THE MEDIA & CORPORATE WORLD MAGAZINE





DELIVERING TRUST WORLDWIDE CONNECTING PAKISTAN AND BEYOND

Send your shipments worldwide with convenience and reliability as we deliver your TRUST at the best possible rates.







#TCS #TrustALeaderToDeliver #TCSWorldWide #MadeinPakistan



- 04 Editor's Desk
- **05** Readers' Thoughts
- 06 Who Said That!
- **07** Grapevine
- **08** Newsbeat
- 11 Cover Story

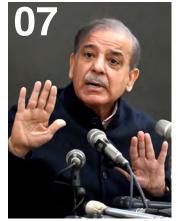
Neelam Muneer adiates joy amid wedding festivities

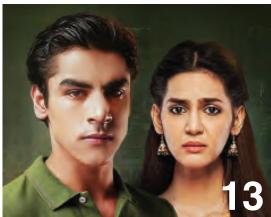
13 Reviews

TV Serial: Yahya Film: Moana 2















January 2025

Vol. 30 No. 1

President & Editor-In-Chief

Sved Jawaid Igbal

Managing Editor & COO

Syed Ovais Akhtar

Layout & Graphics

Haroon Rasheed Kamran Ghulam Nabi Riaz Masih

General Manager - Sales & Marketing

Syed Naushad Haider

PRODUCTION & COORDINATION

Aqam-ud-Din Khan

CIRCULATION & DISTRIBUTION

Shehryar Zulfiqar

Editorial

& Business Address

20-C, Lane 12 off Khayaban-e-Ittehad, Phase II Extension, DHA, Karachi - 75500, Pakistan Tel: +9221 35313821-23 Email: info@slogan.com.pk

Price: PKR. 200

Slogan is published every month by Syed Jawaid Iqbal for

JAWZ Communications (Pvt.) Ltd.

and printed by JAWZ Communications, Karachi.

Read complete issue of Slogan on:

www.slogan.com.pk

The views expressed by the contributors are not necessarily shared by the editor.

> Available on Asianet-Pakistan

Winter Fashion in **Pakistan and South Asia**

Inter fashion in Pakistan and South Asia is a celebration of cultural heritage, vibrant textiles, and modern trends blended seamlessly into functional designs. The region's fashion evolves each season, with winterwear showcasing an intricate interplay of tradition and innovation, catering to diverse weather conditions, styles, and preferences.

South Asia's rich textile heritage serves as the backbone of winter fashion. In Pakistan, for instance, traditional clothing like shalwar kameez and kurtas are adapted for the colder months using warm fabrics such as wool, velvet, and khaddar. Khaddar, a handwoven fabric, has been a staple of winterwear in Pakistan for decades due to its insulating properties and rustic aesthetic. Similarly, pashmina shawls, a hallmark of South Asian winter fashion, are prized for their luxurious feel and intricate embroidery. Originating from Kashmir, these shawls are an essential accessory, blending both style and functionality.

In India, regional variations of winter fashion include guilted jackets in Himachal Pradesh and Ladakh, and heavy silk sarees in the southern states. Bangladesh, with its milder winters, focuses on lightweight wool scarves and cotton-blended fabrics. Each country embraces local craft traditions, using hand embroidery, block printing, and natural dyes to create timeless pieces.

Urbanization and globalization have significantly influenced winter fashion in the region. Modern designs combine traditional elements with Western silhouettes to appeal to younger, fashion-forward audiences. In Pakistan, designers such as Sana Safinaz, Maria B, and Gul Ahmed have revolutionized winter collections by introducing prêt-à-porter lines with versatile options like long coats, capes, and cardigans. These designs often feature bold prints, earthy tones, and embellishments, balancing style with practicality.

Layering is a prominent trend in South Asia, driven by the variability of winter weather. Women often pair long kurtas with tailored coats, shawls, or fur-lined jackets. Men's winter fashion includes woolen waistcoats worn over traditional attire, paired with scarves for a polished look. Denim jackets, leather boots, and knitted accessories are popular Western additions that have seamlessly integrated into the South Asian wardrobe.

The choice of fabrics plays a critical role in defining winter fashion. Wool, cashmere, velvet, and khaddar dominate the winter collections in Pakistan, providing warmth while maintaining sophistication. Brands like Nishat Linen and Bareeze are renowned for their premium-quality fabrics and innovative designs, offering embroidered shawls, tunics, and two-piece suits tailored for winter. In India, the use of Banarasi silk, brocade, and heavy jacquard fabrics reflects the region's opulence. Designers such as Sabyasachi and Anita Dongre frequently incorporate these materials into winter bridal wear, blending tradition with modern aesthetics. Bangladesh's winter collections often highlight muslin and jamdani, adapted for scarves, jackets, and wraps.

Sustainability has become an emerging theme in winter fashion across the region. Handwoven fabrics, natural dyes, and artisanal techniques are being embraced by both designers and consumers. Brands are increasingly focusing on eco-friendly practices, promoting the use of organic wool and upcycled materials. This shift not only supports local artisans but also aligns with the global trend toward sustainable fashion.

Winter is a prime season for weddings and festivals in South Asia, leading to a surge in demand for bridal and festive winterwear. Heavily embellished lehengas, sherwanis, and anarkalis crafted from velvet and silk dominate the bridal market. Designers often add fur trims, sequins, and gold threadwork to enhance the grandeur of these outfits. In Pakistan, winter weddings see women donning long velvet gowns and heavily embroidered shawls, exuding elegance and warmth.

Winter fashion in Pakistan and South Asia is a rich tapestry of tradition, innovation, and functionality. From handwoven shawls to contemporary layered ensembles, the region's winterwear reflects its cultural diversity and craftsmanship. As sustainability and modern influences continue to shape the industry, winter fashion in South Asia remains a dynamic blend of the old and the new, catering to both heritage enthusiasts and trendsetters alike.

Readers' Thoughts

Booming Tourism Sector

Bhutan's premier luxury travel company has recently unveiled a new division called MICE Bhutan, which is focused on creating bespoke event experiences for business and leisure travelers. MICE Bhutan offers customized event solutions for business meetings and corporate events, combining



Thimphu, Bhutan.



New Import Policy

The Sri Lankan government recently announced the removal of the vehicle import ban that was implemented in 2020 to ease the pressure on foreign exchange reserves due to the COVID-19 pandemic. From this year, the import of public transport vehicles will be permitted for the first time since early 2020, a timely initiative welcomed by the country's vehicle importers' association, which has convinced the government to lift the ban. As part of its IMF bailout conditions, Sri Lanka must bolster its foreign exchange reserves to avoid a crisis similar to 2022, when a foreign reserve shortage led to a lack of fuel and essential goods. In recognition of Sri Lanka's recovery, the IMF has allowed vehicle imports to help boost state revenue through import duties. The depletion of foreign reserves in April 2022 led to an unprecedented economic crisis, resulting in the country's first-ever sovereign default.

S. V. P. Perera, Colombo, Sri Lanka.

New Year, Old Fear

Pepal welcomes the New Year with the same fear and concerns the country experienced last year. The year 2025 will determine whether Nepal can prioritize its economic and geopolitical interests over global issues. Most importantly, Kathmandu's economic ties with neighbouring countries should remain a top priority. While the Nepalese economy made strides in the previous year, the current government must assess the impact of this progress and devise strategies to advance its economic interests for greater sustainability and profitability, as a lack of a focused approach could hinder further progress and more development. More attention should be given to leveraging electricity for domestic growth, potentially utilizing power generated through Chinese investment. While a liberalized regional market is valuable, BRI projects must align with Kathmandu's key interests and requirements.

Binod V. Pratibha, Kathmandu, Nepal.



Who Said That!

Ominous Sign

The downfall of Syrian President Bashar al-Assad happens to be a pivotal moment for Syria as well as also for Islamist movements in the Middle East. The eventual collapse of the Assad regime has reverberated globally. At



the same time, the rest of the Middle East watched these hasty developments with mixed feelings—an underlying hope for a positive change alongside concerns over latent instability. In marked contrast, the Taliban responded with apparent enthusiasm. The victory

of Syrian rebels could inspire opposition movements in Afghanistan and encourage moderate Taliban members to challenge their leader's hardline stance. For the Taliban, this development is a mix of emotions. While the fall of a rival regime offers a symbolic win, the rise of Hayat Tahrir al-Sham (HTS) presents a direct ideological and strategic threat. HTS's emphasis on inclusivity, tolerance for minorities, and democratic reform stands in stark contrast to the Taliban's regressive policies and authoritarian rule.

Ashraf Ali, Kabul, Afghanistan.

Goodbye Ashwin

avichandran Ashwin, India's renowned off-spinner and one of cricket's most celebrated bowlers, recently announced his immediate retirement from international cricket after the third Test against Australia in December. The 38-year-old claimed 537 wickets in 106 Tests at an average of 24.00, ranking seventh on the all-time list and second only to Anil Kumble (619) for India. He also played 116 One-Day Internationals and 65 T20Is. Ashwin was known for his innovative bowling and sharp cricketing intellect, but his sudden departure amid a Test series against Australia sparked a fierce debate. Ashwin's surprise announcement stunned the cricketing world, leaving fans and experts alike taken aback by the suddenness of his decision. Be that as it may, Ravichandran Ashwin will be remembered for immense contributions to cricket.

Aftab Ahmed, Karachi, Pakistan.



"Pakistan, with over 60% of its population under the age of 30, has vast potential for innovation and growth." Shehbaz Sharif, Prime Minister of Pakistan

"No force in the world can bring back Article 370 and insult our Constitution." *Narendra Modi,*



Prime Minister of India

"Bangladesh wants to resolve its outstanding grievances from the war that led to the country's creation in 1971 and move forward." *Dr Muhammad Yunus*, *Chief Adviser of Bangladesh*

"Pakistan cannot grow economically unless it becomes a fully functional democracy." Shahid Khaqan Abbasi, Pakistani politician





"Soon, those Ukrainians who want to fight will run out; there will be no one left who wants to fight."

Vladimir Putin, Russian President

"Karachi is the most tolerant city in Pakistan. The city doesn't judge or ask you where you're from." Mahira Khan, Pakistani actress





"Cricket is played to win ICC events, not bilateral series." Ahmed Shehzad, Former Pakistani cricketer

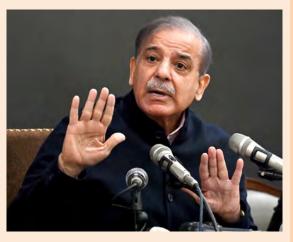
A New Prime Minister?

Rumour has it that the Establishment has had enough of Shehbaz Sharif as prime minister and is now seriously looking for his replacement. Interior Minister Mohsin Naqvi and Finance Minister

Muhammad Aurangzeb have been shortlisted so far for the key position. At the same time, the last-mentioned seems to have more chances to assume the prime minister's office because of his satisfying







performance in the ministry. If the rumour turns out to be true, Aurangzeb would be more of a cloned version of Pakistan's former prime minister, Shaukat Aziz, who had earlier served in the finance ministry before becoming the PM. To comply with the formalities, it's now up to Muhammad Aurangzeb whether he will run for his election from the Tharparkar or Attock constituency. Success guaranteed!



Negotiations with PTI

The ongoing proceedings regarding negotiations between the PM Shehbaz-led government and the PTI leadership are still unclear. If the surprising move is to bring much-needed stability to the country, it should have done much before. However, as things currently stand, neither the PTI leadership nor the current government seems interested in moving further to end the political stalemate, severely hurting the country over petty politics. Be that as it may, one thing is clear: the self-attached aura of a savior would not allow PTI chairman Imran Khan to shed his overinflated ego and learn from his mistakes for the country's greater interest.

■

Cricket Board Beyond Cricket

The evergreen Pakistan Cricket Board (PCB), compared to the rest of the cricket boards operating worldwide, remains in the media headlines mostly for all the wrong reasons. This time, Jason Gillespie, now the former head coach of the Pakistan Test side, emerged as the whistle-blower, followed by the sacking of Tim Nielsen from his role as assistant coach and the resignation of Garry Kristine as Pakistan's white-ball cricket coach. Mind you! Kristine left amid growing disagreements with the PCB hardly six months into his role in charge of the men⋅s T20 and ODI teams. Heaven knows when the PCB will get rid of its perpetual bureaucratic mindset, infesting Pakistan cricket like cancer. ▶





Mayor Karachi inaugurates Nestlé Pakistan & PQA Clean and Safe Drinking Water Facility

ayor Karachi
Murtaza Wahab
inaugurated Nestlé
Pakistan's first clean and
safe drinking water facility
in Karachi. The facility aims
to serve more than 10,000
people every day in the
district of Bin Qasim Town.

During the inauguration, Jason Avanceña, Chief Executive Officer, Nestlé Pakistan said, "We are committed to Creating Shared Value throughout our value chain for communities and

the inauguration of this ninth clean safe drinking water facility is a testament to



our commitment to making a positive impact for families, communities

and the planet, in line with United Nations Sustainable Development Goals."

Nestlé Pakistan has already developed and is currently managing nine clean and safe drinking water facilities around its manufacturing sites in Sheikhupura, Kabirwala, Khanewal, Islamabad, and Karachi. With the inauguration of this facility in Karachi in collaboration with Karachi Metropolitan Corporation and Port Qasim Authority, approximately 90,000 people

will have access to clean and safe drinking water daily.

✓

Why Aamir Khan quit films and quietly came back

ndian film superstar Aamir Khan recently revealed the surprising reason behind his decision to quit acting. In an interview with BBC News, Khan shared that he decided to quit before the release of Laal Singh

time with his family.

Khan said, "I told my family I'm done with acting and films. I didn't want to produce, direct, or act. I just wanted to be with the family."

A decision of this magnitude from

such a prominent star might have been expected to send shockwaves through India, a country with a deep love for cinema. However, Khan explained that his choice largely went unnoticed at the time because the pandemic had caused a slowdown in film productions. "No one knew about it," he said.

Thankfully for his fans, Khan didn't stay away for long. He is now back in the spotlight promoting Laapataa Ladies, a film he produced and India's official entry for the Oscars in the Best International Feature Film category.



Chaddha.

Known for his massive fan following and frequent public attention, what is less known is that Khan quietly stepped back from films during the COVID-19 pandemic to spend more

PAKISTAN TO HOST WEST INDIES FOR TWO TESTS

he Pakistan Cricket Board (PCB) confirmed details of the West Indies men's cricket team's tour of Pakistan for the two ICC World Test Championship matches. The West Indies cricket team will arrive in Islamabad on January 6. After playing a three-day match against Pakistan Shaheens from Jan 10-12 at the Rawalpindi Cricket Stadium, they will take on Pakistan in back-to-back Tests in Multan, according to a PCB statement.

"The first Test will be played from Jan 17-21, while the second Test will be held from Jan 25-29," the statement said. The matches will count towards the World Test Championship, though both teams are out of contention to reach the final. This will be the West Indies' first Test tour of Pakistan in 19 years when they played three Tests in November 2006, while their last Test away Test series against Pakistan was in the UAE in October 2016. However, the West Indies have thrice toured Pakistan since April 2018; once for the ODI series (June 2022) and twice for the T20I series (April 2018 and December 2021). S

Putin ready to meet Trump 'anytime' to talk Ukraine deal

ussian President Vladimir Putin said he was ready for talks "anytime" with US President-elect Donald Trump, who has touted his ability to strike a Ukraine peace deal within hours of coming to office.

Trump, who will return to the White House in January, has stoked fears in Kyiv that he could force Ukraine to accept peace on terms favourable to Moscow.

Holding his annual end-of-year press conference, the Kremlin leader said his troops held the upper hand across the battlefield but admitted he does not know when Russia will take back the western Kursk region where Ukrainian troops launched an incursion.

Putin went on to say that the recent fall of ex-Syrian leader Bashar al-Assad was not a "defeat" for Russia, claiming Moscow had achieved its goals in the country.

✓



KAP Launched to Revolutionize Education Through AI

han Academy, a non-profit organization providing free education, has recently launched Khan Academy Pakistan (KAP). The initiative promises to deliver high-quality, accessible, and personalized education by leveraging cutting-edge AI technology.

The launch event in Karachi brought together educators, policymakers, and corporate leaders to witness the unveiling of Khan Academy's Al-powered learning tool, Khanmigo. This tool offers personalized learning



experiences for students and robust support for teachers, aiming to bridge the gaps in literacy, numeracy, and access to quality education across the nation.

For the initial pilot programme, Khan Academy Pakistan will initially focus on supporting Teachers by utilizing Khanmigo as a teaching assistant. KAP has partnered with the following public education institutions: AKHUWAT, CARE Foundation, TCF, Foundation Public School, Education Trust Nasra School, Aga Khan University—Institute of Education Development, CFC, and Durbeen.

Punjab Investment Conference Ends on a Positive Note

he Punjab Investment Conference was held in Shanghai on December 12, 2024. Significant milestones were achieved at the conference to propel Punjab towards greater economic prosperity. Gobi Partners, a leading venture capital firm, hosted this landmark event. The conference showcased Punjab's commitment to fostering innovation,



sustainable development, and global collaboration.

Gobi Partners and The Bank of Punjab signed an agreement to foster a vibrant ecosystem for startups and SMEs. The MoU establishes a strategic collaboration to support startups and SMEs through debt financing, equity investments, tailored financial solutions, and mentorship programs. This collaboration underscores the shared vision of empowering emerging businesses and driving sustainable development in the region.

The conference further facilitated discussions to foster sustainable, long-term partnerships between Chinese enterprises and the Punjab government. Key collaborations formalized during the event included MOUs signing with the Chinese Solar N Plus and Tianjin Capital Environmental Protection Group (TJCEP).

Saudi Arabia has extracted lithium from oilfield runoffs

audi Arabia has successfully extracted lithium from brine samples from Aramco's oilfields and plans to launch a commercial pilot program for direct extraction soon, Khalid Al-Mudaifer, the Saudi Vice Minister of Mining Affairs said.

Lithium Infinity, also known as Lihytech, a start-up launched out of King Abdullah University for Science and Technology, will lead the extraction project with cooperation from Saudi mining company Ma'aden and Aramco, Khalid Al-Mudaifer told Reuters.

Lithium is a key component in the batteries of electric cars, laptops, and smartphones. The vice minister said that while the cost of extracting lithium



from the brine runoffs from oil fields remained higher than the traditional method of extraction from salt flats, he expected that if lithium prices grew, the project would soon be commercially viable.

Virat Kohli, Anushka **Sharma 'leaving India'?**

irat Kohli, one of India's most celebrated cricketers, is reportedly preparing to relocate to London with his wife, Indian film actress Anushka Sharma, and their children, Vamika and Akaay.

Media reports suggest the family plans to make the UK their base, with Kohli potentially settling there permanently post-retirement.

Rajkumar Sharma, Kohli's childhood coach,



confirmed the news in an interview with Dainik Jagran, saying, "Yes, Virat plans to move to London with his children and wife, Anushka Sharma. He is going to be

leaving India and shifting very soon. However, right now, Kohli is spending most of his time with his family apart from cricket."

The Kohli family owns property in London and has spent considerable time there. Their son Akaay was born in the city earlier this year, on February 15. While Virat remains deeply involved in cricket, he has been balancing his time between India and the UK.S

Angelina Jolie, kids take joint decision as Brad Pitt legal battle conclude

fter eight years of a long and arduous battle in court, Angelina Jolie and Brad Pitt have finally concluded their divorce settlement. Despite being declared legally single in 2019, the exes officially

signed the papers on December 30th, 2024.

The Maria actress had filed to end their twoyear marriage back in 2016 following a private jet incident in which Pitt reportedly got violent with her and their children.





Jolie and Pitt share three

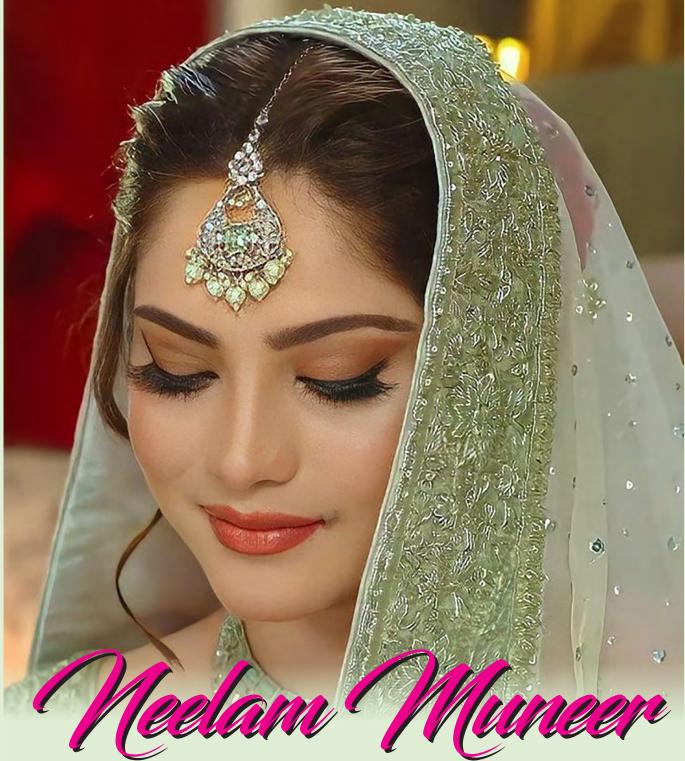
biological children - Shiloh, 18, and twins Vivienne and Knox, now 16 and three adopted - Maddox, 23, Pax, 21, Zahara, 19. The children have reportedly been estranged from their father.

Jolie's lawyers issued a statement via People Magazine, revealing a major decision they had made.

"More than eight years ago, Angelina filed for divorce from Mr. Pitt," lawyer James Simon shared. "She and the children left all of the properties they had shared with Mr. Pitt, and since that time she has focused on finding peace and healing for their family."

He continued, "This is just one part of a long ongoing process that started eight years ago. Frankly, Angelina is exhausted, but she is relieved this one part is over."

The decision also comes amid the ongoing property dispute over the French estate and winery, Château Miraval. S



radiates joy amid wedding festivities

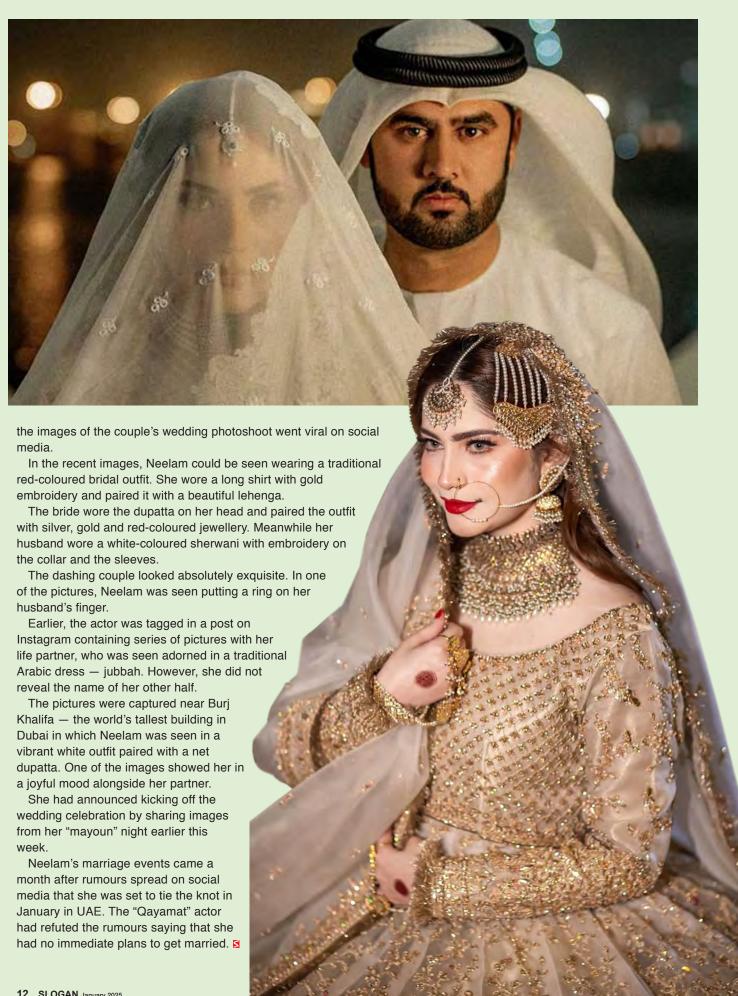
fter creating a buzz across social media, renowned showbiz star Neelam Muneer expressed sheer joy via a heartfelt message and released fresh photos of her wedding event on Sunday.

"All these years telling my heart when the time is right," the actor wrote on Instagram: "[...] all those hundreds of prayers finally came true!"

This came two days after the actor revealed photos of her life partner as



Cover Story



YAHYA

Heartfelt Story

By Maleeha Faisal Siddiqui

he 2024 Pakistani TV miniseries Yahya, airing on Geo Entertainment, is a captivating story about a young man who struggles to balance his personal desires with the demands of his family. Yahya, the only son, deals with pressure from his parents and envious sister while also facing complications due to the affections of his charming neighbor, Mili.

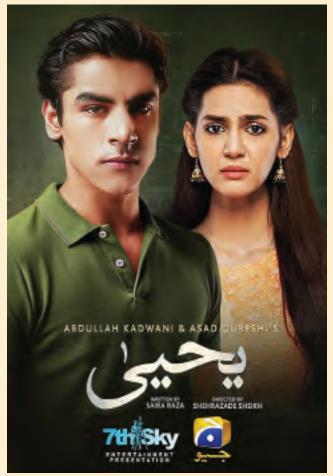
The series stars some of Pakistan's most talented actors, including Khushhal Khan as Yahya, Madiha Imam as Mili, Behroze Sabzwari, and Marina Khan, adding depth and brilliance to the story with their exceptional performances.

The TV series Yahya is an emotional and thought-provoking drama that accurately portrays a young Pakistani boy's dreams. The story is set against the backdrop of familial responsibility and financial limitations.

Yahya is a celebrated child in his community. Being the only brother in his family adds another layer of complexity to his character. He must navigate the pressures of being both a promising cricketer and a dependable son.

Due to financial constraints, the sacrifice of his place in the Under-19 cricket team resonates with many viewers who understand the struggle of following dreams in a middle-class setting. The series provides a deep dive into societal barriers that prevent young talent from

flourishing despite their potential. It's a bittersweet reflection of how aspirations sometimes collide with real-world obstacles.





The show's emotional depth lies in Yahya's journey of self-discovery as he tries to come to terms with his sacrifices and the path he has to

choose. His relationship with his sister offers heartwarming moments, showing the importance of family bonds and revealing how they support or challenge his choices. The success of this TV show reflects how accurately it has depicted how a middle-class setting impacts the career and personality of youngsters.

The TV series featuring cricket appeals to sports fans. It adds excitement to the narrative while also providing a relatable story of an individual's pursuit of excellence despite life's obstacles.

Overall, "Yahya" is a relatable, heartfelt story of sacrifice, perseverance, and self-discovery, making it compelling for a wide audience. It's not just a TV show; it's a work of art targeting the condition of our society, where the lack of basic necessities has resulted in the loss of fresh talent.

Geo Entertainment, known for producing topnotch TV serials, continues to shine with its engaging storylines and outstanding production quality. With hits like Yahya, the channel has proven itself a go-to platform for fans of emotional, family-oriented TV shows. This show is a must-watch if you are looking for a well-acted

MOANA 2

Musical Adventure

Beenish Mahmood

oana 2 is a 2024 American animated film with a runtime of 1 hour and 40 minutes. Produced by Walt Disney Animation Studios, it received an IMDB rating of 7.1/10. It falls into the adventure, animation, comedy, fantasy, and family genres.

The plot is simple. Her ancestors call upon Moana to travel far into the dangerous waters of Oceania to find the lost island of Motufetu. With the help of Maui, a demigod, Maui tries to raise the island out of the water but is stripped of his powers by the villain Nalo (the god of storms) before he can do so. Moana has to break the curse that Nalo has cast upon the island of Motufetu to gain power over

The island is connected to all other islands, and Moana's ancestor warns that the people of Motufetu will go extinct if Moana doesn't raise the island. A sequel to Moana 1, Moana 2 carries the story forward.

Mark Mancina composed the music for Moana 2. The songs are delightful, and the lyrics add to the film's theme. Moana 2, a musical adventure film, vividly captures the Polynesian culture. The relationship between Moana and her sister stresses the significance of family and how selfless the love between family is.

The costumes suit the film's theme, set on an island. The director uses vibrant colours that evoke the spectator's spirit. With bright and flashy scenes, Moana 2 wins the viewer's heart. Directed by David G. Derrick Jr., Jason Hand, and Dana Ledoux Miller, the film touches upon the themes of family,

love and unity. Maui and others aid Moana in her mission. It is a collective effort, and Moana couldn't have ventured into this mission

Moana, the protagonist, is

breaks the taboo that women are inferior to men. Moana advocates equality between men and women.

Moana is charming and witty, and says The Guardian: 'The main selling point remains Moana



charming and full of vigour and enthusiasm. She is daring and is not afraid to take up challenges. Like Disney's other classics where the female always wins such as in Cinderella, The Sleeping Beauty and Pocahontas, Moana too proves to be the lead and central character in the story. The film also addresses the issue of feminism. Moana, a woman, takes upon herself a dangerous mission and henceforth

herself: the sparkiest and most intrepid Disney heroine of them all.'

Moana is similar to Pocahontas. Both are Indigenous natives and warriors.

In conclusion, Moana 2 is a good effort on behalf of Walt Disney. Walt Disney continues to bring about new, dazzling stories. Moana 2 is worth watching. Full of colours and catchy music, the film promises fun and entertainment and is suited for both adults and children. S





Right on Target in Corporate PR

Would you put a square peg in a round hole? Will it serve the purpose? Strategic communication may appear simple but is it?

It may sound clichéd but is true that we work in close coordination with our partners and clients to deliver unmatched output which helps us move forward.

Developing strategic, long-term plans for some of the top companies in the world has given us insights that are a benchmark in the industry in Pakistan.

We provide strategic support to drive business value through such tools as corporate branding and positioning, perception management, damage control, crisis management, media relations, government relations, parliamentary lobbying, behavioural change communications, investor relations and much more.

To learn more about our services, contact us at:

20-C, Lane 12, off Khayaban-e-Ittehad, Phase II Extension, DHA, Karachi-75500.

Tel: +9221 35313821-24, Fax: +9221 35313832 E-mail: info@cmc.com.pk

Web: www.cmc.com.pk

