

INSET

A Quarterly Publication of Dadex Eternit Limited.

editor's note

Dear Readers,

This quarter, we bring you Inset's special edition announcing the launch of new business divisions of Dadex. Our company has expanded its areas of business operations and is committed to its Vision of being a leading player of the industry renowned for adding value through innovation, quality, reliability, customer focus and ethical practices.

Our special edition called the Vision in Action issue, celebrates the implementation of our Vision first envisioned by the Founder Chairman, Mr. Kassim Dada.

Dadex is not new to exploring unfamiliar territories and bringing leading product technologies in the world to Pakistan. Our technical partners for the new business divisions are all worlds' leading manufacturers in their respective areas.

New divisions will expose Dadex to respond to dynamic needs, intensive competition, and fight wars on the basis of offering a variety of solutions that are credible and beneficial for our customers. At the end of the day, our focus should not be on winning the wars only. It should be developing sustainable relations with all our stakeholders for growing together!

message from the managing director

visioninaction2006

When we launched our Vision in 2003, the objective was to ensure that it was not just a statement but a realistic business objective that is not only challenging but practical and achievable.

Today, the Vision of our Company has become a way of life at Dadex. Be it a business plan that takes up weeks of brainstorming or a three hour on site training session conducted by the field staff, I am happy to see that our team is effectively 'Living the Vision'.

At the beginning of 2006, Dadex achieved another major milestone whereby the company has been segmented into 4 business units each focussing on a specific market segment. The objective is to transform Dadex into an even more dynamic business entity by having business alliances and technical collaborations with leading global companies.

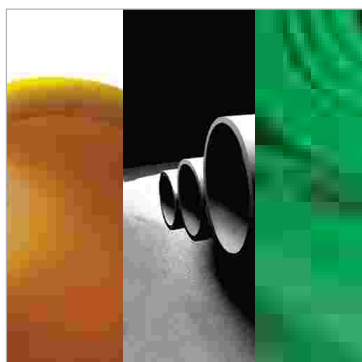
Our aspiration is to grow as a Group company offering different solutions in multiple fields. Solutions offered by Dadex can be as basic as water connections for homes or as sensitive as

optic fibre cable laying or as technical as designing a curtain wall system for a multi storied building or as important for the nation as increasing yields in the field of agriculture.

With the inception of 03 new business divisions we enter new

markets, target new customers, tread new territories, and take on new challenges. But that is what has fuelled our passion in the past and I certainly hope it will continue to do so in the future. This is our approach in making Dadex a trusted brand leader for multiple business divisions in the long run. Good Luck!

Sikander Dada



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enjoy life!

A group of working adults got together to visit their University lecturer. The lecturer was happy to see them. Conversation soon turned into complaints about stress in work and life.

The Lecturer just smiled and went to the kitchen to get an assortment of cups - some porcelain, some in plastic, some in glass, some plain looking and some looked rather expensive and exquisite.

The Lecturer offered his former students the cups to get drinks for themselves. When all the students had a cup in hand with water, the Lecturer spoke: If you noticed, all the nice looking, expensive cups were taken up, leaving behind the plain and cheap ones.

While it is normal that you only want the best for yourselves, that is the source of your problems and stress. What all you wanted was water, not the cup, but we unconsciously went for the better cups. Just like in life, if Life is Water, then the jobs, money and position in society are the cups. They are just tools to hold/maintain Life, but the quality of Life doesn't change.

If we only concentrate on the cup, we won't have time to enjoy/taste the water in it.

new divisions at Dadex

ACCW: Dawn of modern trends in architecture in Pakistan

Architectural Cladding & Curtain Wall Division is one of the new flag ships of the company which will provide complete solution to the market on cladding and curtain walls from concept stage of a building right up to installation.

Till recently the tallest was a 22 storied bank building for many years. But the trend is now changing very fast. High rise buildings are coming up in large numbers in major cities in which facades are designed with metal cladding and glass curtain wall. ACCW are architectural solutions that are distinctive, modern and easy to install.

In recent past, buildings in Pakistan had concrete facades with standard windows and glass. The trend is now changing in which glass walls are provided along with Aluminium Composite Panel cladding to give a modern look to the structure. Glass and ACP cladding provide a sleek, weather resistant permanent finish to the facade.

Dadex has always enjoyed the confidence of architects and engineers. This division will add value to the company by providing another solution to the market utilizing the synergy with the current target market. Dadex is the first company to venture into ACCW and offer world class range of architectural products and services in Pakistan.



Agriculture & Irrigation Division: ZarKaasht

The Futurologists say that the wars in the last century were fought over oil and in the current century the wars will be fought over water. Today less than 2% of the world water resources is fresh water. With increasing population and changing climates there is immense pressure on this scarce resource. Pakistan is also suffering from increasing water shortages especially in the last few years.



Agriculture is the major water consuming sector in the country. Like many other sectors in Pakistan, agriculture sector is also lagging far behind in adaptation of new technologies available globally. One of these basic agriculture technologies is Micro Irrigation which includes drip and sprinkler irrigation. This technology can save almost 80% of the water required by the plants and provides exact quantities of nutrients and fertilizers. Not only the water consumption reduces but also there is tremendous yield increase as well.

Drip Irrigation was introduced in Pakistan some 25 years ago. It was not a great success due to following reasons:
a) Lack of Quality products b) Lack of technical expertise
c) Lack of after sales service.

Dadex has taken the initiative at an appropriate time to enter the agriculture sector, benefiting the stakeholders i.e. Farmers, Government and the people of Pakistan. Our technology partners for providing complete agricultural solutions are Netafim, with experience and presence in over 112 countries, are the world leaders in providing agriculture solutions including green houses.

ZarKaasht which means "reaping gold", is the division created to bring a revolution in the country by improving its agriculture. A tough task, but "when the going gets tough – the tough get going".

New at Dadex



Imtiaz H. Zaidi
Chief Operating Officer
December 08, 2005
Head Office



Adeel Gulzar
Assistant Manager
Projects
November 07, 2005
Head Office



Subhan Siddiqui
Quality Management
Service Officer
December 07, 2005
Karachi Factory



Mubashir Rehman
Assistant Sales Manager
October 24, 2005
Islamabad



Awais Bin Nasim
Head of Agriculture/
Irrigation Division
October 06, 2005
Head Office

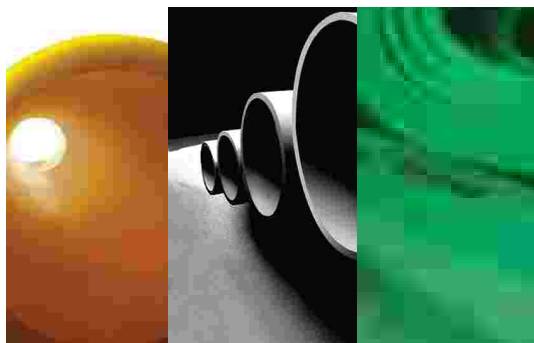


Reaz Ahmed
Junior Quality Assurance
Officer
December 15, 2005
Karachi Factory



Farhan Ahmed
Junior Technical Officer
November 21, 2005
Karachi Factory

Pipe Systems Division



Dadex Eternit Ltd today is known for its roofing and pipe systems. Not only Dadex, but even Nikasi and Polydex have in some quarters and segments become generic names which simply show the strength of these brands.

Innovation and quality have been the hallmark of Dadex, and this sets us apart from others in this industry. However, our customers continue to expect more - better service and better solutions is what they are demanding, and the level of expectation continues to grow – at Dadex, we thrive on challenges.

What we have to aim for is achieving a 'sustainable profitable growth' formula – which is not hard to derive and understand – the trick is 'excellence in service'

and 'continuous innovation' without losing focus on our customer. We are fortunate to have people who are the cream of the industry, working towards this very objective.

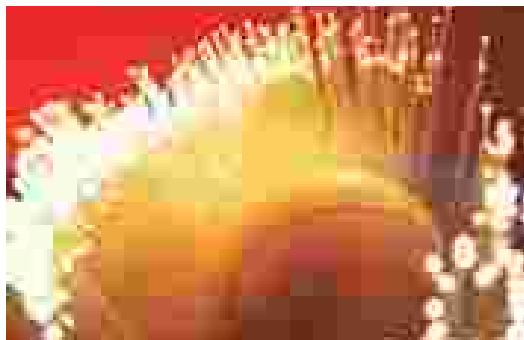
Although we have come a long way during the past few years, in months to come, this division will experience further challenges due to the ever changing environment. Improvements in supply chain, production efficiency, cost reduction programs and training will be the focus. Our systems need to be simplified, our people trained to address the dynamic environment and our MIS needs to be geared up to help us run full throttle!

Let's Build and Grow Together. A bright future awaits us.

Optic Fibre Cable Laying Division (OFCL): a revolutionary beginning!

Telecom has become the buzz word these days and government of Pakistan has implemented fastest, transparent and fair deregulation of telecom services resulting in considerable private investment, provision of employment and reduction in poverty. Further there is intense interaction with International Telecom Organizations causing revolutionary form resulting in information economy – in which information is the critical resource and basis for competition.

Considering this phenomenal growth Dadex has taken the opportunity to enter into the optic fibre cable laying business to serve the telecom industry and help the nation grow. A dedicated business division, OFCL, has been formed for undertaking the sophisticated task of providing technical services for optic fibre cable laying anywhere in Pakistan. Dadex has successfully signed technical collaborations with leading European companies in order to bring the best technology home. OFCL will offer a range of services to its clientele which includes mechanical trenching, horizontal directional drilling, optic fibre cable/ duct laying and multi-ducting. No other set up is available in Pakistan that is offering such unique and advanced technology in Pakistan.



Rental and sale of trenching, HDD and Jetting equipment is under our scope. Operators, Engineers, foremen and field supervisors will be provided along with the equipment when and as needed.

OFCL hopes that it can also contribute towards the telecommunications' boom in Pakistan and pave the way for Pakistan in becoming one of the leading nations recognised for reliable telecommunication networks.

news bites

Wedding Bells

Heartiest congratulations to Mr. Abdul Samad Khan on tying the knot with Ms. Hina Samad on 12th Nov 2005. We wish the couple all the best for the future.

Obituary

Mr. Zulfiqar Ali, Driver passed away on 27 December 2005. Zulfiqar joined Dadex in 1974. May Allah grant his family to overcome their loss and may his soul rest in peace (Ameen).

'Quotable Quotes'

- A dream is just a dream. A goal is a dream with a plan and a deadline. (Harvey mackay)
- You can do anything if you have enthusiasm. Enthusiasm is the yeast that makes your hopes rise to the stars. With it, there is accomplishment. Without it there are only alibis. (Henry Ford)
- Not failure, but low aim, is a crime. (James Russel Lowell)
- The main business is not to see what lies dimly at a distance but to do what lies clearly at hand. (Thomas Carlyle)
- Success is the ability to go from one failure to another with no loss of enthusiasm. (Sir Winston Churchill)

CONTRIBUTED BY:

Asim M. Khan
Divisional Head
ACCW Division

Khalid Bin Shams
Junior Quality Assurance
Officer
December 01, 2005
Karachi Factory

M. Abdul Nafey Siddiqui
Junior Technical Officer
November 21, 2005
Karachi Factory

Fauzi Hassan
Office Assistant
October 01, 2005
Islamabad

Amir Farooq
Maintenance Engineer
November 15, 2005
Karachi Factory

Imran Lateef
Maintenance Engineer
November 11, 2005
Islamabad

Humair Akhtar
Accounts cum Admin Officer
November 11, 2005
Islamabad

Promotion:

Qaiser Riaz was promoted from non-management to management cadre as Supervisor Preventive Maintenance effective Oct 25, 2005 based at Karachi Factory.

اداریہ

ان سیٹ شمارے کی اس سہ ماہی کی خصوصی اشاعت کے ذریعے ہم ڈاڈیکس کے نئے کاروباری (شعبوں/ڈویژن) کے آغاز کا اعلان کر رہے ہیں۔ ہماری کمپنی نے اپنے کاروباری عمل کو ان نئے شعبوں کے آغاز سے وسعت دی ہے۔ ساتھ ساتھ ہم اپنے آپ کو پابند کرتے ہیں اور مسلسل کوشاں ہیں اس خواب کی تعمیر کے لیے جو ہمیں انڈسٹری میں ایک قائدانہ کردار ادا کرنے والے دکھلاؤ کی کمی بچھان ہے اور ہم مصنوعات اور خدمات کی قدرہ قیمت میں اپنی جدت، معیار، بھرپور مندی، خریدار کو مرکزی حیثیت دینے اور اعلیٰ اخلاقی اقدار کی وجہ سے اضافے کے لیے پہچانے جائیں۔

ہم نے ان سیٹ شمارے کے اس خصوصی اجراء کو خواب سے عمل تک کے سفر کا نام دیا ہے جو کہ ہمیں اپنے اس خواب کی تکمیل پر کہ جو سب سے پہلے ہمارے بانی چیئرمین قاسم واد صاحب نے دیکھا تھا خوشی کے اظہار کا موقع فراہم کرتا ہے۔

ڈاڈیکس خیر ماوس شعبوں میں طبع و آزمائی کرنے کے حوالے سے اور پاکستان میں اعلیٰ ٹیکنالوجی کو متعارف کروانے کے سلسلے میں نبی نہیں ہے۔ ان نئے کاروباری شعبوں سے وابستہ ہمارے تمام نئے تکنیکی ساتھی اپنے اپنے متعلقہ شعبوں میں دنیا کے صنف اول کے صنعت کاروں میں سے ہیں۔

نئے (شعبے/ڈویژن)، ڈاڈیکس کو وقت کے متحرک تقاضوں اور سرگرم مقابلے کے لیے کمر بستہ کریں گے اور اپنے خریداروں کے لیے ایک سے زیادہ حل فراہم کرنے کی بنیاد پر فائدہ مند اور مستحضر ثابت ہوں گے۔ بالآخر ہماری توجہ صرف مقابلہ کرنے اور جیتنے ہی پر نہیں بلکہ اپنے تمام شرکاء داروں کے ساتھ دیرپا رشتوں کو فروغ دینے کے لیے ہونا چاہیے تاکہ ہم سب ترقی کے اس سفر میں ایک ساتھ آگے بڑھ سکیں۔

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ڈاڈیکس کے نئے ڈویژن

AGCW ڈویژن: پاکستان میں عمارت سازی کے شعبے میں جدید رجحانات کا آغاز

AGCW، ڈاڈیکس کمپنی کے پرچم تلے ایک نیا ڈویژن ہے جو کہ (Wall & Curtain Cladding) کی مارگٹ مارکیٹ کو (خیالی مرحلے سے مکمل منصفیت تک) مکمل حل فراہم کرنے کے لیے تشکیل دیا گیا ہے۔ آرکیٹیکٹس اور انجینئروں کا ڈاڈیکس پر بھرپور اعتماد ہمیشہ کمپنی کے لیے حوصلہ افزاء رہا ہے۔ یہ نیا ڈویژن موجودہ مارگٹ مارکیٹ کی ضروریات کو مد نظر رکھتے ہوئے مکمل حل فراہم کرنے کا جس سے کمپنی کی قدرہ قیمت میں مزید اضافہ ہوگا۔ ڈاڈیکس پاکستان میں وہ پہلی کمپنی ہے جس نے اس شعبے میں قیمت آزمائی کی ہے اور وہ اپنے خریداروں کو دنیا کی اعلیٰ قسم کی تعمیراتی مصنوعات اور خدمات فراہم کرے گا۔

زرکاشت: (زراعت اور آبپاشی سے متعلق ڈویژن)

ڈرپ ایریگیشن، پاکستان میں لگ بھگ پچیس سال پہلے متعارف کروائی گئی تھی۔ لیکن مندرجہ ذیل وجوہات کی وجہ سے خاطر خواہ کامیابی حاصل نہیں کر سکی۔

1. میخاری مصنوعات کی کمی

2. تکنیکی مہارت کی کمی

3. بعد از فروخت خدمات کی عدم دستیابی

ڈاڈیکس نے اس لیے اس ڈویژن کے آغاز کے لیے ایک مناسب وقت کا انتخاب کیا۔ جس سے تمام شرکاء داروں بشمول کسان حضرات، حکومت اور پاکستان کے کروڑوں عوام کو بلا واسطہ فائدہ پہنچے گا۔ زراعت کے اس شعبے میں مکمل رجحان اور حل فراہم کرنے کے لیے، ہنچا فہر نامی کمپنی ہماری تکنیکی ساتھی ہے جس کی موجودگی اور تجربہ ایک سو بارہ ماہ تک پھیلا ہوا ہے اور وہ زراعت سے متعلق مختلف شعبوں بشمول (گرین ہاؤس) طریقہ کاشت سے حل فراہم کرنے میں ایک قائدانہ مقام رکھتے ہیں۔ زرکاشت کا مطلب۔ سونے کی فصل کا نیا۔ بیڈویژن ملک میں زراعت کے شعبے میں ایک انقلاب برپا کر دینے کے لیے تشکیل دیا گیا ہے۔

پائپ ڈویژن:

ڈاڈیکس آج اپنے زور و تکی اور پائپ سسٹمز کی بدولت پہچانا جاتا ہے۔ نہ صرف ڈاڈیکس، بلکہ اب تو کاسی اور پولی ڈیکس بھی متعلقہ حلقوں میں ایک جانا پہچانا نام ہے جو کہ ان برانڈز کی بروقتی ہوئی مقبولیت اور مضبوطی کا اظہار ہے۔

اب ہمیں اس مقصد کو حاصل کرنے کا راز، خریدار کو مرکزی حیثیت دیتے ہوئے، خدمات کی فراہمی میں فضیلت، برتری اور مسلسل اختراع ہے۔ ہم خوش قسمت ہیں کہ اس مقصد کے حصول کے لیے ہمیں اس صنعت کے بہترین لوگوں کی خدمات حاصل ہیں۔

اگرچہ پچھلے چند سالوں میں ہم نے اس سلسلے میں کافی کام کیا ہے، لیکن آنے والے مہینوں میں یہ ڈویژن ہر لمحہ بدلتے ہوئے رجحانات اور تقاضوں کی وجہ سے مزید چیلنجز سے عہدہ براء ہوگا۔ آئیے ہم سب مل کر اس کام میں حصہ لیں اور آگے بڑھتے چلے جائیں۔ ایک روشن مستقبل ہمارے انتظار میں ہے!

آپک فائبر کیمبل لیٹنگ ڈویژن:- پاکستان بھر میں کسی بھی جگہ پر، آپٹیکل فائبر کیمبل بچھانے کے باریک اور معیہ کام

کے لیے ایک نیا شعبہ آپک فائبر کیمبل لیٹنگ ڈویژن کے نام سے شروع کیا گیا ہے۔ اس سلسلے میں ڈاڈیکس نے دنیا کی بہترین ٹیکنالوجی کو پاکستان میں متعارف کروانے کے لیے اعلیٰ ترین پورپین کمپنیوں سے تکنیکی شرکاء کے معاہدوں پر دستخط کیے ہیں۔ یہ ڈویژن اپنے کسٹمرز کو شیشی گھدا، انٹرفی سطح کے متوازی ڈائریکشن ڈرلنگ، آپک فائبر کیمبل کو بچھانے، کیمبل جنٹنگ اور ملٹی ڈکننگ جیسی خدمات فراہم کرے گا۔ پاکستان میں اس نوعیت کی اور جدید ترین ٹیکنالوجی اور خدمات سے متعلق مشینی آوزاری کرائے پر فراہمی بھی شامل ہے۔ اس کے علاوہ اس کام سے متعلق آپریٹرز، انجینئرز اور فیلڈ انسٹال کی خدمات بھی بد وقت ضرورت فراہم کی جائیں گی۔

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