

# MR. ABDUS SAMAD HABIB

## CHIEF EXECUTIVE OFFICER

Starting his career at Arif Habib Corporation Limited, Mr Abdus Samad Habib developed his experience in sales, marketing and corporate activities working his way up through various executive positions.

In 2004, Mr. Abdus Samad Habib joined Arif Habib Limited leading the company as its Chairman and Chief Executive. He played a key role in shaping the strategic direction of the company where he specialized in capital market operations and corporate finance. Several noteworthy Initial Public Offerings (IPOs) and successful private placements took place under his stewardship, showcasing his exceptional financial acumen and deep market insight.

Mr Abdus Samad Habib transitioned to Javedan Corporation Limited, in 2011, as the driving force behind the transformation of a dilapidated cement plant to a vibrant living community, Naya Nazimabad. Mr. Abdus Samad Habib has been pivotal to advancing positive societal change, providing the city's middle class an elevated standard of living. His dedication, passion for social betterment and optimism are set to further transform the -area with the largest commercial precinct development in the city presently under planning.

In 2019, Mr. Abdus Samad Habib took on the role of CEO at Safe Mix Concrete. Guided by his strategic acumen, Safe Mix Concrete has undergone a remarkable transformation from a lossmaking entity to a profitable enterprise.

### Corporate Responsibilities.

#### As Chief Executive

Javedan Corporation Limited

#### As Chairman

NN Maintenance Company (Pvt) Limited

#### As Director

Aisha Steel Mills Limited  
Arif Habib Dolmen REIT Management Limited  
Arif Habib Equity (Pvt) Limited  
Arif Habib Foundation  
Arif Habib Development and Engineering Consultants (Pvt) Limited  
Black Gold Power Limited  
Nooriabad Spinning Mills (Pvt) Limited  
Memon Health and Education Foundation  
Pakistan Opportunities Limited  
Power Cement Limited  
Rotocast Engineering Company (Pvt) Limited  
Sapphire Bay Development Company Limited  
Sukh Chayn Gardens (Pvt) Ltd  
Sachal Energy Development (Pvt) Limited

#### As Member/Governor

- Association of Builders and Developers of Pakistan
- Memon Health and Education Foundation

# SYED NAJMUDDUJA JAFFRI

## CHAIRMAN

S. N. Jaffri is a seasoned business executive with over four decades of leadership experience across the cement, construction, FMCG, and industrial machinery sectors. Known for his strategic vision and hands-on management style, he has played a pivotal role in the transformation and growth of several major industrial organizations in Pakistan. His tenure at Power Cement Ltd. from 2009 to 2013 marked a significant turnaround, where under his leadership as Director Coordination, the company scaled its annual cement production and sales from 600,000 tons to over 2 million tons. He successfully repositioned the brand from a low-cost option to a prominent player in the competitive South Zone market, while simultaneously leading the modernization of operations across sales, marketing, human resources, IT, supply chain, and administration.

He began his career in the FMCG sector and represented the Coca-Cola Export Corporation as Head of Market Research & Advertising, where he was instrumental in planning national marketing strategies through advanced market research and brand analytics. His early experience also includes key sales roles at Allied Engineering & Services Ltd. (distributors of Caterpillar), Top Track Ltd. (distributors of Waukesha), and Atlas Honda, providing him with a solid foundation in B2B industrial sales and after-market support.

Earlier in his career, he held senior positions as Head of Marketing, Sales & Distribution at Dewan Cement, Pakland Cement, and Saadi Cement, where he shaped brand strategy, expanded distribution networks, and introduced data-driven decision-making in sales and advertising. His contributions also include strategic advisory roles, most notably as Advisor to the CEO at Agha Steel Industries Ltd., where he continues to provide leadership on corporate governance and strategic direction.

In addition to his corporate achievements, he has contributed to academic and industry knowledge through teaching and research. He taught Advertising and Sales Management at Punjab University's MBA Department and has presented impactful research on cement exports, brand health, market share estimation, and advertising effectiveness.

He holds an MBA in Finance and a BBA (Honors) in Accounting from the Institute of Business Administration (IBA), and a BSc (Pre-Engineering) from Adamjee Science College.

Presently he is the Chairman and Non-Executive Director in Safe Mix Concrete Limited

# MR. KASHIF HABIB

## DIRECTOR

Mr. Kashif Habib is the Chief Executive of Power Cement Limited. As a member of the Institute of Chartered Accountants of Pakistan (ICAP) he completed his articleship from A.F. Ferguson & Co. (a member firm of Price Waterhouse Coopers) gaining invaluable insight across sectors, catering to clients across the Financial, Manufacturing, and Services industries.

He began his career at Arif Habib Corporation Limited, gaining valuable experience, and has since served for over a decade as an Executive Director in the Group's cement and fertilizer companies.

This exposure not only enriched his understanding of diverse corporate dynamics but also enabled him to refine his strategic decision-making capabilities.

Kashif is deeply committed to enhancing the country's energy landscape. He remains engaged with experts to establish renewable energy as a viable and readily available solution, benefiting not only industries but also the public at large.

### Corporate Responsibilities

Power Cement Limited (Chief Executive)

### As Director

Aisha Steel Mills Limited  
Fatima Fertilizer Company Limited  
Javedan Corporation Limited  
Arif Habib Equity (Pvt) Limited  
Arif Habib Equity (Pvt) Limited  
Arif Habib Foundation  
Arif Habib Development and Engineering Consultants (Pvt) Limited  
Black Gold Power Limited  
Essa Textile And Commodities (Pvt) Limited  
Fatimafert Limited  
Fatima Cement Limited  
Fatima Packaging Limited  
Nooriabad Spinning Mills (Pvt) Limited

Pakistan Opportunities Limited  
Rotocast Engineering Company (Pvt) Limited  
Safemix Concrete Limited  
Sachal Energy Development (Pvt) Limited  
BioMasdar Pakistan Limited

### As Member

All Pakistan Cement Manufacturer Association

## MR. AHSAN ANIS

### DIRECTOR

Mr. Ahsan Anis is currently serving as Chief Operating Officer of Power Cement Ltd and a Non-Executive Director at Safe Mix Concrete Ltd., and a Member of the Institute of Chartered Accountants of Pakistan. Previously, he worked as the Head-Commercial & Strategy at K-Electric Ltd.

## MR. ABDUL QADIR SULTAN

### DIRECTOR

Mr. Abdul Qadir Sultan is a Qualified Chartered Accountant from the Institute of Chartered Accountants of Pakistan (ICAP). He is currently working as the Director, Operational Risk at Tiqmo, a premier fintech in the Kingdom of Saudi Arabia owned by the Ajlan Group. He has been in the GRC domain in the Digital Financial Services for more than a decade in companies licensed in the UAE, KSA and Pakistan. He completed his articleship from A.F. Ferguson & Co. one of the finest accountancy firms in Pakistan. He has working experience of over 20 years in various diversified capacities.

He is a certified director from ICAP and holds a diploma in Islamic Finance from CIMA (UK).

Mr. Sultan takes keen interest in the promotion of education, trade and industry and strongly advocates these causes through various professional, corporate and trade platforms.

## MR. MUHAMMAD SIDDIQ KHOKHAR

### DIRECTOR

Mr. Muhammad Siddiq Khokhar holds Master's degrees in Economics and Islamic Studies, as well as an L.L.M. from Karachi University. He is a member of the Karachi Bar Association and is enrolled with the Sindh Bar Council. He is an Advocate High Court and practicing in the field of Civil, Criminal, Corporate, and Labour matters. He is the partner in a Law house namely SANDHU AND SIDDIQUE ASSOCIATES.

He has gained extensive experience in the area of Finance, Economics, Management, and Legal matters and attained the position of SENIOR ECONOMIST: in PCSIR Ministry of Science and Technology, Government of Pakistan, where he prepared many pre-feasibility reports, which were approved, recognized and implemented by the ECNEC, Government of Pakistan for commercial production.

He is well known critic on finance, accounts and various appraisals in the corporate world and his contribution in this respect has been appreciated by the higher ups. He has contributed many articles on economy, finance and budget etc. in the various newspaper and magazine of high repute.

At present, he is on the boards of Al-Abbas Sugar Mills Limited, Sindh Abadgar Sugar Mills Limited, and AKD Hospitality Limited (AKDHL). He also holds the position of Chairman of the Audit Committee and is a member of the HR Committee of AKDHL. He also serves on the Board of Javedan Corporation Limited and is the Chairman of its Human Resources and Remuneration (HR&R) Committee.

He has also served the Board of First Dawood Investment Bank Limited as Director, nominated by National Investment Trust. He has remained an Independent Director in APNA Microfinance Bank Limited formerly Network Microfinance Bank Limited and Golden Arrow Selected Fund Limited (AKD Group), also served as Chairman Audit Committee of Golden Arrow Selected Fund Limited for about 6 years.

Mr. Siddiq Khokhar is the certified director by Securities and Exchange Commission of Pakistan and Institute of Chartered Accountant of Pakistan as required under corporate governance.

## MRS. ANNA SAMAD

### DIRECTOR

Mrs. Anna Samad serves as a Director on the Board of Safe Mix Concrete Limited, bringing with her a thoughtful perspective on governance, corporate responsibility, and long-term strategic planning. With a keen interest in sustainable development and organizational transparency, she actively contributes to board deliberations, ensuring that the company's decisions align with both commercial objectives and ethical standards. Her presence on the Board reflects the company's commitment to inclusive leadership and gender diversity at the highest levels of decision-making.

She is particularly focused on areas concerning stakeholder engagement and fostering a collaborative culture within the organization. Her contributions have supported the company's ongoing efforts to strengthen its governance framework and enhance operational resilience. As a board member, she remains committed to ensuring that Safe Mix Concrete Limited continues to uphold its reputation for quality, integrity, and innovation in the ready mix concrete industry.