



تاروں سے ستاروں تک



# FASTLINK

Quarterly Edition (October - December 2025-26)

## Authenticity You Can Trust



## CEO's Message

### Dear FAST Family,

As we welcome the New Year, I want to thank you for your resilience and dedication over the years in building our FAST Brand.

In a market as competitive as Pakistan's, many companies can manufacture a product, but few can build a legacy that differentiates it from the crowd. The FAST legacy is summed up in its tagline '*Taron Se Sitaron Tak*' literally 'Reaching for the Stars through Wires,' which in essence means **Achieving Excellence**. FAST's Excellence is embedded in its consistent offerings of REAL Quality and Customer Delight to stakeholders. Our 1<sup>st</sup> in Pakistan milestones over the years - CCV Lines, Aluminium Alloy Plant, Greeley Conductor; BASEC, UL, KEMA Gold, VEIKI VNL, ISO 17025 certifications; Fast *Tasdeeq* & Fast Mobile App – are all testament to the REAL Quality and Customer Delight of the FAST brand.

To continue strengthening FAST's legacy and delivering our brand promise of Achieving Excellence, it is imperative that we continuously strive to sustain our competitive edge. Each one of us needs to think about the extra mile they can take to excel in all aspects. Whether you are in the front office or on the production line, start by asking yourself today: "How can I make my work or my team's work exceptional?" Going forward in 2026, more than ever before, each team member's contribution will be essential for us to deliver our brand promise and demonstrate to customers that FAST is the best in the business.

**Let us be FASTER**, and focused on meeting customer needs better than anyone else.

Wishing you and your families a happy, healthy, and prosperous 2026.

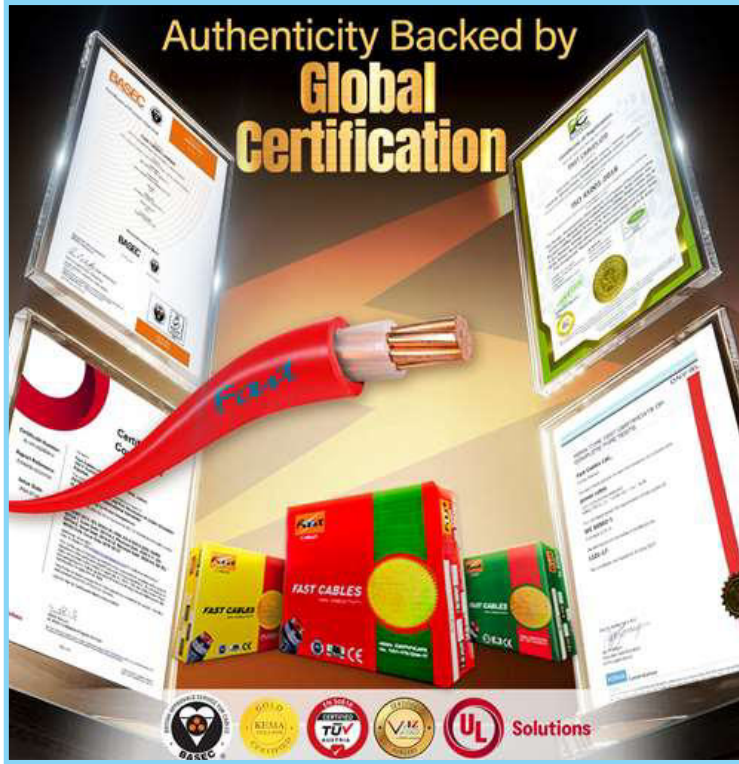
Warm regards,  
Kamal Mian





## FAST Champions Authenticity Through Certified Quality

AUTHENTICITY, a core value of FAST, is embedded in our commitment to providing customers “REAL Quality” products and services. Recently a campaign was conducted across various digital platforms to highlight the Global Certifications, such as BASEC, UL, TAQA and KEMA Gold, that validate FAST’s Authenticity. The purpose of this campaign is to reinforce our positioning in the residential, commercial and industrial markets as a brand that offers trust, reliability, and compliance with global certifications.



## Indus Hospital & Health Network (IHHN) Golf Tournament 2025

We were honoured to serve as the Title Sponsor of the Indus Hospital & Health Network (IHHN) Golf Tournament 2025. The tournament was successfully held at Karachi Golf Club, Royal Palm Golf & Country Club in Lahore, and Islamabad Club, bringing together the spirit of sportsmanship in support of a meaningful cause.





## FAST Showcases Innovation at IAPEX 2025

We proudly participated in the Lahore IAPEX 2025, held at the Expo Centre, where we showcased our wide range of high-quality lighting solutions for residential, commercial, and industrial applications. The exhibition provided an excellent platform to engage with industry stakeholders and highlight FAST's commitment to quality, innovation, and reliability.



## FAST Rewards Performance with International Trade Scheme Tour

FAST became the first company in the electrical cable industry to take its high achieving traders on an international Trade Scheme Tour to Japan, reflecting its commitment to recognizing performance and investing in partner growth. During the tour, participants visited Tokyo City, Tokyo Tower, Mount Fuji, and Disney World, gaining valuable exposure to global standards, and operational excellence. Through such international experiences, FAST continues to broaden perspectives, strengthen business understanding, and inspire new ways to elevate the industry in Pakistan.





## 17<sup>th</sup> Annual General Meeting (AGM)

The 17<sup>th</sup> Annual General Meeting of Fast Cables Ltd. held on October 27, 2025. FAST's Chairman, Major General (R) Ghulam Mustafa Kausar, shared insights on the company's strong performance, key growth milestones, and strategic direction. A dividend announcement for shareholders further reflected FAST's commitment to excellence, sustainable growth, and long-term value creation.



## AOTS Cultural Night 2025

FAST was proud to be recognized as the Official Sponsor of AOTS Cultural Night 2025, a celebration of culture, unity, and collaboration with Japan. Held at Nishat Emporium, the event brought together over 300 alumni and distinguished dignitaries, including H.E. Mr. Akamatsu Shuichi, Ambassador of Japan to Pakistan, Mr. Masaya Wakuda, CEO Honda Cars Pakistan, Mr. Itonaga (JETRO), and Mr. Aamir Sherazi, President of Atlas Group.





## FAST Recognized by FBR for Tax Compliance Excellence

We were honoured to be recognized by the Federal Board of Revenue (FBR) as a Compliant and Exemplary Taxpayer. This recognition by the Chief Commissioner, Inland Revenue, Large Taxpayers Office, Lahore, underscores FAST's commitment to ethical business practices, financial transparency, and regulatory compliance.



## FAST Honoured with Corporate Philanthropy Award

Ranked among the nation's top three corporate philanthropists, FAST was honoured with its third Corporate Philanthropy Award at the Corporate Philanthropy Report and Awards Ceremony 2025, organized by the Pakistan Centre for Philanthropy (PCP) in Islamabad. The recognition underscores FAST's commitment to responsible corporate citizenship, community development, and purposeful giving, reinforcing its mission to create lasting social impact across Pakistan.





## FAST Earns Certificate of Merit for Best Corporate Reporting

FAST's inaugural Annual Report for FY-24 has been awarded a Certificate of Merit for Best Corporate Reporting by ICAP & ICMAP. This recognition highlights FAST's commitment to transparency, accountability, and responsible stakeholder communication. We congratulate the entire FAST team whose dedication and collaborative effort made this achievement possible.



## FAST Sustainability Awards

We awarded the FAST Sustainability Awards at UET Lahore, NUST, UET Taxila, and UMT to recognize outstanding student-led sustainability projects. This initiative encourages innovation aligned with the United Nations Sustainable Development Goals (SDGs) and FAST's vision to empower community for sustainable development.





## FAST Forward Sustainable Development Forum

In collaboration with the University of Lahore, FAST organized a forum on “Battling the Haze: Tackling Air Pollution and the Smog Crisis for a Cleaner Future,” that brought together experts from academia, industry, government, and corporate sectors to advocate for clean air and environmental responsibility.



## CSR: Youth Well-Being Program

FAST and Fatima Latif Foundation conducted awareness sessions in schools and partner NGOs addressing:

- Climate change and environmental responsibility
- Bullying awareness and mental well-being

The purpose of this initiative was to empower students to become informed, responsible, and resilient members of society.





## FAST Excellence Awards

FAST presented Excellence awards to high-performing Electrical Engineering students at UET Lahore, NUST, UET Taxila, and UMT, recognizing their academic excellence and potential for contribution to building a stronger Pakistan.



## Launch of FAST Sustainability Club

The FAST Sustainability Club for school students was launched in collaboration with Fatima Latif Foundation to promote continuous environmental learning. The inaugural event was a Smog Awareness Speech Competition at Govt. Girls High School, Harbanspura, which generated significant interest in the student population.





# Quarterly Sustainability Awareness

Internal awareness sessions titled “Smog: The Unwanted Factory in the Sky” were conducted across Head Office, Units, and Branches, reinforcing environmental responsibility within FAST operations.



# FAST Cricket Tournament 2025

FAST successfully continued its nationwide cricket tournament, engaging teams from Karachi, Multan, Faisalabad, Lahore Head Office, and northern regions. The tournament fostered teamwork, friendship, and a strong One FAST culture, reinforcing employee engagement beyond the workplace.





## Internal Training & Workshops

FAST continued to strengthen organizational capability through a series of internal training sessions conducted across multiple departments. These sessions focused on enhancing sales effectiveness, customer trust, workplace safety, production quality, and quality assurance standards. Employees also participated in trainings on digital productivity, marketing operations, energy conservation, and SAP systems, reinforcing efficiency, compliance, and operational excellence across functions.



## External Training Sessions

Several employees participated in selected external training programs aimed at strengthening negotiation skills, analytical capability, and operational efficiency. Sales teams enhanced their strategic communication through advanced negotiation training, while Sales and Support functions improved data handling and reporting through structured Excel trainings. These initiatives reflect FAST's continued investment in developing skilled, future-ready teams.





## Future Leaders of FAST

FAST continues to nurture emerging talent through the Future Leaders of FAST program, bringing together young professionals to share their aspirations and growth journeys. Guided by insights from CEO Mr. Kamal Mian and inspired by success stories of former MTOs now excelling across departments, the inaugural session for the 2025-26 cohort session reinforced a culture of mentorship, learning, and purposeful leadership.



## Employee of the Quarter (EOQ)

The Employee Of the Quarter (EOQ) was celebrated at both Head Office and Manufacturing Facility. We congratulate all EOQ winners for exemplifying FAST's values of excellence, integrity, and commitment to performance.





# FAST Promotes Health and Well-Being Through Awareness

FAST organized a Breast Cancer Awareness session in collaboration with Oladoc, reinforcing its commitment to employee health, preventive care, and well-being. The initiative reflects FAST's people-first approach and dedication to fostering a healthier workplace culture.



## Employee Relations – Celebrating Togetherness

Throughout the quarter, celebrations including birthdays, anniversaries, and farewells were held across locations. These moments reinforced FAST's culture of unity, care, and belonging, strengthening connections across the FAST family.



## FAST Family New Members

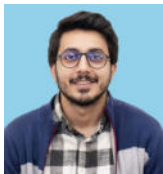
We are delighted to welcome new professionals to the FAST Family.



**Ms. Faiza Jabeen**  
(Head of Treasury)



**Mr. Saqib Hussain**  
(Manager Sales Lights)



**Mr. Yasir Hayat**  
(DM Product Development Lights)

Their expertise strengthens FAST's financial, sales, and product development capabilities.





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CABLES

LIGHTS

METALS

PVC

Follow Us On:



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