Between Us
EMAN Did It Again!

After winning the prestigious Pakistan PASHA ICT Awards and Asia Pacific ICT Alliance Awards in 2011, Engro Foods started off the year by participating in the ICAP Professional Excellence Awards conducted by The Institute of Chartered Accountants of Pakistan. The awards were held in Karachi on the 28th of March, 2012. Engro Foods enthusiastically presented Project EMAN and was awarded the 2nd Position for the breakthrough innovation it brought to the milk procurement industry.

ICAP organizes the Professional Excellence Awards every year in order to commemorate the outstanding contributions of its members. Muhammad Bilal Akhtar Khan, Senior Manager Accounts from MPAS participated in the event on behalf of Engro Foods and presented the project to an audience of senior finance executives.

The Summer Internship Drive

From career fairs to the bustle of eager students; from university trips to IQ test sessions; from interview calls to the rotation of Debono’s six creative hats at the assessment centers, from short listing candidates to strategic affiliate placements, from offers made to endorsing interns on board... the Summer Internship Drive 2012 has been a rollercoaster ride that took place in early February, 2012.

The Engro Corp Summer Internship Drive 2012 for business students is a corporate objective entrusted upon Engro Foods. Despite the fact that the initial plan only included three primordial target colleges — LUMS, IBA and IoBM, EFL went a step further to build relationships with two upcoming universities namely NUST Business School and LSE.

After inducting interns from universities across Pakistan, we now have engineers interning at our plants and business students at our regional offices and Head Office.

- Majid Iqbal

- Safia Kaleem
ENGRO FOODS Celebrates its First Year in North America

Engro Foods celebrated its first year of business in North America on May 6th 2012. The company has come a long way in the last year by meeting higher sales targets, expanding its workforce and introducing a variety of innovative new products as diverse as Ready to eat, Ready to cook, Deli choices, Flatbreads and Basmati rice for its consumers.

It was a festive occasion at the Engro Foods Head office in Mississauga, where a cake cutting ceremony marked the one year celebrations. The Engro team is excited about achieving even more success in the coming years as the company aims to become the No.1 Halal foods brand in North America!

COMMUNITY ENGAGEMENT PROGRAM

Engro Foods Canada has started a partnership with the Muslim Communities across various cities. So far, in two months we have reached out to more than 10,000 Halal consumers, empowering and educating the community through various programs. We feel privileged to be part of these amazing social initiatives.

AL SAFA RE-BRANDING TRANSITION CAMPAIGN

Al Safa is re-launching with a new look! We rolled out new packaging for all Al Safa products at the beginning of July and we had to let everyone know! Our campaign worked closely with our customers and ran in stores from June 5th to July 1st.

We can't wait to send you pictures of our freezer doors filled with our new look.

In April, Engro Foods had a Distributor Display Drive Contest draw in the US and Canada. We had 3 lucky winners who won a ticket to Mexico, a Blackberry Playbook and a coffee maker. The prizes were distributed by Mr. Junaid Jamshed.

AL-SAFA IS LAUNCHING THE NEW PACKAGING WITH A BRAND NEW LOOK

1st Container of Rice Arrives in the USA

On June 6th, 2012 the first container of Al Safa Puré Basmati Rice arrived at our US warehouse.

This is the result of a great effort by the Engro Foods Canada team along with Engro Eximp. This is a great achievement and success for all of Engro and we hope to celebrate the 1000th container very soon!
GURU HO JA SHURU!
Say goodbye to a dry and boring summer!

With a bold step forward into an untapped opportunity, EFL has once again taken the market by storm and introduced a completely new concept: The taste of delicious, refreshing, home-made lassi in the convenience of a 200ml Tetra Pak. Omung Lassi is available in two delicious flavors: ‘Meethi Masti’ and ‘Namkeen Taskeen’, each at an amazing price of Rs. 15!

On June 4th, the CEO of Engro Foods, Mr. Afnan Ahsan, inaugurated the launch ceremony of Omung Lassi in Karachi at a colorful function filled with music and masti. Similar launch events followed in Islamabad and Lahore and soon enough the markets across the nation began filling up with the green and blue packs of Omung Lassi.

With strong support from the sales team and a robust trade plan in place, the marketing team will now be launching an intense 360 degree marketing campaign focusing on a clutter-devastating communication concept and a massive consumer sampling plan.

So drop your run-of-the-mill beverage choice and grab the new refreshing drink that everyone wants to have.

AUR PHIR GURU...HO JA SHURU!

LEARNING THE ROPES

A competency framework is a collection of competencies that together define successful performance in a particular work setting. It provides a common language and understanding, as well as consistency when assessing individual performance. This year, Engro Group saw the launch of its very own Leadership Competency Model comprising of nine competencies (within three clusters). They are as follows:

- Interpersonal Savvy
- Developing Others
- Strategic Insight
- Intellectual Capacity
- Team Leadership
- Entrepreneurship
- Influencing Stakeholders
- Teamwork and Collaboration
- Achievement Orientation

The model forms the DNA across Engro companies and paves the way forward for success and growth. Energetic orientation sessions were planned and conducted across the whole Engro Group, specifically for Basic and Intermediate Levels (CL 20-24 and CL 25-27). The agenda included various activities which were creative and interactive, and participants received many tools to track and further their professional development. This Leadership Competency Model is essential as it forms the basis for various other initiatives related to the learning and development of our most valuable asset, our people.
In recent weeks, Engro has seen the successful and exciting roll-out of its core values. The five values that are now a part of our culture include: Ethics and Integrity, Health, Safety and Environment, Innovation and Risk-Taking, People, and Community and Society. These form the foundation of our business – in the same way that trees need roots, Engro needs core values to grow and survive. Each value is branded by a specific hat, showing how people move from one role to another smoothly, similar to changing their accessories. Each hat also represents a unique attitude that we would like to see flourish across Engro. So far, there has been one Values Roll-Out session for the Head Office, and three for the sales teams (in Islamabad, Lahore, and Karachi). The speech and slides were very informative and audience participation was very high! In addition, many queries were clarified and small giveaways were handed out to each participant. In the coming weeks, Engro has decided to have additional sessions for Supply Chain employees at the two plants.

The biggest campaign of the year comes to life with Tarang finding its sahi jorr in the form of Nur Jehan! Building on the big idea of fusion for the year, Tarang brings forth a mix of the past and the present by bringing Nur Jehan back to life and making her move to true Tarangi tunes!

The innovative concept promises to be a clutter breaker in the history of Pakistani advertising. The campaign did a national outbreak across all mainstream TV channels, radio stations, outdoor activities, and cable on June 14th for a period of one month. The feedback over the campaign has been simply over-whelming with the whole nation singing... "Tarang hi Tarang hai!"

Along with Nur Jehan, the heartthrob of millions, Fawad Khan (Humsafar) is featured in Tarang’s advertisement for the first time, along with none other than Nur Jehan’s own granddaughter, Soniya Jehan, dancing to the tunes of “Jawan hai mohabbat... tarang mein zamana!”

- Saadi Rauf

Jorr Dabang!
LET THE MAGIC BEGIN!

Common sense dictates that whales do not come smashing out of a classroom wall. But then again, magic can make anything happen. Magic is the one thing that can change any idea, no matter how outlandish, into reality!

This summer, Frooze Magic Hat – with its creamy vanilla top and sweet chocolate rim - takes kids into a magical world and brings thrill to life during the dull, boring moments!

The Magic Hat television commercial plays upon children’s needs for thrill and imagination, along with a desire to control the boring bits in their life. The campaign went on air from May 1st, 2012 across channels targeted towards kids. The awareness of this new ice cream has also been spread through point of sale merchandizing and branded trikes.

So what are you waiting for…..let the magic begin!

- Ali Rashid

For the first time in the history of EFL, ice cream Lahore region celebrated the launch of its new product Magic Hat with the kids & families of their salesmen, order bookers and sales staff. The lively and highly enjoyable event not only sky-rocketed the motivation levels of our front line soldiers, but also resulted in almost 100 brand ambassadors (kids) spreading Magic Hat fever to their friends.

A number of activities such as a magic show, face painting, musical chairs, singing competition, and a jumping castle were arranged as entertainment. Kids added a burst of color to the event with their fancy outfits and specially arranged Magic Hats. The magician impressed and surprised both the children and the adults with his tricks. It was a memorable day filled with unlimited fun, magical moments and ice cream for all.

- Abdul Aziz Dar
Cricket Fever!

A thrilling and nail-biting cricket match took place on Sunday, May 13 2012 at the DHA Sports Club Moin Khan Academy between two teams of Foodies.

It was not easy to take the cup... but the Warriors knew just how to do it!

Under the leadership of Syed Saud Ahmed Pasha, the Tarang Warriors (Engro Foods Supply Chain team) won the final by 10 runs against the Olfrute Kings (Engro Foods Finance team) to win their second quadrangular tournament!

Congratulations to all the teams on showing great sportsmanship throughout the tournament!!

OLPER’S CR ROCKS THE CAPITAL IN STYLE!

Consumer Relations is back in action!! The Olpers CR team joined in on the festivities of the spring festival held at the Bahria Enclave in Islamabad from April 13th-15th. People of all ages travelled from the city center to become a part of the celebrations near Simly Dam. The CR team in Islamabad worked industriously and diligently to please the consumers despite the unpredictable weather of the Capital. 10,000 trials of Olper’s Doodh Soda and Tea were conducted with a manpower of only five in just 2 and a half days. 1,700 women were recruited and inducted into the Olper’s consumer base simultaneously. Families swarmed the Olper’s stall from dawn till dusk and children were given Olper’s pencil cases as a memorabilia. Our brilliant teamwork rocked the capital!!

Aisha Jabeen
Saaf aur Sehatbakhsh fiqr kay baghair!

After the phenomenal success of the Omungwala activation of Dairy Omung in Karachi, the Dairy Omung team expanded the activity nationally and rolled out the largest activation of EFL in 2012! The activity was planned to attack the "Dhoodhwala" head on! 116 clusters in Karachi, Gujranwala, Lahore and Rawalpindi were stormed with Dairy Omung’s message and given a product trial using multiple mediums, including mobile merchandising units, Chinchis, DDS, Dholwala and Interceptors at family grocers. The hype was further amplified on cable and satellite channels. Overall, 600,000 consumers tasted Dairy Omung and more than 750,000 were told that “Dairy Omung ka har glass hai saaf aur sehat baksh fiqr kay baghair!”

Sara Mohsin Khan
In today’s world, awareness about heat stress is increasing and occupational exposure to a high heat index has had repercussions on employee health. Keeping in mind our objective of zero incidents & injury, the HSE department developed and rolled out a comprehensive campaign on Heat Stress Prevention. Leaflets carrying information on Heat Stress Prevention were distributed to all employees. To maximize employee engagement at every level, the cards were designed in both Urdu and English. This campaign was also conducted in different zones of MPAS. Everyone gathered as the safety team explained the consequences of heat stress and this was followed by a very productive Q&A session. After all, “A safer me is a safer you”

Making a Difference - EFL Finance Division and TCF

Volunteers from the Finance Division joined hands with TCF to participate in their career counseling programs held in Lahore and Karachi in the months of April and May.

13 volunteers from Lahore and Sahiwal attended the session held at TCF’s Shirin Sultan Dossa School in Lahore, while 10 volunteers attended the sessions at TCF’s Qayyumabad Campus in Karachi.

With the help of personality questionnaires and one-on-one detailed discussions with the students, the volunteers helped identify the most feasible career avenues for the underprivileged children. These sessions were aimed at motivating them to acquire more education and make intelligent decisions on how to continue towards their goals.

The volunteers hoped to make a difference in the lives of the children.
Mother's Day Celebrations

CR KNOWS HOW TO TREAT A MOTHER LIKE A QUEEN!!

The Consumer Relations Department went out, about and across the metros to celebrate Mother’s Day in grandeur! We met nearly 1950 mothers and held interesting sessions regarding health, hygiene and food choices, which ultimately determine the entire family’s health. The mothers enjoyed the sessions and asked many questions. A delectable hi-tea was served with hot beverages made from Olpers and Omor Desi was served as dessert. The games satisfied the mothers’ competitive streak and they participated enthusiastically to win some exciting prizes and giveaways!

The CR teams in all three regions also went to different schools and churches and gave away free Olper’s goody baskets to viewers on AAJ TV’s Morning show AAJ SUBH with Ali Salman. We aim to bring happiness in the lives of all mothers!

Omung Dobala - Tawanai Bhari Subha

It is said that a good morning leads to a good day and when the day requires a lot of hard work, perseverance and determination, there is nothing better than starting it with gizayat bhara aur tawanai baksh Omung Dobala, that too within your reach!

This very message was communicated to the consumer with the launch of Omung Dobala's campaign in May, which was aired in Afghanistan and on regional cable channels in Khyber Pakhtunkhwa, Quetta and Karachi, as well as on the radio and outdoors. The TVC beautifully depicts the lives of hardworking men who start their day on a very positive note thanks to Omung Dobala.

With the launch of Omung Dobala, EFL has strongly increased its penetration in the very lucrative UHT cream market and is quickly gaining significant market share. Aside from the consumer, Omung Dobala also gives EFL “The Strength of a Good Morning!”

HEALTHIER HAPPIER WOMEN

In May, the ladies of the Engro family based at the Head Office gathered for a fruitful session focusing on the health of working women and how it can be better looked after. For this purpose, a renowned nutritionist, Amber Khan was invited to deliver a brief talk on the nutritional needs of working women. Ms. Khan explained the various sources of stress, symptoms of health deterioration due to stress, the various short term and long term effects it can have on us and the simple things that can be incorporated in our daily lives to help us deal with stress better. After the very enlightening session, the ladies were treated to scrumptious and healthy hors d’oeuvres from Urban Kitchen and delicious frozen yogurt by Upper Crust. The event undoubtedly drove home the point that healthier women are happier women!
LIFE AT EFL
No ShashKa, Just Chaska

After a successful talk-of-the-town launch, Omoré Buzz is bringing you "The No Shashka Show" showcasing the talented youth of Pakistan who continue to reflect the Pakistani spirit and bring positivity to the country in these difficult times.

We live in a world where our youth is being bombarded with multiple messages from various fronts and bears the burden of making important decisions. It is time to liven things up and give them a reason to just chill out! The brand promises to offer a simple yet addictive flavor without any superficial promises or grandeur.

To deliver the brand promise of simple enjoyment, Omoré Buzz has produced an 8 episode show on ARY Musik, hosted by the much loved RJ and actor, Khalid Malik. The show hopes to bring forth young Pakistani talent.

Be a part of the Omoré Buzz: No Shashka, Just Chaska Brigade by tuning in to ARY Musik every Friday and Saturday at 10pm. For latest happenings on the No Shashka show please join our Facebook page http://www.facebook.com/OmoreBUZZ and add some chaska to your life!
The Wicked WEAVE Walk!

On a breezy March afternoon in Karachi, a group of excited and fun-loving ladies got together and headed for the much awaited Wicked Weave Walk. The women walked through Dolmen City Mall and concluded the session by treating themselves to some delicious Cinnabons! It was a fun and relaxing break from work, as well as an opportunity for them to bond in a conducive environment.

Sara Mohsin Khan

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EDITORIAL TEAM

engro foods

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