IT-North
Information Technology

Q-2



M. Talha Baig
Senior Manager
Information Technology

Q-2



Hammad Siddiqui
Manager Infrastructure &
Hardware Support
Information Technology

Q-3



Nabeel A. Siddiqui
Business Software Support
Information Technology

Q-3



Hashim Majeed
Retail Sales Analyst
Retail Management

Q-1



Zahid Saeed
Manager Retail
Retail Management

Q-2



Shafiq
Assistant Manager Retail
Retail Management-HDD

Q-3



Dilawar Abbas
Assistant Manager
Human Resources

Q-1



Ali Abbas
Senior Executive - FSD
Human Resources

Q-1



Nousheen Rasheed
Deputy Manager
Talent & OD
Human Resources

Q-2



M. Osama Ekram
Deputy Manager HR
Human Resources

Q-3



Marium Ijaz
Management Trainee Officer
Learning & Development

Q-1



Muhammad Wasay
Management Trainee Officer
Learning & Development

Q-2 & 3



Fahad Mustafa
Senior Executive Procurement
Administration

Q-1



Waheed Manzoor
Deputy Manager
Procurement
Administration

Q-2



Qaiser Feroz
Assistant Manager
Administration

Q-3




Muhammad Shahbaz
Graphic Designer
Marketing

Q-1



Maha Mateen
Jr. Social Media Marketer
Marketing

Q-2



COD

Big or Small
YOUR
Business Matters



Retail COD

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