



# Pak Datacom

Corporate Briefing Session  
19 April 2022







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## Vision

*Spreading Technology*

## Mission

- *Become the most credible company for digital data communications in Pakistan.*
- *Become a major innovative technology solutions provider in Pakistan.*
- *Become a regional and global technology brand.*



## Core Values

- *Innovation*
- *Performance*
- *Integrity*
- *Team work*
- *Accountability*
- *Customer Satisfaction*
- *Respect, Tolerance & Equal Opportunity*



# Pak Datacom Overview

# Board of Directors



- **Syed Zomma Mohiuddin** Chairman (Telecom Foundation nominated)
- **Brigadier Syed Zulfiqar Ali, Retired** Chief Executive Officer (Executive Director)
- **Mr. Syed Junaid Imam** Director (Telecom Foundation nominated)
- **Engr. Perwaiz Khan** Director (Telecom Foundation nominated)
- **Mr. Muhammad Waheed** Director (Shareholding)
- **Dr. Faiz Illahi Memon** Director (State Life nominated)
- **Ms. Rubina Safir** Director (Independent)
- **Mr. Shamim Ahmed Sherazi** Director (Independent)



**Syed Zomma Mohiuddin (Chairman)** is presently Chairman PDL & President and CEO Telecom Foundation. He has over 25 years of global experience and extraordinary professional skills in ICT leadership. An alumni of Oxford University & Kings College London, **he is also the author of the official Broadband Policy of Pakistan.**



**Mrs. Rubina Safi (Director)** had been Member Finance (BPS 21) in AGPR. She possesses over 35 years of rich experience in Audit, Finance and Accounting disciplines.



**Mr. Shamim Ahmed Sherazi (Director)** was a Gazetted Government Officer in BPS-20 on various leading roles. He has more than 30 years experience of operational and general Administration. He had been Director/MD of Various state owned companies.



**Dr. Faiz Illahi Memon, (Director)** is a BPS-21 of Inland Revenue Service. Presently he is posted as Executive Director, State Life Insurance Corporation of Pakistan. He has held various senior positions in the Governments Organizations.



**Brig Syed Zulfiqar Ali, Retired, (CEO)** President's Pride of performance, Sitara-e-Imtiaz, Military is CEO PDL. He has rich national and international Government, Multinational and Corporate experience of 35 Years in IT and Telecom.



**Muhammad Waheed, Esq (Director)** is a dual qualified lawyer. He is a barrister of England and Wales and advocate of the High Courts of Pakistan. Called To the Bar by the Honorable Society of Lincoln's Inn.



**Syed Junaid Imam, Member IT, MOITT (Director)** Holds over 20 years of rich experience in technology & IT field. He is pioneer of Ignite Technology Fund.



**Mr. Perwaiz Khan (Director)** has been Chairman PDL, MD TF and EVP PTCL. He holds Professional Experience spread over 33 years in the fields of IT and Telecom.



# Paradigm Shift brought by the Board in Pak Datacom

- **Alignment with National Vision of Digital Pakistan**
- **Re-defining the Company's Vision and Mission statements** and for the **first time defining its Core values**
- Induction of a market and merit based **full time CEO in Aug 2020** after many years of ad hoc arrangements
- **Doing away with redundant human resource, Optimizing Efficiency and Opex**
- Introduction of the PDL's first ever **5 Year Strategic Master Plan** – a move from ad-hoc yearly planning to sustained planning and growth
- **Offering of bonus share as dividend** (in addition to cash dividend), highlighting the long term growth plans of the company

# Background



- Pak Datacom was incorporated in 1992. It provides data connectivity services across Pakistan to local and International companies.
- A company of Telecom Foundation, with a majority shareholding of 55%
- 45% investment by General Public (Major Holding by Mr. Basit Waheed 12.33%, State life 7.72% and National Bank 7.20 %)
- Listed on the Stock Market
- Commercial operations commenced in 1994
- Shares 11,859,210

# Historical Performance



- Over 25 Years of Rich Experience in Telecom & Data Services
- Provides Global & Domestic Data Service
- Represents two fortune 500 companies in Pakistan 1.e., British Telecom and Orange Telecom
- Pioneer of VSAT services in Pakistan and Bangladesh
- Pak Datacom takes pride in establishing VSAT Network for Pakistan Army, Navy & PAF
- Provides services to Banks and Oil Companies operating nationwide
- Has Established 3 Regional, 9 Remote Offices in Pakistan and one off shore office in UAE
- Pak Datacom operates with 100 Professionals, 70 Engineers, & 50 Technicians
- Remained actively engaged in Network Design, implementation and Operation & Maintenance for GSM Backhaul for Telenor Pakistan in Northern Area & AJK via VSAT
- Acquired CVAS (Data) and Telecommunication Infrastructure Licenses (IL) for all Pakistan

- 
- The image shows two tall, lattice-structured telecommunications towers. Each tower is equipped with several large, circular satellite dishes and smaller antennas. The towers are silhouetted against a sky that transitions from a deep blue at the top to a bright orange and yellow near the horizon, suggesting a sunset or sunrise. The overall scene conveys a sense of modern telecommunications infrastructure.
- *As of January 2022, there are **about 375** companies listed on the PSX with a total market capitalization of PKR 7,756 billion (USD\$52 billion)*
  - *Out of 375 only 15, IT & Telecommunications Companies (including Pak Datacom) are listed in PSX*

# Core Business (Business Segments)



- **Terrestrial Digital Connectivity**. Nation wide digital connectivity for British Telecom (UK), Orange Telecom (France) and Domestic companies.
- **Satellite Connectivity**. Defence, Corporate sector, Banks, Oil Companies and others.
- **Sales Products (Special Projects)**. Supply, Installation and Maintenance of VSAT Equipment



# Pak Datacom - Network of Networks

# Pak Datacom

# Global Business Foot Print



Orange Telecom



Hong Kong



BT



PakSat IR

North (Islamabad)

Digital Connectivity

North (Islamabad)

PDL POP

Central (Lahore)

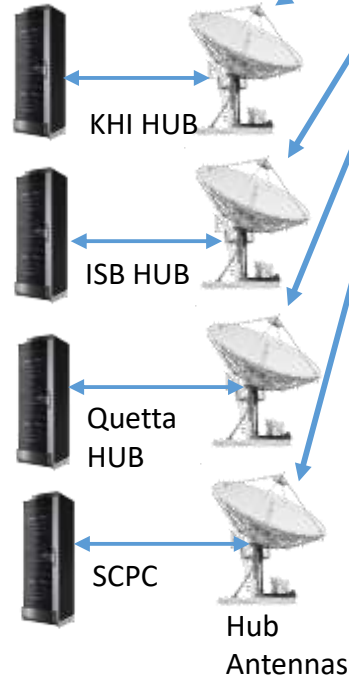
South (Karachi)



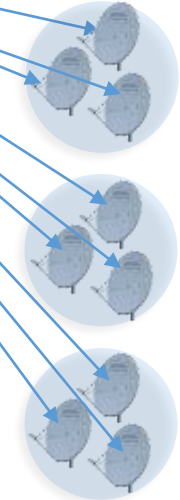
Germany



United Arab Emirates



VSAT



Central (Lahore)

South (Karachi)



# Our International Partners

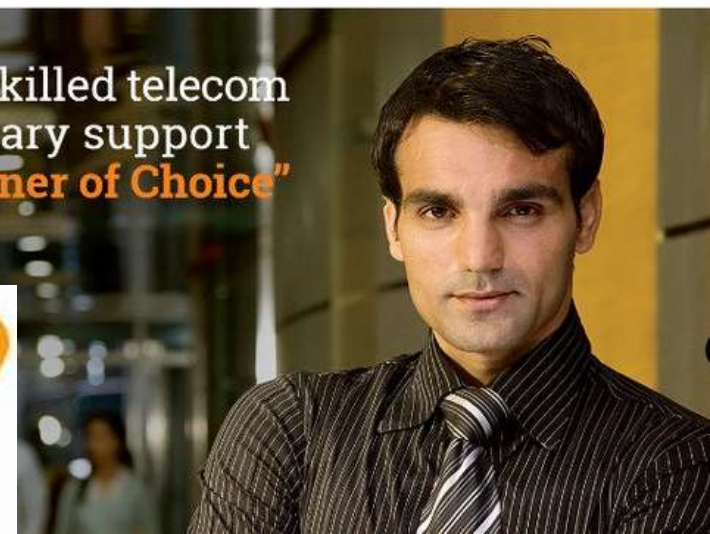


# Our Local Partners



[ABOUT US](#) [NETWORK](#) [PRODUCTS AND SERVICES](#) [CAREERS](#) [CONTACT](#)

**Multinet's team** of highly skilled telecom professionals and exemplary support services make it **"The Partner of Choice"** for top Global Carriers.



# Our Valuable Customers



Government of Pakistan  
Accountant General Pakistan Revenues  
(AGPR)



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**MOBILE  
PHONE**

**INFORMATION  
TECHNOLOGY**

**IT**

**INTERNET**

## **Business Expansion Initiatives 2021/2022**

**DATA**

**BUSINESS**

**COMMUNICATION**

**New Business Verticals**



Registration with PSEB for  
IT & IT Enabled Services

IT Training



Pakistan Software Export Board (PSEB)

# MANAGED SERVICES



NLC VSAT NETWORK

The background features a blurred financial data display with various numbers and stock codes. A semi-transparent blue horizontal bar is positioned across the middle of the image, containing the text 'Financial Review'.

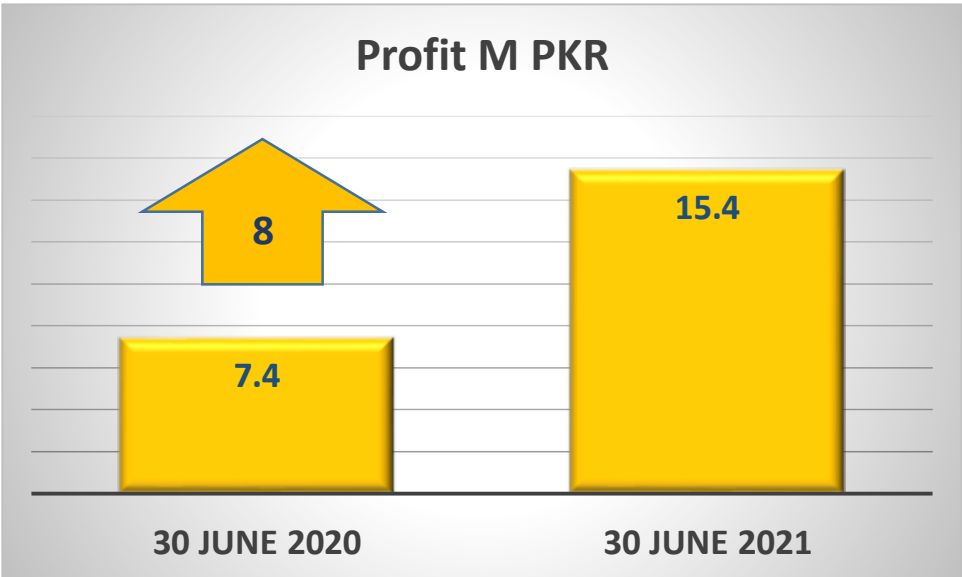
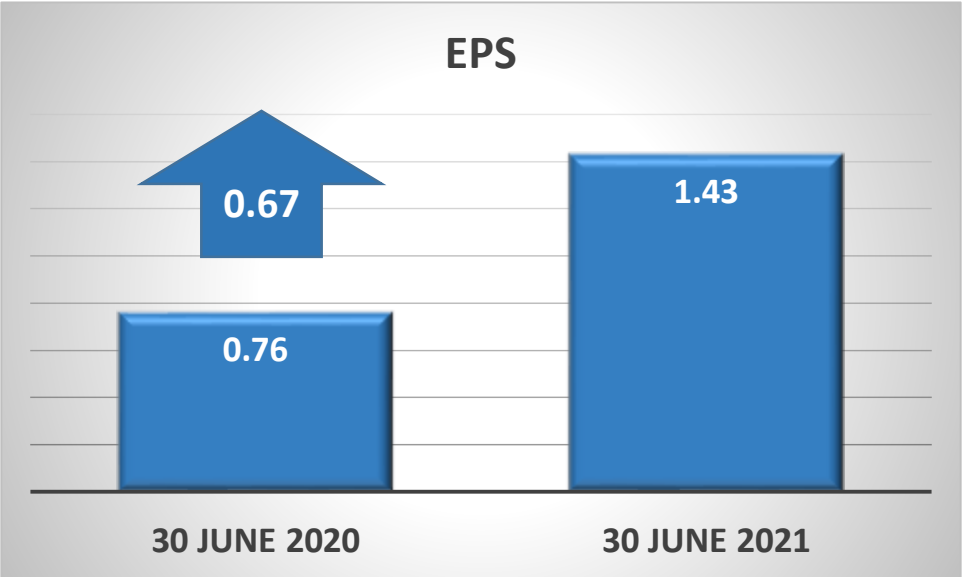
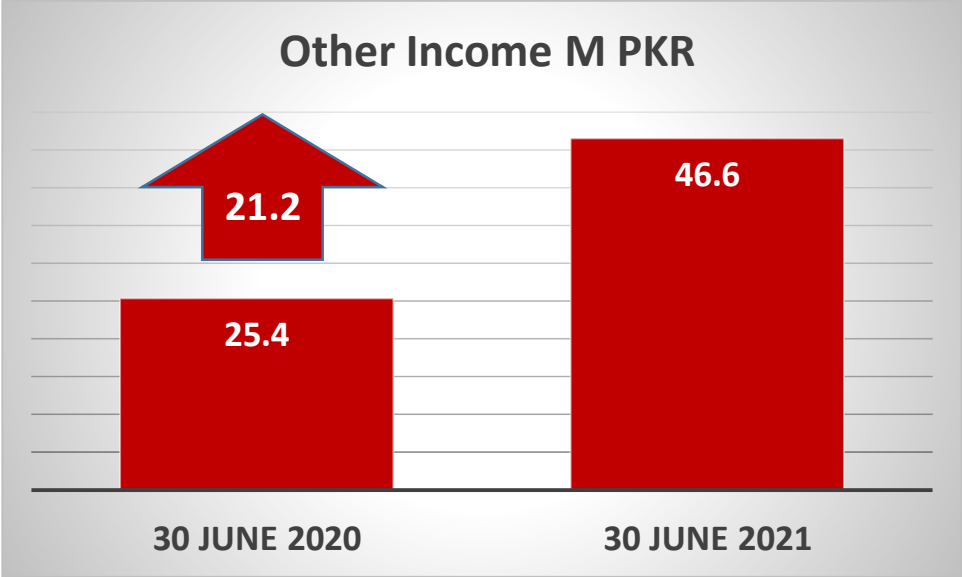
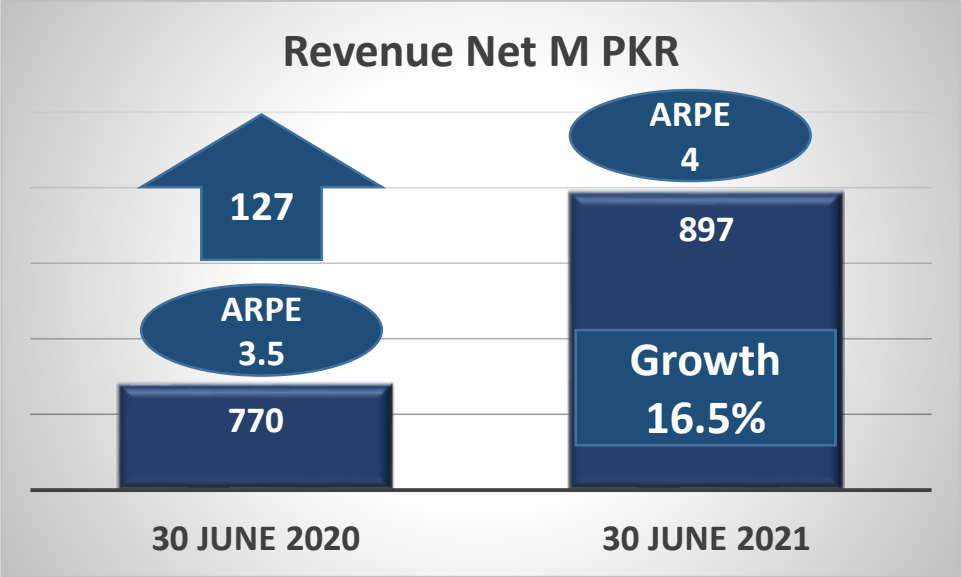
# Financial Review

# Financial Review

- Historically Pak Datacom Limited has established itself in the market from it's own financial resources.
- Dividend payout ratio in past is higher than the earnings per share.
- PDL has always avoided Debt Financing/ Bank Borrowing and relied on it's integral resources.
- The company has shown positive growth trend since August 2020.

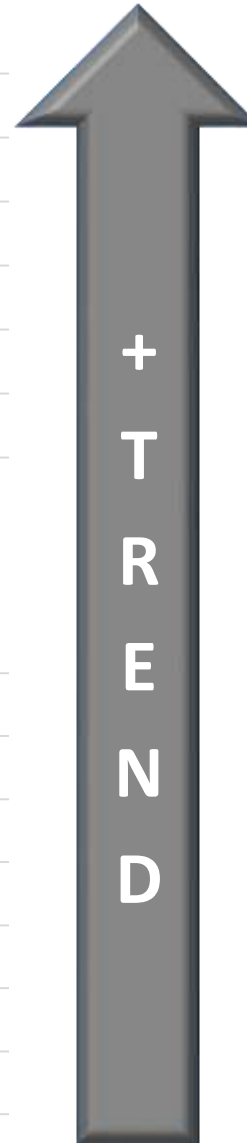
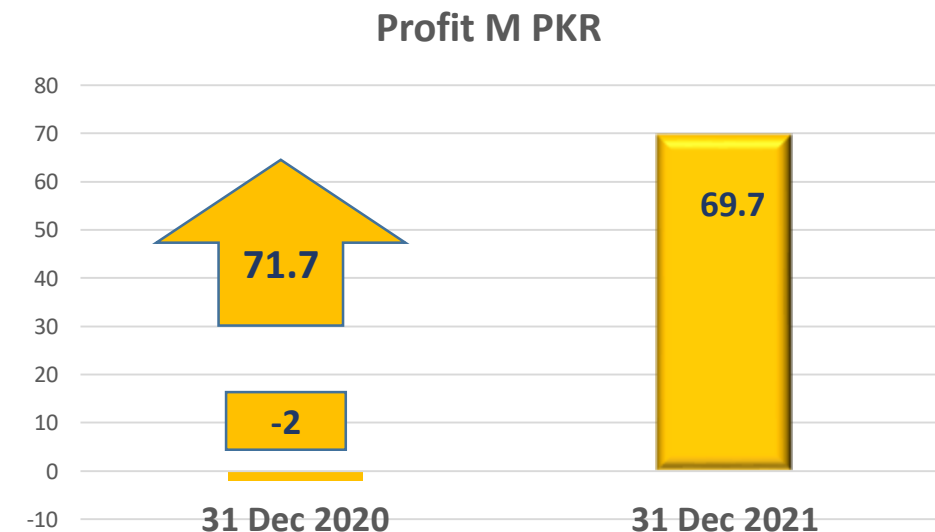
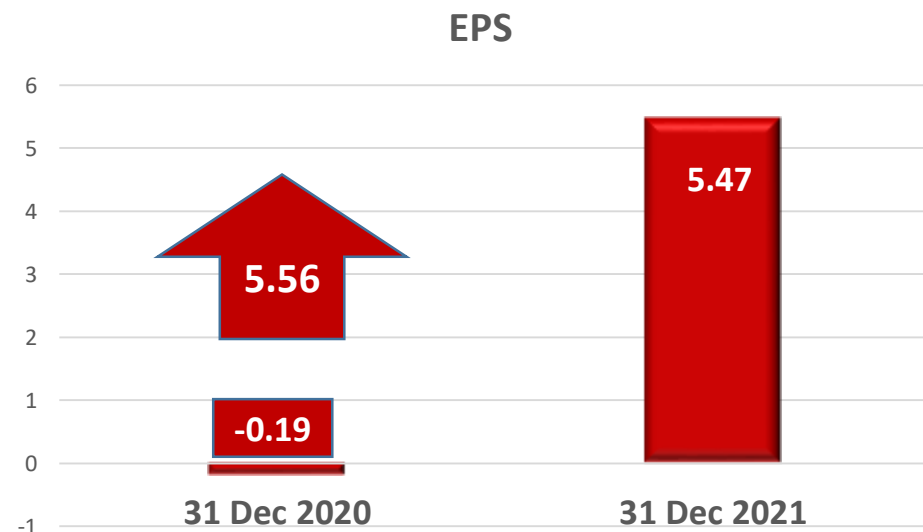
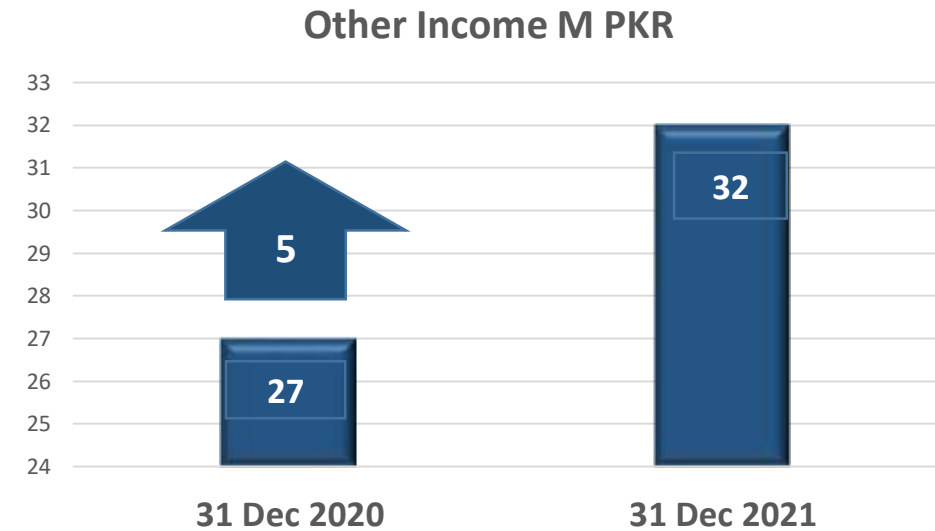
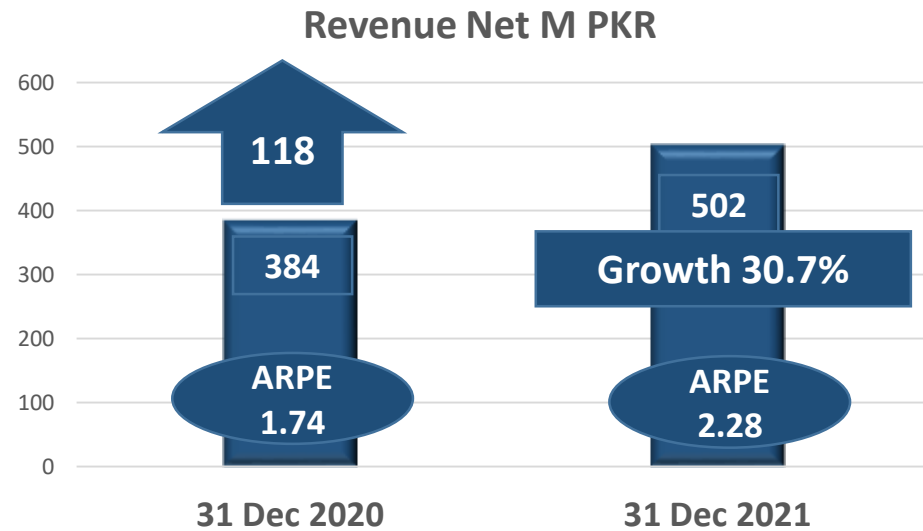


# Pak Datacom Performance FY Ending 2020 vs 2021



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# Pak Datacom Performance - 6 Months Dec 2020 vs Dec 2021



# Revival and Way Forward

2020

2021



# 5 Year Strategic Master Plan Formulation Process



## Resultant Strategies for Pak Datacom



- *Creation of new merit based departments with professionals – commercial, IT and Plans*
- *Process reengineering & digital transformation of PDL*
- *Business development in sustainable businesses*
- *Business diversification:*
- *Collaborations and Partnerships*
- *Upgrading of existing Digital Communications Networks*
- *Re branding of PDL*

# New Endeavors



- IT & Telecommunications Trainings
- Managed Services
- Fiber Optic Networks
- Internet of Things (IOT)
- Cloud Computing
- Data Centers
- Data Warehousing
- Block Chain
- Development of much needed Apps
- Energy Sector (Solar, Super Capacitor, Hybrid Solutions)

## Group Synergy Strategic Initiative



PDL will go in the market not as a standalone company offering its services but as a group of companies (along with Telecom Foundation) that will be pitching with one stop shop products and services under the group, such as laying, ducting and operations of the high value incoming optical fiber networks across the country.

## Way Forward



The COVID-19 pandemic badly affected the entire corporate sector in year 2020/2021. During these challenging times, PDL however managed to maintain business continuity successfully and prepared plans to cope with and mitigate the adverse effects of this crisis.

The Company, in line with its mission, did not reduce the perks and privileges of its employees during the pandemic and also ensured that Environment, Health and Safety standards were maintained at best. The Company is quite optimistic towards increased growth in the times of diminishing effects of Covid-19.



# CONCLUSION



- *Pak Datacom remained neglected over the last decade*
- *No regular market based CEO with continuity until Aug 2020*
- *Revival started lately in Aug 2020*
- *First year (2020/2021) was utilized for foundation laying of initiatives*
- *Subsequent 4 years shall be for consolidation and growth*
- *Pak Datacom plans to become a major telecom and technology brand in and out of Pakistan, fulfilling all customer needs in prevailing digital world*  
*In Shaa Allah*

Thanks