

SMART MAG

Issued by the
employees for
the employees

Employees'
Quarterly
Newsletter

Q3

JUL-SEP
2017
ISSUE#8



Message from Our CEO

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The second half of what started off as an exceptional year has been quite challenging. Fortunately we have a team, seasoned and mature enough to withstand such pressures.

It is performance and perseverance under testing conditions like these that differentiates the women from girls and men from boys.

Yasir Qadri

Chief Executive, UBL Fund Managers Ltd.

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Lunch with the CEO

A lunch with the CEO session was held on 27th July at the Corporate office with the Managers, Assistant Managers and Officers of both UBLFM and AI Ameen. It was an interactive session in which the CEO shared his vision about the company and it also gave an opportunity to our employees to share some interesting ideas and suggestions about our products and services, company culture, etc.



Lipper Award 2017

UBL Funds bags the prestigious Lipper Award for Al Ameen Islamic Aggressive Income Fund

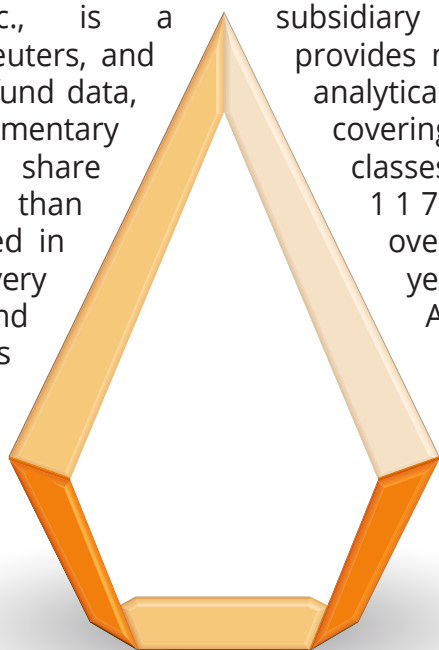
UBL Fund Managers, as one of Pakistan's leading asset management company has kept up its reputation of excellence in fund management services within and outside the country and have been honored by winning **Lipper Award** for Al Ameen Islamic Aggressive Income Fund by Thomson Reuters Lipper Fund Awards in 2017. This award has been awarded to AIAIF (Al Ameen Islamic Aggressive Income Fund) for its performance of over 5 years in aggressive income and money market category.

Lipper Inc., is a subsidiary of Thomson Reuters, and provides mutual and hedge fund data, analytical tools, and commentary covering over 213,000 share classes and more than 117,000 funds located in over 60 countries. Every year, the Lipper Fund Awards honors Funds and Asset

management firms that have excelled in consistently strong risk-adjusted performance, based on a comparison with similar funds across the globe.

Established in 2001 and regulated by the Securities and Exchange Commission of Pakistan, UBL Fund Managers has been one of the leading asset management companies of Pakistan for over a decade. It has also been given the prestigious High Management Quality Rating of AM2++ by JCR-VIS Credit Rating Company.

Contributed By Jahanzaib Mahmood
Deputy Manager Marketing



THOMSON REUTERS
LIPPER FUND AWARDS

Opening of Gujranwala
IC - 9th August, 2017

Now Open In Gujranwala



69, Saffaida
Commercial
156/272,
Dhola Zari

Value Added Services Cirque Investors

SMART LEGAL ADVICE

At UBL Funds, we are continuously striving to improve and expand our services to ensure the best possible experience for our customers.

It was with great pleasure we announced the launch of our newest service on September 25, 2017, exclusively for our Cirque investors: Smart Legal Advice.

Looking for legal consultations? Our esteemed Cirque investors can now get an absolutely FREE initial legal consultation - from anywhere in the world, on-the-go, for services relating to Pakistani law.

Partnering up in this service with us is Lex Legis, powered by Akhund Forbes (Pakistan's leading and International award winning corporate and commercial law firm), who will now answer your legal queries over the phone. The areas of laws they cover, under this service, are:



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Commercial
Law

Partnership
& Companies

Intellectual
Property

Family Law

Rent &
Property Law

Employment
Law

Consumer
Law

Contributed By Jahanzaib Mahmood
Deputy Manager Marketing

Sales Conference

Sep 2017



The Annual UBL Funds Sales Conference was held at the beautiful hill station in Abbottabad at Nathia Gali at the Elites Hotel from the 13th to 15th of September.

It was for the first time in UBL Funds' history that leaders of all Sales departments (UBL Funds, Al Ameen & Distribution) had gathered together for this annual event. In addition to the Sales leaders, various Strategy Committee members of UBL Funds along with the CEO, Mr. Yasir Qadri were also present.

The conference was a symbol of unity. From the onset all the participants seemed ready to grasp the opportunity at hand and decided to network and interact with the Sales leaders from all functions across Pakistan.

The leaders from all Investment Centers across Pakistan presented their strategies and work plans of the current year, including their successes,

failures and also their business plans for the upcoming year to ensure sustainable growth in the coming future.

In addition to providing an opportunity of learning and sharing experiences with each other, there were also some memorable team bonding moments especially at the time of bonfire with barbeque setting in the cool, cloudy and mountainous landscape of the gorgeous hill station, Nathia Gali. Similarly, after the consecutive intensive sessions, a musical performance was arranged on the second day in the hotel which provided much needed entertainment and a break from all the brainstorming sessions that had taken place so far.

The final highlight of the event was a surprise birthday celebration with a cake cutting ceremony for our CEO, Mr. Yasir Qadri prior to everyone's

Sales Conference Sep 2017

departure to their respective cities. By the way it didn't end there as some of our team mates grabbed the opportunity to further explore the wonderful northern areas of Pakistan.

Overall it was a great experience, one that each of one of us who was there, will always cherish.

Such a blend of fun and learning is what UBL Funds is all about...

Here's to the next year.....

By Muhammad Umar Khan
HR Business Partner & Projects



In Conversation with Shahid Gul Motiwala

Q1) Tell us something about your childhood, schooling and family.

As a child, I used to be very well-mannered and obedient. I played a lot of sports such as tennis, hockey, football, etc. and was very good in running. I enjoyed reading a lot of books too. My favorite writer was Enid Blyton and I used to have a huge collection of her books.

My early education from the beginning up till my O' Levels was from Beacon House Public School, Bahadurabad and Amir Khusro chapter. In school, I would get extremely good grades especially in the subjects of Science, Geography, Pak Studies and History. I had a good memory and could remember things very quickly, which was why I also pursued learning the Holy Quran from a young age.

I am married and have a wife and two children (both boys) ages seven and two. I have three siblings. Two of my sisters are married and my brother lives and works in mainland London. We live in a joint family with my mother.

Q2) How and when did you join Al Ameen IFS? How did you climb up the ladder?

Initially, I worked for UBLFM from 2006 to 2008 and then later joined Al Meezan and worked there for almost 6 years. After that, I joined Al Ameen IFS in July 2014 as the CEO. I had a chat with the previous COO at an event, wherein he mentioned about setting up of a subsidiary under UBLFM focusing solely on Islamic investment. From thereon, the discussion started and I was finally part of the new company in a few months' time.



Q3) In your opinion, what is required in order to become a successful salesperson?

If I phrase it rightly, the most important trait of a successful sales person is the passion and energy in him. Without passion, we cannot succeed in our career. Other important qualities required are positive attitude, strong customer follow up and remaining steadfast.

Q4) Tell us about the teams you've directly managed and how you built them?

I have managed direct Sales teams (Retail and Institutional), as well as Marketing and Distribution functions at Al Ameen and even in my previous job at Al Meezan Investments.

Building Teams is one of the most challenging tasks, especially in our industry which is very much people-centric. The most important aspect of building teams is to foster cooperation amongst the different types of people so that all of them are on the same page and focused on the organizational goals.

My prime focus when building teams is to bring onboard passionate people and then delegating work to them so that they are able to work independently, while providing them support and guidance whenever required. Furthermore, my focus is also to inculcate a sense of ownership in them, so that all of them move towards achievement of the desired goals.

Q5) What do you do in your leisure time?

In my leisure time, I do a lot of reading. I also read newspapers and magazines. My favorites are Dawn, Business Recorder and Tribune. As far as magazines are concerned, I prefer to read the Economist, both International and Pakistani. I also enjoy watching talk shows on politics and economy during my free time.

By Shahid Gul Motiwala
CEO Al Ameen IFS

Curious Minds

Presentation Edge by
Noman Nasrullah - 19th & 20th July, 2017



SERVED by Yasir
Taak - 22nd July, 2017



Basic Sales
Training - South
July, 2017



Communicating with
Impact by Baseer Sami
- 28th July, 2017



Curious Minds

Basic Sales Training, South - Aug, 2017



Basic Sales Training, Central Region- Aug, 2017



The Art of Interviewing by Najwa Siddiqui, South - Sep, 2017



Fundamentals of Islamic Economics & Finance
20th Sep, 2017 KSBL Karachi

A seminar on **Fundamentals of Islamic Economics & Finance** was held for the very first time at UBL Funds on 20th Sep, 2017 at the KSBL auditorium. The session was conducted by Mufti Irshad Ahmad Aijaz and Mufti Ibrahim Essa for our AI - Ameen Sales team and UBLFM GSM and above employees. It proved to be an extremely valuable session as it gave everyone an opportunity to understand the basics of Islamic law and its application, various Islamic financial products & services such as Islamic mutual funds, etc.

Mango Mania

Annual Mango Mania 21st July, 2017



Karachi



Hyderabad



Lahore



Faisalabad



Jhelum



Islamabad



Multan



Peshawar

Eid Milan Party

Eid Milan Party for Women



On behalf of the HR Department an Eid Milan Party was arranged specifically for the women of UBL Funds & Al Ameen IFs (South Region) on 3rd July, 2017. A scrumptious lunch was arranged at the very famous fast food restaurant Fat Burger, Dolmen Mall, Karachi.



Dolmen Mall, Clifton,
Karachi - 3rd July, 2017



Independence Day

Independence Day Celebration
- 11th August, 2017



Talent of the Quarter

I am Basit Ahmed

and I joined UBL Fund Managers about 9 months ago as an Investment Associate, since then I have been working with the company.

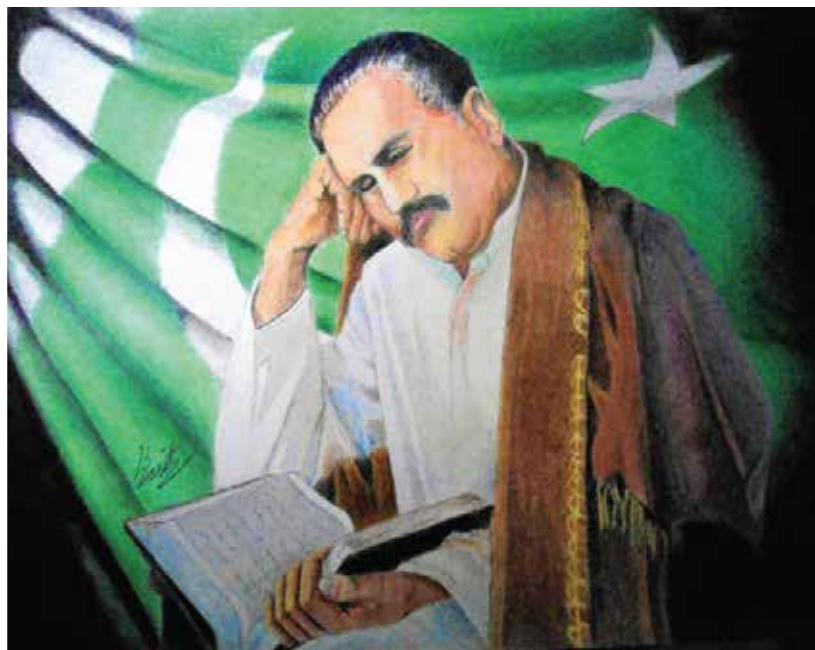
Art is my passion. The ability to draw and sketch is god gifted and I started drawing from a very young age. During my childhood I remember I would usually color cartoons that were printed in the newspapers. I feel art is the language of peace and harmony. I usually draw whenever I feel sad, depressed or even happy.

Thanks to my parents who supported me a lot. They would get my sketches framed, and encourage me a lot to pursue this passion of mine. They used to send me to summer camps where I learnt several techniques of shading, blending, use of oil pastel colours, soft pastel colours, water colours as well as ball pen shading.

I believe that art teaches us the rules of life. It teaches us how to maintain balance in each aspect of life. Art is all about keeping balance; balance between colors and lines. My drawings are not just few lines on paper; it is actually the reflection of my thoughts, emotions, imagination and feelings. For me, my drawings are priceless.

Art is not a race; it should be an expression of your imagination and therefore my drawings take at least a month to complete. I think art is a feeling which cannot be described in words. I have been awarded many certificates in schools and different institutes.

I am glad that the CEO and other seniors in my organization have always appreciated my work; as a result I would like to take my passion to the next level. In the coming future, I plan to take some professional training to further polish my skills.



By Basit Ahmed
Investment Associate

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Present on Social Media



Team Smart Mag

Edited & Compiled By

Najwa Siddiqui
Deputy Manager HR

Other Contributors

HR Team
Marketing Team
IT Team

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