



of Empire Prosperity!

Directors Message

We are pleased with the growth of MAS Group at an exceptional pace. We keep our hopes high to reach the milestones of greater success in future.

Our efforts, however, remain successful in demonstrating a leadership role and vision to our next generation of corporate leaders. We are fortunate to build a dynamic team of heads of the departments for key business functions. They are main contributors for adding value to our business strategy. However, we look forward to shifting this credibility towards their respective team members. We foresee each member of MAS Group in contributing to business success. This will give us an added advantage to lead in the competition. With the grace of Almighty and efforts of our valued team members, the expansion of Corporate Office has been completed. We are happy to observe the enthusiasm of our staff towards the new set up. This renovation is expected to

provide space and better working conditions to get maximum efficiency. We look forward towards a highly integrated team, performing in a healthy working environment in future.

Our contributions towards Corporate Social Responsibility are moving in a progressive direction. And we are extremely honored to announce the School Opening for deserving students under Sabra Hamida Trust (SHT). This project will be completed in consultation with AFAQ Group. Our objective is to make this school functional by Sep'2011.

Our achievements and success stories have been included in this edition to share with all stakeholders and we will continue celebrating our success with every new edition of the newsletter.





Editor's Message

Here we are with the second edition of our company newsletter. I would like to thank you for giving a positive appreciation to the first edition although it had some technical faults and lacking. I have tried to come up with improvements this time. It includes maximum quarter's co. news and team's contribution. I would request the readers to come up with more ideas and inputs for its further improvement for the next edition.

With sorrow and regret I would like to share that this edition will be the last edition from me as I have left the group for various personal reasons. However, as nothing comes to end and keeps on going, therefore a new editor shall come up with the next edition and perhaps a much better one.

I'll however cherish wonderful memories associated with the group throughout my tenure. They will remain a beautiful part of my professional life. I wish success to the entire group and each team member who has remained an amazing companion and colleague throughout. Wish MAS Group the Very Best!

Sahar Masood

Coordinator

Hajj Draw

Hajj draw for the year 2011 was held on 7th April. Draw was done by a senior employee resulting in 3 lucky winners. The lucky winners will perform hajj this year with complete sponsorship of MAS Group. Congratulations to the 2011 Hajjis I-e Mr. Kashif Butt, Mr. Muhammad Ali and Mr. Muhammad Ameer



Contract Signing with AFAQ

In sequence to the activities of "Sabra Hamida Trust" a contract has been signed with "AFAQ Group". They will provide consultancy services for Sabra Hamida Trust (SHT) School.



Hi Tec Agreement with FWO

Hi Tec lubricant has recently signed an agreement with FWO for provision of services. Our team had technical briefing with their representatives and shared valuable information regarding effective lubricant usage. We look forward towards a progressive relationship with them in future.

Participation in 1st Punjab EXPO

Hi Tec Lubricants participated in the international level exhibition arranged by LCCI. ZIC and ZIPEX teams targeted non user prospect clients, had an interaction with them and focused on building industrial clientage

through it. It was aimed at promoting brand existence and increasing market share in Punjab.



Technical Seminars

Series of technical seminars were conducted in various cities and districts of Pakistan during this quarter. The major cities included Mardan, Mirpur, Sialkot, Gujrat, Sheikhpura, Multan, Taxilla etc. Key focus is to target

customers and distributors through these seminars. Promotion of ZIC and ZIPEX however remains the main priority along with technical awareness related to product as well as vehicle maintenance.



DI Khan & South Waziristan FWO



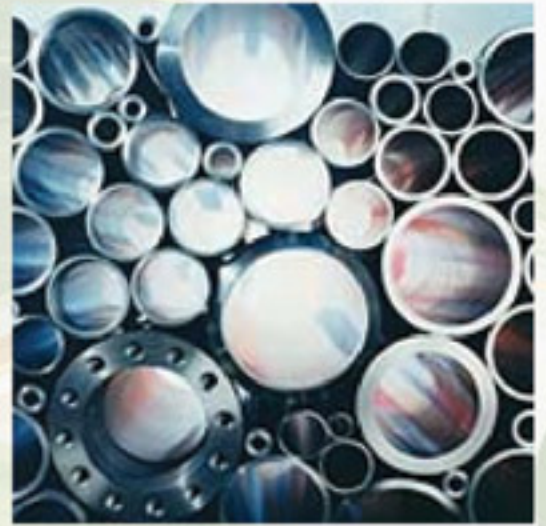
Mirpur Seminars

During a technical seminar at DI Khan, our technical team took a daring step and paid a successful visit to WANA. The team had a thorough check of their existing machinery and came up with positive recommen-

dation for effective lubricant usage. These are quite informative sessions and are often enjoyed by the audience. Gift and prizes are also distributed to the participants.



associates (Pvt.) Limited



**Providing Engineering Materials &
Services since 1976**

Company Profile

'MAS Associates (Pvt) Ltd is a company operating in diverse field of activities ranging from: Participation in Public & Private Tenders of Oil & Gas, E&P, Power, Fertilizer Companies for the Supply of Plant / Engineering Equipments & Services Specialist in Cathodic Protection Services (Audit, Design, Testing & Commissioning) Specialist Services to Power Stations such as Inspection/Rewinding of Rotor & Stator and undertaking Major Overhauls Repair / Refurbishment and Recertification of Oil field Equipment & Heavy Electrical Motors Repair/Re-Engineering of Mechanical Parts / Equipment.

Major Achievements/Projects (April – June 2011)

BP Pakistan – Casing Requirements for 2011 FFBL – Inspection Services for Generator Level 1 Mangla Dam Raising Project - CP System for Water Supply Line BQPS – Up gradation of CP System for Unit 3 & 4 New Benazir Bhutto International Airport Islamabad Project (A I Tariq Constructors) – CP System & Electrical Earthing works for Hydrant Refuelling System ARL – Supply of Corrosion Monitoring Equipment Petrotec – Supply of Corrosion Monitoring Equipment PPL, OPL & Mari Gas – Supply of Drilling Compounds NRL & Pak Arab Fertilizers – Supply of Valves PPL & OGDCL – Industrial Lubricants.

**MAS Engineers Conducting
DCVG/CIP Survey for
OGDCL
Kandanwari Field**



**Testing Ti/Pt Anode on
Water Manifold for
KESC – BQPS**



**Transformer Rectifier
Unit & Junction Boxes
for Tank Bottom CP
National Refinery Ltd.**



Hi Tech Departments & Their Roles

MAS group has the following different specialized departments:

- Finance & Supply Chain Department
- Accounts & Audit Department
- Administration Department
- Human Resource Department
- Sales Department – ZIC
- Sales Department – ZIPEX
- Marketing Department
- IT Department
- Technical Department



All departments are being run by the competent heads. They are all striving to produce their best. Each department day by day is focusing to contribute in more and more specialized way. They are keenly involved in practicing newer techniques for the best results. Systems are getting strengthened with the passage of time. Each department's performance is reviewed on Bi-Annual basis by the Board of Directors. Pros and cons are judged with proper identification of loop holes which are directed to be covered in future.



The Future of the Oil and Gas Industry: Past Perspective, New Challenges

Contribution by Mr. Amjad Shehzad Sales Manager Zipex

As this article's ambitious title suggests, it will cover the global perspective in terms of past perspective and future challenges. Any prediction regarding that industry can be a dubious as there are too many inter-related variables to get a firm grip on the years ahead. As many top economist have firm belief that, "If you can't forecast accurately, then forecast often." That caution is certainly relevant today in these turbulent times, and consequently, we do see frequent forecasts. Strongly affecting our view of the future and our understanding of the present is based on the large number of complex factors influencing the current industry environment that always been complex. But that is nothing new. Historically our environment has always been complex. That being so, there is a lot that

history can teach us as we look ahead 10-20 years. Perhaps most important, however, is the fact that oil and gas consumption is essential to sustaining economic growth in the industrialized world and is a key to progress in nation's working their way toward prosperity. This is true even with an outlook that assumes significant energy efficiency improvement. Without that improvement the demand growth might be even greater. An important point is that much of this projected growth is expected to occur in the developing countries that still have very low levels of energy use per capita. The catch is that while demand increases, existing production declines.



This means industry may need to add some 80 million oil-equivalent barrels per day to production by 2010 to meet projected demand. The cost of doing so could reach \$1 trillion, or about \$100 billion a year. That's substantially more than industry is spending today. A closer look at how our industry has met society's energy needs in the past will put some perspective. The growth in oil demand remained flat through the first five decades of the last century, then took off after World War II and continued to rise as it fuelled unprecedented economic growth.

We see a similar story in natural gas. Gas demand, which is rising at a slightly faster rate than oil, is currently being driven by rapid growth as a fuel for clean and efficient electric power generation. As with oil, gas resource additions have exceeded demand for most of the last century. Much of this supply was discovered between roughly 1960 to about 1980.

What this tells us is that, contrary to some widely held beliefs, discovered volumes, over a long period of time, have not been closely related to price fluctuations. They have been driven more by the evolution of technology and geopolitical developments that improve access. This isn't to say that price doesn't matter, but technology and geopolitics will likely be the most important factors in our future as well.

These realities also define the business challenge we face as an industry. In the recent past, we have seen increasing demand for oil and gas, but generally decreasing discovery volumes, during a period of fluctuating but generally higher average prices. In spite of conventional wisdom and dire economic predictions, our industry has been successful in this environment. We have a business model that combines technology, political relationships, experienced personnel, environmental protection and economics (based on lowest possible unit cost) in the high-risk pursuit of a vital but finite commodity.

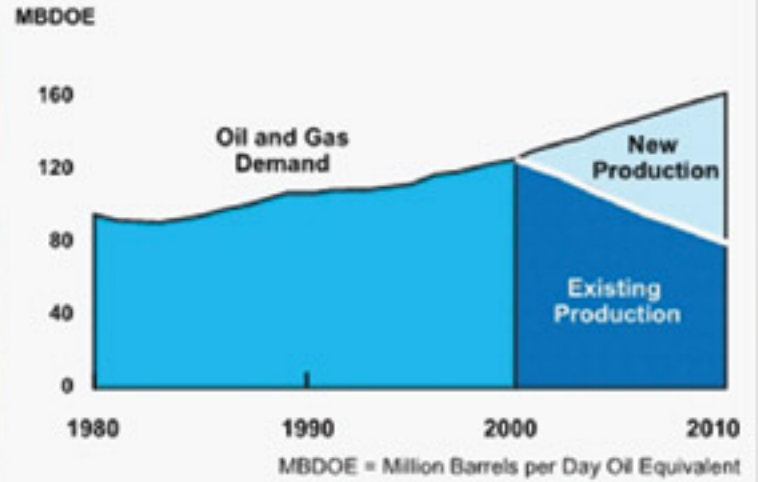


Figure 1: Oil and Gas Demand

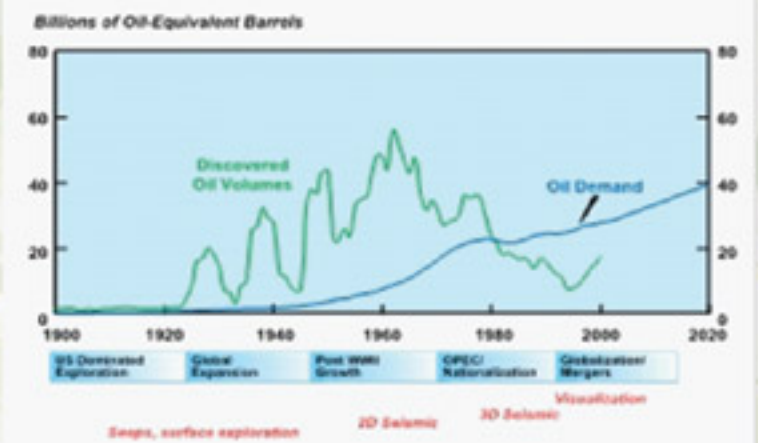


Figure 1: Oil and Gas Demand



Figure 1: Oil and Gas Demand

The Future Role of Petroleum

Success in the future of oil and gas will require the continued adaptation of a complex business model to unforeseen challenges.

One safe bet is that demand for oil and gas will continue to increase, as they are expected to remain the leading energy sources for some time to come. We also hope to see a continued increase in exploration success and production as additional areas are opened for exploration and as our technologies evolve. Price is a question mark, as usual.

Depending upon whom you chlow, while developing new technology that we can control.

Another trend is much clearer than price. It's getting harder and harder to find oil and gas. Industry has made significant new discoveries in the last few years. But they are increasingly being made at greater depths on land, in deeper water at sea, and at more substantial distances from consuming markets.

Maintaining this record of exploration success will require the development of new and better technology. A key example, and one of today's more exciting prospects, is technology that directly detects and distinguishes the presence of hydrocarbons.



Major Challenges

Let's begin to wrap this up with a summary of the major challenge facing the industry. That challenge is to ensure that both new and discovered resources can be produced in an economically and environmentally sound manner to meet increasing demand and offset natural field decline. We've already shown this can be done, but the pressure to maintain that performance will only intensify because the absolute requirements are higher.

Such advances will be critical to meeting energy demand after 2010. It is well within the realm of possibility that many of our future discoveries will come not just from new frontier areas, but also from proven areas, as evolving technology improves our ability to virtually "see" and distinguish the oil and gas before we drill.

We can be optimistic as well about maintaining constructive relationships among producing countries, consuming nations and energy companies. Periodic disagreements may arise, but one very positive factor is that all involved have an interest in ensuring the adequate production of energy. This cooperation has been tested and proven throughout our history.

by Harry J. Long well
Director and Executive Vice President
Exxon Mobil Corporation

GOLDEN MEMORIES



Business Meeting at China - 1994
Mr. Yu Yuan – VP CNTIC & Mr. Shafqat Ali MAS Associates



ZIC Sponsored Expedition
19875 ft. Karakoram Range - 1999



Sales Team Get Together - 2000



POGEE EXPO Karachi - 2004

Mr. Shaukat Hassan (Director MAS Associates), Mr. Mobeen Haassan (Dubai),
Mr. Mustafa Amjad (Dubai), Mr. Raza Abbass (MAS)



SN5W20 Launching Celebrations- 2009
Mr. Basit Hassan, Mr. Ahmed Shuja with Sales Team



SN5W20 Launching Ceremony March, 2011
Mr. J.Y Kim from SK Lubricants with Mr. Tahir Azam



SN5W20 Launching March, 2011
 Mr. Y.D Chae (VP SK Lubricants) with Mr. Basit Hassan & Mr. Ahmed Shuja
 from Hi Tec and Mr. Sohail Masood, Mr. Shabbir Ahmed &
 Mr. Fawad Hameed from KFC



OW30 Launching Ceremony Mr. Y.D Chae (VP SK Lubricants), Mr. Sun Kim with
 Mr. Shaukat Hassan, Mr. Tahir Azam, Mr. Adnan Baig & Mr. Kashif Butt



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